



GUIDELINES FOR OPENING OF NEW PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRA (PMBJK)

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PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

(Set up under the Department of Pharmaceuticals, Govt. of India)

Office At: B-500, B-Tower, 5th Floor, World Trade Center, Nauroji Nagar, New Delhi - 110029

Tel – 011-49431800, website *Janaushadhi.gov.in*

I. Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) – GENESIS

Branded (Generic) medicines are often sold at significantly higher prices than their unbranded generic equivalents, despite being identical in therapeutic value. Given the widespread poverty across the country, making affordable, high-quality generic medicines available in the market would benefit everyone. With this objective, the Pharma Advisory Forum in its meeting held on 23rd April, 2008, decided to launch the **PMBJP Kendra Campaign** - starting with the sale of generic medicines through dedicated sales outlets called **Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)** in various districts across the country. It is proposed that at least one PMBJK will be opened in each of the 785 districts in the country, with expansion to sub-divisional levels, as well as major towns and village centers.

II. Pharmaceuticals & Medical Devices Bureau of India (PMBI)

The Pharmaceuticals & Medical Devices Bureau of India (PMBI) formerly known as Bureau of Pharma PSUs of India (BPPI), is the implementation agency for the Pradhan Mantri Bhartiya Pariyojana (PMBJP). It was established in December 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the Central Public Sector Undertakings (CPSUs) and has been registered as an independent society under the Societies Registration Act, 1860, as a separate independent legal entity in April, 2010. PMBI follows the provisions of the General Financial Rules (GFR), 2005 as amended from time to time, the Central Vigilance Commission (CVC) guidelines and instructions from the Department of Pharmaceuticals. The defined roles of PMBI are as follows:

- To make quality generic medicines available at affordable prices for all;
- To market generic drugs through PMBJK;
- To procure medicines from Central pharma PSUs and Private Sectors; and
- To monitor the proper functioning of PMBJKs.

III. Eligibility Criteria to open Pradhan Mantri Bhartiya Janaushadhi Kendra

Individual applicants must hold a D. Pharma / B. Pharma, or he/she have to employ D.Pharma/ B.Pharma degree holders and provide proof of the same at the time of submitting applications or at the time of final approval. Entrepreneurs/ Pharmacists/ Trusts/ Societies & Charitable Organizations applying for a PMBJK will have to employ B.Pharma / D.Pharma degree holders and provide proof of the same at the time of application submission or final approval. In Government Hospital premises, including medical colleges, the preferred agencies would be reputed NGOs/ Charitable organizations though individuals are also eligible.

IV. Margins and Incentives

a) Operating Margin:

The operating agency will be provided with a 20% margin on the M.R.P. (excluding taxes) of each drug.

b) Special Incentive:

A special incentive, as applicable from time to time, shall be granted for PMBJKs opened by the women entrepreneurs, persons with disabilities (Divyang), SC, ST, ex-servicemen, and any other entrepreneurs opening PMBJKs at aspirational districts (backward districts) as notified by NITI Aayog & in Himalayan, Island territories, and North-Eastern States. An additional amount of Rs. 2.00 lakhs. An amount of Rs. 2 Lakhs in addition to normal incentives as applicable is to be given to above mentioned entrepreneurs as mentioned below :-

- (i) Rs. 1.50 Lakh as reimbursement for furniture and fixtures; and
- (ii) Rs. 0.50 Lakh as reimbursement for Computer, internet, printer, etc.

This will be one-time grant for opening of new PMBJKs, against submission of original bills and is restricted up to actual expenditure incurred.

Note: The Special incentive shall be granted to the Women entrepreneurs, Divyang, SC, ST, Ex-Servicemen & any entrepreneurs open 'Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)' at aspirational districts as notified by the Niti Aayog, in Himalayan, Island territories and North- Eastern States based on One Family – One Grant formula. It means any above-mentioned eligible PMBJK owner shall be granted special incentive only once and no other person from his/her family/relative shall be granted special incentive thereafter.

For this Purpose, “**Relative**”, in relation to an individual, means and includes the husband, Wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.

c) Normal Incentive:

PMBJK run by entrepreneurs/ Pharmacists/ Trusts/ Societies & Charitable Organizations linked with the PMBI headquarters through PoS Software will receive incentives as applicable from time to time. Currently, the incentive will be given @ 20% of monthly purchase made from PMBI, by these PMBJKs subject to ceiling of Rs. 20,000/- per month, subject to conditions of stock mandate. The monthly incentive will be disbursed on 50:50 basis. 50% of the total incentive will be disbursed based on purchase made by the Kendra in a month and remaining 50% incentive will be on the basis of stocking mandate or if the Kendra has maintained the sufficient stock of 200 medicines during the month. The incentive will be calculated as follow:

- a. 10% incentive on purchase basis (up to max. of Rs. 10,000/-) will be auto-calculated by the PoS System based on the monthly purchases made by the Kendra.
- b. Remaining 10% incentive based on stock mandate (up to max. of Rs. 10,000/-) calculated based on the product range maintained.

