

To receive Daily news juice pdf on your WhatsApp, send name and city through WhatsApp on 75979-00000.

**1. Is the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 ineffective to stop misleading advertising campaigns on medicines? What has the court ruled? How harmful are the 'miracle cures' being offered by the company for diseases such as diabetes?**

### **Why in News?**

On February 27, the Supreme Court restrained Patanjali Ayurved from discrediting allopathy in its campaigns, and from advertising products that claim to cure chronic conditions. Patanjali's ads present its products to people as a 'permanent relief', which is "misleading" and "a violation of the law", the Bench remarked, citing provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (DMR&OA) and its Rules. The Bench also issued a contempt notice against Patanjali Ayurved (co-founded by yoga guru Baba Ramdev) and Managing Director Acharya Balkrishna for failing to adhere to directions passed last November.



### **What is the case?**

The Indian Medical Association (IMA) in 2022 filed a petition in response to a Patanjali advert titled: "Save yourself and the country from the misconceptions spread by pharma and medical industry." The petition presented two grievances — that the company is denigrating allopathy through a "continuous, systematic, and unabated spread of misinformation", while making exaggerated claims about its drugs which are purportedly based on "scientific, evidence-based medicines". In December 2022, Nepal's drug regulator blacklisted Patanjali's Divya Pharmacy for failing to comply with WHO's drug manufacturing standards.

Such statements violate both the DMR&OA and the Consumer Protection Act, 2019 (CPA), the IMA has said.

### **Last Year SC Reprimand**

A Supreme Court Bench on November 21 last year warned Patanjali from advertising a permanent cure and threatened to impose a penalty of ₹1 crore for every product which promises a 'permanent' treatment.

Patanjali assured the court against future violations, "especially relating to advertising or branding of products", adding "that no casual statements claiming medicinal efficacy or against any system of medicine will be released to the media in any form". The company failed on both counts.

### **What does the law say?**

The DMR&OA regulates false medical advertisements in India. People or entities can be sentenced up to six months imprisonment, and/or a fine for the first offence. The CPA also penalises misleading advertisements and carries a sentence that can extend to two years.

Section 3 of the DMR&OA prohibits ads for the "diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule". The Schedule includes "diabetes", "heart diseases", "glaucoma" and 51 other diseases. In his regular programme, the yoga guru claimed, "Modern medical science says cataract and glaucoma can't be fixed. I had done it 30 years ago. Glaucoma gets better 100%." Researchers agree there is no effective, proven and permanent treatment for glaucoma, but "Patanjali claims you can just put some drops and cure these conditions."

In addition, Section 4 prohibits any "misleading advertisement", which "directly or indirectly gives a false impression regarding the true character of the drug", "makes a false claim for the drug", or "is otherwise false or misleading in any material particular."

The IMA had filed cases against Patanjali and Mr. Ramdev before in different States for making spurious statements about the efficacy of oxygen cylinders and for stoking vaccine hesitancy.

### **Are there limitations in the law?**

The DMR & OA is an imperfect law, suggest medical practitioners and experts. These limitations allow companies like Patanjali to go unscathed despite repeated offences.

However, the ads are not only unlawful, but also pose a risk to public health, argue experts. In 2022, Patanjali claimed to have developed an 'effective' treatment for insulin-dependent diabetics, who could now 'stop taking insulin'. The medical community criticised the company for peddling a false 'miracle cure'. The Supreme Court has placed a temporary ban on all advertisements of medicinal products, refusing to even permit ads "without adjectives". The case will be heard next on March 19.

Relevance: GS Prelims & Mains Paper II; Governance

Source: The Hindu

## 2. Venice Biennale, 'the Olympics of the art world', set to open on April 20

### Why in news?

The 60th edition of the Venice Biennale, known as "the Olympics of the art world", will open on April 20. The international art exhibition will showcase 333 artists under curator Adriano Pedrosa's central theme "Stranieri Ovunque" or "Foreigners Everywhere". Notably, works of Indian artists and a public collective will also be displayed at the exhibition.

The Venice Biennale is one of the biggest and most prestigious art fairs in the world. It reportedly attracts over six lakh visitors each year, including some of the most distinguished names in art.



### But first, what is a biennale?

Biennale is an Italian word which means 'every other year'. Over the years, however, it has come to mean a large international exhibition that takes place every two years.

A biennale exhibition is different from a regular exhibition as it is organised on a large scale and

involves multiple venues.

### How did the Venice Biennale start?

In 1893, Venice's city government proposed to mark the silver anniversary of King Umberto I of Italy and Margherita of Savoy by establishing a "national biennial exhibition of art". The Biennale was scheduled to open in 1894 but due to some delays, it was finally inaugurated on April 30, 1895 — both King Umberto and Queen Margherita attended the event.

According to the Biennale's website, over two lakh visitors attended the first exhibition and special train tickets were arranged for the event.

