

Abbott Healthcare Field Workers Stand United Against Unjust Practices

Abbott, a renowned pharmaceutical company, stands accused of victimizing field workers across India, citing sales viability issues and alleged non-compliance with laws and natural justice. The Federation of Medical and Sales Representatives Associations of India (FMRAI) has repeatedly appealed to management for redressal of issues and grievances through discussion to no avail.

In a bold move, FMRAI organized the badge-wearing programme by the, Abbott SPEs, demonstrations and finally, a nationwide strike on May 22nd. Over 3000 field workers joined the protest, highlighting their grievances through a day-long strike and dharna outside Abbott offices. The strike was successful in all the state units of FMRAI as the SPEs working in Abbott choose to raise their protest by participating in the strike programmes. Day long Dharna and demonstrations were organised in front of Abbott health care establishments across the country. This collective action underscores the workers' resolve to challenge unfair treatment and demand justice. It serves as a stark reminder of the power of solidarity in the face of corporate injustice, signaling a movement for workers' rights and dignity in India.



■ At Lucknow by UPMSRA



■ May Day observed by PCMSRU

MAY DAY observed by FMRAI

This year 1st May, 2024 was observed by all the state units and subunits of FMRAI at the state and subunit offices with enthusiastic participation of the members. The Day coincided with the process of Parliament Election going on in the country. The country is witnessing a fascist rule assisted by the neo-liberal economy. The policies of the Union Government in the country is making the life and livelihood worse than ever. The working class is also being exploited by the employers for satisfying their ever-increasing greed for profit. In this context the year of 2024 is important for the entire working class as the people of the country shall choose the policy regime for next five years. May Day in 2024 has immense significance in today's context as workers are opposing the heinous attempt of the central government to replace existing labour laws with four corporate friendly labour codes to snatch the rights of the working class achieved through years of struggle and sacrifice. The Sales Promotion Employees (SPEs) in the country along with the members of FMRAI participated in May Day programmes across the

country with the urge of spirited struggle against the anti-worker policy regime led by the Union Government. In Kolkata, at FMRAI Operational Centre at 5, Sarat Ghosh Street, the organisation flag was hoisted in presence of more than 250 members. The centre-based secretariat members, working committee members, leadership of WBMSRU and many members were present. After flag hoisting and floral tributes to the martyr's column a special meeting was organised which was addressed by Santanu Chatterjee, General Secretary, FMRAI and Basab Roy Chowdhury, General Secretary, WBMSRU. May Day was celebrated with flag hoisting, at Union premises in 34 units of BSSR Union. Altogether 834 members participated in Special unit meetings, joint trade union programmes, rally and street corner meetings. 14 units carried out joint trade union programmes in different parts of Bihar and Jharkhand. Blood donation camp was organized in Sitamarhi unit, wherein 22 members donated. Dr. Pratima Anand renowned Gynaecologist of Sitamarhi greeted our members. In Jamshedpur also blood donation camp was organized, wherein 64

members donated blood and 4 units of SDP (Single Donor Platelet) were collected. CITU District President of Jamshedpur and State Secretary greeted our members. Special trade union convention on "Present challenges before the working class and our task" was organized by District Co-ordination Committee, wherein 25 members of BSSR Union, Jamshedpur attended. All the state units celebrated May Day by organising Thousands of members with enthusiasm and spirit to advance the struggle further across the country in their respective towns and cities. They also participated in rallies, street corner and public meetings and memorandum submission to government authorities. All 5 units of CGSPEU had flag hoisting at their unit offices and explained the importance of May Day. The State Centre at Raipur also hoisted flag on this May Day and organised Blood Donation Camp. DSMRO organised special meeting on 1st May, 2024 at Delhi which was addressed by central leadership of CITU. Earlier, some of the state units also intervened with the employers for declaring May Day as a holiday.

