



ASCI is now a part of AYUSH's Empowered Committee to control misleading ads of AYUSH drugs

Mumbai, 16 April, 2018: In an effective, pre-emptive step, the **Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)** has constituted a committee to control misleading advertisements and exaggerated claims of AYUSH drugs. The **Advertising Standards Council of India (ASCI)** is the only non-Government member. In the empowered committee of seven members comprising AYUSH, Health and Family Welfare and DoCA representatives.

The constituted committee will be empowered to review and monitor the implementation of the provisions of The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 and Rules thereunder for curbing misleading advertisements of ASU & H drugs. The committee will be authorized to make recommendations for regulatory action against misleading advertisements and advise the Central Government for issuing any specific directions or advisories and for taking necessary steps. The committee will also be responsible for reviewing the actions taken by the states and the pharmaceutical vigilance centres for surveillance and control of misleading advertisements of ASU & H drugs.

ASCI's Chairman, Ms. Abanti Sankaranarayanan, said, *"ASCI has been closely working with AYUSH to ensure that Indian consumers are not exposed to false information and have access to safe drugs. We are confident that the new committee will act as a catalyst to the process of self-regulation in advertising, thus safeguarding consumers from deceptive advertisements that can negatively impact them"*.

The meeting of the constituted committee will be convened on a six monthly basis or as and when required to review progress and make recommendations to accomplish their objective of controlling misleading advertisements.

About The Advertising Standards Council of India (ASCI)

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of self-regulation in advertising ensuring the protection of the interest of consumers. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across ALL MEDIA such as Print, TV, Radio, hoardings, SMS, Emailers, Internet / web-site, product packaging, brochures, promotional material and point of sale material etc. ASCI's role has been acclaimed by various Government bodies including The Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Ministry of AYUSH as well as the Ministry of Information and Broadcasting. The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors. In January 2017, the Supreme Court of India in its judgement has





also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India. ASCI is a part of the Executive Committee of International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged two Gold Global Best Practice Awards for the Mobile App “ASCIonline” (2016) and for reducing the time taken to process complaints (2013).

(Source: www.ascionline.org)

For further information, please contact:

The Advertising Standards Council of India

Shweta Purandare, Secretary General, ASCI

91 22 2495 5070 / 91 9821162785

shweta@ascionline.org | ascionline.org

Ketchum Sampark Public Relations Pvt Ltd

Kiwishka Prasad | 91 7506861969

kiwishka.prasad@ketchumsampark.com

