



KAMARAJ IAS ACADEMY
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Pradhan Mantri Bhartiya Janaushadhi Pariyojana

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Why is in news? Number of Pradhan Mantri Jan Aushadhi Kendras crosses 9,000

The Union Health Minister on December 31, said that the number of Pradhan Mantri Jan Aushadhi Kendras has crossed 9,000 (Nine thousand) in the country.

Government has said that Pradhan Mantri Bhartiya Janaushadhi Pariyojana has helped citizens save around 18 thousand crore rupees on their medicine bills in last eight years.

In the current financial year, the scheme has made sales of over 758 crore rupees, which has led to savings of approximately four thousand five hundred crore rupees to the citizens as compared to the branded medicines.

The government has set a target to increase the number of Janaushadhi Kendras to 10,00 by March 2024.

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**, Ministry of Chemicals & Fertilizers 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.

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.

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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.

State Governments or any organization / reputed NGOs / Trusts / Private hospitals / Charitable institutions / Doctors / Unemployed pharmacist/ individual entrepreneurs are eligible to apply for new Jan Aushadhi stores. The applicants shall have to employ one B Pharma / D Pharma degree holder as Pharmacist in their proposed store.