



Care That Goes Beyond the Prescription

Affordable healthcare products for every stage of life

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It takes a village to raise a child, goes the old adage. But it doesn't say who bears the cost! A small family with a familiar routine and set expenditure welcomes a new life and suddenly finds itself in a new rhythm: late nights, baby diapers and wipes, doctor visits, medicines, and countless little decisions that come with loving and caring for the newborn. The joy is immense, but so are the responsibilities and the expenditure. From baby care to post-partum care, health care products have become indispensable when the nest grows.



While medicines form an important part of expenditure, they are far from the only expense for families with a new born or someone in post-surgery recovery mode or aged parents and dependents. It is in this larger context of affordable healthcare beyond medicines that the Government is steadily expanding the reach of the **Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)**. With a network of over **20,000+** Janaushadhi Kendras across the country, the initiative has an expansive range of affordable **surgical and health care products** available to families closer to home.

For a young family, the arrival of a child marks the beginning of a new set of everyday needs. Through Janaushadhi Bachpan, a range of baby-care products available at Janaushadhi Kendras, families can access essential infant-care products at affordable prices including **baby diapers** in different sizes and **wipes**. **Baby Wipes (Pack of 20 wipes)**, for instance, are available at ₹45, providing an affordable option for one of the most frequently used baby-care essentials. The Janaushadhi product basket also includes products such as **Baby Feeding Bottle (250 ml)**, **Manual Breast Pump**, **Hot Water Bag**, **Infant Feeding Tube** etc.

The journey of care also includes the mother. Recovery after childbirth requires adequate rest, support and attention to physical well-being. **Abdominal Belts** are available through the Janaushadhi network to support post-delivery care. Similarly, the **Cervical Pillows** priced at ₹525, offers comfort and support and can be useful during pregnancy and beyond.



The needs of a growing child are very different from those of a newborn. Respiratory issues and other health conditions may sometimes require supportive equipment at home, making access to affordable healthcare devices particularly important for families. Janaushadhi Kendras offer **Electrical Nebulizer Machine**, priced at ₹937.50, and a **Nebulizer Mask with Tubing (Child)**, priced at ₹200. Janaushadhi Kendras are increasingly offering products that support not just treatment, but also monitoring, recovery and day-to-day healthcare management.



Products such as **Glucometer Test Strips (25 strips)**, priced at ₹500, are available through the Janaushadhi network for **regular blood sugar monitoring**. **Pulse Oximeters**, to measure blood oxygen saturation, are also part of the available range of medical devices.



As parents and other family members grow older, the responsibility of care often becomes an integral part of family life. For the aged, dependent or bedridden individuals, hygiene, comfort, dignity and everyday caregiving become equally important.

For a family managing the health of a loved one over an extended period, these may become recurring purchases. Even modest savings on frequently used healthcare products can therefore translate into meaningful financial relief over months and years. Recognising this need, the Government has introduced **Jan Aushadhi Swabhiman**, a dedicated range of **adult diapers**.



From the first days of parenthood to childhood, from regular health monitoring to the care of aging loved ones, a family's healthcare journey is continuous, and so are the expenses that accompany it. The Janaushadhi basket with surgicals and consumables aims to address this.

The basket is also set to expand further, with several healthcare and supportive-care products currently under process and in the pipeline for inclusion through the network. These include **Range of Motion-Knee Brace, Walker (Sit Assist-to-Stand Support), Medical Steam Vaporizer, Foot Elevator Pillow, Pregnancy Back Support Belt, and Cervical Collar**. The proposed expansion reflects the Government's continued efforts to broaden affordable healthcare beyond medicines and make a wider range of essential healthcare, mobility, rehabilitation, and supportive-care products accessible to all citizens.

Reference

Ministry of Chemicals & Fertilizers

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