All India strike in Khandelwal

Khandelwal management unleashed serious attacks on its SPEs by carrying out all sorts of oppressive measures. In recent developments the management has transferred services of 4 SPEs on the pretext of non-achievement of sales target, among them one is a negotiating committee member. Management, putting entire responsibilities of sales on the shoulders of field workers, threatened them for punitive action on failure to achieve sales target. In a capricious manner they are withholding expenses, deducting Rs.100 on non achievement of individual product

target. Territories are de pooled unilaterally, threatening of transfer of field workers from territories yielding below 2 lakhs of productivity are also some of the instances of such atrocities. Pending COD discussion is ignored whereas performance linked increment is being promoted and pursued to the SPEs in an attempt to allure the SPEs to accept individual settlement bypassing the union. Unilateral imposition of workload is rampant in a violation of existing MOU, signed bilaterally. FMRAI urged management, through a letter, to

► Turn P 1



■ Strike programme at Tirunelveli

55th Foundation Day of CITU

The All India Trade Union conference was held on 28th to 30th May 1970 in Kolkata, as per the decision of the Convention of General Council members & state committee members of AITUC at Goa on 9th & 10th April 1970, based against compromised approach & class collaboration of the organisation. The Reception committee was formed with legendary leaders like

Jyoti Basu as Chairman & Manoranjan Roy as General Secretary. Formation of the new All India Trade Union Centre was changed as "Centre of Indian Trade Unions" (CITU). Enthusiasm was so high that 3 lakhs was collected within a span of 3 weeks against the objective of 2lakhs. 1759 Unions with a membership strength of 8,04,637

► Turn P 1



■ CITU Foundation Day observed by CGSPEU

EDITORIAL

Struggle is the future: Remain prepared

By the time of going to press/ this article is being written, already 6 phases of the general election of the country are over and the 7th is on. The country will be just a step before electing its new government at the center. While the ruling party started with the thunderous roar of procuring more than 400 seats in the parliament, that confidence seems to have faded as the successive phases of elections have proceeded. The people of this country, reeling under suffocating price rise and record unemployment, seems to have decided to express their angst in the EVM. The corporates have grown in an unbelievable manner during the Modi Raj at the expense of the poor and the common man in India. The gap between the rich and the poor in India has even surpassed the colonial times. To divert the attention of the people from these real issues, the ruling party has embarked into the poisonous division of communalism and casteism so that the working class is never united against the conspiracies of the Modi regime against them.

The codifying of the labour laws of the country and consequent repealing of the SPE Act, 1976 have literally brought despair in the lives of numerous Field Workers. Since the codes were passed in almost an empty Parliament during COVID, frequent termination of jobs, wage cuts, steamrolling new working rules and service conditions have become commonplace occurrence in pharma industry. The recent revelation of the relationship of major pharma companies and the ruling party in the electoral bond scheme have now made sense of the rampant violation of labour laws by the employers in the country. Yet, the field workers of the country have not relented, they have fought back valiantly. In spite of continuous attacks from their employers and the ruling dispensation, the SPEs of India in their true tradition of courageous resistance, have risen above all onslaughts.

In fact, the history of FMRAI is replete with such unique and courageous struggles over the past sixty years. Right from the formation of the union to procuring the first law for the field workers, namely

the SPE Act, 1976, nothing came free. Lots of dedication, sacrifices and focused struggle has brought in the position of FMRAI what we see today. The government and the employers have only listened when they were made to listen by the field workers, nothing came as benevolent philanthropy! While it is true that the period under the Modi government has been possibly one of the most atrocious regimes in the history of independent India for the workers, what future stores for us is uncertain. If BJP returns to power, it will be a life and death situation for the working class of the country. If a new regime assumes the office, then too we should be ready to prepare and plan for launching effective movements for protecting our existing rights and materialize newer ones. The most important of all of that is to compel the government to form working rules for the Sales promotion employees within the purview of law i.e. the demand for statutory working rules. It is because of the absence of such rules that all the unilateral conditions are being thrust upon the field workers by the industry. In the digital age such impositions have become all the more common as digitization has essentially put all controls in the hands of the management and the same can be exerted from remote places. In future the struggle that we are able to put up to achieve statutory working rules will determine the future of the profession and the ability of the SPEs to survive in this extremely intrusive digital age.

