

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

**Government of India**

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

**Dated: 1<sup>st</sup> 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 24<sup>th</sup> March, 2020 and the National Disaster Management Authority (NDMA) vide Order No. 1-29/2020-pp (Pt II) dated 24<sup>th</sup> 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**