

# MAY MEDIA COVERAGE

## INDEX

S. No	Date	Publication	Edition	Headline
<b>Financials and Mainlines</b>				
1	26-May-24	The Hindu Business Line	Online	<a href="#">Intellectual property for positive change</a>
2	26-May-24	The Hindu Business Line	Print	<a href="#">Intellectual property for positive change</a>
3	01-May-24	The Pioneer	Online	<a href="#">Driving innovation: Role of intellectual property in India</a>
4	01-May-24	The Pioneer	Print	<a href="#">Driving innovation: Role of intellectual property in India</a>
5	29-May-24	The Hindu Business Line	Online	<a href="#">Pharma heads to self-declare on ethical code compliance, a first under the updated UCPMP</a>
6	29-May-24	The Hindu Business Line	Print	<a href="#">Pharma heads to self-declare on ethical code compliance, a first under the updated UCPMP</a>
7	30-May-24	Business Standard	Online	<a href="#">Pharmaceutical companies prepare to comply with ethical marketing code</a>
8	30-May-24	Business Standard	Print	<a href="#">Pharmaceutical companies prepare to comply with ethical marketing code</a>
<b>Trade</b>				
9	31-May-24	Express Pharma	Online	<a href="#">DoP orders pharma cos to comply to self-declaration under UPCMP 2024</a>

# FINANCIALS AND MAINLINES

<b>Publication</b>	The Hindu Business Line
<b>Date</b>	26-May-24
<b>Edition</b>	Online
<b>Headline</b>	<a href="#">Intellectual property for positive change</a>


**By Invitation. Intellectual property for positive change** PREMIUM

Updated - May 26, 2024 at 06:59 PM.

In a rapidly evolving world, leveraging intellectual property (IP) for greater good has become a priority and its importance will continue to grow as humanity addresses pivotal global challenges

BY RAJEEV RANJAN

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For a bright future: Public-private partnerships hold the key to sustainable innovation | Photo Credit: istock.com

In a rapidly evolving world, leveraging intellectual property (IP) for greater good has become a priority and its importance will continue to grow as humanity addresses pivotal global challenges including climate change, global health crises, and food security concerns.

<b>Publication</b>	The Hindu Business Line
<b>Date</b>	26-May-24
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<b>Headline</b>	<a href="#">Intellectual property for positive change</a>

## Intellectual property for positive change

**BY INVITATION**   
**RAJEEV RANJAN**



**FOR A BRIGHT FUTURE.** Public-private partnerships hold the key to sustainable innovation. © SHUTTERSTOCK

In a rapidly evolving world, leveraging intellectual property (IP) for greater good has become a priority and its importance will continue to grow as humanity addresses pivotal global challenges including climate change, global health crises, and food security concerns.

While IP can directly or indirectly contribute to many of the UN's Sustainable Development Goals (SDGs), its role is perhaps most evident in relation to SDG-9, which emphasises fostering innovation and promoting sustainable industrialisation. As a catalyst for innovation, IP also contributes directly to achieving other SDGs including pharmaceuticals and medical advancement (SDG-3).

We confront monumental challenges in health, such as antimicrobial resistance, emerging infectious diseases, neglected tropical diseases, besides other threats. These necessitate the continual development of novel drugs, vaccines and innovative strategies for delivering healthcare services and products. Although innovation holds the proven potential to address these global challenges, the investment of time and resources remains a concern. Therefore, the question is — what actions can ensure that the cycle of drug discovery and development is responsive to the needs of those who require them, without undermining innovator interest?

A viable path forward could be transitioning to a system that addresses these needs through public-private partnerships or international

funding mechanisms, such as the India Health Fund (a collaborative initiative of Tata Trusts and the Global Fund for AIDS, Tuberculosis and Malaria). Public or global entities identify pressing needs, leading to partnerships aimed at meeting these needs, maintaining a robust IP system.

IP plays a pivotal role in encouraging companies to integrate social and environmental considerations into their business strategies. The pharmaceutical industry is often called out over its environmental footprint, particularly in drug manufacturing processes. IP can drive innovation in green chemistry and sustainable manufacturing practices, reducing the industry's environmental impact. For example, Sanofi's Chemistry & Biotechnology Development Center (Ankleshwar) innovated on a process to manufacture drug intermediates that help save portable water.

Leveraging IP presents an unprecedented opportunity to address global challenges. As we navigate these complexities, we should harness the full potential of IP to create a more inclusive, resilient and sustainable future for all.

The writer is a retired bureaucrat, earlier involved in reworking the IP administration in the country. Views are personal.

