Uttarakhand Suspends License of Patanjali Products

Why in News?

Uttarakhand Government has **suspended manufacturing licenses of 14 products** made by pharmaceutical companies of yoga **guru Ramdev** for repeatedly publishing misleading advertisements **about their efficacy.**

Key Points

- **The Supreme Court of India** has in recent weeks repeatedly criticized Ramdev for not complying with its directives in an ongoing lawsuit to stop misleading advertisements of some of his traditional ayurvedic medicines.
- The list of 14 products whose licenses were suspended included traditional medicines for **asthma, bronchitis and diabetes.**
- The case in the Supreme Court relates to the Indian Medical Association's allegations that the firm, Patanjali, disparages conventional medicines and continued publishing misleading ads despite a court directive to stop them.
- Patanjali's advertisements violated the Drugs & Other Magical Remedies Act, 1954 (DOMA), **and the** Consumer Protection Act, 2019 (CPA).
- The **Drugs and Magic Remedies Act, 1954**, regulates drug advertisements and bans promotions of certain magic remedies.
  - It prohibits ads that **falsely represent a drug's nature or effectiveness** and those promoting drugs for specific diseases listed in the Act.
  - Additionally, it prohibits advertising magic remedies claiming to treat the same diseases.
- **Section 89 of the CPA imposes stringent penalties** for false or misleading advertisements.
  - It states that any **manufacturer or service provider** who causes a false or misleading advertisement to be made which is prejudicial to the interest of consumers shall be punished with imprisonment for a term which may extend to two years and with fine which **may extend to ten lakh rupees**; and for **every subsequent offence,** be punished with imprisonment for a term which may extend to five years and with fine which may extend to fifty lakh rupees.

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