

डॉ. स. ईश्वरा रेड्डी एम.फार्म, पीएच.डी.

औषधि महा नियंत्रक (भारत)
केन्द्रीय औषधि मानक नियंत्रण संगठन
स्वास्थ्य सेवा महानिदेशालय
स्वास्थ्य एवम् परिवार कल्याण मंत्रालय
भारत सरकार
एफ. डी. ए. भवन, कोटला रोड,
नई दिल्ली-११०००२



Dr. S. Eswara Reddy M.Pharm, Ph.D.
Drugs Controller General (India)
CENTRAL DRUGS STANDARD CONTROL, ORGANISATION
DIRECTORATE GENERAL OF HEALTH SERVICES
MINISTRY OF HEALTH & FAMILY WELFARE
GOVERNMENT OF INDIA
F.D.A. BHAWAN, KOTLA ROAD,
NEW DELHI-110002

F. No. 18-17/2018-DC

Dated 12 JUN 2018

To

All State/UT Drug Controllers

Subject: Providing a separate shelf / rack for generic medicines in retail shops visible to the consumers - Regarding.

Sir,

Issue of having a separate shelf / rack of generic medicines in every retail outlet in the country so as to promote the availability of generic medicines has been under consideration for quite sometimes now.

The matter has also been deliberated in the meetings of Drugs Consultative Committee (DCC) and Drugs Technical Advisory Board (DTAB) and it has been decided that every retail outlet should provide a separate shelf / rack reserved exclusively for stocking generic medicines in the licensed premises separated from other medicines, which shall be visible to the consumers.

In view of the above, you are requested to direct all the outlets licensed to sell drugs by retail under your jurisdiction to provide a separate shelf / rack reserved exclusively for stocking of generic medicines in the licensed premises separated from other medicines, which shall be visible to the consumers.

Action taken in the matter may please be forwarded to this office at the earliest.

Yours Sincerely,

(Dr. S. Eswara Reddy)
Drugs Controller General (India)

Copy to:

1. PPS to JS(R)
2. PPS to AS & DG (CGHS)
3. President, AIOCD with request to inform all retailers.