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Misleading ads case: SC stays Ayush ministry's notification on drugs, cosmetic rules

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NEW DELHI: The Supreme Court on Tuesday stayed a notification issued by the Ayush ministry's on drugs, cosmetic rules as it was found to be contrary to the apex court's order. The notification by the ministry was regarding the omission of a rule that prohibited misleading advertisements of Ayurvedic, Siddha, and Unani drugs.

"It is respectfully submitted that as the process of final gazette notification will take further time, in order to avoid confusion among the various State/UT SLAs (state licensing authorities) and to prevent avoidable litigations, Ministry of Ayush vide letter dated August 29, 2023 directed all state/UTs licensing authorities not to take any action under Rule 170 of the Drugs and Cosmetics Rules,

1945 as the final notification is under process," the Centre had said in an affidavit.

Taking note of this, the apex court said, "Instead of withdrawing the letter dated August 29, 2023, for reasons best known to the ministry, the notification dated July 1 to omit Rule 170 of the Drugs and Cosmetics Rules, 1945, has been issued which runs contrary to directions issued by this court."

"Till further orders, effect of the notification dated omitting shall stand stayed," it said.

The court is reviewing a 2022 petition from the Indian Medical Association, which accuses Patanjali and yoga

guru Ramdev of conducting a smear campaign against the Covid vaccination drive and modern medical practices.