<b>Publication</b>	The Pioneer
<b>Date</b>	01-May-24
<b>Edition</b>	Online
<b>Headline</b>	<a href="#">Driving innovation: Role of intellectual property in India</a>

## Driving innovation: Role of intellectual property in India

Wednesday, 01 May 2024 | Krishna Sarma



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**India can emulate Japan's post-Meiji transformation by harnessing innovation, embracing change and cultivating a risk-taking culture**

In the 76th Independence Day speech on August 15, 2022, the Prime Minister called for innovation with a focus on indigenous innovations highlighting "Jai Anusandhan".

Innovation is the key to India realising a self-reliant, competitive and USD 30 trillion economy by 2047. Innovation has the potential to unlock major productivity gains and will allow the nation to leapfrog towards higher value-added products and services across sectors.

In the last few years, globally we have witnessed a fundamental and rapid shift from a knowledge economy to an era of artificial intelligence (AI) and virtuality. During the same time, the unprecedented nature and scale of the pandemic affirmed the importance of having an innovation ecosystem for finding new cures – vaccines, medicines and diagnostics.

For a country with a legacy of scientific and technical knowledge base, the private sector in India has previously made modest investments in research and development (R&D). India has taken a different approach to innovation to meet its unique challenges. The transformational digital public infrastructure, starting with the Aadhar platform, is a case in point.

<b>Publication</b>	The Pioneer
<b>Date</b>	01-May-24
<b>Edition</b>	Print
<b>Headline</b>	<a href="#">Driving innovation: Role of intellectual property in India</a>

## Driving innovation: Role of intellectual property in India

India can emulate Japan's post-Meiji transformation by harnessing innovation, embracing change and cultivating a risk-taking culture

In the 76th Independence Day speech on August 15, 2022, the Prime Minister called for innovation with a focus on indigenous innovations highlighting 'Atmanirbhar'. Innovation is the key to India realising a self-reliant, competitive and USD 30 trillion economy by 2047. Innovation has the potential to unlock major productivity gains and will allow the nation to leapfrog towards higher value-added products and services across sectors. In the last few years, globally we have witnessed a fundamental and rapid shift from a knowledge economy to an era of artificial intelligence (AI) and virtuality. During the same time, the unprecedented nature and



KRISHNA SARMA

scale of the pandemic affirmed the importance of having an innovation ecosystem for finding new cures — vaccines, medicines and diagnostics. For a country with a legacy of scientific and technical knowledge base, the private sector in India has previously made modest investments in research and development (R&D). India has taken a different approach to innovation

to meet its unique challenges. The transformational digital public infrastructure, starting with the Aadhar platform, is a case in point. Similarly, against the backdrop of concerns regarding public health, access and affordability of medicines and protecting the domestic industry, India's approach to innovation in the biopharmaceutical sector is primarily based on public-sector-led collaborative innovation, where the private sector has merely been encouraged to invest in R&D in priority areas. While in many cases, publicly supported research provides a wellspring of initial discovery, it is the private sector that must develop new technologies and bring them to the

market. To be a leader in a rapidly changing marketplace across sectors, private sector innovation is critical. How does one measure innovation? One way could be to determine how much a company spends on R&D as a percentage of its revenue annually. As patents secure exclusive rights to an invention, the innovative index of a company can be additionally judged by the number of granted patents, patent applications filed, whether the filings are in multiple countries, the quality of the patents and so forth. The Parliamentary Standing Committee on Commerce's 161st Report on IPR Regime in India (July 2021) expresses concern that the rate of increase in the number of

patents in India in the last four years has been very low compared to the US and China. It goes on to say that this is co-related to the microscopic spending on R&D which is a meagre 0.7 per cent of India's GDP. Globally, companies with the highest R&D spend are big tech US companies like Amazon, Meta, Alphabet, Microsoft, Intel Corp. and bio-pharmaceutical companies like Roche, J&J, Pfizer, Bristol-Myers Squibb and Merck & Co. This list also includes three companies from China — Huawei, Tencent Holdings and Alibaba, Samsung from S. Korea; and European automobile manufacturers like Volkswagen and Mercedes-Benz.

Regarding the biopharmaceutical sector, the removal of product patent protection for drugs in 1970 allowed reverse engineering, which led to the exponential growth of the domestic generic industry and helped India be 'the pharmacy of the world'. At the same time, however, the lack of effective patent protection profoundly impacted corporate investment in R&D and the discovery of new molecules. Zydus Cadila's Saroglitazar, launched in 2013, remains so far, the only compound that was entirely indigenously discovered. India has the potential to spur its innovative spirit by leveraging its strengths, embracing change and fostering a risk-taking culture.

