

Candidate must adhere to the word limit specified in the question.
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① Code for pharmaceutical marketing must be implemented for better regulation of pharmaceutical industry in the country. Explain

Bengaluru based pharma Mico labs, recently had been in news for alleged tax evasion for bribing ₹1000 cr. to doctor to prescribe dolo-650 during covid-pandemic.

Issue:

Nexus between Doctor and pharma companies is a well known ~~secret~~ secret.

Instances.

pharma companies giving stationery, calendars etc, free of cost to promote their brand in the market

Paying for doctor for conferences to be in a leading position to certify their research papers

current issue.

UCPMP code was formulated way

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back in 2015, which restricts the agreement between
Doctors and pharma, from prescribing their own brand
taking bribe.

Yet the code was often undermined, due to
its voluntary nature.

Suggestions provided,

plea has been ~~sub~~ raised in the ISC to
modify the code's nature from voluntary to
statutory code.

It is believed that change in the nature to
statutory code, will reveal the transaction happened
between the pharma and doctors both directly (or)
indirectly.

At the same time, it is open to question
whether it will yield results

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Strong mechanism:

Combination of Regulatory mechanism with strict whistle blower policies, in developed countries showed that the instances had become lighter from time to time

Concern

In India whistle blower policies is weak due to delay in the judicial proceedings and also administrative problem due to overlapping proceedings

Current focus

Department of Health is pushing to bring the code under Drug policy Act to prevent price ~~raise~~ rise; on other hand Department of pharmacy unwilling to interfere in the issue. So the need of how is ~~look~~ to focus on the strong policies present along with statutory nature of code.

~~It is to~~