

K.11024/ 3/ 2013-DCC (AYUSH)

Government of India

Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)

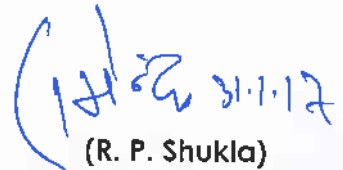
AYUSH Bhawan
B-Block, GPO Complex,
INA, New Delhi-110023 .

Dated: 31st January, 2017.

Subject: Ministry of AYUSH signs Memorandum of Understanding with the Advertising Standards Council of India (ASCI) for monitoring of AYUSH advertisements in print and electronic media-reg

The undersigned is directed to refer the subject cited above and inform that with the objective to curtail malpractices in the advertisement of Ayurvedic, Siddha, Unani and Homoeopathic drugs and various therapies, Ministry of AYUSH has signed a MoU on 20th January, 2017 partnering with the Advertising Standards Council of India (ASCI) and it is available in the Ministry's website www.ayush.gov.in for public information and compliance by the stakeholders.

AYUSH Drugs Manufacturers Associations are hereby urged to take notice of the MoU and inform their member manufacturers to abstain from making such advertisements and exaggerated claims in the print and electronic media that may mislead the public and tantamount to violation of legal provisions and guidelines of advertising. Concerned advertiser/manufacturer, as and when informed by ASCI and brought to the notice of State Authority about the inappropriate advertisement, should comply for rectifying or withdrawing that advertisement within the given timelines. Otherwise action shall be initiated by the State Authority against the defaulter acting in contravention of the relevant provisions of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954, Drugs & Cosmetics Act, 1940 and rules thereunder and other prescribed guidelines and code of advertising. With this aim-specific caution cooperation of all concerned is solicited with immediate effect to achieve the objective of curbing the veracity of misleading/improper advertisements of ASU&H products across print and electronic media.


(R. P. Shukla)

Under Secretary to the Govt. of India

To

All AYUSH Drugs Manufacturers Associations as per list attached