

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

UNSTARRED QUESTION NO:3629  
ANSWERED ON:30.07.2009  
COMMON CODE OF CONDUCT FOR MARKETING OF MEDICINES  
Sarvey Shri Sathyanarayana

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

- (a) whether the Government has directed the drug manufacturers to have a common code of conduct for marketing their medicines;
- (b) if so, the details thereof; and
- (c) the action taken/likely to be taken by the Government against those drug manufacturers who have violated the code of conduct?

**Answer**

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

(a) to (c) There were some reports in the newspapers in the recent past regarding promotional expenses being made by the Pharma Companies. The reports suggest that these are some unethical marketing practices 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.