



## Janaushadhi Diwas

**For Prelims:** Janaushadhi Diwas, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) and its features

**For Mains:** India's Pharma Sector and issues, Generic Medicines and its need, Steps taken to promote generic medicine in India, Government Policies & Interventions, Health.

### Why in News?

**Pharmaceuticals & Medical Devices Bureau of India (PMBI)**, under the aegis of Department of Pharmaceuticals is going to celebrate their 4<sup>th</sup> [Jan Aushadhi Diwas](#).

- All the activities will be organised within the spirit of **"Azadi Ka Amrit Mahotsav"** and several events have been planned at 75 locations.
- This will **generate awareness** about the **usages of generic medicines** and benefits of **Jan Aushadhi Pariyojana**.
- The theme of this year's (2022) Janaushadhi Diwas is **Jan Aushadhi-Jan Upyogi**.

### What is Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)?

- **PMBJP** is a campaign launched by the **Department of Pharmaceuticals in 2008** under the name Jan Aushadhi Campaign.
  - The campaign was revamped as **PMBJP in 2015-16**.
- **Bureau of Pharma PSUs of India (BPPI)** is the implementation agency for PMBJP.
  - The Bureau of Pharma **Public Sector Undertakings (PSUs)** of India works under the Ministry of Chemicals & Fertilisers.
  - BPPI has also developed the [Janaushadhi Sugam Application](#).
- A medicine is **priced on the principle of maximum 50% of average price** of the top three brands branded medicines. Thus, the **prices of Jan Aushadhi Medicines are cheaper by at least 50%** and in some cases, **by 80% to 90% of the market price of the branded medicines**.

### What is the objective of the PMBJP?

- To make **available quality medicines, consumables and surgical items** at affordable prices for all and reduce out of pocket expenditure of consumers/patients.
- To **popularise generic medicines among the masses** and dispel the prevalent notion that low priced generic medicines are of inferior quality or are less effective.
  - **Generic medicines** are unbranded medicines which are equally safe and having the same efficacy as that of branded medicines in terms of their therapeutic value.
- To **ensure easy availability of the menstrual health services** (Janaushadhi 'Suvidha' sanitary napkins) to all women across India.
- Generate **employment by engaging individual entrepreneurs** in the opening of PMBJP Kendras.

## What is Janaushadhi Kendra?

- These are the **centres from where quality generic medicines** are made available to all.
- **Bureau of Pharma PSUs in India (BPPI)** supports Janaushadhi Kendras as a part of **PMBJP**.
- The Government has **set a target to increase** the number of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to **10,500 by the end of March 2025**.
  - As on **31<sup>st</sup> January, 2022**, the number of stores has increased to 8,675.
- Product basket of PMBJP comprises **1451 drugs and 240 surgical instruments**.
  - Further, **new medicines and nutraceuticals products** like protein powder, malt-based food supplements, protein bar, immunity bar, sanitizer, masks, glucometer, oximeter, etc. have been launched.

## What has been the Performance of the PMBJP?

- In the current financial year 2021-22 (till 31<sup>st</sup> January, 2022), **PMBI has made sales of Rs. 751.42 Crore** which led to savings of approximately Rs. 4500 Crore to the citizens.
- This scheme is also **providing a good source of self-employment** with sustainable and regular earnings.
- Average sales per store per month has grown to Rs 1.50 lacs (including Over-The-Counter & other products) as per a survey.
  - Over-The-Counter refers to a **medicine that can be bought without a prescription**.

**Source: PIB**

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