



Uttarakhand Licensing Authority on Misleading Patanjali Ads

Why in News?

Recently, the **Uttarakhand State Licensing Authority (SLA)** has been reprimanded by the [Supreme Court](#) for its failure to address complaints regarding **misleading advertisements** by Patanjali, which had persisted for over two years.

- The Supreme Court rejected the SLA's latest justification for its inaction.

Key Points

- The **Ayush ministry** filed an affidavit in court which showed that the SLA had not taken any action on a complaint filed in February 2022, beyond giving a warning and asking the company to stop advertisements, though the company continued to advertise throughout the two years.
- The petition against Patanjali stated that it was for violation of [section 3 of the Drugs and Magic Remedies Act \(DMRA\)](#), which **prohibits advertising drugs for 54 diseases and conditions**.
 - The Act **prohibits advertisements of drugs and remedies** that claim to have magical properties, and makes doing so an offence.
 - The Act defines "**magic remedy**" to include **talismans, mantras, kavachas (amulets)**, and any other similar items that claim supernatural or magical properties for curing ailments.

Meaning of 'Ayush'

- **Traditional and Non-Conventional systems of Health care and healing** which include Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy etc.
- The Indian systems of medicine **exhibit significant strengths**, including **diversity and flexibility**.
- These systems are **highly accessible and affordable** for a broad section of the population.
- Compared to conventional healthcare, these systems **incur relatively lower costs**.
- They demonstrate **growing economic value**, highlighting their potential to serve as vital healthcare providers for a substantial portion of the populace.