

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

UNSTARRED QUESTION NO:1066

ANSWERED ON:29.11.2012

UNIFORM CODE OF PHARMACEUTICAL MARKETING PRACTICES

Majhi Shri Pradeep Kumar;Patel Shri Kishanbhai Vestabhai

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

- (a) whether there is any proposal to ban the sponsoring of tours for doctors by the pharmaceutical companies in the country;
- (b) if so, the details thereof;
- (c) whether the Department of Pharmaceuticals proposes to frame any Uniform Code of Pharmaceutical Marketing Practices in the country;
- (d) if so, the details in this regard;
- (e) whether the Department of Pharmaceuticals has asked the Ministry of Health and Family Welfare to have a relook at the existing rule of such activities by the Medical Council of India;
- (f) if so, the reaction of the Ministry of Health and Family Welfare thereto; and (g) the time by which the Uniform Code of Pharmaceutical Marketing Practices is likely to be finalised?

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 (d) & (g): 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 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.

(e): Yes, Sir.

(f): The response from Ministry of Health & Family Welfare is still awaited.