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S. No.

N-4407/77/2017-BC-I
Government of India
Ministry of Information & Broadcasting
Room No-116'A' Wing,
Shastri Bhawan, New Delhi-110001
Dated: 27.09.2018

To,

1. The President, News Broadcasters Association,
   Mantec House, C-56/5, 3rd Floor, Sector 62, Noida,
   Uttar Pradesh, 201301.

2. The President, Indian Broadcasting Foundation,
   B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110049

3. General Secretary, Advertising Standards Council of India,
   717/B AURUS Chambers, SS Amrutwar Marg, Worli Mumbai- 400018

Subject: Prohibition of using the name of Government Department or Institutions in the advertisement of Ayurveda, Sidda, Unani and Homeopathy Drugs.

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Sir/ Madam,

I am directed to forward herewith the Advisory dated 31.08.2018 issued by Ministry of AYUSH on the above mentioned subject for further necessary action as deemed fit.

Yours faithfully,

27/9/18

(M. Rajendran)
Under Secretary to the Govt. of India
Tele: 2338 6819

Encl: As above

ADVTG, STANDARDS COUNCIL OF INDIA
03:50pm
11 OCT 2018
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S. No. 825

(42)

No. Z.25019/02/2017-DCC (AYUSH)
Government of India
Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)
AYUSH Bhawan
'B' –Block, GPO Complex, INA,
New Delhi-110023

Dated: 31st August, 2018

ADVISORY

Subject:- Prohibition of using the name of Government Department or Institutions in the Advertisements of Ayurveda, Siddha, Unani and Homoeopathy Drugs

Whereas it is reported that some manufacturers are using the name of Government Departments or Institutions in the advertisements of Ayurveda, Siddha, Unani and Homoeopathy Drugs and also some individuals are making fake calls using the name of Government Departments or Institutions for selling their AYUSH related products which are mislcading the consumers. Such acts not only defame the Government Department or Institutions but also pose a potential risk of encouraging people for self-medication trusting them to be approved by the Government.

With the objective to protect the health and wealth of the citizens it is advised that the manufacturers and the advertising agencies shall refrain from using the name of Government Departments or Institutions in the Advertisements of Ayurveda, Siddha, Unani and Homoeopathy Drugs.

Shiela Tirkey

(ShielaTirkey)
Under Secretary to the Govt. of India

To,

1. **All ASU&H State Licensing Authorities/State Drug Controllers**
2. **Ministry of Information and Broadcasting for issuing necessary instructions to Television Channels and Newspaper Agencies.**
3. **Ayurveda, Siddha, Unani and Homoeopathy Drug Manufacturer Associations for disseminating to all ASU&H Drug Manufacturers for compliance.**

10/9
Col (B/C.I)
10/9/18