

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 1954
TO BE ANSWERED ON 21ST DECEMBER, 2018**

UNETHICAL MARKETING PRACTICES

**1954. SHRI SANJAY DHOTRE:
SHRI RAHUL SHEWALE:
SHRI BHARTRUHARI MAHTAB:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the incidents of unethical marketing practices by pharmaceutical companies which have come to the notice of the Government during each of the last three years and the current year, State/UT-wise and company-wise along with action taken/being taken by the Government in such cases so far;
- (b) whether the Uniform Code for Pharmaceutical Marketing Practices formulated by the Government has achieved the desired results;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether the Government has received suggestions from various quarters to prevent such unethical marketing practices by the said companies during the said period; and
- (e) if so, the details thereof along with the action taken/being taken by the Government on such suggestions so far?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI ASHWINI KUMAR CHOUBEY)**

(a): The Department of Pharmaceuticals has received four major complaints against some Pharmaceutical companies on unethical marketing practices from Jan Swasthaya Abhiyan, Punjab Medical Council and some individuals. As informed by Department of Pharmaceuticals, the complaints received have been forwarded to concerned Pharma Associations for necessary action as per the provisions of the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) (list as per annexure).

(b) & (c): The Department of Pharmaceuticals has prepared a Uniform Code for Pharmaceutical Marketing Practices (UCPMP) for voluntary adoption by Pharmaceutical companies with effect from 01.01.2015 as guidance to the industry for promotion and marketing of drugs and medical devices. With the voluntary adoption of UCPMP, it is expected that drug promotion is done within ethical limits and boundaries. No instances

of unsuccessful implementation of UCPMP by Pharma Associations/companies have been noticed by the Government.

(d) & (e): The Department of Pharmaceuticals has received suggestions for examination relating to mandatory implementation of UCPMP from Pharma Associations in order to increase accountability and ensure high ethical standards for the pharmaceutical industry.

Annexure

(i) Complaint dated 20.10.2015 received from Punjab Medical Council against doctors receiving financial gratifications from various Pharmaceutical companies (Eris Lifesciences Pvt. Ltd., Merck Ltd, Glenmark Pharmaceuticals Ltd., Bayer Healthcare, Lupin Ltd. MSD Pharmaceuticals Pvt. Ltd., Cryobanks International India Private Ltd., Sanofi India Ltd., Sun Pharmaceutical Industries, Life Cell International Private Ltd., USV Private Ltd., Torrent Pharma, Cordlife Sciences India Pvt. Ltd, Intas Pharmaceuticals Ltd. Abbot Healthcare Pvt. Ltd., E-Meditek (TPA) Services Limited, USV Private Ltd., Bristol-Mayers Squibb India Pvt. Ltd., CMR Lifesciences Pvt. Ltd., Boehringer Ingelheim)

(ii) Complaint dated 16.02.2016 received from Punjab Medical Council against M/s Intas for luring doctors for prescribing their medicines by financing for their travel and stay.

(iii) Complaint received in 2015 from Jan Swasthaya Abhiyan against various USV Private Ltd, Intas Pharmaceutical Ltd and Meeleods Pharmaceuticals Ltd regarding giving money to doctors for promotion of their brand of medicines.

(iv) Complaints dated 16.02.2018 received from Shri Prasanta Kumar Sen against Acinta Pharmaceuticals Private Limited for giving bribe to doctors, medical shopkeepers and unauthorised medical practitioners to sell their pharmaceutical products.