

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:1718
ANSWERED ON:23.03.2012
PRESCRIBE MEDICINES BY BRAND
Naik Dr. Sanjeev Ganesh;Patel Shri Devji;Patil Shri Sanjay Dina

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the present trend of doctors prescribing medicines by brand instead of composition is hurting Indian consumers severely;
- (b) if so, the details thereof;
- (c) whether it is fact that medicine companies are sponsoring not just research and continuing education of doctors but also selling out gifts in cash and kind;
- (d) if so, the details thereof; and
- (e) the steps taken by the Government to safeguard the interests of consumers?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI SUDIP BANDYOPADHYAY)

- (a) to (d): Government is aware of the unethical conduct of the Pharmaceutical companies promoting their medicines through medical professionals which has been a cause of concern for the Government in view of the fact that this practice tends to raise the cost of health care.
- (e): The Medical Council of India (MCI) has prohibited acceptance of gifts by doctors from pharma companies. Department of Pharmaceuticals under Ministry of Chemicals & Fertilizers has prepared a draft Uniform Code of Pharmaceutical Marketing Practices (UCPMP), which is to be adopted voluntarily in the first instance by Pharma Companies. The UCPMP was put up on the website of Department of Pharmaceuticals for inviting comments from all stakeholders.