

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA**

**UNSTARRED QUESTION NO. 1288**

**TO BE ANSWERED ON 9<sup>th</sup> February, 2024**

**1288. SHRI MOHAMMED FAIZAL P.P.:**

Will the Minister of Ayush be pleased to state:

- (a) whether the Government has reversed the applicability of the rule regarding false and misleading advertisements for AYUSH products without introducing any alternative provisions for the same;
- (b) if so, the details thereof;
- (c) whether the Government is aware that Delhi High Court has enquired about the inclusion of AYUSH under the Ayushman Bharat scheme;
- (d) if so, whether the Government intends to include AYUSH under the said scheme; and
- (e) the steps taken/proposed to be taken by the Government to improve the employment for AYUSH graduates considering the fact of lack of jobs and public trust deficit in the practice?

**ANSWER**

**THE MINISTER OF AYUSH**

**(SHRI SARBANANDA SONOWAL)**

- (a) & (b) Government of India has taken following initiatives regarding misleading advertisement of Ayush products -
  - (i) Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder encompass the provisions for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances

including Ayush medicines, which appear in the print and electronic media and Government has taken note thereof. State/UT Governments are empowered to enforce the provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 & Rules thereunder.

- (ii) Ministry of Ayush, Government of India has launched the Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY) the Central Sector Scheme for augmenting quality of Ayush drugs during the 15th Finance Cycle (2021-22 to 2025-26) by merging the existing Central Sector Schemes of Pharmacovigilance initiative, Central Drug Controller of Ayush and Quality Control of ASU&H drugs and inclusion of certain new elements to facilitate standardization, effective enforcement of rules/regulations, technology up-gradation for manufacturing and analytical testing, certification/accreditation and training & capacity building activities intended towards quality assurance of Ayush drugs.

Further, Pharmacovigilance Centres for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) Drugs set up in different parts of the country under the Central Sector 'Ayush Oushadhi Gunvatta Evam Uttpadan Samvardhan Yojana Scheme' (AOGUSY Scheme) of Ministry of Ayush, are mandated to monitor and report the misleading advertisements to the respective State Regulatory Authorities. Ministry of Ayush has established a 3 tier network of pharmacovigilance centers distributed throughout the country, 1-National Pharmacovigilance Center (NPvC), 5-Intermediary Pharmacovigilance Centers (IPvC) & 99- Peripheral Pharmacovigilance Centers (PPvC). Under Pharmacovigilance Program the objectionable/misleading advertisements are regularly being reported to respective State Licensing Authorities.

- (iii) The Department of Consumer Affairs (DoCA) maintains the Grievances Against Misleading Advertisements (GAMA) portal, providing a platform to address instances of misleading advertisements. Further, as the regulations and enforcement for TV Channels falls under the mandate of Ministry of Information and Broadcasting (MOIB), therefore references of

misleading advertisement getting broadcasted on TV channels are forwarded to MOIB for action.

- (c) & (d) As one of the respondent, Ministry of Ayush has received a Writ Petition (C) PIL No. 14289 of 2023, filed before the Hon'ble High Court of Delhi wherein the petitioner has prayed to include Ayush systems under Ayushman Bharat- Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) scheme and the matter is still pending before the Honble High Court of Delhi. Further, Ministry of Ayush has initiated efforts to include of Ayush interventions in Ayushman Bharat-Pradhan Mantri Jan Aarogya Yojana (AB-PMJAY) in 2018 by submitting its proposal to National Health Authority. Further, Ministry of Ayush has also requested Ministry of Health and Family Welfare to take necessary action for inclusion of Ayush treatment packages in health insurance scheme so as the beneficiaries can avail such treatment packages of Ayush systems under AB-PMJAY.
- (e) The steps taken by the government to improve employment for AYUSH graduates are as follows.
- (i) National Commission for Indian System of Medicine (NCISM) exclusively deals with education, research, and related activities with ASUS Colleges that have attached teaching hospitals. Through ASUS Colleges, opportunities for teaching, practicing, and conducting research are provided to Ayurveda, Siddha, Unani and Sowa-Rigpa (ASUS) graduates.
- National Commission for Indian System of Medicine (NCISM) is conducting an "Entrepreneurship Development" training workshop for the coordinators of ASUS Colleges in association with NI-MSME Hyderabad.
- (ii) To enhance employment opportunities for Homoeopathy graduates, in draft regulation National Commission for Homoeopathy (Minimum Essential Standards for Homoeopathic Colleges and Attached Hospitals) Regulations, 2024 increases the faculty requirement in each Homoeopathy Medical Institute from a minimum of 28 to 40. This initiative aims to

facilitate job creation at the State Government/Union Territory level for the Homoeopathy fraternity.

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