

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:1008

ANSWERED ON:30.07.2010

MISLEADING PUBLICITY OF HEALTH CARE PRODUCTS

Hussain Shri Syed Shahnawaz;Yadav Shri Om Prakash

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether many health care products, like medicines for potency, are being popularized by their manufacturers through aggressive and misleading publicity in print and electronic media;
- (b) if so, the details thereof;
- (c) whether any agency has been appointed to verify such claims and to certify such medicines;
- (d) if so, the details thereof; and
- (e) the measures taken against such manufacturers/companies whose claims have been found misleading?

**Answer**

MINISTER OF THE STATE IN THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI DINESH TRIVEDI)

- (a) & (b): Advertisement of drugs for the cure of several diseases including sexual impotence as specified in the Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954 is prohibited under the provisions of the said Act.
- (c) to (e): The administration of the Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954 is entrusted to the State / UT Governments. As per the Section 8 of the Act, State / UT Governments are empowered to take action against the offenders.