GOVERNMENT OF TELANGANA
DRUGS CONTROL ADMINISTRATION

Press Note

Press Note No. 11/DCA/2026 **Date: 09-03-2026**

Bulk SMS Alert System regarding Substandard Drugs by Drugs Control Administration, Telangana – A Digital Strengthening Initiative

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Drugs Control Administration, Government of Telangana, on 9th March 2026, launched a **Bulk SMS Alert System** regarding **Not of Standard Quality (NSQ) Drugs**—commonly referred to as **Substandard Drugs**.

Through this SMS alert system, alert messages are sent to all the medical shops in the State regarding the **Not of Standard Quality** Drugs (Substandard Drugs) detected by the Drugs Control Administration, Telangana, to immediately alert them to **stop the sale of such substandard drugs** to the public.

The drugs declared as **Not of Standard Quality (NSQ)** by the Drugs Control Laboratory, Telangana, include those samples that have failed in quality tests for assay, disintegration, dissolution, etc., which may render these medicines ineffective in treating diseases.

Thus, this SMS Drug Alert System enables the immediate stoppage of the sale and distribution of NSQ (Substandard) Drugs and also facilitates the rapid and effective recall of Not of Standard Quality Drugs across Telangana.

Through this bulk SMS platform, all stakeholders—including retail pharmacies and wholesalers—are informed at the earliest about drugs declared as Not of Standard Quality (NSQ) by the Drugs Control Laboratory, Hyderabad.

This system is a diligent step that significantly enhances patient safety by ensuring that NSQ drugs are immediately withdrawn from the market before they reach a larger patient population.

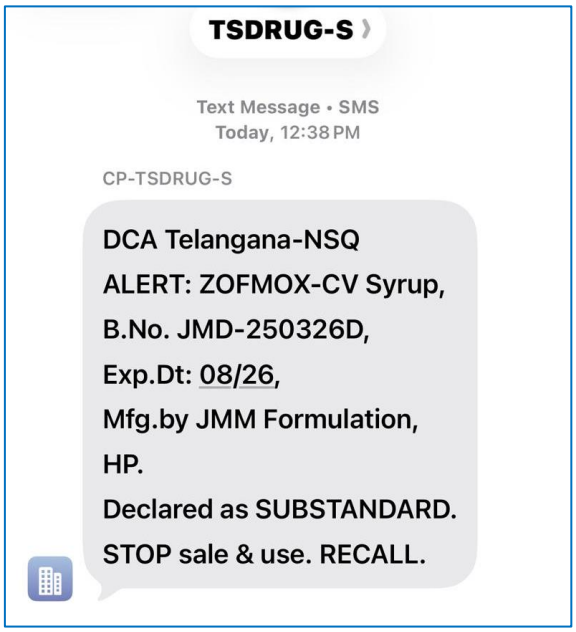
The digital transformation initiative is unique in that the **details of NSQ-declared drugs** are readily communicated to all Sales Units, facilitating transparency and enabling prompt action by medical shops.

With this initiative, the Drugs Control Administration, Telangana has emerged as one of the very few States in the country to successfully implement the Bulk SMS Alert System, a proactive initiative aimed at instantly communicating NSQ drug alerts, critical drug safety alerts, and regulatory information to stakeholders, thereby protecting public health.

Date: 09-03-2026

SHAHNAWAZ QASIM, IPS
DIRECTOR GENERAL

NSQ Alert SMS Issued by DCA Telangana on 9th March, 2025



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