



GOVERNMENT OF INDIA MINISTRY OF AYUSH AYUSH BHAWAN

'B' BLOCK, GPO COMPLEX, INA, NEW DELHI-110023
website: www.ayush.gov.in

Public Notice

The general public is hereby informed that the Ministry of Ayush, Government of India neither certify/approve any Ayurvedic, Siddha, Unani & Homeopathic (ASU&H) company or its drug/ medicine nor grant license of manufacture for sale to any Ayurvedic, Siddha, Unani & Homeopathic (ASU&H) manufacturer/company. Further, as the extant provisions of the Drugs & Cosmetics Act, 1940 and rules thereunder, the license of manufacture for sale of any ASU&H medicine /drug is granted by the State/ UT Licensing Authority (SLA) of the concerned State/UT.

2. The Ministry of Ayush hereby notifies the public that-

- i. It is illegal to advertise ASU&H drugs claiming miraculous or supernatural effects for the treatment of diseases. Such advertisements can mislead and endanger public health by promoting unverified or false claims.
- ii. The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, strictly prohibits the advertisement of drugs and magic remedies for the treatment of certain diseases and conditions. Any person found guilty of contravening this Act shall be liable for penalties as prescribed under the law.
- iii. The Ayurvedic, Siddha and Unani (ASU) medicines containing the drugs listed in Schedule E(1) of Drug Rules, 1945 are mandated to be consumed under the supervision and guidance of a registered medical practitioner of the concerned system of Ayush medicine. Container of such medicines will have instruction over its label that "**Caution - To be taken under Medical supervision**" in both Hindi and English languages. General public are advised to use such medications only after consultations with registered medical practitioners / doctors of concern Ayush systems.
- iv. Self-diagnosis or self-medication with Ayurveda, Siddha, Unani & Homeopathy (ASU&H) drugs/ medicines should be avoided. It is suggested to seek advice of registered medical practitioners / doctors of concern Ayush systems for any health concerns.

3. General public is hereby informed to be aware of the aforementioned facts in respect of ASU&H drugs/medicines and avoid patronizing of misleading advertisements of such drugs/medicines. Public is also encouraged to report any such objectionable advertisements, false claims, fake medicines etc. to Drug Policy Section, Ministry of Ayush at (email: ayush-medicine@gov.in) and/or the concerned State Licensing Authority for appropriate action.

Ministry of Ayush

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