



Supreme Court Criticized States Over Illegal Ayurvedic Ads

Why in News?

The Supreme Court criticized several states such as **Jammu & Kashmir, Andhra Pradesh** and the **Union Territory of Delhi** for their failure to act against **illegal advertisements** promoting [Ayurvedic, Siddha,](#) and [Unani drugs.](#)

- Chief secretaries of non-compliant states have been ordered to appear before the court via video conferencing to justify their inaction.

Key Points

- Senior advocate acting as [amicus curiae](#), pointed out that states were letting violators off with apologies and undertakings instead of taking stricter actions.
- The court emphasized the need for states to enforce [Rule 170 of the Drugs and Cosmetics Rules, 1945](#), to curb illegal advertisements effectively.
 - **Jammu & Kashmir** along with **Andhra Pradesh, Delhi, Goa, and Gujarat** have been directed to file affidavits regarding their enforcement of Rule 170 by the end of February 2025.
 - Rule 170 **deals with the power to take action against objectionable or misleading advertisements** about Ayurvedic, Siddha, and Unani drugs.
- **Background of the Issue:**
 - In August 2024, the Supreme Court stayed a notification by the **Ministry of Ayush** that omitted **Rule 170**, calling it contradictory to its 7 May, 2024, order.
 - The apex court on 7 May, 2024 directed that before an advertisement was permitted to be issued, a **self-declaration** should be obtained from the advertisers on the line of the [Cable Television Networks Rules, 1994](#).
 - The Ministry of Ayush had earlier issued a letter in August 2023 advising states **not to take action against violators, citing procedural delays in finalizing a gazette notification**.
 - The case stems from a 2022 petition by the [Indian Medical Association](#), which alleged that **Patanjali** had launched a misinformation campaign against [Covid vaccines](#) and modern medicine.

Indian Medical Association (IMA)

- **Indian Medical Association** is the only **representative, national voluntary organisation of Doctors of Modern Scientific System of Medicine**, which looks after the interest of doctors as well as the well being of the community at large.
- IMA is a founding member of **World Medical Association**.

AYUSH Systems of Medicine

AYUSH encompasses Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa Rigpa, and Homeopathy, with Ayurveda having a documented history of 5000+ years.

Ayurveda

- ⌚ **Samhita Period (1000 BC):**
Emergence as mature medical system

- ⌚ **Charaka Samhita:** Oldest and most authoritative text
- ⌚ **Sushruta Samhita:** Gives fundamental principles and therapeutic methods in eight specialties

Main Schools:

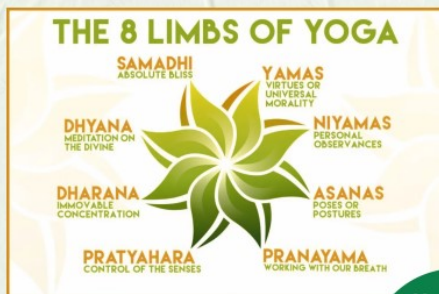
- ⌚ **Punarvasu Atreya** - School of physicians
- ⌚ **Divodasa Dhanvantari** - School of surgeons

Branches of Ayurveda:

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|--|--|
| ■ Kayachikitsa (internal medicine) | ■ Agada Tantra (toxicology) |
| ■ Shalya Tantra (surgery) | ■ Bhootavidya (psychiatry) |
| ■ Shalakya Tantra (disease of supra-clavicular origin) | ■ Rasayana Tantra (rejuvenation and geriatrics) |
| ■ Kaumarabhritya (paediatrics) | ■ Vajikarana (eugenics & science of aphrodisiac) |

Lord Brahma is believed to be the 1st proponent of Ayurveda

Yoga & Naturopathy



- ⌚ **Naturopathy:** Healing with help of 5 natural elements - Earth, Water, Air, Fire and Ether
- ⌚ Based on theories of self-healing capacity of body and principles of healthy living
- ⌚ Encourages a **person-centred approach** rather than disease-centred

Yoga first propounded by Maharishi Patanjali in systematic form Yogsutra

Unani

Pioneered in Greece, developed by Arabs as 7 principles (Umoor-e-Tabbiya)

- ⌚ Based on the framework of teachings of **Buqrat** (Hippocrates) and **Jalinoos** (Galen)
- ⌚ Hippocratic theory of **four humors** viz. blood, phlegm, yellow bile, and black bile
- ⌚ **Recognised by WHO** and granted official status by India as an alternative health system

Siddha

Dates back to 10000 – 4000 BC; **Siddhar Agasthiyar** - Father of Siddha Medicine

- ⌚ Preventive, promotive, curative, rejuvenative, and rehabilitative health care
- ⌚ **4 Components:** Latro-chemistry, Medical practice, Yogic practice & Wisdom
- ⌚ Diagnosis based on 3 humors (**Mukkuttram**) and 8 vital tests (**Ennvagai Thervu**)

Sowa Rigpa

Origin: Lord Buddha in India before 2500 years

- ⌚ Traditional medicine in Himalayan regions of Ladakh, Himachal Pradesh, Arunachal Pradesh, etc.
- ⌚ Recognised in India by Indian Medicine Central Council Act, 1970 (As amended in 2010)

Homeopathy

German physician **Dr. Christian F. S. Hahnemann** codified its fundamental principles

- ⌚ Medicines prepared mainly from natural substances (plant products, minerals, animal sources)
- ⌚ Brought in India by European missionaries - 1810; official recognition - 1948
- ⌚ **3 Key Principles:**
 - ⌚ *Similia Similibus Curentur* (let likes be cured by likes)
 - ⌚ Single Medicine
 - ⌚ Minimum Dose

