



Affordable Medicines at Janaushadhi Ensure Quality Healthcare without Financial Strain

Neighbourhood Kendras bringing trusted treatment closer to every home

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In a quiet neighborhood lane in Delhi, a small pharmacy has become more than just a medical store. The **Pradhan Mantri Bhartiya Janaushadhi Kendra** under the **Pradhan Mantri Bhartiya Janaushadhi Pariyojana** is transforming everyday healthcare into a story of savings, self-reliance, and dignity. **For senior citizens**, these Kendras provide not just medicines, but independence, confidence, and dignity in everyday life.



'Affordable Medicines, Restored Confidence at 60'

At the age of 60, Shweta ji lives alone. Yet, she walks confidently to the Janaushadhi Kendra located near her home. For **the past eight years**, this store has been her trusted support system. She regularly purchases medicines for **diabetes, acidity, calcium, vitamins, and insulin from the Kendra.**

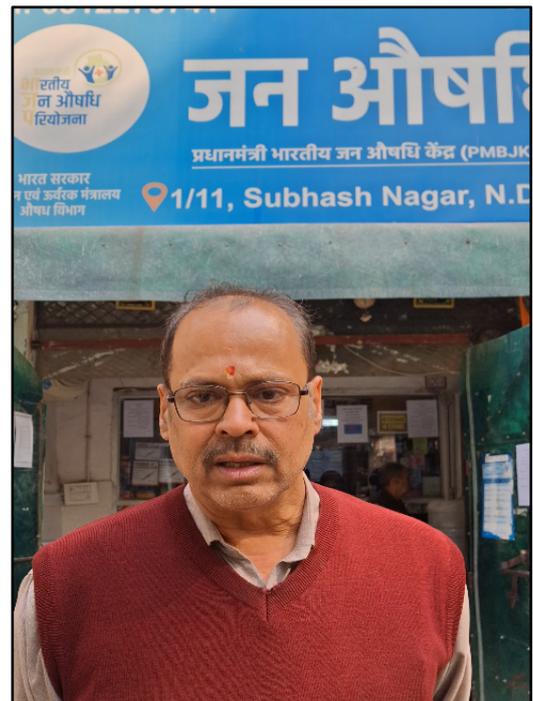


“Earlier, medicines were expensive, and managing monthly expenses was stressful,” she shares. “Now, I save a significant amount every month.” For Shweta ji, the benefit is not only financial. The **proximity of the store** empowers her to **step out independently and manage her own health**. “There is no comparison in quality,” she says firmly. “The medicines are effective, and I am completely satisfied.” Her story reflects how affordable healthcare can restore confidence, especially for senior citizens living alone.

‘No Long Travel, No Heavy Bills, Just Dignified Care’

For Goverdhan ji, the Kendra feels like a blessing. For the past six years, he has been buying medicines for **blood pressure and diabetes** from here.

“It is near our house, so we can come on our own without depending on anyone,” he says. “We get good quality medicines at affordable prices. That itself is empowering.” **Access and affordability together** have given him a sense of independence. No long travel, no heavy bills, just reliable medicines within reach.



‘From ₹7,000 Bills to Financial Relief’

Just a few steps away, Sanjiv Kumar waits at the counter. For the last seven years, he has been purchasing medicines for himself and his wife from the same Kendra. “I get medicines for myself and my wife within ₹2,000. If we have to purchase the same outside, it may cost us around ₹6,000–7,000 every month,” he explains.



The savings have made a visible difference in their household budget. *“The money we save now goes toward other essential needs of the family,”* he adds. For families managing chronic illnesses, **reduced medical expenses mean reduced stress and better financial planning.**

‘Healthcare Without Hurting the Pocket’



Ashok Kumar, a mechanical worker, shares a similar sentiment. Whenever he or his family requires medicines, the Janaushadhi Kendra is their first choice.

“We get affordable medicines here,” he says. *“They don’t put any burden on our pocket.”* For working-class families like his, every rupee matters. Affordable medicines ensure that health does not become a financial burden.

‘Turning Prescription Anxiety into Relief’

Sunil Kumar also highlights the broader impact of the Kendra’s presence in the locality. He explains that medicines have become significantly more affordable here. Earlier, just looking at a doctor’s prescription would increase people’s anxiety because of the expected high costs. Now, with affordable, high-quality medicines available at the Janaushadhi Kendra, that worry has turned into relief.



'A Divyang Entrepreneur Empowering His Community'

Ram Adhar is a divyang entrepreneur who runs a Janaushadhi Kendra. Living with **Leg Length Discrepancy (LLD)**, in which one leg is shorter than the other, he chose to turn his challenge into a strength. Instead of allowing physical limitations to define him, he stepped forward with determination and a clear purpose: to serve his community by providing quality, affordable medicines close to home.



"I wanted to do something meaningful for my area," he says with quiet confidence. Today, his Kendra serves nearly **30 to 40 customers daily**. For many in the locality, his store is more than a pharmacy; it is a symbol of resilience and service. His journey reflects how opportunity, when combined with courage, can transform not only one life but an entire community.



For senior citizens, working professionals, **divyang entrepreneurs**, and families managing long-term illnesses, **affordable healthcare is not a luxury; it is a necessity**. And these medical needs are met at JAKs without a heavy financial burden. Through these everyday stories, one message is clear: Janaushadhi Kendras are not just shops selling medicines; **they are spaces of trust, relief, and empowerment**.

References

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PIB Research