



PRESS INFORMATION BUREAU
(Research Unit)
Ministry of Information and Broadcasting
Government of India



Frequently Asked Questions (FAQs)

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

(Ministry of Chemicals & Fertilizers)

December 30, 2021

1. What is Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)?

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is a campaign launched by the Department of Pharmaceuticals in association with Central Pharma Public Sector Undertakings, to provide quality medicines at affordable prices to the masses through dedicated outlets called Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs). These provide generic medicines at much lesser price. The potency of these medicines is the same as compared to expensive branded medicines available in the open market.

2. What is a generic medicine?

Generic drugs are marketed under a non-proprietary or approved name rather than a proprietary or brand name. Generic drugs are equally effective and inexpensive compared to their branded counterparts.

3. Which is the Implementing Agency for the scheme?

The scheme is being implemented through a registered society namely [Pharmaceuticals & Medical Devices Bureau of India \(PMBI\)](#).¹ PMBI has been established under the [Department of Pharmaceuticals](#), Government of India, with the support of all the CPSUs for co-coordinating procurement, supply and marketing of generic drugs through the Pradhan Mantri Bhartiya Janaushadhi Kendras.

4. How are the quality, safety and efficacy of medicines ensured?

¹ <https://pharmaceuticals.gov.in/sites/default/files/Website-PMBJP%20December%202021.pdf>

The quality, safety and efficacy of medicines are ensured by getting each batch of medicines procured from CPSUs as well as private suppliers tested from National Accreditation Board for Testing and Calibration Laboratories ([NABL](#)) approved laboratories and conforming to the required standards before the same are supplied to super stockists /PMBJKs from the warehouse of PMBI.

5. Are generic drugs as effective as branded ones?

The generic drugs have same efficacy and therapeutic value as that of the branded medicines.

6. How do generic medicines benefit the patients?

By taking generic medicines, a patient can reduce his/her expenditure on medicines drastically.

7. What are the medicines available from Pradhan Mantri Jan Aushadhi Kendras and what are prices?

The endeavor of PMBI is to make available all therapeutic medicines at Jan Aushadhi Stores. Product basket of PMBJP presently comprises 1451 drugs and 240 surgical instruments.² A list of medicines with the maximum retail price (MRP) which are currently available can be found on the [official website](#).

8. How many Pradhan Mantri Bhartiya Jan Aushadhi Kendras have been opened and what are their locations?

As on 12.12.2021, about 8578 Pradhan Mantri Bhartiya Jan Aushadhi Kendras (PMBJKs) are functional under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) covering all districts of the country.³ Effective IT-enabled logistics and supply-chain systems for ensuring real-time distribution of medicines at all outlets have also been introduced. Location of the PMBJKs can be found [here](#).

The Government has set a target to increase the number of PMBJKs to 10,000 by March 2024.⁴

9. What are the timings (opening and closing) of the PMBJKs?

² <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1761376>

³ <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1782749>

⁴ <https://pib.gov.in/PressReleasePage.aspx?PRID=1763218>

The normal working hours of PMBJKs are 8 AM to 8 PM.

10. Who can open a Pradhan Mantri Bhartiya Jan Aushadhi Kendra?

A PMBJK can be opened by:

- Individual entrepreneur / Proprietor
- Partnership
- Charitable Institute/Hospital
- NGO/ Trust/ Society
- Government/ Government Nominated Agency
- Any Other (Please specify)

11. What incentives are available to the owner of a Pradhan Mantri Bhartiya Jan Aushadhi Kendra?

- a) Operating agency will be provided 20% margin on MRP (excluding taxes) of each drug.
- b) **Special Incentive:** Special incentive shall be granted for PMBJK opened by the Women entrepreneurs, divyaang, SC, ST & any entrepreneur opening a Janaushadhi Kendra (PMBJK) at aspirational districts (backward district) as notified by the NITI Aayog & in Himalayan, Island territories and North-Eastern States. An amount of Rs. 2.00 lakhs in addition to normal incentives as applicable is to be given to above mentioned entrepreneurs as mentioned below:
 - * Rs. 1.50 lakh reimbursement of furniture and fixtures
 - * Rs. 0.50 lakh as reimbursement for Computer, internet, printer, scanner etc.

This will be one-time grant for opening of new PMBJK against submission of original bills and restricted up to actual expenditure incurred.

- c) **Normal Incentive:** PMBJK run by other entrepreneurs / Pharmacist / NGOs / NGOs & Charitable organization that are linked with PMBI headquarters through software will get incentive up to Rs. 5.00 lakhs. The incentive will be given @ 15% of monthly purchase made from PMBI by these PMBJKS subject to ceiling of Rs 15,000/- per month up to total limit of Rs 5.00 lakhs. It will also cover PMBJK opened by Women entrepreneurs, Divyang, SC, ST & any entrepreneurs

open 'Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) at aspirational districts as notified by the Niti Aayog, in Himalayan, Island territories and North-Eastern states.

This will be applicable to existing PMBJK also whose existing limit of incentives of Rs 2.50 lakh is fully disbursed, moreover it will also cover the PMBJK opened in government premises to whom one-time grant of Rs 2.50 lakh was disbursed. They will get incentive of Rs 2.50 lakh based on purchase made by them from PMBI as per other terms and conditions applicable to all PMBJKS.

Further, any PMBJK opened in Government premises will get normal incentives as applicable to PMBJK in private premises.

References:

- <http://janaushadhi.gov.in/FAQ.aspx>
- <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1761376>
- <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1782749>
- <https://pharmaceuticals.gov.in/sites/default/files/Website-PMBJP%20December%202021.pdf>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1763218>

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