

Pharmaceuticals & Medical Devices Bureau of India

With an objective of making quality generic medicines available at affordable prices to all, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India in November, 2008.

The scheme was revamped in 2015 as 'Pradhan Mantri Jan Aushadhi Yojana' (PMJAY). To give further impetus to the scheme it was renamed as 'Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana' (PMBJP) in 2016. Under the scheme, only 80 "Jan Aushadhi Stores" were operational in the year 2014 but now more than 8700 Jan Aushadhi Kendras have been opened across the country. Under the scheme, dedicated outlets known as Janaushadhi Kendras are opened to provide generic medicines at affordable prices. Product basket of PMBJP comprises 1616 drugs and 250 surgical items.

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Pharmaceuticals & Medical Devices Bureau of India (PMBI) is the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP). PMBI [earlier called Bureau of Pharma PSUs of India (BPPI)] was established in December, 2008 under the Department of Pharmaceuticals, Government of India. The Bureau has been registered as an independent society under the Societies Registration Act, 1860 as a separate independent legal entity in April, 2010.

Objectives

The objectives of the Scheme include to:

- Ensure access to quality medicines for all sections of the population especially the poor and the deprived ones.
- Create awareness about generic medicines through education and publicity to counter the perception that quality is synonymous with high price only.
- Generate employment by engaging individual entrepreneurs in opening of PMBJP Kendra.

Salient features:

The Scheme is operated by government agencies as well as by private entrepreneurs:

- Providing Rs. 5.00 lakh as incentive to Jan Aushadhi Kendras which is to be given @ 15% of monthly purchases made, subject to a ceiling of Rs. 15,000/- per month.
- One-time incentive of 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 or opened by women entrepreneur, Divyang, SCs& STs.
- Prices of the Jan Aushadhi medicines are 50%-90% less than that of branded medicines prices in the open market.
- Medicines are procured only from World Health Organization – Good Manufacturing Practices (WHO-GMP) certified suppliers for ensuring the quality of the products.
- Each batch of drug is tested at laboratories accredited by ‘National Accreditation Board for Testing and Calibration Laboratories’ (NABL) for ensuring best quality.
- Bio-degradable environment friendly sanitary napkins are provided at Rs. 1 per pad at Jan Aushadhi kendras.