

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

UNSTARRED QUESTION NO:1961

ANSWERED ON:14.03.2017

Code of Conduct for Pharma Firms

Chavan Shri Ashok Shankarrao; Gaikwad Dr. Sunil Baliram; Kirtikar Shri Gajanan Chandrakant; Mahato Shri Bidyut Baran; Radhakrishnan Shri T.; Sigriwal Shri Janardan Singh

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

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

- (a) whether the Government has released a code of conduct for pharma firms to prevent them from luring doctors with gifts and freebies to boost their sales and if so, the details thereof;
- (b) whether the Pharmaceutical company-doctor nexus has been widespread in recent years even after the issue of code of conduct in this regard and if so, the details thereof and the reasons therefor;
- (c) the number of complaints received in this regard along with the action taken by the Government on each complaint during each of the last three years;
- (d) whether the Government is aware that annual conference of paediatricians was held in Bengaluru recently where doctors have been offered attractive gifts; and
- (e) if so, the details thereof and the action taken/being taken by the Government against the erring pharma firms and doctors?

Answer

MINISTER OF STATE IN THE MINISTRY OF ROAD TRANSPORT AND HIGHWAYS; MINISTRY OF SHIPPING AND MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI MANSUKH L. MANDAVIYA)

- (a): The Uniform Code of Pharmaceutical Marketing Practices (UCPMP) announced by the Department in December, 2014 and which is in operation since 01.01.2015 provides that the manufacturers should not use any unethical practices for luring doctors to boost sales of their products.
- (b) & (c): In certain cases, complaints have been received against some Pharmaceutical Companies for using unethical practices for promoting their products. These complaints were examined and suitable action was taken as per the provisions of the Uniform Code of Pharmaceutical Marketing Practices (UCPMP).
- (d): No such information has been received by the Department.
- (e): In view of reply to (d) above, does not arise.

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