Therefore, the future will be of struggle. It has never depended on which government has come or which has gone. The employers are likely to move for own benefits by trampling the rights of the workers irrespective of the party or coalition of parties. We should be perfectly conscious about the present realities and move forward to realise our own goals. History has proven number of times that no company can grow at the expense of ignoring the justified demands of their workers; no government can survive if it ignores the interests of the working class. It will be our collective responsibility to make them aware of that.

Drugs and Magic Remedies Act says that medicines can only be selectively advertised

What does GSR 843 say?

It says that only certain classes of advertisements relating to drugs should be permitted.

Which are the classes of advertisements?

■ Leaflets or literature accompanying packing

of drugs.

- Ads in medical, scientific and technical journals
- Price lists or therapeutic indexes of companies
- Medical literature distributed by medical detailers appointed by the companies.....

The law says that

Medical Detailers are authorized to detail and distribute medical literatures to Registered Medical Practitioners, Hospitals, dispensaries, Chemists, druggists, pharmacies and research institutions.

TB drug shortage- Another Epidemic in sight

Recent media reports highlighted that the tuberculosis (TB) affected patients who are undergoing treatment are at risk due to non-availability and shortage of TB drugs from the medical/treatment centres from almost all the states. It was reported that the Officers of TB eradication programme in the states of Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, West Bengal and Rajasthan have already written to the Union Health Minister to intervene so that supply of anti-TB drugs are available to affected ailing people. But the response from the Union Government is lacklustre and literally pushing the patients to search for exorbitantly high priced alternatives marketed by private pharmaceutical companies.

It is to be noted that the Indian Government is an integral part of UNA/I/HO sponsored TB-eradication programme. The Union government procures the Anti-TB medicines and supplies to the state

TB eradication centres. Sources from the latest India TB report 2024 shows that every year India notified 25.55 lakh new tuberculosis cases, (besides the existing ones) including 1.43 lakh paediatric cases. Any discontinuation in medication and shortage of drugs not only makes the ailing TB patients vulnerable, also large number of non-infected people also shall be at the risk of being infected because of spread of infection of this airborne communicable disease in the society. Furthermore, interruption in treatment due to shortage of drugs may lead to Multi Drug Resistance (MDR) TB which shall increase the fatality rate manifolds. The situation is precarious as an eruption may occur in case these shortage of Anti-TB medications under DOTS is not reversed by intervention from the Union Government on war footings. Another epidemic is the last thing India can afford as the workers and the downtrodden shall be the worst affected.

...Khandelwal

Turn from P 1

initiate discussion and on the transfer issues and pending COD but no positive response from management is noticed. Under the circumstances All India committee of Khandelwal and secretariat of FMRAI, after assessing the situation, decide that there is no choice but to call for industrial action against the atrocities of management. 28th May recorded a historical all India strike and dharna by Khandelwal SPEs across 9 states in India with thunderous demonstration in front of company's establishments. All India Khandelwal field workers have demonstrated outstanding resistance in all of the 9 subunits against the anti-worker policies of management and gave a befitting reply by showcasing unity to foil the divisive policies of this heinous management. Feedback of the strike as well as "on strike" reports of SPEs from different sub units are encouraging. All India council subcommittee is instrumental in further consolidating Khandelwal field workers to prepare for the larger battle in future.

... Day of CITU

Turn from P 1

from 18 states had joined CITU immediately. Conference was attended by 5514 delegates including 116 from Fraternal organizations & 1134 as observers. B T Randive was elected as 1st President & P Ramamurthi as General Secretary of CITU.