The exhibition showcased the works of foreign and Italian painters and sculptors. Each one of them was allowed to display two of their works. Although initially the Biennale displayed only selected works of artists and there were no overarching themes or concepts, this changed in the following years.

### **When did India first participate in the Venice Biennale?**

India made its debut at the Biennale in 1954. The Embassy of India in Rome organised the country's first official exhibition at the event. Recording robust sales, the exhibition comprised over 50 paintings of masters such as M F Husain, S H Raza, Jamini Roy, Amrita Sher-Gil, and Francis Newton Souza.

### **Will India have a presence at the 2024 Venice Biennale?**

Works by Indian artists will also feature in this central exhibition. This includes the late modernists Ram Kumar, B Prabha, SH Raza, Jamini Roy, Amrita Sher-Gil, FN Souza, and Goa-based Monika Correa. Representing the contemporary will be the public art collective Aravani Art Project, led by trans and cis women.

Relevance: GS Prelims

Source: Indian Express

## **3. How to bring about White Revolution 2.0?**

### **Findings of latest Household Consumption Expenditure Survey**

The government's latest Household Consumption Expenditure Survey (HCES) for 2022-23 shows milk emerging as India's top food spend item, both in rural and urban areas.

The monthly value of milk and dairy products consumed by an average person in rural India, at Rs 314, was ahead of vegetables (Rs 203), cereals (Rs 185), egg, fish & meat (Rs 185), fruits (Rs 140), edible oil (Rs 136), spices (Rs 113) and pulses (Rs 76).

The HCES data reveals the same for urban India: Milk (Rs 466), fruits (Rs 246), vegetables (Rs 245), cereals (Rs 235), egg, fish & meat (Rs 231), edible oil (Rs 153), spices (Rs 138) and pulses (Rs 90).

### **The challenge**

Indians spending more on milk – viewed as a “superior” food – is good news for the dairy industry, especially farmers. But this could face headwinds from two sources.

The first relates to consumer demand itself from inflation. The all-India modal (most-quoted) price of milk has gone up from Rs 42 to Rs 60 per litre in the last five years, according to the department of consumer affairs. Much of the increase – from Rs 52 to Rs 60 – has happened in the last one year alone.

The second has to do with the cost of fodder, feed and raw materials/ingredients. As these have increased significantly, dairies have had to hike procurement prices paid to farmers and, in turn, pass-through the same to consumers.