Stocking Mandate:

- i) Product range of 180-200: 100% payment.
- ii) Product range of 150-179: 80% payment.
- iii) Product range of 100-149: 50% payment.
- iv) Product range of less than 100: No payment

The stocking mandate conditions may be modified by PMBI from time to time.

This incentive also applies to PMBJKs opened by women entrepreneurs, ex-servicemen, Divyang, SC, ST & entrepreneurs who have established Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) in aspirational districts as notified by the NITI Aayog, as well as in Himalayan, Island territories, and North-Eastern States. Existing PMBJKs whose incentive limit of Rs. 5 Lakh has been fully disbursed and they will also be eligible for incentives based on purchases made from PMBI, according to other applicable terms and conditions.

Furthermore, any PMBJK opened in Government premises will receive the same incentives as those applicable to PMBJKs in private premises.

V. Requirements for opening PMBJK

- a. Own space or hire space (Minimum 120 sq. ft.) duly supported by proper Lease Agreement or Space Allotment Letter. The Applicant will arrange the space for establishing and smooth functioning of a Pradhan Mantri Bhartiya Janaushadhi Kendra & PMBI will have no role for arranging space.
- b. Proof of securing a pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval of PMBJK).
- c. The applicant shall submit suitable certificate/ proof from respective authorities along with undertaking, in case, the applicant has applied under the category of Woman entrepreneurs, Ex-Servicemen, Divyang, SC, ST & any entrepreneurs of aspirational districts (backward district) as notified by the Niti Aayog, in Himalayan, Island territories and North-Eastern States. In the application form, the Applicant must mention the category for getting the suitable benefit. Once the category is selected by the applicant in the application form, later on applicant will not be able to change it in future due to any reason.
- d. The following distance policy shall be observed, while approving the new PMBJK. Hence, applicant is required to follow the mentioned distance policy while applying for the new PMBJK:
 - i. Distance of minimum 01.00 KM to be maintained between two Kendras while approving new Kendra in all Districts throughout the country.
 - ii. No distance policy restrictions shall be observed in surrounding area up to 500 meters from District Government Hospitals and Private Hospitals having 100 and more beds or Hospitals attached or associated with Medical Colleges.

However, location and number of Kendras shall be determined by the PMBI after examining the scope of viability of locations after market survey.

(As amended by the Governing Council, PMBI in its 45th meeting held on 16.11.2023).

- e. The applicant shall provide three Cheques issued from the Indian Nationalized Banks in favor of PMBI (Pharmaceuticals & Medical Devices Bureau of India). The said cheques will be used by PMBI for the payments for the supply of goods to the applicant.
- f. The applicant shall provide one cancelled Cheque issued from the Indian Nationalized Banks to the PMBI.

VI. Important Operating Terms and Conditions

Important operating terms and conditions for operating PMBJK are given below:

- a) Applicants must enter into an agreement before starting operations of Pradhan Mantri Bhartiya Janaushadhi Kendra. All operations of Pradhan Mantri Bhartiya Janaushadhi Kendra will be conducted as per the terms and conditions of the agreement.
- b) The applicant is responsible for obtaining drug license in the name of Pradhan Mantri Bhartiya Janaushadhi Kendra and other permissions to run a drug store. Compliance to all statutory requirements for storage of drugs shall be ensured by the applicant.
- c) The premises must be used solely for operating the PMBJK. The applicant shall not transfer or sublet the premises to anyone, either directly or indirectly.
- d) All billings should be done using PMBI's software. No medicine can be sold in PMBJK without using PMBI's software.
- e) PMBJK operators will be allowed to sell allied medical products, commonly sold in chemist shops but are not supplied by PMBI.
- f) 50% Advance against Performa Invoice value is to be submitted within 3 days before dispatch of goods provided the cheque of PMBJP Kendra is available at PMBI erstwhile BPPI for orders are placed at warehouses.
- g) Balance amount of Performa Invoice within 30 days must be received by PMBI erstwhile BPPI. However, total outstanding can be restricted to monthly average purchase (Based on last 3 months).
- h) For over dues of PMBJP Kendra, no stock will be given till dues are cleared and if any PMBJP Kendra is having track record of regular overdue of three times in 6 months, in that case the Kendra will get stock with 100% advance payment only.
- i) Performa invoice will be cancelled after 3 days if 50% advance of performa invoice is not received.
- j) The purchase orders are placed at distributors, kendra are advised to discuss with distributors for terms and conditions against supply of goods.