From the very inception, CITU's has adopted uncompromising path of struggle, continuous fight against employers and anti-worker policies of different Govts. It's relentless pursuance for better livelihood of oppressed class has attracted SPEs all over the country and barring state units of FMRAI, all have followed the policies and guidelines of CITU and got the affiliations too. So it is imperative to say despite being in the midst of the 18th Parliamentary election, all state units have celebrated the 55th Foundation Day on 30th May with great vigor & fervour. (State details to be added)

Interactive session in MPMSRU

An interactive seminar on Health, Medical and Medical Representatives was held at Sagar on 25th May 2024 and at Bhopal on 26th May 2024. The Speaker was J .S Mazumadar, Former General Secretary FMRAI and National Vice President CITU. At Sagar more than 190 Comrades Attended. Dr. Sarvesh Jain IMA District President, Sanjiv Mukhriya Sagar Nursing Home Association President, Dinesh Khare, Bank Employees Association Zonal Secretary, Rohit Dubey, Bank of India District Secretary Graced this Occasion. At Bhopal more than 40 Comrades Attended. The meeting Was addressed By General Secretary MPMSRU Comrade Anurag Saxena, and Vice President MPMSRU Shilendra Sharma also.

J. S Majumdar touched the History of FMRAI, its formation and struggle, highlighting the participation of



freedom fighters in Medical Representatives movements, The role Of Indian Pharma Companies like IDPL, BENGAL IMMUNITY, EAST INDIA, was dealt with in terms of providing cheap and affordable medicines to the masses The Journey of SPE ACT to become a LAW and how it has benefitted Sales Promotion Employees across the country in fighting illegal steps of Managements was informed. Current situation where Government is trying to repeal and dilute all existing labour laws was also dealt with.

FMRAI unmask government's health policy

Health related issue of common people of our country is one of the major concerns for FMRAI from the very beginning. Last ten years central government is playing with common people's health related policies by giving profit maximization chance to corporate houses in health care service. Now it's not "health service" it has become "health business". In terms of price rise of medicines, compromising in quality of products, government's inadequate health infrastructure are all taking their toll on the health of the common people. In the last Vijayawada GCM, FMRAI took initiative to widen the protest through connection with common people, other organizations and health care professionals. All the state units simultaneously put their best possible efforts. APMSRU in the occasion of World Health Day conducted seminars at subunits, connect general mass through leaflet campaign. In Berhampur subunit of OSRU organized a hall meeting with this agenda before general election. CRU(NER) organized programs on medicine related demands, poster and leaflet campaigns in vernacular language among the general people across the states of northeast region. Medicine related conventions with other organization and medical fraternity were also conducted at Dibrugarh, Jorhat, Nalbari, Bongaigaon, and Berpet. WBMSRU put its effort to connect maximum number of people through

members. They organized programs almost in every district of the state. They prepared slogans, posters and unique videos for social media campaigns, organized hall meetings for convention with other fraternal organization, two different forms of leaflet were circulated in vernacular languages, one for members and their family and another for general public. Subunits were organized stall at prominent places of the town or outside of the government hospitals, even a small place separated from main land like Kakdwip organized open air campaign for general people awareness on government's health-care policies vis-a-vis FMRAI's demands. Huge number of colorful rallies, decorated tableau campaign, street corners were organized throughout the state during the seven phases of general election. WBMSRU along with PRC gave press statement, and appealed to all political parties to keep health related agenda in their election manifesto. Most of the programs were covered by local media.

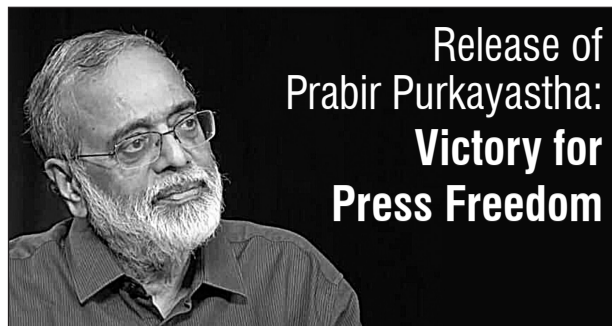
Along with CITU, other fraternal organizations appreciated the demands and the efforts put in by FMRAI. After the Electoral Bond Scam, FMRAI's medicine related demands become more attractive and relevant towards the society day by day. FMRAI launched a digital petition in last month which has been sent to all states for signature. More number of signatures will help to make the collective people's voice louder in favour of health related demands of FMRAI.

