

Pradhan Mantri Bhartiya Jan Aushadhi Yojana Kendra

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Pradhan Mantri Bhartiya Jan Aushadhi Yojana Kendra (PMBJP)

Pmbjp-launched.jpg

ReLaunched of "Pradhan Mantri Bhartiya Janaushadhi Pariyojana

Country India

Prime Minister(s) Narendra Modi

Ministry Ministry of Chemical and fertilizers

Established 2008 by UPA

Status active

Website janaushadhi.gov.in

Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana Kendra (PMBJP) is a campaign launched by the Department of Pharmaceuticals, Government of India, to provide quality medicines at affordable prices to the masses through special kendras known as Pradhan Mantri Bhartiya Jan Aushadhi Kendra. Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana Kendra (PMBJPK) 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. BPPI (Bureau of Pharma Public Sector Undertakings of India) has been established under the Department of Pharmaceuticals, Govt. of

India, with the support of all the CPSUs for co-coordinating procurement, supply and marketing of generic drugs through Pradhan Mantri Bhartiya Jan Aushadhi Kendra.[1]

It has been launched by the current Prime Minister of India , Shri Narendra Modi, in the year 2014 for the noble cause – Quality Medicines at Affordable Prices for All. The campaign was undertaken through sale of generic medicines through exclusive outlets namely "Jan Aushadhi Medical Store" in various districts of the country. In September 2015, the 'Jan Aushadhi Scheme' was revamped as 'Pradhan Mantri Jan Aushadhi Yojana' (PMJAY). In November 2016, to give further impetus to the scheme, it was again renamed as "Pradhan Mantri Bhartiya Janaushadhi Pariyojana" (PMBJP). [1]

Sr.No	Item	2013–14	2014–15	2015–16	2016–17	Total		
1	Opening of New JASs	7.50	11.25	15	11.25	45.00		
2	Working capital	7.49	16.50	24.51	16.50	65.00		
3	IT system and Capacity building			5.31	5.46	5.50	4.25	20.52
4	Media campaign	3.50	3.50	3.00	2.00	2.00		
5	Administrative expenses	1.20	1.50	1.80	1.80	6.30		
Total		25.00	38.21	49.81	35.80	148.82		

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Benefits

The Jan Aushadhi initiative will make available quality drugs at affordable prices through dedicated stores selling generic medicines which are available at lesser prices but are equivalent in quality and efficacy as expensive branded drugs. Some comparative prices are: Prices in Rs. as of (Sep 2013)[2]

Name of Salt	Dosage	Pack	Jan Aushadhi Price	Market Price
Tab. Ciprofloxacin	250 mg	10	12.89	54.79
Tab. Ciprofloxacin	500 mg	10	24.99	125.00
Tab. Diclofenac	100 mg	10	4.20	60.40
Tab. Cetrizine	10 mg	10	2.75	20.00
Tab. Paracetamol	500 mg	10	3.03	09.40
Tab Nimesulide	100 mg	10	3.16	39.67
Cough Syrup	110ml Liquid		13.30	33.00

About Jan Aushadhi Store (JAS)

JAS have 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.

OTC (Over-the-counter) products can be purchased by any individual without a prescription. A prescription from a registered medical practitioner is necessary for

purchase of schedule drugs.

BPPI (Bureau of Pharma Public Sector Undertakings of India) has been established under the Department of Pharmaceuticals, Govt. of India, with the support of all the CPSUs for co-coordinating procurement, supply and marketing of generic drugs through the Jan Aushadhi Stores.

The quality, safety and efficacy of medicines are ensured by getting each batch of medicines procured from CPSUs as well as private suppliers tested from NABL approved laboratories and conforming to the required standards before the same are supplied to Super stockists / Jan Aushadhi Stores from the Warehouse of BPPI.

Jan Aushadhi Store (JAS) can be opened by 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.

Financial support available for Jan Aushadhi Store (JAS) store owner

The following financial support is available:

NGOs/agencies/individuals establishing Jan Aushadhi stores in Government hospital premises where space is provided free of cost by Government to operating agency:[3]

BPPI will provide one time financial assistance up to Rs. 2.50 lakh as per details given below

Rs. 1 lakh reimbursement of furniture and fixtures.

Rs. 1 lakh by way of free medicines in the beginning.

Rs. 0.50 lakh as reimbursement for computer, internet, printer, scanner, etc.

20% trade margin shall be included in MRP for retailers and 10% for distributors.

Jan Aushadhi stores and Distributors will be allowed 2% of total sales or actual loss, whichever is lower, as compensation against expiry of medicines. Expired goods need not be returned to BPPI. Stocks expiring at the C&F level will entirely be the loss of BPPI.

Credit facility will be given to all Jan Aushadhi stores for 30 days against postdated cheques. Distributors will also get credit of 60 days against post dated cheques. C&F agencies will have to deposit a security amount depending upon the business.

Jan Aushadhi stores established anywhere else by private entrepreneurs / institutions / NGOs / Trusts / Charitable organizations which are linked with BPPI headquarters through internet.[4]

Financial support of 250,000. This will be given @ 15% of monthly sales subject to a ceiling of Rs 10,000/ per month up to total limit of 150,000. In NE states, and naxal affected areas, tribal areas, the rate of incentive will be 15% and subject to monthly ceiling of Rs. 15,000. up to total limit of 250,000.

The Applicants belonging to weaker sections like SC/ST/Differently-abled may be provided medicines worth Rs. 50,000/ – in advance within the incentive of Rs. 250,000 which will be provided in the form of 15% of monthly sales subject to a ceiling of Rs. 10,000/ – per month up to a total limit of Rs. 250,000.

20% trade margin shall be included in MRP for retailers and 10% for distributors.

Jan Aushadhi stores and Distributors will be allowed 2% of total sales or actual loss, whichever is lower, as compensation against expiry of medicines. Expired goods need not be returned to BPPI. Stocks expiring at the C&F level will entirely be the loss of BPPI.

Credit facility will be given to all Jan Aushadhi stores for 30 days against postdated cheques. Distributors will also get credit of 60 days against post dated cheques. C&F agencies will have to deposit a security amount depending upon the business.

Criticism

The concept of Jan Aushadhi Kendra, which was launched at government hospitals to provide patients with medicines at affordable rates, has miserably failed to serve its purpose at Civil Hospital, Ludhiana. Only 20 per cent patients at Civil Hospital are able to benefit from this facility.[5] Most of the stores, set up under the Jan Aushadhi Scheme to provide non-branded generic medicines to all, haven't stocked common medicines for months for lack of supply. These include medicines for seasonal infections, gas, cough, cold, etc. Officials said the shortage of medicines is due to logistical issues.[6]