



Rule 170 of the Drugs and Cosmetics Rules, 1945

[Source: IE](#)

Recently, the [Supreme Court of India](#) criticised the [AYUSH](#) ministry for its directive to state licensing authorities to **disregard Rule 170 of the [Drugs and Cosmetics Rules, 1945](#)** which is designed to prevent misleading advertisements of AYUSH products.

- Rule 170 was introduced in 2018 to [regulate the advertisement](#) of **Ayurvedic, Siddha, and Unani medicines**, requiring manufacturers to obtain approval and a unique identification number from state licensing authorities.
 - The rule aims to **prevent misleading or exaggerated claims, obscene content, or references** to government bodies in AYUSH product advertisements.
 - The rule mandates manufacturers must submit details like textual references, **rationale, indication, safety, effectiveness, and quality**.
- On 1st July 2024, the AYUSH ministry issued a notification instructing state authorities to disregard Rule 170. This directive **followed the recommendation made by the [Ayurvedic, Siddha, and Unani Drugs Technical Advisory Board \(ASUDTAB\)](#)** in May 2023 to omit the rule, as amendments to the **Drugs and Magic Remedies Act, 1954**, were under consideration to tackle misleading advertisements.
 - ASUDTAB is an **expert body that recommends actions relating to regulation of AYUSH drugs**.

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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):**
Emerged 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

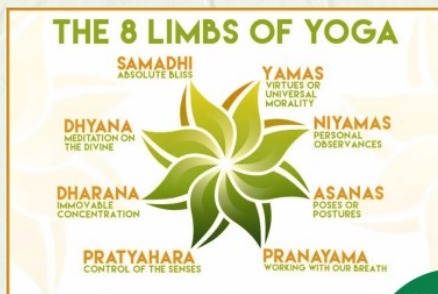
Lord Brahma is believed to be the 1st proponent of Ayurveda

Branches of Ayurveda:

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



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 (**Mukkutram**) 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



Read more: [Regulating Misleading Advertisements in India](#)

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