Programme on Minimum Wages

On 10th May, 2024; all Assam based districts organized day long dharna and demonstration before the district labour authorities on the demands of Revision of Minimum Wages, notification of working hours, prosecution of employers who are



violating the SPE Act etc. Programme was organized in 12 subunits and good number of members participated in the programme.



Release of Prabir Purkayastha: Victory for Press Freedom

Press freedom in India is facing unprecedented challenges, as evidenced by the recent case against NewsClick founder Prabir Purkayastha. Arrested under the Unlawful Activities (Prevention) Act (UAPA) in October 2023, Purkayastha was accused of receiving foreign funds to disseminate Chinese propaganda. The veteran journalists ordeal exemplified the challenges faced by media professionals who dare to speak truth to power. However, the Supreme Court declared his arrest illegal, citing procedural lapses, such as the failure to provide a copy of the remand application to his counsel and ordered immediate release.

This case underscores a broader trend of the Modi administration

using stringent laws to suppress dissent and muzzle opposition voices. Journalists critical of the government are frequently harassed, surveilled, and detained. The use of the UAPA and similar laws against media professionals has stifled investigative journalism, particularly in sensitive areas like Kashmir, where internet shutdowns and arbitrary arrests have relegated India's ranking on the World Press Freedom Index to 161 out of 180 countries, reflecting a significant deterioration in press freedom. The Modi government's crackdown on dissenting voices is not limited to local journalists; even international media outlets have faced intimidation, as seen in the tax raids on the BBC following their critical documentary on

Modi's alleged role in the 2002 Gujarat riots. It is imperative for all freedom loving people to call for the protection of press freedom in India. While celebrating Prabir Purkayastha's freedom, it is crucial to reflect on the larger implications of his case. The working class must unite to pressure the Indian government to uphold democratic values, ensure the safety of journalists, and foster an environment where the free press can thrive without fear of reprisal. In essence, Prabir Purkayastha's release symbolizes a triumph for free speech and a call to action for all champions of press freedom in India. It is a testament to the resilience of those who refuse to be silenced and a beacon of hope for a future where dissent is valued, not vilified. The protection of journalists, preservation of independent media, and the promotion of diverse perspectives are essential pillars of a thriving democracy. It is imperative for society to continue the fight for press freedom and support journalists who risk their safety to hold power to account.

BJP's direct support helped Patanjali cheat crores of people

Lack of Govt's support & faulty health policy cause Indians who struggle with medical expenses make vulnerable to the growing promotion of an "indigenous" medical system supposedly offering cheaper remedies- observes SC

Direct patronage from ruling political dispensation at centre & different states resulted in Patanjali's fortunes reaching an astonishing height in last 10 years. In 2014, from Rs. 2500 crores to Rs. 31000 crores in 2023- a surge of 1200%. Patanjali's prosperity and its ability to evade legal scrutiny highlight a vital issue: the lack of accessible and affordable healthcare in India. The underprivileged find themselves trapped, facing a choice between enduring delayed treatments from conventional medicine or falling victim to misleading and exploitative advertising. Deceptive advertisements. This is the latest in a long-running legal suit that

began in August 2022 now facing ire from the 2 bench Supreme Court comprising justice Hima Kohli and A Amanullah. The Indian Medical Association filed a petition against Patanjali after a series of advertisements boasting that their products could cure chronic illnesses like diabetes, blood pressure, and even COVID-19. These claims directly violated the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, which prohibits misleading advertising of medical products. It began after Patanjali launched a product called Coronil in February 2021, just before the second wave of the COVID-19 breakout. Union Health Minister Harsh Vardhan attended the launch event. In its ads, the company claimed Coronil was the "first evidence-based medicine for COVID-19" and the ad said the product was certified and recognised by the World Health Organisation (WHO).

However, the troubles began when WHO denied it had certified any natural medicine to cure coronavirus. The IMA immediately launched an attack on Patanjali, calling the WHO certification claim as a "blatant lie" and asked for an explanation from the health minister, who is a doctor too. Patanjali's founder, Baba Ramdev took the fight to the IMA by declaring allopathy as a killer of lakhs of people in a video that went viral. In response, the IMA sent a legal notice to Ramdev seeking an apology and withdrawal of those statements on allopathy." In response, the IMA filed a case against the firm. After several hearings, the Supreme Court in November 2022 threatened Patanjali of heavy fines and warned the firm against misleading ads on curing serious ailments like diabetes & high blood pressure.