Japan's transformation after the Meiji Restoration from being an importer and imitator of foreign technologies, to a global powerhouse in innovation that has defined the world's technological landscape exemplifies that necessity is the mother of invention. There is no silver bullet for creating an enabling environment for innovation. Bryce Hoffman in his book Red Teaming shows how disruptive innovation requires critical and contrarian thinking. So, to inculcate the scientific temper and risk-taking and entrepreneurship spirit, there is a dire need to shift the emphasis of our education system from rote memorisation and conformity. Second, we must vigorously

pursue closer collaboration between academia and industry to commercialise innovation. It is a matter of great pride that Prof. Rahul Parwar, IIT Mumbai obtained marketing approval for the first indigenously developed cell and gene therapy for the treatment of cancer. Last but not least, a robust, meaningful and predictable intellectual property rights system can most optimally provide economic incentives to inventors and investors to invest risk capital in inventive activity — a very high-risk undertaking. (The author is Managing Partner, Corporate Law Group, a New Delhi-based law firm; views are personal)

<b>Publication</b>	The Hindu Business Line
<b>Date</b>	29-May-24
<b>Edition</b>	Online
<b>Headline</b>	<a href="#">Pharma heads to self-declare on ethical code compliance, a first under the updated UCPMP</a>

## Pharma heads to self-declare on ethical code compliance, a first under the updated UCPMP

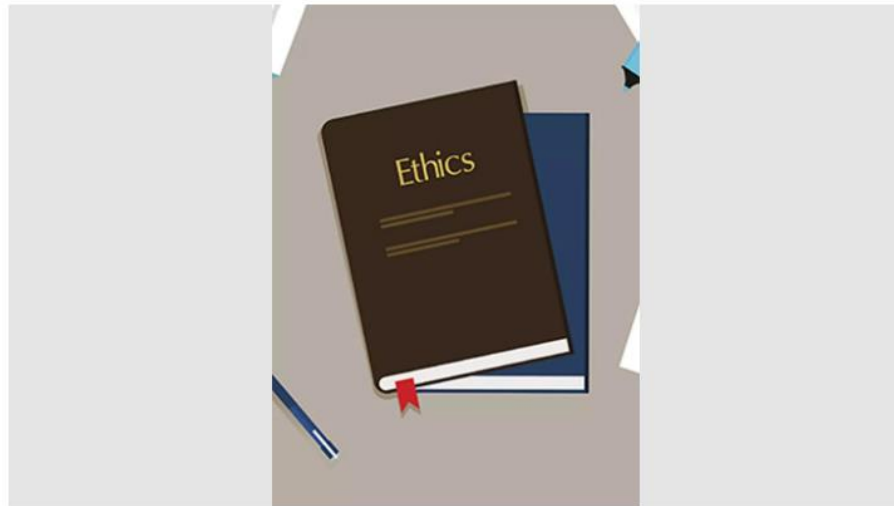
Updated - May 29, 2024 at 08:30 PM. | Mumbai, May 29

Executive heads of companies have to sign-off on declaration by June 30

BY PT JYOTHI DATTA

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The executive heads of drug companies will have to sign-off on a self-declaration form stating that their company complies with the Uniform Code for Pharmaceutical Marketing Practices (UCPMP-2024 ), for FY25.

<b>Publication</b>	The Hindu Business Line
<b>Date</b>	29-May-24
<b>Edition</b>	Print
<b>Headline</b>	<a href="#">Pharma heads to self-declare on ethical code compliance, a first under the updated UCPMP</a>

**Pharma firm chiefs must self-declare on ethical code compliance**

**PT Jyothi Datta**  
Mumbai

The executive heads of drug companies will have to sign-off on a self-declaration form stating that their company complies with the Uniform Code for Pharmaceutical Marketing Practices (UCPMP-2024), for FY25.

This is the first time such a self-declaration is being sought under the updated UCPMP-2024, and it comes even as the pharma industry seeks clarity on aspects of its implementation, say industry-watchers.

The executive heads of companies have to submit the self-declaration by June 30, a communication from the Department of Pharmaceuticals (DoP) said.

Earlier in March, the DoP had issued the updated ethical marketing code, UCPMP-2024, outlining a framework within which pharma companies could engage with doctors, without these interactions becoming an endorsement or inducement to push drug prescriptions.

**ALIGNING WITH THE GUIDANCE**

"This reinforces what is already outlined in the UCPMP-2024 and companies will have to align with the guidance. If there is a transgression, it would be escalated to the ethics committee of the respective industry association and if unresolved, further to the apex committee headed by the Secretary, DoP. But there is no clarity currently on how penalties will eventually pan out for violation of self-declaration," said Varsha Rajesh, Pharmaceutical and Life Sciences lawyer with Nishith Desai Associates.

Pharma industry representatives say companies are working to comply with the ethical code, that includes features like limiting brand-reminders to ₹1,000, and restricting Continuous Medical Education (CME) meetings to domestic venues.

