



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana

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Why is in news? Union Minister of Health & Family Welfare and Chemicals & Fertilizers, engages with Heads of Missions in India for deeper collaboration on Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana

Indian pharmaceuticals Industry is playing a leading role in the global market and have been working tirelessly to contribute towards greater good of mankind to ensure abundant availability of good quality pharmaceuticals of mass consumption at reasonable prices.

India's steadfast commitment to work with partner countries shows our dedication in creating vibrant relationships and deepening this collaboration further from just trade to welfare. This was stated by Union Minister for Health & Family Welfare and Chemicals & Fertilizers.

Reiterating the benefits of Jan Aushadhi Pariyojana, the Union Health Minister said that "this flagship program strives to provide quality medicines at an affordable rate to the common man especially the poor, priced 50%-80% less than that of the commercial market."

Along with these benefits, Jan Aushadhi Pariyojana is a source for entrepreneurs to start retail businesses, provides widespread benefit to citizens and required budgetary support is low for governments.

Jan Aushadhi Kendras has resulted in **huge savings in out-of-pocket expenditure of beneficiaries**, amounting to approximately Rs.20,000/- crore (more than USD 2 Billion) in past 8 years.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana:

The branded (Generic) medicines are sold at significantly higher prices than their unbranded generic equivalents, though are identical in the therapeutic value.

Given the widespread poverty across the country, making available reasonably priced quality generic medicines in the market would benefit everyone.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is a campaign launched by the Department of Pharmaceuticals to **provide quality medicines at affordable prices to the masses**.

PMBJP stores have been set up to provide generic drugs, which are available at lesser prices but are equivalent in quality and efficacy as expensive branded drugs.

It was launched by the Department of Pharmaceuticals in November **2008** under the name Jan Aushadi Campaign.

Pharmaceutical & Medical Devices Bureau of India (PMBI) is the implementation agency for PMBJP.

Vision: To bring down the healthcare budget of every citizen of India through providing Quality generic Medicines at Affordable Prices.

Mission:

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Create awareness among the public regarding generic medicines.

Create demand for generic medicines through medical practitioners.

Create awareness through education and awareness program that high price need not be synonymous with high quality.

Provide all the commonly used generic medicines covering all the therapeutic groups.

Provide all the related health care products too under the scheme.

Objective: Making quality medicines available at affordable prices for all, particularly the poor and disadvantaged, through exclusive outlets "Jan Aushadhi Medical Store", so as to reduce out of pocket expenses in healthcare.

Jan Aushadhi Store (JAS):

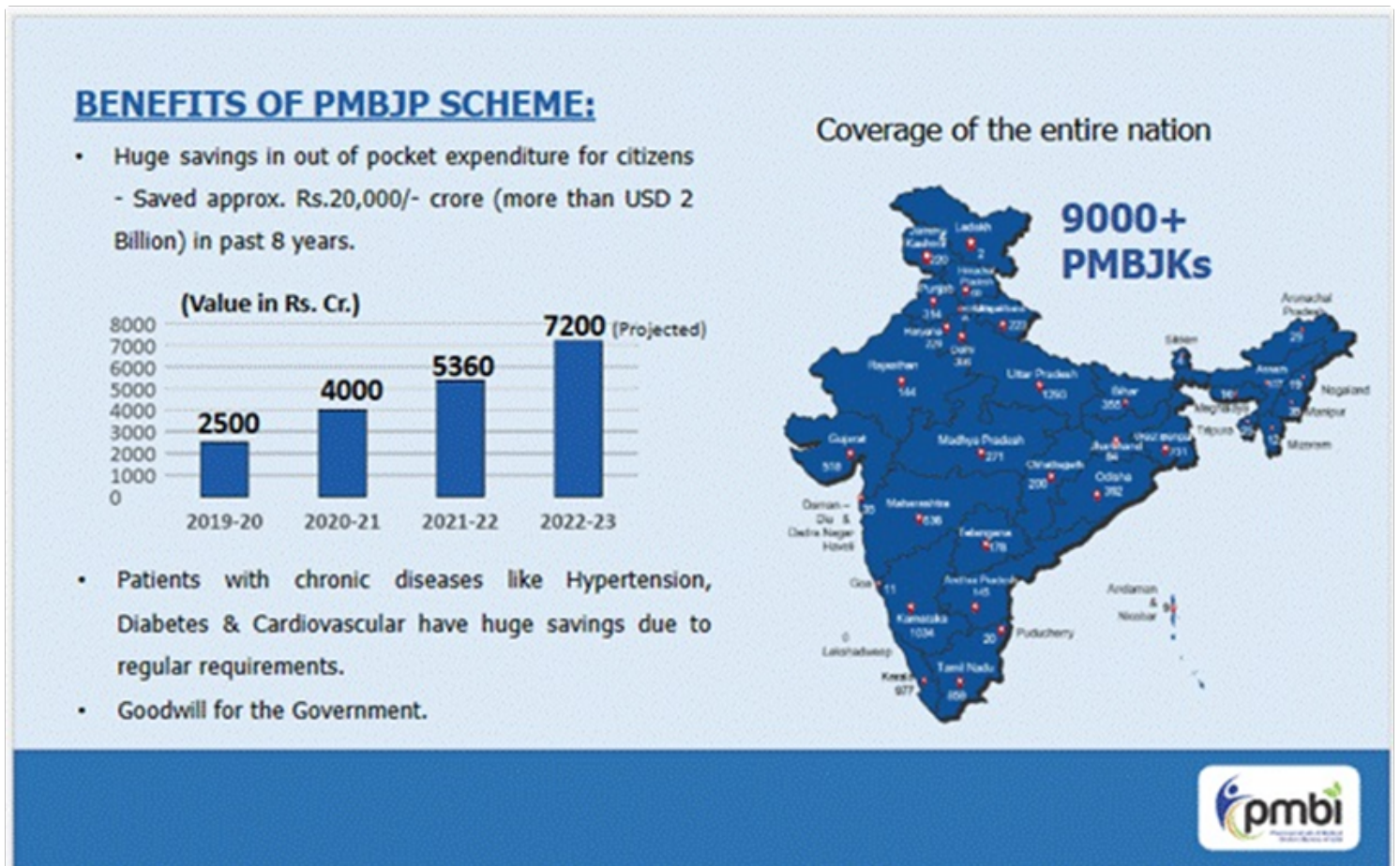
JAS has been opened across the country. The normal working hours of JAS are 8 Am to 8 PM.

All therapeutic medicines are made available from Jan Aushadhi Stores.

In addition to medicines and surgical items supplied by BPPI, Jan Aushadhi stores also sell allied medical products commonly sold in chemist shops so as to improve the viability of running the Jan Aushadhi store.

OTC (Over-the-counter) products can be purchased by any individual without a prescription. A prescription from a registered medical practitioner is necessary for the purchase of scheduled drugs.

Janaushadhi Sugam Mobile App provides citizens the assistance to locate nearby Janaushadhi kendra, direction guided through Google Map for location of the Janaushadhi kendra, search Janaushadhi generic medicines, analyze product comparison of Generic and Branded medicine in form of MRP & overall Savings, etc.



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