► Turn P 4

Legal breakthrough in Intas

Ranchi labour court awarded reinstatement with continuity of service to Jeewant Kumar Pathak, a field worker of Intas based at Ranchi Headquarter. In 2020 Intas management falsely implicated the field worker of reporting a dead doctor by providing death certificate of another doctor of same name. The employee was suspended without following the law of natural justice. The field worker was issued a show cause letter by the management, followed by enquiry cum charge sheet notice. During the enquiry process, management denied advance of to and fro fare to Ahmedabad (H.O) and no cost of accommodation and food were paid to the charge sheeted employee. The inhuman management grossly deducted subsistence allowance during the pendency of enquiry procedure leaving the family of Mr. Pathak in starvation. Violating the procedure of enquiry, the CSE was not allowed a defendant to appear on his behalf. As an obvious consequence of the one-sided enquiry, without giving a chance to cross examine the witness of the management, enquiry officer terminated Jeewant Kr Pathak from his job with effect from 31.08.2020. BSSRU, initially lodged a conciliation at Daltonganj labour authority, but during the process of conciliation, management terminated the service of the said employee which is contrary to the law of the land. Honorable justice of Ranchi labor court, in his esteemed observations, stated that management or respondent did not provide "fair opportunity of hearing to applicant in domestic enquiry", that the purported evidence provided by the management is not convincing. Thus, the termination of the workman is unjustified. In his concluding remark of the judgement, the Honorable Justice ordered the management to reinstate the said workman within 60 days with continuity of service and other consequential benefits. The landmark judgement is a significant one against such managements who falsely frame SPEs through a fragile password unprotected system of reporting.



Reception committee formation in BSSRU

On 16th May 2024, Reception committee was formed for upcoming 51st conference of Bihar State Sales Representatives Union at Ranchi. In this occasion state CITU leaders were invited and also other fraternal organisations from Bank, Insurance, AIDWA, Krishak Sabha were present there. The meeting was Presided by BSSRU state president Ashim Halder and other state leaders like Vice President Debashish Roy, Joint General Secretary K.D. Pratap, Sumit Gupta and

Ranchi unit Secretary Rupesh Kumar Burnwal were present in the meeting. Large number of general members of Rachi subunit attended this meeting where it was decided Dr Shekhar Chowdhury Kajal as a Chairman of Reception committee. They decided to dedicate the venue of conference in the name of Basudev Acharya ex left M.P, who had deep attachment with FMRAI movements, and the Manch is to be dedicated to Nitin Kumar, former President of Bhagalpur unit. The meeting also decided to invite J.S. Majumder former

General Secretary of FMRAI as special guest and Santanu Chatterjee General Secretary of FMRAI and all General Secretaries of eastern zone. In present socio-political environment of India, organisational need is to more consolidation among the general members and spread left democratic principles to fight against the aggression of rights minimisation of labour. So with this vision upcoming state conference would be organised at Ranchi on 15th and 16th of June, 2024.

Council Conference in CRU

CRU (NER) organised council conference of the councils functioning in the North East Region on 19th May, 2024 at Guwahati. Members of 35 Councils participated in the council conference. 347 members participated in the programme. Zonal Council Leaderships of Zydus GRL, Zydus HC, Medley & Macleods also attended the Conference. Before the company-wise conferences a common session was organised with all the members attending. The common session was addressed

by the CRU(NER) state leadership along with the zonal council leadership attending the conference. During the council-wise meetings the state leadership was present and guided the meetings. New council committees were formed successfully from the conference. Last Council Conference in CRU(NER) was held in the year 2018. This recently held Council Conference held in Guwahati shall definitely boost the council organisation and its functioning in the day's to come.



TNMSRA Foundation Day

Founded in the year 1967, the Tamilnadu Medical and Sales Representatives Association (TNMSRA) celebrated its 58th formation day on May 8th. There was much to rejoice after successful completion of 57 years of existence, with an unparalleled history of struggle, sacrifice and commitment.

