

Topic: Drug and magic remedies act
Subject: Pharmaceutical Jurisprudence
Class: Final.Y. B. Pharm. (Sem.- VII)
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Madhuri Gaikwad
Assistant Professor

AIKTC, School of Pharmacy, New Panvel.

Mapping of TLO with Course outcomes (Cos)

Sr. No	TLO	CO
1	Differentiate between the prohibited and exempted advertisements and savings from it	6
2	Solve case studies in relation to provisions of the act	1



The Drugs and Magic Remedies (Objectionable Advertisements)

Act 1954



OBJECTIVE

An Act

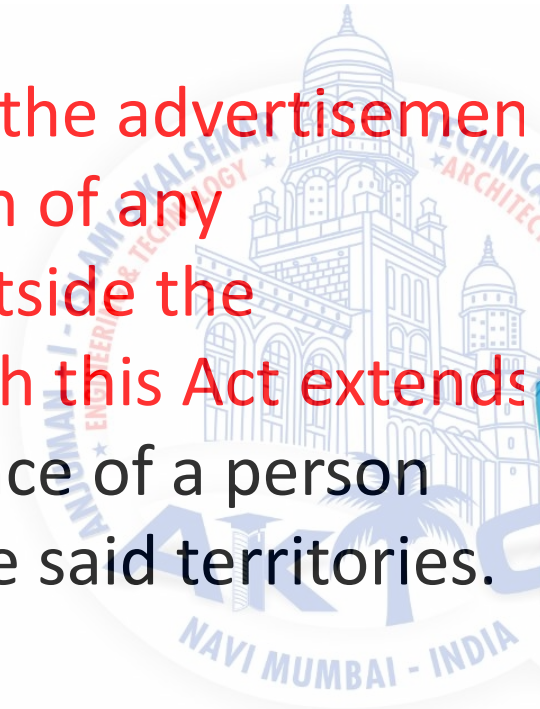
- To control certain types of the advertisement relating to drugs
- To prohibit certain kinds of advertisements relating to magic remedies; which falsely claim and mislead public
- To provide matters related therewith



Taking any part in the publication of any advertisement'

Includes-

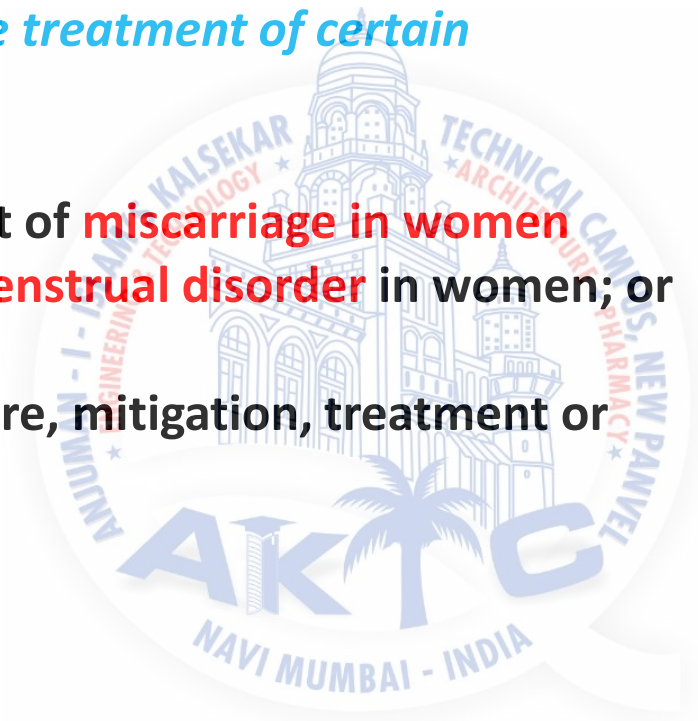
- (i) The printing of the advertisement
- (ii) The publication of any advertisement outside the territories to which this Act extends by or at the instance of a person residing within the said territories.



CLASSES OF PROHIBITED ADVERTISEMENTS

A. Advertisements of drug/drugs which may lead to its/their use for the treatment of certain diseases/disorders

- a) For the procurement of **miscarriage in women****
- b) The **correction of menstrual disorder** in women; or**
- c) For the diagnosis, cure, mitigation, treatment or prevention of :**



B. Misleading advertisement relating to drugs:

The advertisement relating to a drug or drugs which,

- a) Directly or indirectly give a **false impression regarding the true nature** of the drug
- b) **Make any false claims** for such a drug

C. Prohibition of Advertisement of Magic Remedies for Treatment of Certain Diseases and Disorders

Publication of any advertisement referring to any magic remedy which directly or indirectly claims to be efficacious for any of the purposes as specified earlier



With the conditions that:

The advertisement should contain only the information, required for the guidance of RMP regarding:

- Therapeutic indications
 - Route of administration
 - Dosage and side effects of such drug or drugs and
 - The precaution to be taken in treatment with the drug
- ☐ The distribution to such literature should be given to RMP, dispensaries, hospitals, medical and research institutions, chemists and druggists or pharmacies.

OFFENSES AND PENALTIES:

Whoever contravenes any of the provisions of this Act [or the rules made there under] shall, on conviction, be punishable

a) In the case of a first conviction, with imprisonment upto to six months, or with fine, or with both

b) In the case of a subsequent conviction imprisonment upto one year, or with fine, or with both

c) In case of contravention of the provisions of the act by the company every person who is in charge of the company at the conduct of offence will be responsible

However the person is not liable if he proves that the offence was conducted without his knowledge

References:

- Forensic pharmacy- Kuchekar, Khadatare, Itkar



Review questions to ensure attainment of TLOs/ Cos

- 1) Classes of prohibited advertisements
- 2) Offences and penalties

