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code for pharmaceutical marketing must be implemented for better regulation of pharma industry in the country. Explain.

The allegation of distributing freebies worth ₹1000 crore by a pharmaceutical manufacturer during covid pandemic has shown the lagging in regulating pharma companies.

Regulation of Pharma industries

The UCPMP - Uniform code for pharmaceuticals marketing procedures has given guidelines for industries but, they are voluntary.

① It prohibits the gifts and pecuniary advantages given to the doctors.

② It laid that free samples must not be supplied to unauthorised persons

③ Prohibits funding of travel expenses of doctors

Unethical practices followed

Doctors get kickbacks for suggesting their

medicine.

Helping doctors in reputation building exercise by helping them in publishing research papers.

Taking doctors on board their clinical trials and paying them heavily.

Solutions

① The UCMP rules must be made mandatory and given statutory status to provide teeth to the guidelines.

② Inclusion of ethical marketing and promotion in the Drugs, cosmetics and medical devices bill.

③ Effective implementation of Indian medical council professional conduct regulations to check doctors ~~to~~ conduct with pharma companies. Suggesting generic name of the drug instead of brand name.

India is one of the largest suppliers of generic medicines. Unethical practices could weaken the medicine ecosystem in the country. Stricter legislations are the only way ahead.