

## **Assignment 3: Jan Aushadhi and Other Generic Medicine Initiatives in India**

**Subject:** Community Pharmacy and Management (2057)

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### **Introduction**

In India, many people cannot afford costly branded medicines. Because of this, some stop taking treatment or skip doses, which affects their health. To solve this problem, the Indian government started promoting generic medicines, which are much cheaper and work the same as branded ones. One major step was launching the Jan Aushadhi scheme, which provides affordable, quality medicines to all people, especially the poor and needy.

### **What are Generic Medicines?**

Generic medicines are those that have the same ingredients and work like branded medicines. They are equally effective and safe. The only difference is that generic medicines are cheaper because companies do not spend money on advertising and promotion. They are approved by the Drug Controller General of India and go through strict quality checks.

### **Importance of Generic Medicines in India**

In India, most people pay for their medicines from their own pocket. For diseases like diabetes and high BP, medicines are needed every day. If medicines are expensive, many patients stop taking them. Generic medicines help reduce this problem by making treatment affordable.

### **Jan Aushadhi Scheme**

The Government of India started the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP). Under this scheme, Jan Aushadhi Kendras are opened where generic medicines are sold at very low prices. More than 9000 Kendras have been opened all over India. These stores sell more than 1600 medicines and 250 surgical items.

### **Objectives of Jan Aushadhi**

- To give good quality medicines at low cost

- To help people save money on health care
- To increase awareness about generic drugs
- To create jobs for pharmacists
- To reduce healthcare cost in India

### **Benefits of Jan Aushadhi**

- Generic medicines cost 50% to 90% less than branded ones
- All medicines are tested in NABL-approved labs
- Available in cities, towns, and even villages
- Helps in long-term treatments like BP, diabetes, asthma
- Saves a lot of money for poor and middle-class families

### **Role of Pharmacists in Jan Aushadhi**

Pharmacists play an important role in this scheme. They guide patients, explain how to take medicines, and make sure people get the right medicine. They also help spread awareness that generic medicines are as effective as branded ones. Pharmacists also manage stock and maintain records in the Kendras.

### **Other Generic Medicine Efforts in India**

- Tamil Nadu and Rajasthan have started free drug schemes
- Delhi has Mohalla Clinics providing free generics
- States like Kerala, MP, and AP promote free medicine programs
- Government hospitals have generic corners

### **Problems Faced**

- Many people still believe that costly medicines are better
- Some doctors prefer to prescribe branded drugs
- In some areas, Jan Aushadhi Kendras are not available
- Stock issues and medicine unavailability sometimes occur

### **Suggestions to Improve**

- More awareness through media and camps

- Encourage doctors to write generic names
- Open more Kendras in villages and small towns
- Add more essential medicines to the list
- Ensure constant supply of all medicines

### **Conclusion**

Jan Aushadhi is a great step toward affordable healthcare in India. By providing cheap and quality medicines, it helps people complete their treatments. Generic medicines are safe, effective, and save money. With more awareness and support, India can become a model for affordable health for all.

### **Future Scope of Generic Medicines in India**

The future of generic medicines in India is very promising. As more people become aware of the benefits of generics, the demand for affordable drugs will increase. The government is also taking steps to promote self-reliant healthcare under the 'Atmanirbhar Bharat' mission. By strengthening the Jan Aushadhi network, India can reduce dependence on expensive imports and provide universal health coverage.

Telemedicine and digital healthcare platforms can further support the distribution of generic drugs in remote areas. More training programs for pharmacists and public health workers will help build trust and improve service quality at Jan Aushadhi Kendras. If more private doctors also begin prescribing generics, it will support a big shift in healthcare delivery. With all these steps, India can become a global leader in the use of generic medicines.