

Government of India

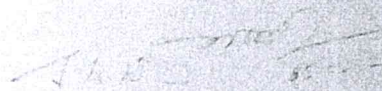
Ministry of AYUSH

NBCC Office Block-III (2nd Floor)
East Kidwai Nagar,
South Extension-1
New Delhi-110023
Dated: 05 April, 2021.

ORDER

Whereas in view of the ongoing COVID-19 pandemic, it is imperative to apply and implement various measures for maintaining public safety in all aspects and to control dissemination of misleading information about AYUSH drugs and services; Whereas the Ministry of AYUSH vide Order No. Z. 25023/09/2018-2020-DCC (AYUSH), dated 1st April, 2020 have issued instructions to all concerned ASU&H Regulatory Authorities in the States/Union Territories under the provisions of Drugs and Cosmetics Act, 1940 to take effective measures to stop and prevent publicity and advertisement of AYUSH-related claims for COVID-19 treatment in print, TV and electronic media and take necessary action against the persons/agencies involved in contravening the relevant legal provisions. Whereas, it is once again advised that such persons/agencies involved in misleading or false claim of COVID-19 treatment with AYUSH drugs may be seen to be falling under the category of Misbranded drugs as defined in Section 33EE of the Drugs and Cosmetics Act, 1940 and punishable under Section 33 I of the said Act.

This is issued with the approval of Secretary (AYUSH), Government of India.


Dr. J.L.N Sastry

In-charge Head, ASU&H Drug Policy Section

To

- i) Principal Secretaries/Secretaries (Health/AYUSH) of all States/UTs.
- ii) State Licensing Authorities/Drug Controllers of AYUSH

Copy to:

- i) Secretary, Ministry of Information & Broadcasting, Government of India with the request for issuing necessary instructions to TV channels.
- ii) Secretary, Department of Electronics and Information Technology, Govt. of India with the request for issuing necessary instructions to Electronic Media.
- iii) Secretary, Press Council of India with the request for issuing necessary instructions to Print Media.
- iv) Directors/In-charges of National, Intermediary and Peripheral ASU&H Pharmacovigilance Centres to monitor and report COVID 19 related AYUSH advertisements/Publicity materials.

F. No. Z 25023 /09/2018-2020-DCC (AYUSH)

Government of India

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

Dated: 1st April, 2020.


ORDER

Whereas in view of the emerging threat in the country due to COVID-19 outbreak, it is imperative to apply and implement various measures for maintaining public safety in all aspects and to control dissemination of misleading information about AYUSH drugs and services;

Whereas the Ministry of Home Affairs vide Order No. 40-3/2020-DM-II(A), dated 24th March, 2020 and the National Disaster Management Authority (NDMA) vide Order No. 1-29/2020-pp (Pt II) dated 24th March, 2020 have issued instructions to all Central and State/UT Government Authorities under the provisions of Disaster Management Act, 2005 to take effective measures including making of false claim as punishable offence so as to prevent the spread of COVID-19 in the country;

Accordingly, in exercise of the powers of Central Government, conferred under Section 33 P of the Drugs and Cosmetics Act, 1940, it is hereby directed to all concerned ASU&H Regulatory Authorities in the States/Union Territories to stop and prevent publicity and advertisement of AYUSH-related claims for COVID-19 treatment in print, TV and electronic media and take necessary action against the persons/agencies involved in contravening the relevant legal provisions and the aforesaid guidelines of NDMA.

This is issued with the approval of Secretary (AYUSH), Government of India.



Adviser (Ay.) and Head, ASU&H Drugs Policy Section

To

- i) Principal Secretaries/Secretaries (Health/AYUSH) of all States/UTs.
- ii) State Licensing Authorities/Drug Controllers of AYUSH