Note: Detailed terms and conditions are given in draft agreement and may be referred by applicant.

VII. Role of PMBI

- a. For proper implementation of the scheme, PMBI would render all required assistance to the operating agency for running the PMBJK for furthering the objective of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
- b. PMBI shall also facilitate the supply of affordable quality generic medicines, surgical items, consumable etc. through its supply chain to Pradhan Mantri Bhartiya Janaushadhi Kendra against the advance payment for dispatch of goods.

VIII. Application Fee:

A non-refundable application fee of Rs. 5,000/- is to be submitted along with the application form through online payment gateway except for applicants belonging to the categories of women entrepreneurs, Divyang, SC, ST, ex-servicemen, or any entrepreneurs from aspirational districts (backward districts) as notified by the NITI Aayog, as well as those from Himalayan, island territories, and North- Eastern states, who are exempted from the fee upon submission proof of their category.

IX. Application Process

Applicants can apply online to establish a new PMBJK through the official website of PMBI: <https://janaushadhi.gov.in>

X. Address of PMBI

Chief Executive Officer,
Pharmaceuticals & Medical Devices Bureau of India (PMBI)
Office At: B-500, Tower B, 5th Floor, World Trade Center,
Nauroji Nagar, New Delhi – 110029.
Tel – 011-49431800

Note:

- In case of an Individual/Proprietor, Applications without Aadhaar Card shall be rejected.
- Mandatory details to be provided.

Self-attested documents required to be attached with Application.

S.No.	Special Incentive		Normal Incentive	
	Individual	Individual	Institutions/ NGO/ Charitable Institute/ Hospital etc.	Government/ Govt Nominated Agency
1.	Aadhaar Card	Aadhaar Card	Darpan Id (Only for NGO) if other please provide supporting documents.	Details of Department who has allocated the space, along with supporting documents/ sanction order.
2.	PAN Card	PAN Card	PAN Card	PAN Card
3.	Certificate of SC/ST or Divyang (PWD)	General category	Registration certificate	Govt. nominated agency provide supporting documents
4.	Pharmacist Registration Certification	Pharmacist Registration Certification	Pharmacist Registration Certification	Pharmacist Registration Certification
5.	ITR for last two years	ITR for last two years	ITR for last two years	ITR for last two years, if nominated operating agency is a Pvt. Entity
6.	Bank statement for last 6 months	Bank statement for last 6 months	Bank statement for last 6 months	Bank statement for last 6 months, if nominated operating agency is a Pvt. Entity.
7.	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved
8.	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline
9.	Self-Undertaking of PMBJP Kendra for availing one-time special incentive on opening of PMBJK under the category of woman entrepreneur/ divyaang/ SC/ ST/ ex-serviceman/ Aspirational District (notified by NITI Aayog)/ Himalayan/ Island Territories/ North – Eastern States			

PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)
B-500, B-Tower, 5th Floor, World Trade Center, Nauroji Nagar, New Delhi-110029

SELF UNDERTAKING ON PMBJK DISTANCE POLICY

To
The CEO
Pharmaceuticals & Medical Devices Bureau of India (PMBI)
Office At: B-500, B-Tower, 5th Floor, Nauroji Nagar,
World Trade Center, New Delhi-110029.

From,

Applicant Name:
Registration Number:
Proposed Location for PMBJP: _____

(Mention complete address; door number, post, village, taluk, district, Pin code)

Dear Sir,

I have selected the above-mentioned location for my new Pradhan Mantri Bhartiya Janaushadhi Kendra in accordance with the PMBI distance Policy. I hereby declare that No PMBJK is currently operating within a 1 Kilometer radius of this location area. I understand that PMBI reserves the right to cancel my approval or application at any stage, and may take appropriate action against me if I found in violation of the distance policy. Furthermore, I assure that I will operate the PMBJK in full compliance with PMBI norms and serve the community with integrity.

Thanking you

Yours faithfully

Declaration:- I do hereby declare that all the information/ documents given above is true to the best of my knowledge and belief.

(Signature of Applicant)

Name of the Applicant :
S/o / D/o / W/o :
Aadhar No. :
PAN Card No. :
Contact No. :
Email Id :
In Principal No. :

D.L No. (if Available & if not available mentioned not received):

Note: The above said information provided by applicant, will not change further.