



Research Unit  
Press Information Bureau  
Government of India

## Jan Aushadhi Diwas 2025

Affordable Quality Medicines For A Healthier Future

(Ministry of Chemicals and Fertilizers)

6<sup>th</sup> March, 2025

### Introduction

Every year, March 7<sup>th</sup> is celebrated as '**Jan Aushadhi Diwas**' to raise awareness about the scheme and promote the use of generic medicines. Week-long events are organized across the country from **March 1<sup>st</sup> to 7<sup>th</sup>** to support this initiative.<sup>1</sup>



This year, the celebration was flagged off on March 1 to disseminate information about PMBJP in the National Capital Region (NCR). The "**Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**" was launched in **November 2008** by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, in collaboration with Central Pharma Public Sector Undertakings. The initiative aims to provide quality medicines at affordable prices to the public through dedicated outlets called **Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJK)**.<sup>2</sup>

<sup>1</sup> <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=2107381&reg=3&lang=1>

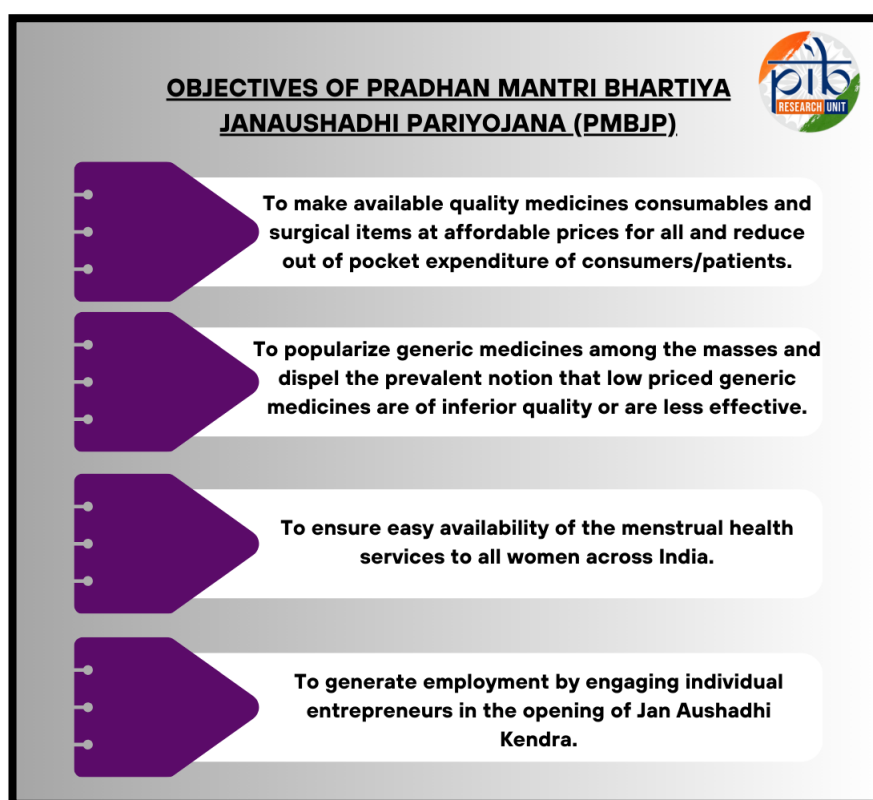
<sup>2</sup> <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2107206>

## Key Activities of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana

With an objective of making quality generic medicines available at affordable prices to all, **Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)** aims to make quality generic medicines available at affordable prices. Some of the activities under this initiative include:

- **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 aims to dispel the misconception that higher prices indicate better 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.<sup>3</sup>

Despite the country being one of the leading exporters of generic medicines to the world, the majority of Indians lack sufficient access to affordable medicines. Branded medicines are sold at significantly higher prices than their unbranded generic equivalents, though they are identical in their therapeutic value.<sup>4</sup>



<sup>3</sup> <https://pib.gov.in/PressNoteDetails.aspx?NotelId=153362&ModuleId=3&reg=3&lang=1>

<sup>4</sup> <https://janaushadhi.gov.in:10443/jasprodbt/Reports/2a61804b7f5e77bf.pdf>

## Major Initiatives under PMBJP

**Suvidha Sanitary Napkins-** As an important step in ensuring the health security for Indian women, Jan Aushadhi Suvidha Oxo-biodegradable Sanitary Napkins were launched on 27th August 2019 to be made available at Rs.1/- per pad only. Jan Aushadhi Suvidha Napkins are being made available for sale in more than 15000 PMBJP Kendras across the country. The cumulative sales of Suvidha Napkins as on 31.01.2025 is 72 Crores.<sup>5</sup>



**The Jan Aushadhi SUGAM** mobile application was launched the month of August, 2019. The App has various user-friendly features like - to locate nearby Jan Aushadhi Kendra through Google map, search Jan Aushadhi generic medicines, compare prices of Generic v/s Branded medicines in terms of MRP, overall savings, etc.<sup>6</sup>

## Features of PMBJP

A unique feature of the scheme is that it is operated by government agencies as well as by private entrepreneurs.

