



PRESS INFORMATION BUREAU
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Ministry of Information and Broadcasting
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Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

(Ministry of Chemicals and Fertilizers)

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“To ensure availability of high-quality medicines at low prices, thousands of Janaushadhi Kendras have been opened across the country, where medicines are being sold at 50%-90% cheaper rates compared to market rates. These have greatly benefitted not only the poor but also the middle class.”¹

-Prime Minister Narendra Modi

Introduction

[Pradhan Mantri Bhartiya Janaushadhi Pariyojana](#)² (PMBJP) is a campaign launched in November, 2008 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 known as **Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJK)**. They provide **generic medicines** at much lesser price. The potency of these medicines is the same as that of expensive branded medicines available in the open market. The Janaushadhi scheme requires that **at least one Janaushadhi Store be setup in each District** of the country.

Janaushadhi week is being celebrated across the country from March 01 to generate awareness about the usage of generic medicines and the benefits of Janaushadhi Pariyojana. The theme of this event is “Janaushadhi-Jan Upyogi”. On the occasion of the **fourth Janaushadhi Diwas on**

¹ http://janaushadhi.gov.in/pdf/Presentation%20on%20PMBJP_15022022.pdf

² <http://janaushadhi.gov.in/FAQ.aspx>

March 07, 2022, Prime Minister Narendra Modi interacted with Janaushadhi Kendra owners and beneficiaries of the scheme via video conferencing.³

Objectives of the Pariyojana⁴

- Ensure access to quality medicines for all the section of the population especially for the poor and the deprived ones.
- Create awareness about generic medicines through education and publicity to counter the perception that quality is synonymous with high price.
- Generate employment by engaging individual entrepreneurs in opening of PMBJP kendras.
- Extend coverage of quality generic medicines so as to reduce the out of pocket expenditure on medicines and thereby redefine the unit cost of treatment per person.⁵

Need for PMBJP:⁶

Despite being one of the leading exporters of generic medicines to the world, majority of Indians have no access to affordable medicines. The total expenditure on out-patient care is

significantly higher than the in-patient care. As per the 71st Round (January-June 2014) report of the National Sample Survey Organization (NSSO) on Health in India, purchase of medicine accounted for around 72 per cent in rural sector, and 68 per cent in urban sector, of the total expenditure on non-hospitalized treatment of ailments.



Savings to the common man

A medicine under PMBJP is priced on the principle of a maximum of 50 per cent of the average price of top three branded medicines.

Therefore, the price of Janaushadhi Medicines is cheaper at least by 50 per cent and in some

³ <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1803543>

⁴ <http://janaushadhi.gov.in/pmjy.aspx>

⁵ <https://www.india.gov.in/spotlight/pradhan-mantri-bhartiya-janaushadhi-pariyojana>

⁶ http://janaushadhi.gov.in/Data/Annual%20Report%202019-20_21052020.pdf

cases, by 80-90 per cent of the market price of branded medicines.⁷ During [the financial year 2020-21 PMBJP has achieved savings of approximately Rs. 4,000 crores](#)⁸ of the common citizens of the country.

PMBJP: Progress Card

- Till May 2014, only 80 ‘Janaushadhi Stores’ were in operation in selected States.
- The Government revamped the ‘Janaushadhi Scheme’ in September 2015 as ‘Pradhan Mantri Janaushadhi Yojana’ (PMJAY).
- To give further impetus to the scheme, it was again renamed as Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP).



- As on January 31, 2022, the **number of stores has increased to 8,675. Under the PMBJP, all 739 districts of the nation have been covered.**⁹ The scheme ensures easy reach of affordable medicine to the people in every nook and corner of the country. The Government has set a target to increase the number of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to 10,500 by the end of March 2025.
- **Basket of medicines & Stock position** – Product basket of BPPI [comprises 1451 medicines drugs and 240 surgical instruments](#) and consumables. Tenders for required medicines are floated on regular basis as it is an ongoing process. Thus, regular efforts are made for augmenting the product basket of PMBJP so that essential medicines are readily available.

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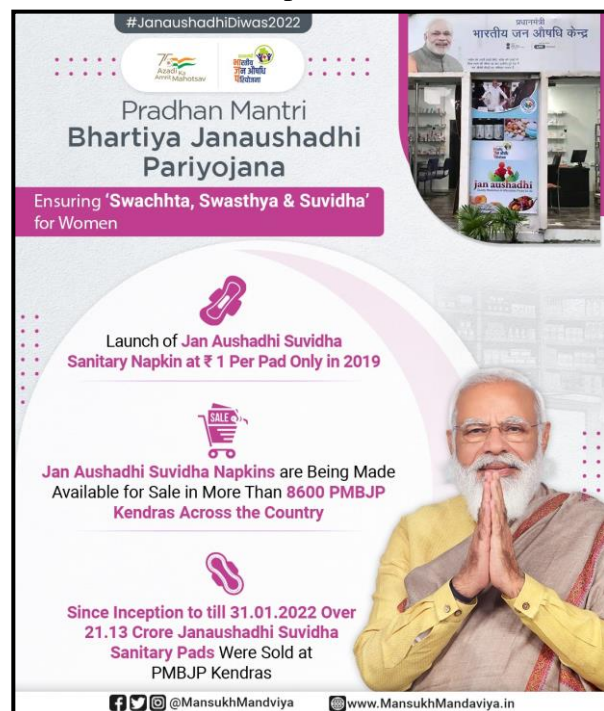
<https://pib.gov.in/PressReleaseFramePage.aspx?PRID=1797762#:~:text=Under%20the%20Pradhan%20Mantri%20Bhartiya,brands%20of%20the%20said%20medicine.>

⁸ <http://janaushadhi.gov.in/pmjay.aspx>

⁹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1801796>



- Further, new medicines and nutraceuticals products like protein powder, malt-based food supplements, protein bar, immunity bar, sanitizer, masks, glucometer, oximeter, etc. have been launched.
- Information Technology (IT) enabled End-to-End supply chain system with Point-of-Sale (POS) application for value added services has been implemented in PMBJP.
- At present three IT-enabled warehouses of PMBJP are functional at Gurugram, Chennai & Guwahati and fourth one is ready to start operations at Surat. Further, [39 distributors](#) have been appointed across the country to support the supply of medicines to remote and rural areas.
- Sanitary pads are sold at just ₹ 1 at more than 8600 PMBJP stores. These pads are comfortable & environment-friendly. Over [21.13 crores Janaushadhi Suvidha Sanitary pads](#) have been sold till 31 January 2022.¹⁰
- On the occasion of Janaushadhi Divas 2022, Prime Minister Narendra Modi said that the Janaushadhi Kendras are now becoming solution centres for the common man and are not just another government store. He said that the government has controlled the price of more than 800 medicines required for the treatment of diseases like cancer, tuberculosis, diabetes, heart disease. The government has also ensured that the cost of stunting and knee implants is also kept under control. He informed that more than 50



¹⁰ <https://twitter.com/mansukhmandviya/status/1500719685540917252>

crore people are in the ambit of Ayushman Bharat Yojana. More than three crore people have taken benefit of the scheme, saving 70000 crore rupees of the poor and middle-class people.¹¹ PM National Dialysis programme has saved 550 crore rupees. [Knee implant and medicine price control saved 13,000 crore rupees.](#)¹²

References

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Twitter

- https://twitter.com/mygovindia/status/1500711077138419712?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Etweet
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Video reference

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AG/HP/RC/AR/DG

¹¹ <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1803543>

¹² <https://twitter.com/mansukhmandviya/status/1500754137499471874?cxt=HHwWhMDUzfn739MpAAAA>