



Speed-Past

## भारतीय चिकित्सा केन्द्रीय परिषद्

आयुष मंत्रालय, भारत सरकार के अधीन एक सांविधिक निकाय  
कार्यालय: 61-65, संस्थानिक क्षेत्र, जनकपुरी, डी.ब्लॉक नई दिल्ली -110058

### CENTRAL COUNCIL OF INDIAN MEDICINE

A STATUTORY BODY UNDER THE MINISTRY OF AYUSH, GOVT. OF INDIA  
OFFICE: 61-65, INSTITUTIONAL AREA, JANAKPURI, D-BLOCK NEW DELHI-110058

दूरभाष / Phone

अध्यक्ष / President: 28525156

सचिव / Secretary: 28525847

कार्यालय / Office: 28525464

पंजीयन / Registration: 28522519

फैक्स / Fax: 28520878

www.ccimindia.org

secretary@ccimindia.org

No.6-28/2017-(Regn.)Misc.

Dated: 15.2.2017

To

The Registrars of all State Registration Boards/Councils of Indian Medicine

**Sub: Reporting of Advertisements violating the Indian Medicine (Standards of Professional Conduct, Etiquette and Code of Ethics) Regulations, 1982-Reg.**

Sir/Madam,

I am directed to refer to the subject mentioned above and to inform you that it has repeatedly been brought to the notice of this Council that some Ayurvedic and Unani practitioners are still putting hoardings containing their names and address of clinic etc. for their publicity at various places. It has also been observed that by issuing advertisements in various leading newspapers, a number of ISM practitioners are misleading general public by claiming prevention or cure of various diseases like Cancer, Diabetes, Heart Disease and Infertility etc. which is clear violation of "Practitioners of Indian Medicine(Standards of Professional Conduct, Etiquette and Code of Ethics) Regulations, 1982" prescribed by the Central Council of Indian Medicine.

Your kind attention is also drawn to this Council's letter No.6-10/2005-CC date 23.3.2006 along with which a copy of Order delivered by High Court of Judicature of MP at Jabalpur Bench regarding Writ Petition No.879 of 2005 and a copy of the above said Regulation was sent to the Registrars of all State Boards/Councils for compliance but it appears that no action has so far been initiated in this regard. Since the Central Council of Indian Medicine has taken this issue seriously, therefore, a copy of the said letter along with its enclosures is again sent herewith with the request to look into the matter and to ensure that the above said Regulation may not be violated. Action taken in the matter may please be intimated to this Council.

This letter may be treated as **MOST URGENT**.

Yours faithfully

*Sd/-*

(K.NATARAJAN)  
ASSTT.REGISTRAR(SIDDHA)  
SECRETARY I/c

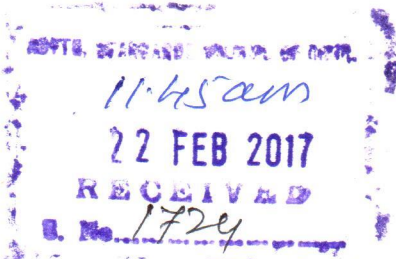
Copy to :-

- President, Central Council of Indian Medicine, Govt. of India, 61-65, Institutional Area, Janakpuri, New Delhi.
- ✓ Ms.Shweta Purandare, Secretary General, The Advertising Standards Council of India, B/717, Aurus Chambers, S.S. Amrutwar Marg, Worli, Mumbai-400008 in reference to her letter dated 21<sup>st</sup> November, 2016.
- Guard File.

*Sd/-*

(K.NATARAJAN)  
ASSTT.REGISTRAR(SIDDHA)  
SECRETARY I/c

Regn. LETTERS 96



*Speed-Past*