

breast and cervical cancer) has been rolled out in over 215 districts of the country under NHM, as a part of comprehensive primary healthcare.

- (iii) Under the population level initiative on NCDs, services of frontline workers are used for screening, which also help in spreading awareness. Field awareness campaign through different platforms are also undertaken from time to time.
- (iv) To enhance the facilities for tertiary care of cancer, the Central Government is implementing Tertiary Care Cancer Centre Scheme to support the setting up of State Cancer Institutes (SCIs) and Tertiary Care Cancer Centres (TCCC) in different parts of the country.
- (v) Oncology in its various aspects has focus in case of new AIIMS and many upgraded institutions under Pradhan Mantri Swasthya Suraksha Yojana (PMSSY).
- (vi) Setting up of National Cancer Institute (NCI) at Jhajjar (Haryana) and 2nd campus of Chittaranjan National Cancer Institute, Kolkata and has been approved.
- (vii) Indian Council of Medical Research (ICMR) - National Institute of Cancer Prevention and Research (NICPR), has launched [www.cancerindia.org.in](http://www.cancerindia.org.in) with the theme "India Against Cancer", a portal that provides information on the leading cancers in India with a major focus on awareness, prevention and treatment of these cancers.
- (viii) Pradhan Mantri Jan Arogya Yojana (PMJAY) is being implemented in coordination with the State Governments providing a coverage of ₹ 5,00,000/- to over more than 10 crore beneficiary families, giving cashless and paperless access to services for the beneficiary at the point of service in (both public and private) empanelled hospitals across India. More than 1350 packages have been finalized by an expert committee headed by Director General Health Services and peer reviewed by NITI Aayog. The treatment of cancer is also included under PMJAY.

#### **Bribing of doctors by pharma companies**

2970. SHRI K.C. RAMAMURTHY: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the details of cases of bribing of doctors by pharma companies which came

to the notice of Government during the last three years and the current year, year-wise and State-wise;

(b) the reasons for Government's inability to bring legislation to punish pharma companies that bribe doctors;

(c) the status of the Uniform Code of Pharmaceutical Marketing Practices propounded since 2014 and why it is not being brought in in spite of top 20 pharma companies approving the same; and

(d) by when the Ministry will get it cleared from NITI Aayog?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a): The Department of Pharmaceuticals has received some complaints against some pharmaceuticals companies on unethical marketing practices. The complaints received have been forwarded to concerned Pharma Associations for necessary action as per the provisions of Uniform Code for Pharmaceutical Marketing Practices (UCPMP).

(b) to (d) The Department of Pharmaceuticals has prepared a Uniform Code of Pharmaceuticals Marketing Practices (UCPMP) for voluntary adoption by pharmaceuticals companies with effect from 01.01.2015 as guidance to the industry for promotion and marketing of drugs and medical devices. With the voluntary adoption of UCPMP, it is expected that drug promotion is done within ethical limits and boundaries. No instance of unsuccessful implementation of UCPMP by pharma associations/companies have been noticed by Department of Pharmaceuticals.

Further, Clause 6.8 (Code of Conduct for doctors in their relationship with pharmaceutical and allied health sector industry) of the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 prohibits doctors from taking gifts, travel facilities, hospitality and case or monetary grants from pharmaceutical and allied health sector industry. The said regulation empower the Medical Council of India and respective State Medical Council to award punishment to a doctor against any act in violation of Code of Ethics for doctors, such complaints are referred by MCI to the concerned State Medical Councils where the doctors/medical practitioners are registered. The MCI is an Appellate Authority.