

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

UNSTARRED QUESTION NO:2665

ANSWERED ON:25.11.2010

COLLUSION AMONG DOCTORS MEDICINE OUTLETS AND DRUG MANUFACTURERS

Karunakaran Shri P.

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

- (a) whether the attention of the Government has been drawn to alleged collusion among doctors, medicine outlets and drug manufacturers for promoting drugs;
- (b) if so, the details thereof;
- (c) whether the Government has taken up the issue with the drug manufacturers to check this unfair practice for promoting their drugs;
- (d) if so, the outcome thereof; and
- (e) the further steps taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI SRIKANT KUMAR JENA)

(a) to (e): There were some reports in the newspapers in the recent past regarding promotional expenses being made by the Pharma Companies. The reports suggest that some unethical marketing practices are being followed by certain pharma companies. Keeping in view the seriousness of the allegations made in the media reports, this Department felt the need to take up the matter in the interest of the consumers/ patients as such promotional expenses being extended to doctors had direct implications on the pricing of drugs and its affordability. After discussing the issues with the Pharma Associations/ Industry, this Department has been able to persuade most of the associations to have Code of ethics. Organisation of Pharmaceutical Producers of India (OPPI) and Indian Drug Manufacturers` Association have informed that they along with Confederation of Indian Pharmaceutical Industry (CIPI), Federation of Pharma Entrepreneurs (FOPE), Indian Pharmaceutical Alliance (IPA) and SME Pharma Industries Confederation (SPIC) have worked out the `Uniform Code of Pharmaceutical Marketing Practices` (UCPMP). The Department of Pharmaceuticals is now examining the possibility of framing a UCPMP which would in the first instance be adopted voluntarily.