

Misleading ADS by drug manufacturers

1916. SHRI UPENDRA KUSHWAHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Drug Controller General of India (DCGI) is scanning the tall claims being made through drag advertisements by drug manufactures;

(b) if so, the details thereof;

(c) whether these ads do not satisfy the criteria laid down by WHO and if so, action taken in the matter;

(d) the details of companies booked for misleading ads during the last two years;

(e) the measures taken to stop telecast of misleading ads on TV channels; and

(f) whether there is any proposal to make it mandatory for drug manufacturing companies to get their ads approved from DCGI before telecast to check misleading ads?

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI GHULAM NABI AZAD): (a) and (b) The information/complaints received by the office of DCG(I) about misleading advertisements are forwarded to State/UT Drugs Control Authorities concerned for taking action as advertisements of drugs and magic remedies are regulated under the provisions of the Duags and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State/UT Governments.

(c) Any action in respect of misleading advertisements is taken on the basis of violations of the provisions of the domestic law.

(d) The Central Drug Standard Control Organisation (CDSCO) has not booked any complaint under the Drugs and Magic Remedies (Objectionable Advertisements) Act; 1954 as only the State/UT Governments are empowered to take action in respect of violations of the said Act.

(e) Electronic media is riot covered under the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.

(f) No.