



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

Pradhan Mantri Bhartiya Janaushadhi Pariyojana

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Why is in news? Ministry of Railways to establish Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) at some of the railway stations

In the pursuit to **enhance wellness and welfare** of passengers visiting railway stations, Indian Railways has conceptualized a policy framework to establish Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) in circulating areas and concourses of stations which will be operated by Licensees.

Objectives to establish PMBJKs at Railway stations:

Promote Government of India's mission to make available quality medicines and consumables (Janaushadhi products) to all at affordable price.

Enable passengers/visitors at railway stations to easily access Janaushadhi products.

Enhance wellness and welfare among all sections of the society by providing medicines at affordable prices.

Create employment opportunities and generate avenues for entrepreneurs for opening PMBJKs.

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.

The Objective is to **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.

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

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Mission:

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.