

सं० / No. 31026/65/2021-Policy
भारत सरकार / Government of India
रसायन एवं उर्वरक मंत्रालय / Ministry of Chemicals and Fertilizers
औषध विभाग / Department of Pharmaceuticals

शास्त्री भवन, नई दिल्ली
Shastri Bhawan, New Delhi
Dated the 5th April, 2022

To

Shri Sudarshan Jain, IPA

Subject:- Illegal business activities by M/s. Alkem Laboratories Limited- regarding.

Sir,

I am directed to refer to complaint dated 23.08.2021 received from Hon'ble MP (Lok Sabha), Bihar against M/s. Alkem Laboratories Limited, Mumbai regarding illegal business activities. It is stated therein that in one of their division in Alpha Nex in Delhi, this company has given money to (Non-MBBS) Quack doctors against survey, but these doctors don't know about the questionnaire which is solved by them. This against the rule of National Medical Commission. After giving money to doctors through cheque they pressurize these doctors to prescribe their particular brand which is costly for poor patients.

2. In this connection, it is submitted that in the year 2014, Government had prepared a Uniform Code for Pharmaceutical Marketing Practices (UCPMP) to discourage unethical practices employed by Pharmaceutical Companies for promoting sales of their medical products. On 12th December, 2014, it was sent to all the pharmaceutical associations for voluntary implementation with effect from 01.01.2015. As per the provision 7.1 of UCPMP, pharmaceutical company or their associations/representatives or any person acting on their behalf shall not extend any travel facility inside the country or outside, including rail, air, ship, cruise tickets, paid vacations, etc., to Health Care Professionals and their family members for vacation or for attending conference, seminars, workshops, CME programme etc. as a delegate. In any seminar, conference or meeting organized by a pharmaceutical company for promoting a drug or disseminating information, if a medical practitioner participates as a delegate, it will be on his/her own cost. Further, as per provision 7.2 of UCPMP, Companies or their associations/representatives shall not extend any hospitality like hotel accommodation to Healthcare Practitioners and their family members under any pretext. As per the provisions of Uniform Code for Pharmaceutical Marketing Practices (UCPMP), Pharma Industry Associations are required to constitute an Ethics Committee for Pharma Marketing Practices (ECPMP) and an Apex Ethics Committee for Pharmaceuticals Marketing Practices (AECPPMP) for handling complaints for breach of UCPMP by pharmaceutical companies.

3. In view of above, IPA is requested to provide action taken in the matter under the UCPMP.

Yours faithfully,

V Venkat
(Venkat HA)
Deputy Director 5/4/2022
Tel: 23071162