Madras Medical Representatives Association existed from the early 60s as a social organisation. It was registered as Madras State Medical Representatives Association (MSMRA), under the Trade union act on 8th May 1967. After formation of units in Madurai, Coimbatore and few more towns, the name was changed to Tamilnadu Medical Representatives Association, which later on became the present TNMSRA, with the inclusion of 'Sales' its title. With just 102 members in 1967, TNMSRA today boasts of 9290 members in its record in the year 2023.

After getting affiliated to FMRAI in 1967, there were intense movements against victimisations and in pursuance of demands for rights of the fieldworkers, as per the call of FMRAI, as one of its militant units. TNMSRA got affiliated to CITU in 1998, and has been contributing to the working class movement in the State of Tamilnadu.

On the occasion of its formation day, various sub units of TNMSRA hoisted flags, held special meetings, arranged for blood donation camps and observed the day with great enthusiasm. It was yet another occasion for TNMSRA and its members to rededicate themselves to the cause of upliftment of the Sales promotion employees and the working class of the State and the country.



...Patanjali cheat crores of people

Turn from P 3
Patanjali reassured the top court that it would not make off hand claims on super pills or magical medicines in its ads. The company also said, "Henceforth, there shall not be any violation of any of the laws, especially relating to advertisement and branding of products." But Patanjali ignore that directive. In January, an anonymous letter to the top court showed misleading ads from Patanjali in leading newspapers post the Supreme Court's ruling in November 2023. The Supreme court took note and sent contempt notices to Ramdev and the managing director in February 2024. What irked the top court more is the defiance of Patanjali, which did not file a reply to the contempt order. The Drugs and Magic Remedies

Act, enacted in 1954, needs to be updated. Patanjali's repeated offenses highlight the Act's inability to effectively deter misleading advertising. Additionally, the meagre penalties imposed under the Act do little to discourage companies from indulging in such practices. The Supreme Court's ruling is a welcome intervention. However, a more robust legal framework with stricter penalties and efficient implementation by regulatory bodies is essential to prevent misleading advertisements and protect public health from exploitation. The recent Supreme Court ruling to enforce a ban on Patanjali's advertisements marks a pivotal step in addressing the ongoing problem of misleading medical advertising. Despite efforts such

as the collaboration between the Ministry of AYUSH and the Advertising Standards Council of India to tackle misleading advertisements, Patanjali continued to spread misinformation unchecked. The court's intervention signifies a crucial move towards protecting public health and ensuring accountability in the marketing of healthcare products. The company persisted even when it was warned by the Supreme Court as early as November 2023 to cease disseminating these assertions or risk substantial fines of up to Rs 1 crore for each product featuring false claims. Notably, the court reprimanded the government for its apparent negligence, accusing it of turning a blind eye while the nation was deceived. The government could

have legally compelled Patanjali to retract its advertisements. Indians who struggle with medical expenses are particularly vulnerable to the growing promotion of an "indigenous" medical system supposedly offering cheaper remedies. The Supreme Court of India has rejected a second apology from the company, its founder Baba Ramdev, and managing director Acharya Balkrishna. The top Court directed the Uttarakhand authority to take action against Patanjali and ordered the company to explain its continued defiance through detailed affidavits. The court's ire was also at the Uttarakhand government's inaction. India's top court has an answer - "We will rip you apart". Already FMRAI NEWS is publishing in series

about the unholy nexus between government & corporate, this case of Patanjali in the apex court is also an eye opener for the members & the countrymen. PM of the country has labelled Patanjali's Ramdev as Yogaguru. This branding endorsement of PM Modi, has given Patanjali an unhindered access & confidence to exploit poor & sharply divided society to believe the misleading deceptive propagations in different print, social & electronic medias. The support from Modi and its government has allowed Ramdev to even ignore the cautions from Apex court time & again. We must be cautious against such fraudsters and also be conscious on the continued efforts by the people in power to promote unscientific methods and processes in the name of cures for diseases.