

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:4023

ANSWERED ON:30.04.2012

GENERIC DRUGS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Bhoi Shri Sanjay;Gaikwad Shri Eknath Mahadeo;Paranjpe Shri Anand Prakash

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government is aware of the malign campaign against the generic drugs produced in India by some countries which are going after multilateral regimes ;

(b) if so, the details thereof; and

(c) the steps taken/being taken by the Government to counter this campaign, popularise and boost the export of generic medicines/drugs abroad particularly in the developing countries including African countries?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI ANAND SHARMA)

a) & b): A concerted campaign against Indian pharma industry has been launched by MNCs whose interests are getting adversely impacted due to increasing global presence of Indian pharma companies especially in the generic segment.

c): A brand pharma campaign has been launched in Tokyo, Japan on 21st March, 2012 on the sidelines of CPHI, Japan, a major pharmaceutical exhibition, to position India as a supplier of high quality, low cost drugs and as "Pharmacy of the World". Focused attentions is being paid to promote Indian generic drugs in Africa and other important markets and to sensitize the concerned health authorities there that generic drugs from India are quality drugs at par with their patented alternatives and available at very reasonable cost.