

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY,
UNANI, SIDDHA AND HOMOEOPATHY
(AYUSH)**

**LOK SABHA
UNSTARRED QUESTION NO. 4495
TO BE ANSWERED ON 20TH MARCH, 2020**

MISLEADING ADVERTISEMENTS ON AYUSH

4495. DR. ALOK KUMAR SUMAN:

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

- (a) whether the Government has taken note of the large number of misleading advertisements pertaining to AYUSH and Herbal medicines in the country;
- (b) if so, the details thereof; and
- (c) the corrective measures taken by the Government to check the menace of misleading advertisements in this regard?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)**

(a) to (c): 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. Central Government has notified insertion of Rule 170 in the Drugs & Cosmetics Rules, 1945 on 24th December, 2018 specifically for controlling inappropriate advertisements of Ayurvedic, Siddha and Unani medicines. Similarly, Ministry of Consumer Affairs, Food and Public Distribution has informed to have enacted Consumer Protection Act, 2019 on 9th August, 2019 for setting up a Central Consumer Protection Authority (CCPA) to look into the complaints of misleading advertisements.

State/UT Governments are empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules there under and Rule 170 of the Drugs & Cosmetic Rules, 1945 pertaining to control and prohibition of misleading advertisements and exaggerated claims of drugs. Accordingly, directives have been issued to the States/UTs for appointing Officers to enter, search any premises or examine or seize any record related to the alleged misleading or improper advertisements and initiate action against the cases of default. Pharmacovigilance Centres for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) Drugs set up in different parts of the country under the Central Scheme of Ministry of AYUSH are mandated to monitor and report the misleading advertisements to the respective State Regulatory Authorities. During the period from August 2018 to February 2020, 5782 instances of misleading advertisements of ASU&H drugs have been reported by the Pharmacovigilance centres, which were forwarded to the respective State/UT authorities, media channels and the manufacturers for prohibitive and regulatory action.

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