

**GOVERNMENT OF INDIA  
CHEMICALS AND FERTILIZERS  
LOK SABHA**

UNSTARRED QUESTION NO:383

ANSWERED ON:19.02.2009

CODE OF CONDUCT FOR MARKETING OF DRUGS

Adhalrao Patil Shri Shivaji;Lagadapati Shri Rajagopal;Verma Shri Ravi Prakash

**Will the Minister of CHEMICALS AND FERTILIZERS be pleased to state:**

- (a) the details of code of ethics and Indian Drugs Manufacturers Association (IDMA) norms of marketing practices for pharmaceutical companies in the country;
- (b) whether the pharmaceutical companies are indulging in unfair practices to promote their medicines by sponsoring trips and offering gifts to doctors;
- (c) if so, the details in this regard and the steps taken by the Government to check such unfair practices;
- (d) whether the Government proposes to draw up a code of conduct for the marketing of drugs; and
- (e) If so, the steps taken by the Government in this regard?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS AND MINISTER OF THE STATE IN THE MINISTRY OF MINES (SHRI B.K.HANDIQUE)

- (a) Indian Drug Manufacturers`Association (IDMA) has informed that they already have `Guidelines on Pharmaceutical Marketing Practices` which was originally published in 1997 and was revised in 2007.
- (b) to (e): Certain media reports in the recent past highlighted certain such practices resorted by some of the Pharma companies to promote their products to the medical practitioners.This Department had taken up the matter with the associations and the representatives of Pharmaceuticals companies and emphasized upon them to formulate guidelines/code of ethics and set mechanism for strict enforcement for dealing with the delinquency and for informing the public as to what steps have been taken to remove this perception as highlighted by the print media.