

Siddha, Unani drugs as defined in Section 3 (a) and (h) of the Drugs and Cosmetics Act, 1940, many of which are made from plant ingredients or herbs.

(b) and (c) Misleading claims and advertisements of all kinds of drugs including herbal medicines/products are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder. The legal provisions on this account are enforced by the State Governments for prohibiting advertisements, which directly or indirectly give a false impression regarding the true character of the drugs; or make false claims for the drugs or otherwise false or misleading in any material particular. Ministry of AYUSH has signed an MoU with Advertising Standards Council of India (ASCI) on 20th January, 2017 for *suo-moto* monitoring and tracking down the AYUSH related advertisements appearing in print and TV media and directing the advertisers to rectify or withdraw the inappropriate advertisements within the stipulated timeframe. Instances of non-compliance of ASCI directions are forwarded to the concerned regulators for necessary action in accordance with the legal provisions. Penal provisions for the instances of contravention of advertisement norms are prescribed in the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Ministry of Information and Broadcasting has issued advisory to all TV Channels to ensure strict compliance of the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Drugs and Cosmetics Act, 1940 and Rules thereunder. Also, TV Channels have been advised to advertise only licensed AYUSH products. Department of Consumer Affairs is maintaining a portal of Grievances Against Misleading Advertisements (GAMA) for online registration of complaints related to misleading advertisements *inter alia* of AYUSH products and services.

MoU between India and Sri Lanka

1603. SHRI MAJEED MEMON: Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) whether Government is planning to ink a Memorandum of Understanding (MoU) between India and Sri Lanka for cooperation in areas of traditional systems of medicine and Homoeopathy;

(b) if so, a detailed note thereon; and

(c) how Government is planning to resource the finances necessary to conduct research, training courses, conferences and meetings and the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) (SHRI SHRIPAD YESSO NAIK): (a) and (b) Yes. The Memorandum of Understanding envisages the following salient areas for cooperation between the two countries in the field Traditional Medicine and Homeopathy:

- (i) Promotion including the regulation of teaching, practice, drugs and drugless therapies, Traditional Medicine and Homeopathy
 - (ii) Exchanging experts for training of practitioners, paramedics, scientists, teaching professionals and students in Traditional Systems of Medicine and Homeopathy
 - (iii) Accommodating interested scientists, practitioners, paramedics and students in institutions for research, educational and training programmes on Traditional Medicine
 - (iv) Mutual recognition of officially recognised systems of medicine, educational qualifications in Traditional Systems of Medicine and Homeopathy, pharmacopoeias and formularies
 - (v) Setting up of Academic Chairs on Traditional Systems of Medicine and Homeopathy
- (c) The financial resources necessary to conduct activities under the MoU will be met from the existing allocated budget under this Ministry's Central Sector Scheme for promotion of International Cooperation in AYUSH.

2nd Ayurveda Day

1604. SHRI SANJAY SETH: Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

- (a) whether Government observed 2nd Ayurveda Day on 17th October, 2017;
- (b) if so, the details thereof;
- (c) the main theme of the Ayurveda Day;
- (d) the number of delegates that participated in the event;