

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

UNSTARRED QUESTION NO:3256  
ANSWERED ON:13.08.2010  
SURROGATE ADVERTISEMENTS  
Bajwa Shri Partap Singh

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

- (a) whether the rules governing surrogate advertisements are not being implemented properly in the country which is resulting in aggressive advertisement by some hospitals and doctors;
- (b) if so, the details thereof alongwith the reasons therefor; and
- (c) the stringent measures taken by the Government to implement the aforesaid rules?

**Answer**

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

(a) to (c): Advertisement of drugs are regulated under Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954. Surrogate advertisements do not come under the purview of above said Act.