Anil Matai, Director General with the Organisation of Pharmaceutical Producers of India (OPPI), a platform of largely foreign drugmakers, said companies were already primed since the code was issued earlier this year, and the self-declarations would go up on the association's website.

In the case of companies that do not belong to an association, or belong to multiple associations, they would have to send their declaration to the committee headed by the DoP secretary, he said.

While some industry-watchers remain critical on whether the ethical code will curb malpractices and the freebie culture, reportedly between drugmakers and doctors, others point out the latest communication is indeed the Centre's nudge to get pharma companies to stick to the ethical code of promotion.



<b>Publication</b>	Business Standard
<b>Date</b>	30-May-24
<b>Edition</b>	Online
<b>Headline</b>	<a href="#">Pharmaceutical companies prepare to comply with ethical marketing code</a>

**Pharmaceutical companies prepare to comply with ethical marketing code**

*The UCPMP aims to curb the unethical marketing of drugs and ban medical representatives from using inducements to access healthcare professionals*



The Form Says That A Pharmaceutical Company Will Undertake To Comply With The Provisions Of The UCPMP 2024 And Assist The Authorities In Enforcing The Code | Representational Image

Sanket Koul | New Delhi  
 3 min read Last Updated : May 30 2024 | 8:55 PM IST

Publication	Business Standard
Date	30-May-24
Edition	Print
Headline	<a href="#">Pharmaceutical companies prepare to comply with ethical marketing code</a>

## Drug firms prepare to comply with ethical marketing code

**SANKET KOUL**  
New Delhi, 30 May

Pharmaceutical (pharma) bodies have welcomed the government's move to request chief executive officers (CEOs) of all pharma companies submit, by June 30, an undertaking citing compliance with the newly notified code against unethical marketing.

The Department of Pharmaceuticals (DoP), in a circular dated May 28, said that the self-declaration form is applicable for 2024-25 (FY25) under the Uniform Code for Pharmaceutical Marketing Practices (UCPMP) 2024. The form will be circulated among pharma companies for 'strict compliance'.

Describing the move as necessary to ensure accountability in implementing the code, Sudarshan Jain, secretary-general of the Indian Pharmaceutical Association,

which represents the leading drug firms in the country, said that requiring the company's executive head to submit a 'self-declaration' for FY25 would ensure accountability at the highest level.

The UCPMP aims to curb the unethical marketing of drugs and ban medical representatives from using inducements to access healthcare professionals.

While the industry had been following a voluntary code to curb unethical practices since 2015, the DoP notified the UCPMP in March 2024, making these guidelines quasi-statutory in nature.

Anil Matai, director-general of the Organisation of Pharmaceutical Producers of India, which represents multinational pharma companies working in India, said that pharma companies had been diligently preparing to align with this ethical code since its issuance in March this year.

**The UCPMP aims to curb unethical marketing of drugs**

# TRADE

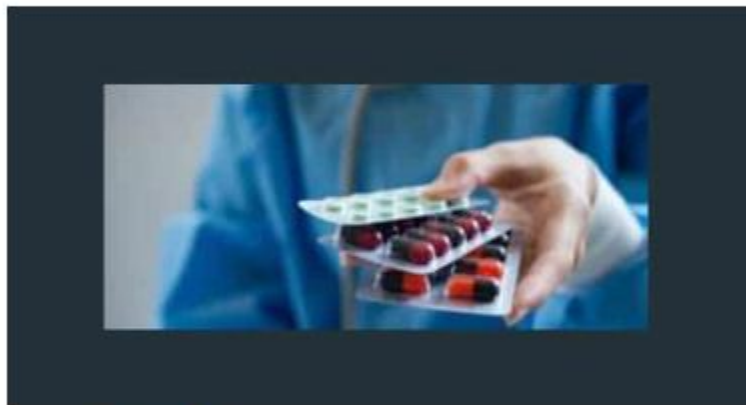
Publication	Express Pharma
Date	31-May-24
Edition	Online
Headline	<a href="#">DoP orders pharma cos to comply to self-declaration under UPCMP 2024</a>

## DoP orders pharma cos to comply to self-declaration under UPCMP 2024

Executive heads of companies must sign and submit the declarations by June 30

By [EP News Bureau](#) — On May 31, 2024

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The government has ordered all pharmaceutical companies to comply with a self-declaration under the Uniform Code for Pharmaceutical Marketing Practices (UCPMP-2024), for FY 24-25.

All pharma associations were instructed by the Department of Pharmaceuticals (DoP), to send the circular to all member companies and to submit self-declarations by June 30, 2024, in a format specified by the department.

Daara Patel, Secretary General, IDMA, commented, "We have forwarded the code and the communication from DoP declaration to all our members requesting them to strictly comply with the same."