

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

UNSTARRED QUESTION NO:2931
ANSWERED ON:14.03.2013
UNIFORM CODE OF PHARMA MARKETING PRACTICE
Das Shri Bhakta Charan

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

(a) whether the Government has initiated any steps to implement Uniform Code of Pharma Marketing Practice so as to stop the present practice of offering incentives to Doctors which include expensive gifts and foreign junkets for prescription of expensive brands of drugs; and

(b) if so, the details thereof and the progress made in the matter so far?

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) & (b): There were some reports in the newspapers in 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 prepared a draft 'Uniform Code of Pharmaceutical Marketing Practices' (UCPMP) 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 final draft UCPMP was prepared and circulated to pharma associations for their comments. The comments received are being examined.'