



Research Unit

Press Information Bureau
Government of India

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP): A Journey Towards Affordable Healthcare

(Ministry of Chemicals and Fertilizers)

October 23, 2024

A significant transformation occurred in India's healthcare landscape with the launch of the "**Pradhan Mantri Bhartiya Janaushadhi Pariyojana**" (PMBJP) in November 2016. This initiative aims to provide high-quality generic medicines at affordable prices, making essential healthcare accessible to all citizens. By ensuring that quality does not come at a premium, PMBJP is dedicated to improving health outcomes and promoting health equity across the nation.

This initiative, driven by the Department of Pharmaceuticals, aims to ensure that every individual has access to essential medications without the financial burden often associated with branded drugs. With **PMBJP stores (Pradhan Mantri Bhartiya Janaushadhi Kendras)** offering generic alternatives that maintain the same quality and efficacy, it empowers communities and promotes healthier lives across the nation. The PMBJP offers an extensive product basket that includes **2047 medicines** and **300 surgical devices**, catering to various therapeutic groups

Aims and Aspirations

At the core of PMBJP are several key objectives that guide its mission:

- ❖ **Raising Awareness:** One of the primary goals is to educate the public about the benefits of generic medicines, emphasizing that affordability does not compromise quality. The initiative works to dispel the myth that high prices are synonymous with high quality.
- ❖ **Encouraging Prescriptions of Generic Drugs:** PMBJP aims to inspire healthcare professionals, particularly those in government hospitals, to prescribe generic alternatives, thereby promoting cost-effective treatment options.
- ❖ **Enhancing Accessibility:** The initiative seeks to provide a wide range of commonly used generic medicines across various therapeutic categories, ensuring that essential healthcare products are available to everyone, especially the marginalized.

The infographic features a yellow and orange background with a sunburst pattern. At the top left, it displays the logos for the Government of India (Ministry of Chemicals & Fertilizers, Department of Pharmaceuticals), the National Institute of Pharmaceutical Education and Research (NIPER), and PMBJP. The central text reads 'Under PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA' in bold red letters. Below this, a white banner states 'Another Milestone reached by Jan Aushadhi'. The main achievement is highlighted in large white 3D text: 'Rs. 1000 Crore'. Underneath, it specifies 'Worth of Janaushadhi medicines sold in year 2024-25 (till 20 Oct 2024)'. A red banner below that says '2 months earlier than previous Year'. At the bottom, a dark red textured banner states 'Estimated Savings of Rs. 30,000 crore of citizens in the past 10 years and Rs. 5000 crore in the current year (FY 2024-25)'. The background also includes icons of upward arrows with plus and minus signs, and images of medicine bottles.

Government of India
Ministry of Chemicals & Fertilizers
Department of Pharmaceuticals

एन आई पी ई
जीन आशुधि
परियोजना

pmbjp

Under
**PRADHAN MANTRI BHARTIYA
JANAUSHADHI PARIYOJANA**

Another Milestone reached by **Jan Aushadhi**

Rs. 1000 Crore

Worth of Janaushadhi medicines sold
in year 2024-25 (till 20 Oct 2024)

2 months earlier than previous Year

Estimated Savings of **Rs. 30,000 crore** of citizens in the past 10 years
and **Rs. 5000 crore** in the current year (FY 2024-25)

Celebrating a Remarkable Achievement

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) reached a significant milestone, with Janaushadhi medicines worth Rs. 1,000 crore sold in the year 2024-25 till 20th October 2024. This accomplishment is particularly noteworthy as it was achieved two months earlier than in the previous year.

This impressive growth is attributed to the unwavering support of citizens, who have embraced the PMBJP by purchasing medicines from over **14,000 Jan Aushadhi Kendras** (JAKs) across the country. These Kendras serve as accessible points for quality healthcare, providing a friendly environment where individuals can find the medications they need without the burden of high costs.

In the month leading up to this milestone, PMBJP also achieved a noteworthy sales figure of **Rs. 200 Crores** in September 2024 alone, showcasing the initiative's rapidly increasing popularity. The growth in sales and the number of JAKs—from just **80 in 2014 to more than 14,000 today**—reflects an astonishing increase of over **170 times** in a decade. This expansion highlights PMBJP's commitment to reaching every corner of India, making quality healthcare a reality for millions.

