

**GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS AND FERTILIZERS
DEPARTMENT OF PHARMACEUTICALS**

LOK SABHA
UNSTARRED QUESTION No. 2181
TO BE ANSWERED ON THE 10th December, 2021

Code for Marketing of Drugs

2181. SHRI SUBRAT PATHAK:

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

- (a) the details of code of ethics and Indian Drug Manufacturers Association (IDMA) norms of marketing practices for pharmaceutical companies in the country;
- (b) whether the pharmaceutical companies are indulging in unfair practices to promote their medicines by sponsoring trips and offering gifts to doctors;
- (c) if so, the details thereof and the steps taken by the Government to check such unfair practices;
- (d) whether the Government proposes to draw up a new code of conduct for the marketing of drugs and if so, the details thereof; and
- (e) the steps being taken by the Government in this regard?

ANSWER

MINISTER IN THE MINISTRY OF CHEMICALS & FERTILIZERS

(Dr. MANSUKH MANDAVIYA)

(a): The Government announced a Uniform Code for Pharmaceutical Marketing Practices (UCPMP) for Pharmaceutical companies, which has been in operation since 01.01.2015, for stopping unethical practices by Pharma Companies. The UCPMP contains provisions whereby companies or their associations/representations or any person acting on their behalf shall not extend any travel facility inside the country or outside, including rail, air, ship, cruise, paid vacations etc., to HealthCare Professionals and their family members for vacation or for attending conferences, seminars, workshops, CME programmes etc. as a delegate. Indian Drug Manufacturers Association (IDMA) is one of the association of drug manufacturers covered under the UCPMP code and as per the provisions of the UCPMP, IDMA has uploaded the Uniform Code of Pharmaceutical Marketing Practices on their website for all members and has formed Ethical Committee and APEX Ethical Committee for Pharmaceuticals Marketing Practices. At present the code is voluntarily adopted for compliance by the pharma industry.

(b) & (c): The Pharmaceutical companies are governed by the voluntary code in respect of unfair marketing practices. If any complaint is received against some Pharmaceutical Company, suitable action is taken as per the provisions of the Uniform Code of Pharmaceutical Marketing Practices (UCPMP) by the respective association.

(d) & (e): No such action is envisaged.