

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

UNSTARRED QUESTION NO:3771

ANSWERED ON:25.08.2011

COLLUSION FOR PROMOTION OF DRUGS

Bali Ram Dr. ;Saha Shri Anup Kumar;Siddeswara Shri Gowdar Mallikarjunappa

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

- (a) whether there is alleged collusion among doctors, medicine outlets and drug manufacturers for promoting certain drugs;
- (b) if so, the details thereof;
- (c) whether the Government has taken up the said issue with the drug manufacturers to check such unfair practices for promoting their drugs;
- (d) if so, the outcome thereof;
- (e) whether the Government has circulated a draft of uniform code of pharmaceutical marketing ethics;
- (f) if so, the details thereof alongwith the code prepared after receiving the comments and suggestions thereon; and
- (g) the further steps taken by the Government in this regard?

**Answer**

MINISTER OF THE STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION AND MINISTER OF THE STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI SRIKANT KUMAR JENA)

(a) to (g): 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 prepared a draft 'Uniform Code of Pharmaceutical Marketing Practices' (UCPMP) which is to be adopted voluntarily in the first instance. The UCPMP is put up on the Department's website for calling for the comments from all the stakeholders. The comments have been received and they are being examined.