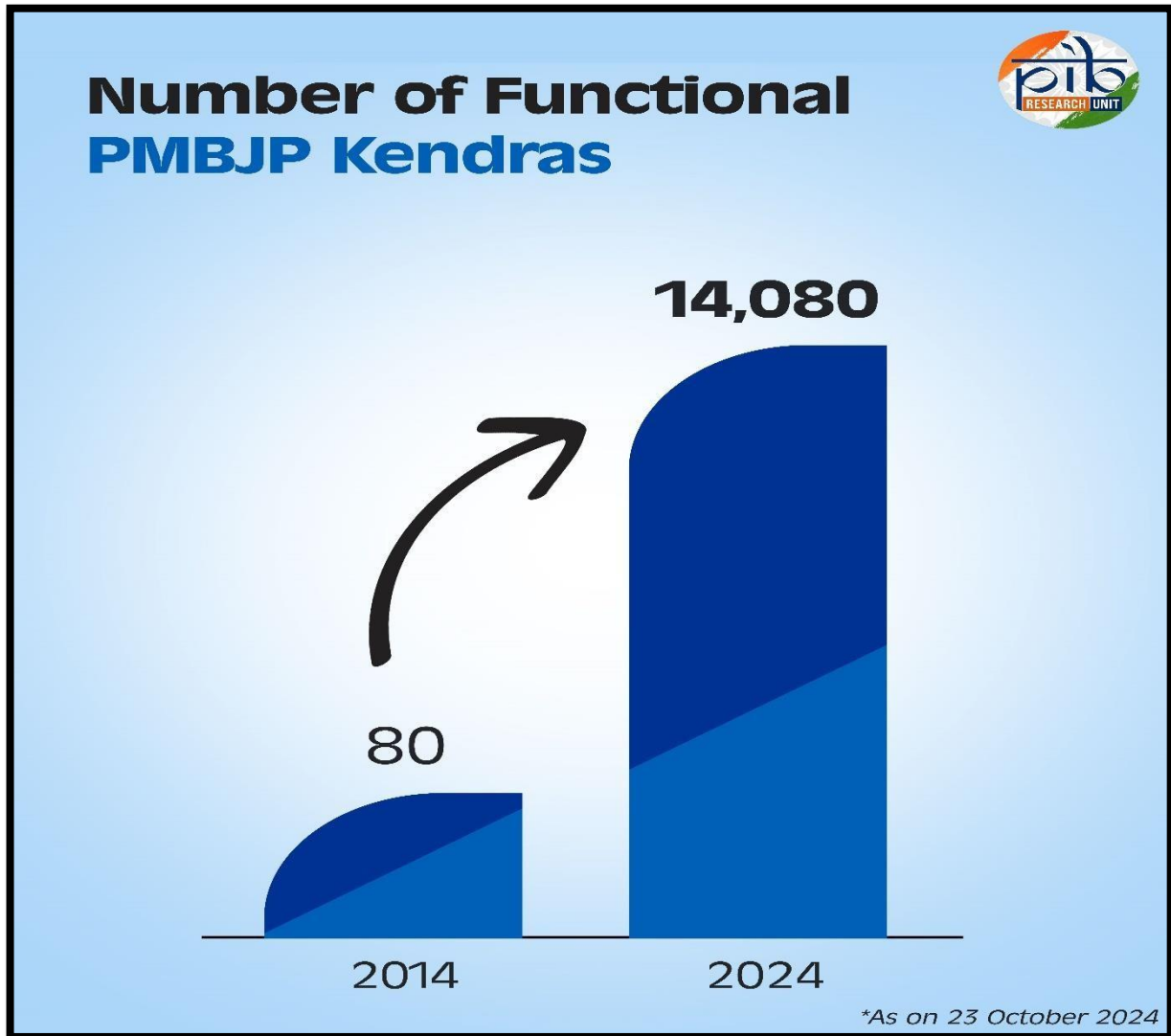
Financial Year	Number of PMBJP Kendras Functional	
	Yearly Addition	Cumulative
2022-23	694	9,304
2023-24	702	10,006
2024-25	4,074	14,080

*As on 23 October 2024

Looking to the Future

The vision for PMBJP is both ambitious and impactful, with plans to establish **25,000 Jan Aushadhi Kendras** throughout India in the next two years. This expansion aims to further empower communities and enhance accessibility to healthcare, particularly for those who are

underserved. Nearly **1 million people** visiting these **user-friendly Kendras daily**, the PMBJP ensures that quality healthcare is within reach for everyone, transforming lives and improving



health outcomes across the nation. By increasing the number of Kendras, PMBJP is dedicated to ensuring that every citizen can easily access the medications they need.

Quality You Can Trust

Quality assurance is a fundamental aspect of the PMBJP. Medicines are procured from manufacturers who comply with stringent standards, including WHO Good Manufacturing Practices (GMP). Each batch of drugs undergoes rigorous testing at laboratories accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL). This ensures that every product meets the highest standards of safety, efficacy, and compliance before reaching the consumer.

By offering medicines at prices that are generally **50% lower**—and in some cases **80% to 90%** less than those of branded alternatives—PMBJP plays a crucial role in alleviating the financial burden of healthcare, particularly for those in need. This approach not only promotes health equity but also empowers individuals to prioritize their health without the stress of exorbitant costs.

Conclusion

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana is a shining example of how thoughtful initiatives can make a profound impact on society. The recent achievement of reaching **Rs. 1000 Crores** in sales in October 2024 serves as a testament to the trust and support of the community. PMBJP continues to pave the way for accessible, quality healthcare, ensuring that every citizen can enjoy a healthier future.

By focusing on affordability and accessibility, PMBJP stands as a beacon of hope, championing health equity and empowering individuals across India. As it moves forward, the initiative not only transforms healthcare delivery but also inspires a collective vision of a healthier, more equitable nation.

Reference:

<https://pib.gov.in/PressReleasePage.aspx?PRID=2066709>

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

<https://janaushadhi.gov.in/pmjy.aspx#:~:text=Under%20the%20scheme%2C%20dedicated%20outlets,are%20functional%20across%20the%20country.>

<https://janaushadhi.gov.in/pmjy.aspx#>

Santosh Kumar/ Sheetal Angral/ Ishita Biswas