

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

UNSTARRED QUESTION NO:429  
ANSWERED ON:09.08.2012  
LURING OF DOCTORS AND DRUG CONTROL OFFICIALS  
Ray Shri Rudramadhab

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

- (a) whether the Government: has made it a mandatory code to bar pharma industry from luring the doctors and drug control officials with gifts and hospitality;
- (b) if so, the details thereof; and
- (c) the manner in which the Government plans to monitor the tactics of pharma industry to lure both doctors/chemists and drug control officials?

**Answer**

MINISTER OF STATE(INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION AND 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 suggested 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 was put up on the Department's website [www.Pharmaceuticals.gov.in](http://www.Pharmaceuticals.gov.in) for inviting the comments from all the stakeholders. The comments received were examined and draft UCPMP has been prepared and circulated to the pharma association for their comments. The same has been received and the UCPMP is being finalized.