- Prices of the Jan Aushadhi medicines are **50%-80% less** than that of branded medicine's prices available in the open market.
- Medicines are **procured only from World Health Organization** – Good Manufacturing Practices (WHO-GMP) certified manufacturers for ensuring the quality of the products.
- **Each batch of drug is tested** at laboratories accredited by 'National Accreditation Board for Testing and Calibration Laboratories' (NABL) for ensuring best quality.
- The **incentive up to Rs. 20,000/- per month** is given @ 20% of monthly purchases made and subject to the stocking mandate.

<sup>5</sup> <https://janaushadhi.gov.in/pmbjb-scheme>

<sup>6</sup> <https://janaushadhi.gov.in/pmbjb-scheme>

- A one-time incentive of Rs. 2.00 lakh is provided to PMBJP Kendras opened in North-Eastern States, Himalayan areas, Island territories and backward areas mentioned as aspirational district by NITI Aayog or opened by women entrepreneur, Ex-serviceman Divyang, SC & ST.<sup>7</sup>

## Transforming Healthcare: A Look at the Growth

- **NUMBER OF PMBJP KENDRAS OPENED**

Financial Year	Number of PMBJP Kendras opened		Sales at MRP Value in Rs. Cr.
	Yearly Addition	Cumulative	
2014-15	8	80	7.29
2021-22	1053	8610	893.56
2022-23	694	9304	1235.95
2023-24	1957	11261	1470
2024-25 (As on 28.02.2025)	3796	15057	1767

Source: <https://janaushadhi.gov.in/> - [https://drive.google.com/drive/folders/10SB9jUZ6r3v4-wv\\_n-u3XwemSvEWUJqA202](https://drive.google.com/drive/folders/10SB9jUZ6r3v4-wv_n-u3XwemSvEWUJqA202)

- **NUMBER OF MEDICINES AND SURGICAL EQUIPMENT**

Financial Year	Number of Medicines	Number of Surgical	Total
2020-21	1450	204	1654
2021-22	1616	250	1866
2022-23	1759	280	2039
2023-24	2047	300	2347

Source: <https://janaushadhi.gov.in/> - [https://drive.google.com/drive/folders/10SB9jUZ6r3v4-wv\\_n-u3XwemSvEWUJqA202](https://drive.google.com/drive/folders/10SB9jUZ6r3v4-wv_n-u3XwemSvEWUJqA202)

## 7 Days of Promoting Access to Quality Medicine

The 7-day Jan Aushadhi Diwas 2025 celebration began with Union Minister Shri Jagat Prakash Nadda flagging off a Rath and vehicles to promote the Pradhan Mantri Bhartiya Janaushadhi Pariyojana. Day

*Mark your Calendars to celebrate*  
**7th Jan Aushadhi Diwas 2025**

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
01.03.2025	02.03.2025	03.03.2025	04.03.2025	05.03.2025	06.03.2025	07.03.2025
Jan Aushadhi Jan Chetna Abhiyan/ Pad Yatra	Jan Arogya Mela (Heritage Walks & Health Camps) for Senior Citizens	Jan Aushadhi Bal Mitra - Children Participation	Jan Aushadhi - Ek Kadam Matri Shakti Ki Ore - Women Participation	Jan Aushadhi Seminar - Pharmacist Awareness	Jan Aushadhi Mitra - Volunteer Registration Campaign	7th Jan Aushadhi Diwas 2025 - Celebration

<sup>7</sup> <https://janaushadhi.gov.in/pmbjb-scheme>

2 featured Jan Arogya Mela with heritage walks and 500+ health camps for senior citizens. Day 3 focused on children's participation and distributing nutraceutical products. Day 4 highlighted women's involvement with sanitary pad distribution to showcase the affordability of Jan Aushadhi products. Day 5 organized pharmacist awareness seminars in 30 cities. Day 6 featured the Jan Aushadhi Mitra Volunteer Registration Campaign and Day 7 will culminate with the Jan Aushadhi Diwas Celebration.



**Jan Aushadhi Jan Chetna Abhiyan**



**Jan Arogya Mela (Heritage Walks & Health Camps) for Senior Citizens**



**Jan Aushadhi Bal Mitra-Children Participation**



**Jan Aushadhi Ek Kadam Matri Shakti Ki Ore-Women Participation**



**Jan Aushadhi Seminar-Pharmacist Awareness**



**Jan Aushadhi Mitra Volunteer Registration Campaign**

## Conclusion

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has significantly contributed to making quality medicines accessible at affordable prices to the common masses, ensuring healthcare reaches every corner of the country. With over 15,000 Janaushadhi Kendras now operational across all districts, the scheme has not only enhanced healthcare affordability but also created a promising avenue for self-employment, offering sustainable and regular earnings. As the government continues to promote the use of generic medicines, the scheme is set to witness further growth, strengthening its role in improving public health and boosting entrepreneurship in India.

## References:

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