

GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
RAJYA SABHA
QUESTION NO 02.03.2010
ANSWERED ON
MARKETING STRATEGIES OF PHARMACEUTICAL COMPANIES .

505

Shri A. Elavarasan

Will the Minister of HEALTH AND FAMILY WELFARE INFORMATION AND BROADCASTING HEALTH AND FAMILY WELFARE be pleased to state :-

- (a) whether some pharmaceutical companies are aggressively marketing their products on TV, newspapers and other publications and these advertisements encourage self medication;
- (b) whether Indian Medical Association (IMA) has approached Drug Controller General of India (DCGI) about the apparent violation of the Drugs and Cosmetic Act, 1940 and Drug and Medical Remedies (Objectionable Advertisement) Act, 1954 by these companies;
- (c) if so, the details thereof;
- (d) whether Drug Controller of Delhi has written to various publications and TV channels and strictly instruct them to stop these self diagnose and self treatment advertisements as it could be dangerous; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE

(SHRI DINESH TRIVEDI)

(a) to (c): Administration of the Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954 is entrusted to the State / UT Governments. The Drug Controller General (India) {DCG(I)} also received a complaint from Indian Medical Association (IMA) regarding alleged telecast of a programme on a private channel regarding a product named "Body Revive" claiming to cure various diseases viz diabetes, hypertension, arthritis, cancer, thyroid and heart problem. On the direction of the DCG(I), the Central Drugs Standard Control Organisation (CDSCO), West Zone, Mumbai took up the matter with Food & Drug Administration (FDA), Maharashtra. The FDA Maharashtra has informed that action has been initiated against the concerned firm / individuals for violation of the provisions of Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954 and Maharashtra Medical Practitioners Act, 1961. Further, on a request from Commissioner, FDA, Maharashtra, the Licensing Authority and Director of Ayurved, Ajmer, Rajasthan has cancelled the License granted to the concerned firm for manufacturing of the said product.

(d) & (e): The Drugs Control Department, Government of National Capital Territory (NCT) of Delhi has informed that few instances of advertisements by pharmaceutical companies for marketing their products have come to its notice. However, no advertisement of any allopathic drugs supposed to be promoting self medication has been observed. The Indian Medical Association (Delhi Branch) had written to Drugs Control Department, Government of NCT of Delhi for taking action under Drugs & Magic Remedies (Objectionable Advertisement) Act, 1954. The Drugs Control Department, Govt. of NCT of Delhi had issued a memo to various leading dailies of English, Hindi, Urdu & Punjabi circulated in NCT, Delhi for enforcement of the provisions of the Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954.