



BACKGROUNDEERS
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From Caregiver to Changemaker

Woman Entrepreneurship Finds Purpose Through Janaushadhi

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This is the image of a woman whose dedication towards her family's health care evolved into a **larger mission to serve her neighborhood**. **Neeta**, a graduate, is the **owner of a Janaushadhi Kendra** in Sector 20, New Delhi. This Kendra has been operational for two years now. Her journey reflects a remarkable transition from a homemaker to a confident and trusted **Janaushadhi Mitra**.



When Neeta's mother-in-law fell seriously ill a few years ago, the doctor's prescription came with a price tag that felt overwhelming, adding to emotional and financial stress. It was then that she discovered that the same high-quality medicines were available at **prices 50% to 80% lower than branded alternatives** at a Janaushadhi Kendra. Neeta says she felt relieved at that moment because of the reduced financial stress. Still, after the storm blew over, she pondered opening a Janaushadhi center in her neighborhood so others could also benefit in times of need.



Over the last two years, due to this Janaushadhi Kendra, **she has become a trusted health Mitra in the area**.

A qualified pharmacist ensures smooth and professional operations at the Kendra. He assists Neeta with the day-to-day operations of the Kendra. Reflecting on her journey, Neeta says, *“Every single day, I see 30 to 40 people walk through these doors. They often come with heavy faces clouded by the stress of illness and fear of high medical bills. But the moment they realize they are saving 50% to 80%, their expression instantly changes. Seeing families walk out with that expression of relief is my greatest achievement. Over the last two years, I’ve realized that it isn’t just about selling medicine; it’s about providing support, hope, and dignity to my people in times of need”*, she adds.

Her success shows how the entrepreneurship model under **Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana** (PMBJP) is not just enabling livelihoods, but also **strengthening healthcare delivery on the ground**. From a caretaker in her family to becoming a pillar of affordable healthcare in the neighborhood, Neeta’s journey demonstrates how access, awareness, and opportunity can be transformational. Out of 18,000+ Janaushadhi Kendras across the country, nearly **44%** i.e., **around 8,000+**, are managed by women. PMBJP not only provides affordable, high-quality medicines but also empowers women.

References

Ministry of Chemicals and Fertilizers

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