

Business Responsibility Guidelines for Pharmaceutical Sector in India

*Advisory Group Meeting
30th October, 2014, New Delhi*

Background & Context

Under the aegis of the Ministry of Corporate Affairs, the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business (NVGs) was developed and the process was managed by the Indian Institute for Corporate Affairs (IICA) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Though, the NVGs are designed for use by all businesses and sectors and therefore touch on the fundamental aspects – the ‘spirit’ – of an enterprise, the issues vary from sector to sector and thus, the application of NVG would also be different. The pharmaceutical sector is of significant importance, especially since the public interest element associated with various aspects of the business conduct is very high and has a direct impact on consumer well-being.

The IICA-GIZ Business Responsibility Initiative has identified the pharmaceutical sector as one of the sectors for which sectoral guidelines need to be developed based on the NVGs. The overarching objective of drafting the pharma sector guidelines is to mainstream the NVGs into the pharma sector in order to help businesses understand, adopt and implement them so as to enable the pharma industry to grow more competent and resilient by maximising benefits, and minimizing risks, and contributing to the national development goals.

The process of development of sector specific guidelines will be stakeholder led and these would be developed with guidance of pharmaceutical business associations, government bodies and expert advisors. The Research team at CUTS will undertake desk research (literature review) on various facets of pharmaceutical sector for developing the outline for NVGs.

Advisory Group Meeting

The first contact meeting of the group will be organised to discuss the following key issues:

- Brief the group regarding the project and their role/expectations
- Sensitise the group regarding the need/importance of NVGs and sector specific guidelines
- Share the outcomes of the preliminary analysis and the critical areas that have been identified, to be vetted by the core group.

On the basis of the deliberations and finalisation of the key areas, the research team will prepare an outline that will help in designing the zero draft of the guidelines focussed on critical areas in the pharmaceutical sector.

Expected Outcomes

- Identification of the critical areas in the pharmaceutical sector from the perspective of responsible business practices
- Prioritising the critical areas to be included in the guidelines
- Assistance in the development of the outline for designing the zero draft