

Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP).

Background

With a view to achieve the objective of making available quality generic medicines at affordable prices to all, 'Jan Aushadhi Scheme' was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India in November, 2008 across the country. Now, the 'Jan Aushadhi Scheme' has been revisited and renamed as '**Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP)**'. the Scheme is being implemented through an registered society namely Pharmaceuticals & Medical Devices Bureau of India (PMBI) which is working under the administrative control of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India. The Product Basket of the scheme now covers more than 1616 medicines and 250 surgicals & consumables in all major therapeutic categories such as Anti-infectives, Anti-allergics, Anti-diabetics, Cardiovasculars, Anti-cancers, Gastro-intestinal medicines, etc. As on 31.08.2022, about 8,799 PMBJP Kendras have been opened in the country.

Objectives of the Scheme

- (a) To make available quality medicines consumables and surgical items at affordable prices for all and thereby reduce out of pocket expenditure of consumers/patients.
- (b) To popularize generic medicines among the masses and dispel the prevalent notion that low priced generic medicines are of inferior quality or are less effective.
- (c) Generate employment by engaging individual entrepreneurs in the opening of PMBJP Kendras.

Incentive Plan

Besides providing affordable quality medicines to the masses, the scheme offers self-employment opportunities. The Department has recently revised the incentive plan for Pradhan Mantri Bhartiya Janaushadhi Kendras owners, in which the incentive provided to the Kendra owners has been enhanced from existing Rs. 2.50 lakh to up to Rs. 5.00 lakh. Further, an additional one-time incentive of Rs. 2.00 lakh has been approved for stores opened in specified area and/ or by 2 specified categories of persons.

The details of the incentive plan are as follows:-

Normal Incentive:- The Kendras run by entrepreneurs of any class that are linked with BPPI through software will get incentive upto Rs. 5.00 lakh. The incentive will be given @ 15% of monthly purchase made from PMBI by these Kendra subject to a ceiling of Rs. 15,000/- per month upto total limit of Rs. 5.00 lakh. It will also cover women, divyang, SC, ST & any entrepreneurs running 'Janaushadhi Kendra' in aspirational district as notified by NITI Aayog & in North-Eastern States.

This will be applicable to existing Kendras also whose existing limit of incentives of Rs. 2.50 lakh is fully disbursed. Further, it will also cover the Kendra opened in government premises to whom one-time grant of Rs. 2.50 lakh was disbursed. They will get additional incentive of Rs. 2.50 lakh based on purchases made by them from PMBI as per other terms and conditions applicable to all JAKs. The one-time grant of Rs. 2.50 lakh to a Kendra opened in Government premises has been discontinued. These Kendras will also get normal incentive as applicable to Kendras in private premises.

Additional Incentive:- For Kendras opened in backward areas mentioned as aspirational districts (backward districts) by NITI Aayog and in Himalayan, Island territories and North-Eastern States and Kendras run by women entrepreneurs, Divyang, SC, & ST, an amount of Rs. 2.00 lakh in addition to normal incentives as applicable is to be given to entrepreneurs as per followings:-

- i. Rs. 1.50 lakh reimbursement of furniture and fixtures
- ii. Rs. 0.50 lakh as reimbursement for computer, internet, printer, scanner, etc.

Quality of Medicines under the Scheme

The medicines listed in the product list of PMBJP are procured only from World Health Organization – Good Manufacturing Practices (WHO-GMP) certified suppliers for ensuring the quality of the products. Apart from this, each batch of the drug is tested at laboratories accredited by the ‘National Accreditation Board for Testing and Calibration Laboratories’ (NABL). Only after passing the quality tests, the medicines are dispatched to PMBJP Kendras.

Savings to common man

A medicine under PMBJP is priced on the principle of a maximum of 50% of the average price of the top three branded medicines. Therefore, the price of Jan Aushadhi Medicines is cheaper at least by 50% and in some cases, by 80% to 90% of the market price of branded medicines. In the financial year 2021-22, sale of Rs. 893.56 Crore has been done, which has led to savings of about Rs. 5300 Crore to the citizens as compared to the branded medicines.

Suvidha Sanitary Napkins:-

To ensure easy availability of the menstrual health services to all women across India, on the eve of world environment day on 4th June, 2018 “Janaushadhi Suvidha Oxy-Biodegradable Sanitary Napkin” was launched by the Department of Pharmaceuticals @ Rs. 4.00 per sanitary pad. The Jan Aushadhi Suvidha comes with a special additive, which makes it biodegradable when it comes in contact with oxygen after being discarded. This step ensured ‘Swachhta, Swasthya and Suvidha’ for the underprivileged women of India. The price of the sanitary pads was reduced on 27th August 2019 @ Rs 1.00 per pad, which is available for sale in more than 8,700 PMBJP Kendras across the country. Till now more than 28.00 cr. pads have been sold through PMBJKs.

The Department has incorporated budgetary provision especially for “Suvidha Sanitary Napkin” in the Standing Finance Committee Note of Pradhan Mantri Bhartiya Janaushadhi Pariyojana.

JANAUSHADHI SUGAM

A mobile application “Janaushadhi Sugam” has been also launched for facilitating the general public by providing a digital platform at the tip of their fingers, by the virtue of which they can avail a host of user-friendly options like - locate nearby PMBJK (direction guided through Google Maps), search janaushadhi medicines, analyze product comparison of Generic vs Branded medicine in the form of MRP & overall Savings, etc. The mobile application is available on both Android & iOS platforms which can be downloaded free of cost by the user from Google Play Store and Apple Store. Thus, this mobile application is also a major reform in creating better accessibility to affordable medicines and creation of awareness on generic medicines.

Implementing Agency

The Scheme is being implemented through Bureau of Pharma Public Sector Undertaking of India (BPPI) now renamed as Pharmaceuticals & Medical Devices Bureau of India (PMBI). It is an independent society, registered under the Societies Registration Act, 1860 and set up by the pharma PSUs with a major objective to have focused and empowered structure to implement the Jan Aushadhi Campaign initiated by the Department of Pharmaceuticals. The Bureau is headed by the Chief Executive Officer (CEO), who reports to the Governing Council of the Bureau.