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Title: Need to control and monitor the contents of advertisements in the media showing harmful effects of allopathic treatment in order to promote the benefits of Unani, Siddha and Homeopathic systems of treatment.

SHRI ABDUL RAHMAN (VELLORE): In view of good impressions upon herbal treatment in Unani, Siddha, Homeopathy etc., now-a-days a lot advertisements are being shown on different channels of television media. Simply referring to side effects/adverse impacts of allopathic medicines, various stories are generated to create positive impressions favoring their treatments.

Doctors in Unani, Siddha & Homeopathy are regularly giving strange information for variety of illnesses. In order to attract others some innocent people are shown as their patients, having cured of their acute ailments and they are made to give a small artificial speech upon how their medical problems were diagnosed and cured with their medicines.

Keeping in view of above, I earnestly urge upon the Government to put in place a system of controlling and monitoring the contents of such advertisements in the media particularly in Television to save the lives of innocent people.