

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

UNSTARRED QUESTION NO:3170
ANSWERED ON:11.02.2014
GIFTS FOR PROMOTING DRUGS
Pradhan Shri Amarnath;Ray Shri Rudramadhab

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

- (a) whether the Government proposes to direct all pharma companies to stop offering money/gifts to doctors for promotion and sale of their drugs;
- (b) if so, the details thereof and the steps proposed to be taken by the Government in this regard;
- (c) whether certain pharma companies including GLAXO have stopped paying doctors for promoting their drugs; and
- (d) if so, the details thereof and manner in which the Government plans to streamline and curb malpractices/unethical marketing practices in this sector?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF CHEMICALS AND FERTILIZERS AND MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION (SHRI SRIKANT KUMAR JENA)

(a) & (b): There were some reports in the newspapers 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.

(c) and (d): No such report relating to payment to Doctors for promoting the drugs by GLAXO has come to the notice of the Government.