

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA  
UNSTARRED QUESTION NO.3159  
TO BE ANSWERED ON 6<sup>TH</sup> DECEMBER, 2019**

**MISLEADING ADVERTISEMENTS BY MEDICINE COMPANIES**

**3159. SHRI NIHAL CHAND:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Central Government has taken cognizance of misleading advertisements by medicine companies on TV and print media, if so, the details thereof;
- (b) the parameters fixed by the Government for sale of medicines by the medicine sellers;
- (c) the steps taken by the Government for compliance of the above said parameters by the medicine sellers; and
- (d) whether the Government has received complaints against medicine sellers and if so, the details thereof along with the action taken thereon?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

(a): Advertisements concerning drugs are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State Governments. In compliance of provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Drugs & Cosmetics Act, 1940, an advisory was issued by Ministry of Information and Broadcasting on 12.07.2017 in which all TV channels have been advised to advertise only products that have valid license issued by M/o AYUSH or State Drug Licensing Authorities.

(b) to (d): The sale and distribution of drugs in the country are regulated under the provisions of the Drugs & Cosmetics Act, 1940 and Rules, 1945 thereunder by the State Licensing Authorities (SLAs) through a system of inspection and licensing.

The said Rules prescribe conditions to be satisfied before grant of license for sale of drugs. These include adequacy of the premises, proper storage facilities for preserving the properties of drug, requirement of competent person to supervise and control the sale of drugs, etc.

SLAs are legally empowered to take action in case violation of the conditions of license. As and when such complaints are received by Central Drugs Standard Control Organisation (CDSCO) under the Ministry of Health & Family Welfare, the same are forwarded to the respective State Licensing Authorities for taking necessary action.