

GOVERNMENT OF INDIA

MINISTRY OF AYUSH

LOK SABHA

UNSTARRED QUESTION NO. 108

TO BE ANSWERED ON 02/02/2024

“Traditional Systems of medicines”

108. SHRI G.M. SIDDESHWAR:

Will the Minister of AYUSH be pleased to state:

- (a) whether the advertisements of health products are shown on television by resorting to various traditional systems of medicine like Ayurveda, etc.;
- (b) if so, whether these products also have any approval from the Drug Controller General of India;
- (c) whether it is true that the use of such products lead to health hazard issues as they have a direct effect on the liver/kidneys, since most of the products do not have the certification of benefits and safety for human body and if so, the details thereof;
- (d) whether the Government is planning to frame rules/laws to ban such products; and
- (e) if so, the time by which such rules/laws come into force and if not, the reasons therefor?

ANSWER

THE MINISTER OF AYUSH

(SHRI SARBANANDA SONOWAL)

- (a) Yes Sir. Such advertisements are frequently noticed on television regarding various traditional systems of medicine.
- (b) Ministry of Ayush does not accord any approval/ permission for manufacturing and sale of Ayurvedic, Siddha, or Unani medicinal products. Further, as

enforcement of the regulations prescribed in Drugs and Cosmetics Rules, 1945 is vested with the State Licensing Authority.

Provisions regarding manufacture for sale of Ayurvedic (including Siddha) or Unani drugs have been prescribed from Rule 151 to Rule 169, of Drugs & Cosmetics Rules, 1945 and enforcement of these regulations are vested with the State Licensing Authorities.

Further, as per existing regulatory framework, all advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Rule 7(5) of the Advertising Code inter alia provides that 'No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved.

- (c) to (e) In India, CDSCO is the National Regulatory Authority (NRA), accordingly, DCG(I) grants WHO-GMP/CoPP Certificate for ASU Drugs. Additionally, support for development of standards and accreditation/ certification of Ayush products & materials in collaboration with QCI and other relevant scientific institutions and industrial R&D centres.

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder encompass the provisions for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances including Ayush medicines, which appear in the print and electronic media and Government has taken note thereof. State/UT Governments are empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 & Rules thereunder.

Additionally, pharmacovigilance Centres for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) Drugs set up in different parts of the country under the Central Sector 'Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana Scheme' (AOGUSY Scheme) of Ministry of Ayush, are mandated to monitor and

report the misleading advertisements to the respective State Regulatory Authorities. A three tier structure comprising of a National Pharmacovigilance Co-ordination Centre (NPvCC), Intermediary Pharmacovigilance Centres (IPvCs) and Peripheral Pharmacovigilance Centres (PPvCs) is established. All India Institute of Ayurveda (AIIA), New Delhi under Ministry of Ayush is the National Pharmacovigilance Co-ordination Centre (NPvCC) for the implementation of the National Pharmacovigilance program for Ayurveda, Siddha, Unani & Homoeopathy drugs.

Appropriate action is also taken by Ministry of Information & Broadcasting (MOIB) against the private TV channels when violation of any provisions of the Advertising Code is found. Ministry also issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code.
