

'A bid to allow docs to take money from pharma cos'

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Endorsement is expressly forbidden by the Medical Council of India's code of ethics, which says that no doctor ought to endorse any commercial product or drug or therapeutic article.

In November 2010, MCI had initiated action against IMA officer bearers on the endorsement issue. When one of the officials challenged the removal of his name from the medical register for six months before the HC, MCI had argued in an affidavit in Delhi HC that "...what is not allowed to be

It is being alleged that the MCI panel is trying to create a loophole so that doctors' associations can take money from pharma companies & other commercial interests without fear of any action

done directly cannot be permitted to be done indirectly".

KV Babu, who had filed the original complaint against IMA for endorsing products, alleged that the executive committee was trying to create a

loophole so that doctors associations could take money from pharma companies and other commercial interests without fear of any action. "This backtracking is against the very spirit of the MCI ethics regulation," he added.

Some of the IMA members who were part of the panel which took the decision to endorse commercial products are now part of MCI. This is being seen as an attempt by them to subvert MCI's powers. "Otherwise, why would the MCI executive committee argue so hard to reduce its own powers and jurisdiction?" asked Babu.

Regulatory