Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

Why in News?

Recently, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) reached a significant milestone, with Janaushadhi medicines worth Rs. 1,000 crore sold in the year 2024-25 till October 2024.

What is Janaushadhi Pariyojana?

- It is a campaign ***launched in 2016***, to provide quality medicines at affordable prices to the masses making essential healthcare accessible to all citizens.
- **Launched by** – *Department of Pharmaceuticals* under Ministry of Chemicals and fertilisers in association with Central Pharma Undertakings.
- **Objectives** – Ensuring *access to quality medicines* for all sections of the population especially the poor and the deprived ones.
- Creating *awareness about generic medicines* through education and publicity to counter the perception that quality is synonymous with high price only.
- Encouraging health care professional particularly in those government hospitals, to *prescribe generic alternatives*, thereby promoting cost-effective treatment options.
- Generate *employment* by engaging individual entrepreneurs in opening PMBJP Kendra

> ***Generic drugs*** *are marketed under a non-proprietary or approved name rather than a proprietary or brand name. Generic drugs are equally effective and inexpensive compared to their branded counterparts.*

- **Implementation** – It is implemented by ***Pharma & Medical Bureau of India (PMBI)***, a society registered under the Societies Registration Act.

> *Pharma & Medical Bureau of India (PMBI) was earlier called as Bureau of Pharma PSUs of India (BPPI).*

- **Operation** – It is operated by government agencies as well as by private entrepreneurs.

What are its salient features?

> ***Janaushadhi Kendras*** *(JAKs) are accessible points for quality healthcare, providing a friendly environment where individuals can find the medications they need.*

- **Incentives to the Kendra owners** – Rs. 5.00 lakh to be given @ 15% of monthly purchases made, subject to a ceiling of Rs. 15,000/- per month.
- **One-time incentive** – Rs. 2.00 lakh is to be provided for furniture & fixtures and computer & printers to the PMBJP Kendras opened in *North-Eastern States, Himalayan areas, Island territories* and backward areas mentioned as aspirational district by NITI Aayog.
- It is also provided if it is opened by *women entrepreneur, Divyang, SCs & STs and Ex-servicemen*.
- **Prices of the medicines** – They are ***50%-90% less*** than that of branded medicines prices in the open market.
- **Quality procurement** – They are procured only from World Health Organization – *Good Manufacturing Practices (WHO-GMP*) certified suppliers for ensuring the quality of the products.
- **Quality assurances** – Each batch of drug is tested at laboratories accredited *by 'National Accreditation Board for Testing and Calibration Laboratories (NABL)'* for ensuring best quality.
- **Access to sanitary napkins** - Jan Aushadhi Suvidha ***Oxo-biodegradable Sanitary Napkins*** were launched in 2019.
- They are made available at *Rs.1/ per pad only* in more than 12600 PMBJP Kendras across the country.
- **Jan Aushadhi Sugam** – It is a *mobile application* launched in 2019 for various purposes like
    - To locate nearby Jan Aushadhi Kendra through Google map
    - To search Jan Aushadhi generic medicines
    - To compare prices of Generic v/s Branded medicines in terms of MRP, overall savings, etc.

What are its impacts?

- **Promotes health equity** – It ensures essential healthcare products are available, accessible and affordable to everyone, especially the marginalized.
- **Savings to the citizens** - It is estimated to have saved *approximately of Rs. 30,000 crores* of citizens in the past 10 years.
- It has saved about Rs. 5000 crore in the current year (FY 2024-25)
- **Greater coverage** - The number of kendras has grown to more than 14,000 and all districts have been covered.
- **Extensive product basket** – It includes *2047 medicines and 300 surgical devices,* catering to various therapeutic groups.
- **Nutrition security** - *Nutraceuticals products* like protein powder, malt-based food supplements and glucometer, etc. have been launched.
- **Generates employment** – It is also providing a good source of *self-employment* with sustainable and regular earnings.
- The scheme is truly doing justice to its tagline “Jan Aushadhi - Seva bhi, Rozgar bhi”.

What are its significant milestones?

- **Growth in number of JAKs** – Kendras increased from just 80 in 2014 to *more than*

14,000 today, an astonishing increase of over 170 times in a decade.

- **Growth in sales** – Medicines worth Rs. 1,000 crore sold by October 2024, two months earlier than in the previous year.
- It also achieved a noteworthy sales figure of Rs. 200 Crores in September 2024 alone
- **Increased demand** – *Nearly 1 million people* visiting these user-friendly Kendras daily.
- **Future prospects** – It *plans to establish 25,000* Jan Aushadhi Kendras throughout India in the next two years.

What lies ahead?

- Organise workshops across India with Kendra owners, doctors and various important dignitaries.
- Embrace the integrated approach for spreading awareness about PMBJP with State Governments.

References

1. PIB| Achievements of Janaushadhi Pariyojana
2. Janaushadhi.Gov.in| PM Bharatiya Janaushadhi Pariyojana

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