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Title: Need to regulate misleading advertisements appearing on television regarding Ayurvedic/herbal medicines.

SHRI ABDUL RAHMAN (VELLORE): Thank you very much, Sir, for having given me this opportunity for bringing this important matter to the kind attention of the Government of India.

These days we come across many advertisements luring the public in the name of herbal medicines in the name of Siddha or Unani or Ayurveda. These are advertised these days in different forms of media including newspapers and periodicals. Even by taking slots of half an hour to one hour on television the so-called herbal medicine doctors are asking people to reveal how the treatment proved to be beneficial to them and all that is a show without any truth. On watching those attractive shows, innocent and illiterate people, people living in remote areas are pulled towards such doctors and are made to pay huge sums of money for those so-called herbal medicines.

I would like to ask the Government of India what kind of mechanism is adopted by the Health Ministry to have a proper control and to manage the genuineness of the contents of these medicines. Several times these so-called medicines have been proved to be spurious and contaminated, and found to be prepared in unhygienic conditions. This kind of a practice is given complete freedom to continue in various parts of the nation. The Government should take very stern steps and put in place an adequate mechanism to find, check and control the practice of selling such false medicines over the country as this is affecting the health of the people adversely.