

F. No. Z 25023 /09/2018-2020-DCC (AYUSH)

Government of India

Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)

Dated: 1st April, 2020.

ORDER

Whereas in view of the emerging threat in the country due to COVID-19 outbreak, it is imperative to apply and implement various measures for maintaining public safety in all aspects and to control dissemination of misleading information about AYUSH drugs and services;

Whereas the Ministry of Home Affairs vide Order No. 40-3/2020-DM-II(A), dated 24th March, 2020 and the National Disaster Management Authority (NDMA) vide Order No. 1-29/2020-pp (Pt II) dated 24th March, 2020 have issued instructions to all Central and State/UT Government Authorities under the provisions of Disaster Management Act, 2005 to take effective measures including making of false claim as punishable offence so as to prevent the spread of COVID-19 in the country;

Accordingly, in exercise of the powers of Central Government, conferred under Section 33 P of the Drugs and Cosmetics Act, 1940, it is hereby directed to all concerned ASU&H Regulatory Authorities in the States/Union Territories to stop and prevent publicity and advertisement of AYUSH-related claims for COVID-19 treatment in print, TV and electronic media and take necessary action against the persons/agencies involved in contravening the relevant legal provisions and the aforesaid guidelines of NDMA.

This is issued with the approval of Secretary (AYUSH), Government of India.



Adviser (Ay.) and Head, ASU&H Drugs Policy Section

To

- i) Principal Secretaries/Secretaries (Health/AYUSH) of all States/UTs.**
- ii) State Licensing Authorities/Drug Controllers of AYUSH**

Copy to:

- i) Secretary, Ministry of Information & Broadcasting, Government of India with the request for issuing necessary instructions to TV channels.
- ii) Secretary, Department of Electronics and Information Technology, Government of India with the request for issuing necessary instructions to Electronic Media.
- iii) Secretary, Press Council of India with the request for issuing necessary instructions to Print Media.
- iv) Secretary, ASCI with the request for reporting incidences of misleading advertisements/claims of AYUSH as mentioned above.
- v) Directors/In-charges of National, Intermediary and Peripheral ASU&H Pharmacovigilance Centres to monitor and report COVID 19 related AYUSH advertisements/Publicity materials.



Adviser (Ay.) and Head, ASU&H Drugs Policy Section