

QUACKERY MUKT BHARAT - FREEDOM FROM QUACKERY The Karnataka Model of Anti-Quackery



Dr. Akshay Samagani

Convenor, Antiquackery Cell
and Legal Cell, IADVL KN 2025

IADVL Karnataka Leads a State-wide Movement to Curb Quackery in Dermatology

The Growing Menace

Quackery in dermatology - particularly in cosmetic procedures, laser treatments, and injectables - has become a rising threat to patient safety. Across cities like Bengaluru, Hubballi, Mysuru, Mangaluru, and other districts including at the level of taluks unqualified individuals have been offering “miracle skin and hair” solutions, often resulting in devastating health consequences. Recognizing this, Antiquackery Cell-Legal Cell (AQC-LC) under the leadership of Executive Committee IADVL Karnataka, headed by its dynamic president Dr. Manjunath Hulmani, took a decisive step forward by forming the district level coordinators and empowered the AQC-LC to coordinate and bring awareness on legal, administrative, and public involvement against quackery.

Following are the efforts taken to tackle this menace, keeping in mind the judiciary and administrative challenges faced by us in the other states.

Objectives of the Movement

- Curb dermatology-related multi-spectrum quackery across Karnataka.
- Sensitize government officials to act decisively under the KPME Act and other laws.
- Reach out to the general public through Kannada media awareness.
- Strengthen legislative, executive, and judicial approaches against unqualified practice.

Phase I: Building Awareness at the State Government Level

The IADVL-KN Executive committee, led by Dr. Manjunath Hulmani (President) and Dr. Mahesh Kumar C (Hon. Secretary), approved the proposed plan of action submitted by the Convenor of AQC-LC. And as planned, the first phase began with meetings with the policymakers



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including Dr. Sharana Prakash Patil, Honorable Medical Education Minister, Government of Karnataka, the Commissioner and Deputy Director of Health and Family Welfare, Government of Karnataka, who gave a patient audience to the delegation led by senior dermatologists such as Dr. Venkataram Mysore, Dr. Jagadish P, Dr. Sujala S Aaradhya, and other members of Bangalore Dermatologists Society. The delegation also met Dr. Yogananda Y.C. Reddy, the President Karnataka Medical Council and its Members, and urged to take serious stern steps against quackery in the field of dermatology, mainly by the dentists, AYUSH, and etc.

Phase II: Fight taken to on-grounds: District Level Authorities

SistersocietiesleadbyitsPresidentsandSecretaries, along with IADVL's district coordinators, met District Collectors and District Health Officers across 27+ districts. Legally well-documented complaints and photographic proofs along with GPS location of unqualified clinics were submitted. Districts such as Belagavi, Davangere, Shivamogga, Raichur, Ballari, Mangaluru-Udupi, Bengaluru, Mysuru, Karwar and most of the other districts witnessed official responses under the KPME Act. The response was swift and unprecedented. Within weeks, raids, seizures, and closure notices were initiated by District Magistrates and local KPME/DHO/ THO and other authorities. Several illegal centers were sealed, and offenders issued notices. Some quack clinic chains circulated internal warnings, fearing inclusion in the IADVL list - a testament to the campaign's deterrent power.

Phase III: Public Awareness and Media Reach

To reach the general public, Kannada print and social media campaigns emphasized the dangers of unqualified treatments were initiated. The campaign

done at state and district level received wide press coverage, reinforcing the credibility of ethical dermatology.

The Karnataka Model - A Blueprint for the Nation

The IADVL Karnataka's coordinated, evidence-based, and legally empowered approach is now known as the Karnataka Model of Anti-Quackery. It showcases collaboration between medical associations, district administrators, and the health department. IADVL KN continues to ensure sustained legal follow-up and patient safety.

Challenges faced:

At times, qualified dermatologists/plastic surgeons were found to be associated with such quack centers, which is illegal and are expected to face legal consequences. In most of the instances the dermatologists/plastic surgeons were made aware of the risks behind such ghost consultations and understanding the gravity of situation they retracted from such centers and were given assistance by the AQC-LC in doing so. Repeated advisories were issued to bring awareness among the members, to refrain such unethical association with quacks. A well-structured and empowered ethical committee needs to be constituted at all the state branches, to uphold the ethical and moral principles of the association and mainly that of the medical profession.

Future Ahead

Consistent and continuous antiquackery campaign is the need of the hour. More and more dermatologists irrespective of the age and type of practice, must jump into the movement. Cribbing the office bearers of the association, the system is not going to change anything. Each dermatologist should equip themselves with basic medico-legal knowledge,

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have determination to fight back the quacks and stand united at difficult times. If we don't save the right of a qualified dermatologist's practice in skin-hair-aesthetic practice with all integrity, our future is definitely going to be dark.

Conclusion:

The Quackery Mukt Bharat Abhiyaan 2025 by

IADVL Karnataka stands as a model of proactive professionalism and public advocacy. Through structured phases of government coordination, district-level execution, and community awareness, it has reaffirmed the role of dermatologists as custodians of safe, ethical medical care. Lot more dermatologists should actively participate in the movement.

10 ಬ್ಯೂಟಿ ಪಾರ್ಲರ್ ಸೀಜ್

ಜಿಲ್ಲಾ ಆರೋಗ್ಯ ಇಲಾಖೆಯು 10 ಬ್ಯೂಟಿ ಪಾರ್ಲರ್‌ಗಳನ್ನು ಸೀಜ್ ಮಾಡಿದೆ. ಈ ಪಾರ್ಲರ್‌ಗಳಲ್ಲಿ ಅನಿರೀಕ್ಷಿತ ಉಪಕರಣಗಳನ್ನು ಬಳಸಿ ಚಿಕಿತ್ಸೆ ನೀಡಲಾಗುತ್ತಿತ್ತು. ಇದರ ಪರಿಣಾಮವಾಗಿ ರೋಗಿಗಳಿಗೆ ಹಾನಿ ಆಗಿತ್ತು.

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ಕೇಶ ಕಸಿ ಚಿಕಿತ್ಸಾಲಯಗಳ ಮೇಲೆ ದಾಳಿ

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Health dept raids unauthorised hair transplant clinics in D'gere

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State cracks down on dubious skin clinics amid rising mishaps

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Crackdown on unlicensed skin clinics in DK district

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