

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

STARRED QUESTION NO:205

ANSWERED ON:04.08.2015

Marketing practices by pharma companies

Karandlaje Km. Shobha

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

- (a) whether there are reports of aggressive marketing/promotion of drugs/ medicines by pharma companies by way of inducing doctors through gifts, hospitality, foreign trips etc., for prescribing expensive brands of drugs and if so, the reaction of the Government thereon;
- (b) whether Uniform Code of Pharmaceutical Marketing Practices (UCPMP) to prevent/stop such unethical marketing practices is being considered;
- (c) if so, the salient features and objectives of the said code;
- (d) whether the Government has received comments/suggestions from various stakeholders/Pharma associations in this regard, if so, the details thereof and the present status of UCPMP; and
- (e) the extent to which UCPMP is likely to reduce the unethical marketing practices by a section of pharmaceutical companies?

Answer

MINISTER OF CHEMICALS AND FERTILIZERS (SHRI ANANTH KUMAR)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF THE LOK SABHA STARRED QUESTION NO. 205 TO BE ANSWERED ON 04.08.2015 REGARDING MARKETING PRACTICES BY PHARMA COMPANIES

(a): Yes, Madam.

(b): The Government after consulting all the stakeholders have formulated a Uniform Code for Pharmaceutical Marketing Practices (UCPMP) which is to be adopted at the first instance voluntarily for a period upto 31.08.2015.

(c): In view of reply to (b) above, does not arise.

(d): The Government has received suggestions from the stakeholders subsequent to which a meeting was taken with the stakeholders by the Hon'ble Minister (C&F) on 29.07.2015. The suggestions received would be examined and a concrete code would be formulated after discussion with all the stakeholders.

(e): Once the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) is adopted by the stakeholders in a true spirit it is likely to reduce the unethical marketing practices.

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