

Besides, the Ministry of Health and Family Welfare, through its Integrated Disease Surveillance Programme, helps the States/UTs to effectively detect and respond to disease outbreaks including water borne diseases by providing additional manpower, strengthening of laboratories, Information and Communication Technology (ICT) equipment and funds. The National Centre for Disease Control (NCDC) also helps the States/UTs through surveillance, investigation, laboratory and other facilities. It also helps States in capacity building through training and developmental activities.

Health System Strengthening support being given to the State Governments under National Health Mission (NHM) also enhances capacity of the Health Institutions, up to the district level, to treat and manage water borne diseases.

### **Misleading drug advertisements**

2994. DR. PRADEEP KUMAR BALMUCHU: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that in recent days, misleading drug advertisements are becoming rampant, if so, the details thereof;

(b) whether it is also a fact that Government has advised the State Governments to keep a restraint on such advertisements, if so, the details thereof; and

(c) the action taken directly by Government to stop such misleading advertisers before it has advised the States to take a stringent action against those misleading advertisers?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI FAGGAN SINGH KULASTE): (a) to (c) Advertisements concerning drugs are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State Governments. Advertising Standards Council of India (ASCI) has informed the Ministry of Information and Broadcasting that some channels carried out some objectionable advertisements that made unsubstantiated claims and also violated provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Accordingly, an advisory was issued by the Ministry of Information and Broadcasting advising all TV channels not to telecast advertisements which were found to be violating provisions of the Cable Television Networks Rules, 1994; ASCI Code and also Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The sale and distribution of drugs in the country are regulated under the provisions of the Drugs and Cosmetics Act, 1940 and Rules, 1945 thereunder by the State Licensing Authorities (SLAs) through a system of inspection and licensing. The SLAs are empowered to take action against the manufacturers for violation of any provisions of the conditions of License.