# Centre proposes tighter curbs on prescription drug ads

The Union Health Ministry proposed extending restrictions on prescription drug advertisements to retailers, wholesalers, and distributors.

It refers to the existing framework prohibiting pharmaceutical manufacturers from advertising certain drugs without government approval, with a new proposal to extend these restrictions.

## KEY EXAM POINTS

- The **Union Health Ministry** has proposed extending restrictions on advertisements of **prescription medicines**.
- The proposed curbs will apply to drug **retailers**, **wholesalers**, and **distributors**.
- Under the existing framework, **pharmaceutical manufacturers** are prohibited from advertising drugs without **prior government approval**.
- The **current restriction** does not explicitly cover entities involved in the **retail and wholesale sale** and distribution of medicines.
- The proposal aims to **curb misuse** and ensure the safety of prescription drugs.
- The news was published on **October 10, 2026**.

## DID YOU KNOW..!?

The **Drugs and Cosmetics Act, 1940**, **regulates** the import, manufacture, distribution, and sale of drugs and cosmetics in India.

The **Drugs and Cosmetics Rules, 1945**, were framed under the **Drugs and Cosmetics Act, 1940**, to implement its provisions.

The **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**, **prohibits the advertisement** of certain drugs for the treatment of specific diseases and disorders.

The **Union Ministry of Health and Family Welfare** is the **nodal ministry** responsible for health policy and drug regulation in India.

The **Central Drugs Standard Control Organisation (CDSCO)** is the **national regulatory body** for Indian pharmaceuticals and medical devices.

**Article 47** of the Indian Constitution, a **Directive Principle of State Policy**, mandates the State to improve **public health** and prohibit the consumption of intoxicating drinks and drugs injurious to health.

**REVISION FLASHCARD**

*Union Health Ministry proposes extending prescription drug ad restrictions to retailers and distributors.*

Syllabus Relevance: High

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