

## **Pradhan Mantri Bharatiya Janaushadhi Pariyojana (PMBJP)**

*Janaushadhi Stores: Up from 80 (2014) to 9082 (2023)*

*PMBJP: savings of more than Rs. 20000 crores for citizens in last 8 years*

(Ministry of Chemicals and Fertilizers)

**March 07, 2023**

*“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.”<sup>1</sup>*

- **Prime Minister Narendra Modi**

### **Introduction**

Pradhan Mantri Bhartiya Janaushadhi Pariyojana<sup>2</sup> (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.

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).



<sup>1</sup> [http://janaushadhi.gov.in/pdf/Presentation%20on%20PMBJP\\_15022022.pdf](http://janaushadhi.gov.in/pdf/Presentation%20on%20PMBJP_15022022.pdf)

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

Janaushadhi week is being celebrated across the country from March 01 to March 07 for generating awareness about the usage of generic medicines and the benefits of Janaushadhi Pariyojana.

### Objectives of the Pariyojana<sup>3</sup>

- 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.<sup>4</sup>

### Need for PMBJP:<sup>5</sup>

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 71<sup>st</sup> 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 cases, by 80-90 per cent of the market price of branded medicines.<sup>6</sup>

In the current financial year i.e. 2022-23 till 15.02.2023, Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of PMBJP has made **sales of more than Rs. 1000 Crore** which has further led to **savings of approximately Rs. 6000 Crores** for the citizens..<sup>7</sup>

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<sup>3</sup> <http://janaushadhi.gov.in/pmjy.aspx>

<sup>4</sup> <https://www.india.gov.in/spotlight/pradhan-mantri-bhartiya-janaushadhi-pariyojana>

<sup>5</sup> [http://janaushadhi.gov.in/Data/Annual%20Report%202019-20\\_21052020.pdf](http://janaushadhi.gov.in/Data/Annual%20Report%202019-20_21052020.pdf)

<sup>6</sup> <https://pib.gov.in/PressReleaseframePage.aspx?PRID=1797762#:~:text=Under%20the%20Pradhan%20Mantri%20Bhartiya,brands%20of%20the%20said%20medicine.>

<sup>7</sup> <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1903403>

## BENEFITS OF PMBJP SCHEME:

- Huge savings in out of pocket expenditure for citizens  
- Saved approx. Rs.20,000/- crore (more than USD 2 Billion) in past 8 years.



- Patients with chronic diseases like Hypertension, Diabetes & Cardiovascular have huge savings due to regular requirements.
- Goodwill for the Government.

## Coverage of the entire nation



## PMBJP: Progress Card

- Till May 2014, only 80 'Janaushadhi Stores' were in operation in selected States.
- As on January 31, 2023, the number of stores has increased to **9082**.
- Under the PMBJP, **743 districts** out of 764 districts of the nation have been covered.<sup>8</sup>

## PMBJP's JOURNEY

Number of Outlets and the Sales Volume have increased by more than 100 times in past 8 years

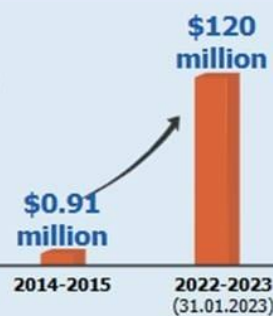
All products priced 50% to 90% lower than market prices

On an average 1 million persons visit Jan Aushadhi outlets everyday

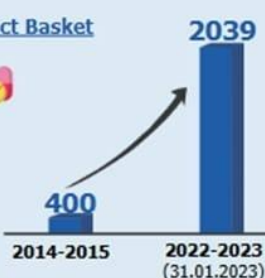
### Kendra (Outlets)



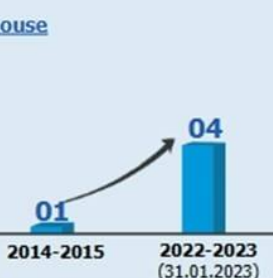
### Sales



### Product Basket



### Warehouse



- Basket of medicines & Stock position** – Product basket of PMBJP comprises **1759 drugs and 280 surgical instruments**.
- Further, new medicines and nutraceuticals products like protein powder, malt-based food supplements, protein bar, immunity bar, sanitizer, masks, glucometer, oximeter, etc. have also been launched.

<sup>8</sup> <https://www.pib.gov.in/PressReleaseDetail.aspx?PRID=1902862>

- 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 Surat. **36 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 9000 PMBJP stores. These pads are comfortable & environment-friendly. Over **34.71 crore Janaushadhi Suvidha Sanitary pads have been sold** till 18 February 2023.<sup>9</sup>



In last 8 years, PMBJP has achieved a tremendous growth and unbeatable success due to quality medicines being available at cheaper cost to the people of the nation. It has drastically cut down the out-of-the-pocket expenditure of the lower- and middle-class people of India. This has saved more than Rs. 20000 crores for citizens which would have been incurred on the cost of medicines.

## References

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- [https://twitter.com/mygovindia/status/1500711077138419712?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Etweet](https://twitter.com/mygovindia/status/1500711077138419712?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Etweet)
- [https://twitter.com/hashtag/JanAushadhiDiwas2022?src=hashtag\\_click](https://twitter.com/hashtag/JanAushadhiDiwas2022?src=hashtag_click)
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## AG/HP/AG/DG

<sup>9</sup> <https://twitter.com/mansukhmandviya/status/1630050031494627329>