

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA**

**UNSTARRED QUESTION NO. 4802  
TO BE ANSWERED ON 28<sup>th</sup> MARCH 2025**

**“Misleading Advertisements for AYUSH Drugs”**

**4802. Shri Sukhdeo Bhagat:**

**Will the Minister of AYUSH be pleased to state:**

- (a) whether the Government has any efforts to curb misleading advertisements as there has been a significant increase in such cases during the last three years and if so, the details thereof;
- (b) whether it is a fact that the Supreme Court temporarily stayed a Ministry notification that contradicted earlier directives against misleading ads and if so, the details thereof;
- (c) whether in view of this upward trend and legal challenges any concrete measures have been implemented by the Government to effectively address and reduce the proliferation of misleading AYUSH drug advertisements; and
- (d) if so, the details thereof along with the steps taken thereon?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH**

**(SHRI PRATAPRAO JADHAV)**

(a), (c) & (d) Yes sir, Ministry of Ayush implemented a Pharmacovigilance Program for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs as a component of Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY) scheme under its Central Sector Scheme. The pharmacovigilance program is working through a three-tier network of a National Pharmacovigilance Centre (NPvCC), Five Intermediary Pharmacovigilance Centre's (IPvCs) and 99 Peripheral Pharmacovigilance Centres (PPvCs) established across the country.

These centres are mandated to monitor and report the misleading advertisements to the respective State Regulatory Authorities for suitable action against the defaulter.

In the last three years, misleading advertisements related to Ayush drugs have been reported to the respective state licensing authorities for appropriate action against the defaulters, as attached in **Annexure I**.

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 Ministry of Ayush has issued advisories and gives direction to SLAs to enforce and regulate as per the provision of this Act.

Further, Ministry of Ayush issued an advisory dated 18.04.2024 and directed to all State/UT Ayush Drug Licensing Authorities, all Ayush drug manufacturers/associations, and the National Pharmacovigilance Coordination Centre regarding “Compliance to the labelling provisions for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs/medicines”.

Additionally, Ministry of Ayush issued a public notice on 08.10.2024, informing the general public about the facts regarding ASU&H drugs/medicines and urging them to avoid patronizing misleading advertisements, which was published in 100 leading newspapers across India in Hindi, English, and several regional languages.

The Department of Consumer Affairs (DoCA) maintains the Grievances Against Misleading Advertisements (GAMA) portal, providing a platform to address instances of misleading advertisements. Further, as the regulations and enforcement for TV Channels falls under the mandate of Ministry of Information and Broadcasting (MOIB), therefore references of misleading advertisement getting broadcasted on TV channels are forwarded to MOIB for action.

(b) Ministry of Ayush vide Gazette notification no.- G.S.R. 360(E) dated 01.07.2024 has omitted Rule 170 of the Drugs Rules, 1945 based on recommendations from the Ayurvedic, Siddha, and Unani Drugs Technical Advisory Board (ASUDTAB). Further, Hon’ble Supreme Court of India vide its order dated 27.08.2024 in W.P. (CIVIL) NO.645/2022 has stayed the notification of omission of Rule 170 of the Drugs Rules, 1945 till further orders.

**Annexure-I**

**The details of misleading advertisements related to Ayush medicines noticed by pharmacovigilance and reported to SLA are as follows:**

<b>S. No.</b>	<b>Duration</b>	<b>Misleading Advertisements</b>
1	March, 2022- February, 2023	7,417
2	March, 2023- February, 2024	7,790
3	March, 2024- February, 2025	11,119
<b>Total</b>		<b>26,326</b>

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