

Chapter - 6

Drugs and Magic remedies (Objectionable Advertisements) Act 1954.

Introduction: It is seen in India that some person are selling magic remedies such as Kavach as mantras, talisman etc and claiming them as unive of treatment for any disease etc. Likewise advertisement in magjine new paper and premises of same doctors, Hakim or vaidhs or also found claiming to cure disease not cured by any other drugs or treatment.

The drugs and Magic remedies act 1954 is passed for regulating the advertisement of same drugs and the advertisement of remedies having qualities of magic.

Definition:

The definition and important terms of the Drug And Magic Remedies Act 1954 are as follows.

1. Advertisements
2. Drugs
3. Magic Remedies

1. Advertisements: These are all notice, circular, label, wrapper or other documents and all announcement made orally or by means of producing or transmitting light sounds or smoke.

2. Drugs : drugs are substance use for the diagnosis, cure, mitigation, prevention or treatment of disease in human beings or animals for the alternation of any function of the body of human beings.

3. Magic Remedies: These are talismans, mantras, kavachas and other similar substance processing miraculous power and prevent or cure disease of the human being or animals.

Prohibited of certain advertisements:

Following are the classes of advertisement prohibited under this act –

1. Advertisement of drugs:

- Miscarriage or for preventing conceptions in women.
- Removing manstrual disorder in women.
- Diagnosis, preventing or curing Appendicitis, arteriosclerosis, blindness, uterus disorders, Nervous system disorders and epilepsy, dropsy, female disorder etc.

Offences and Penalties:

- If a person break the provision Act and rules by involving in the advertisement of prohibited drugs he will be punished with in prisonment for 6 month or fine or both.
- First conviction and imprisonment for one year or fine.
- If a company break the provision of the act every single person who was incharge of the company when the offence was committed or held responsible.