

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

LOK SABHA
UNSTARRED QUESTION No. 1973
TO BE ANSWERED ON THE 02ND AUGUST, 2024

Uniform Code for Pharmaceutical Marketing Practices, 2024

**1973 Shri Kaushalendra Kumar:
Shri Dinesh Chandra Yadav:**

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

- (a) whether Government has released a new marketing code for pharmaceutical companies namely the Uniform Code for Pharmaceutical Marketing Practices (UCPMP), 2024 ;
- (b) if so, the details of the codes and features of these new guidelines;
- (c) whether it is fact that a section of doctors and public health organization have objected to these guidelines as firms are likely to continue with their unethical marketing practices, if so, the response of the Government thereto;
- (d) whether it is also a fact that this new code is a modified version of a similar code which came in the year 2015 and the same loopholes are still available in the new code; and
- (e) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS &
FERTILIZERS**

(SMT. ANUPRIYA PATEL)

(a) & (b): Yes Sir. The Department of Pharmaceuticals has notified the Uniform Code for Pharmaceuticals Marketing Practices (UCPMP) on 12th March 2024. The UCPMP 2024 is a set of guidelines to prevent unethical marketing practices by the pharmaceutical companies. It aims to ensure that promotion of pharmaceutical products is done in a responsible manner. The Code provides for the manner in which drugs are to be promoted before the healthcare professionals. The Pharmaceutical companies should be responsible and liable for conduct of their Medical Representatives or other such employees. The Code prohibits supply of gifts, monetary benefits, and hospitality to healthcare professionals or to their family members by the pharmaceutical companies. There is a two layered complaint adjudication mechanism under the Code, where the appeal lies with the Department of Pharmaceuticals.

(c): As far as Department of Pharmaceuticals is concerned, no objection has been received from the Doctors and Public Health Organizations.

(d) & (e): The new code i.e. UCPMP 2024 is a significant improvement of its earlier version i.e. UCPMP 2015. It provides for obligations in the form of self-declaration for adherence to

the Code, disclosure of expenditure on conference, seminar or workshop organized for Continuing Medical Education. The pharmaceutical companies are subject to independent, random, or risk-based audit. The Appellate Committee under the UCPMP Code, 2024 is responsible for appeal matters under the Code, which was earlier within the Pharma Industry Association, and now it is with the Department of Pharmaceuticals. The pharmaceutical companies could face action in accordance with extant laws by relevant government departments, based on the contraventions detected during the administration of the UCPMP, 2024.