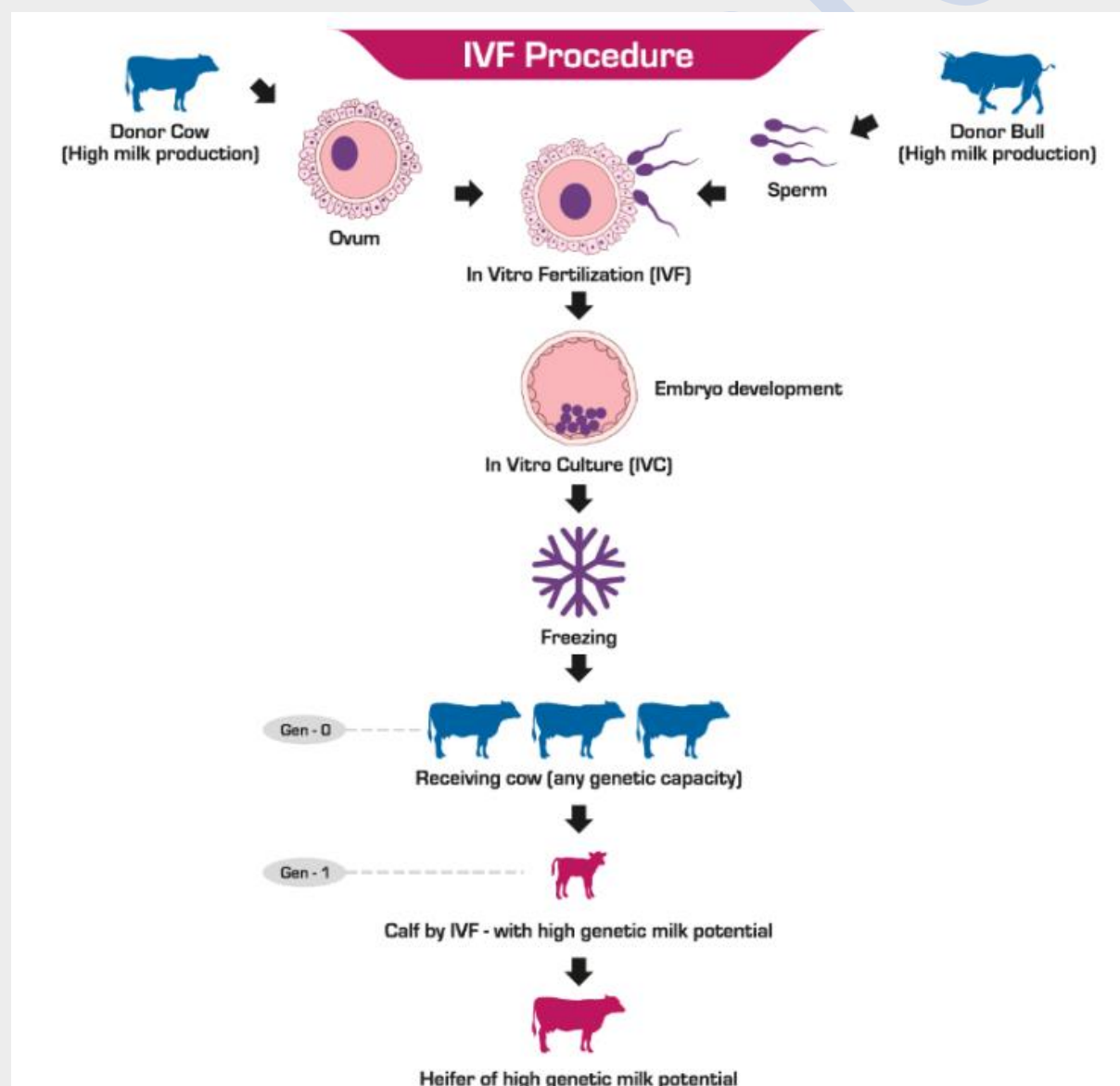
### Solution required

There's a limit to how much more the consumer can pay for milk without it causing demand destruction. If farmer incomes are to be raised without shrinking domestic demand and eroding the global competitiveness of the Indian dairy industry, the only solution is to reduce the cost of milk production.

### How can that be achieved?

One way is to boost milk yield per animal through genetic improvement and new breeding technologies.

A typical crossbred cow giving birth first at 24-30 months can produce 5-7 calves over its lifetime. The normal breeding route, whether natural or via artificial insemination (AI), would result in only 50% of these being female calves or future milk-producing cows. But with the use of sex-sorted (SS) semen, there is a 90%-plus probability of only female calves being born, as against 50:50 with conventional semen.





### **ET and IVF**

A good cow, even with SS semen, can produce, at best, 5-6 as-good future milkers. That's where embryo transfer (ET) technology, to exploit the high genetic merit (HGM, i.e. milking potential) of an existing cow, comes in.

ET entails injecting follicle-stimulating hormone in cows to make them release multiple ova (eggs) in a single estrous cycle. These ova – numbering 4-6 in Jersey, 6-8 in Holstein Friesian (HF) and 10-15 in Gir cows – are fertilised by sperms from the semen of a proven genetically-superior bull. The fertilised eggs (zygotes) are, then, collected from inside the donor cow and transferred for implanting in the uteruses of multiple recipient animals.

Multiple ovulation and ET, thus, enables production of several calves from a single HGM cow. With 6 such procedures, each yielding 6 viable embryos, and 33-35% conception rate, it would result in some 12 calves being born from every donor cow per year.

A more recent technology involves extracting the oocytes or immature ova directly from the cow's ovaries using an aspiration pump. The oocytes – about 10-50 can be collected from each ovary at a time – are kept in an incubator for 24 hours to develop into ova. In this case, the fertilisation of the mature ova takes place in vitro, i.e. outside the cow's body, in a petri-dish where the sperms are introduced. The zygotes formed remain in the in vitro culture medium for another six days, before ready for transfer to the recipient cows. With 20 procedures, 5 viable embryos per procedure and 33-35% conception, there can be 33-35 calves per donor cow per year. This is as compared with 5-7 calves during its entire lifetime through normal breeding!

### **Taking to farmer**

Amul, in March 2020, opened a Bovine Breeding Centre at Mogar in Gujarat's Anand district. The objective was to breed a nucleus herd of HGM bulls and cows, whose superior semen and in vitro-fertilised embryos frozen at minus 196 degrees Celsius, could be used for Artificial Insemination or transferring into the animals of farmers.

### **Animal nutrition**

Genetics apart, there is intervention required to bring down feeding costs of animals. This should be done by farmers cultivating high-yielding protein-rich green fodder grasses and reducing reliance on expensive compound cattle feed and oil-meal concentrates.

For this, Amul is putting up a 30-tonnes-per-day Total Mixed Ration (TMR) plant at Sarsa in Anand. TMR will contain dry and green fodder, along with concentrates, vitamins and mineral mixtures, in a ready-to-eat mashed form for animals. It would save farmers the cost of purchasing and storing fodder separately, and administering it in addition to cattle feed.

The focus of White Revolution 2.0 would clearly have to be on lowering the cost of producing milk at the farm-gate, as opposed to increasing procurement prices year after year.

Relevance: GS Prelims & Mains Paper III; S&T

Source: The Indian Express

PrepMate