



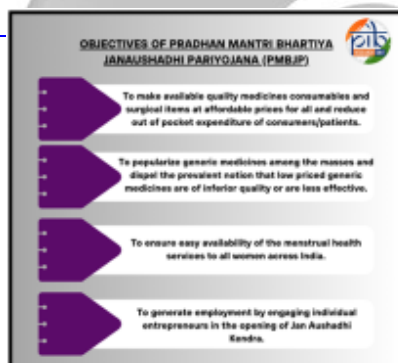
## Jan Aushadhi Diwas

[Source: PIB](#)

Every year, **March 7<sup>th</sup>** is celebrated as **Jan Aushadhi Diwas** to raise awareness about affordable generic medicines under the [Pradhan Mantri Bhartiya Janaushadhi Pariyojana \(PMBJP\)](#).

- **Jan Aushadhi Diwas:** Initiated on **7th March 2019**, under the PMBJP. The initiative includes a week-long celebration, '**Janaushadhi Week**,' from 1st-7th March across the nation.
- **2025 Theme:** "**Daam Kam - Dawai Uttam**," emphasizing affordable and high-quality medicines for all.
- **PMBJP:** The PMBJP was originally launched in 2008 as the **Jan Aushadhi Scheme** under the **Ministry of Chemicals & Fertilizers** to provide affordable medicines through outlets called [Pradhan Mantri Bhartiya Janaushadhi Kendras \(PMBJKs\)](#).
  - In 2015, the scheme was revamped as the **Pradhan Mantri Jan Aushadhi Yojana**, and in 2016, it was renamed as the PMBJP.
- **Features of PMBJP: Jan Aushadhi Kendras offer medicines at 50-80% lower prices** than branded alternatives.
  - A one-time Rs 2.00 lakh incentive is given to PMBJKs in targeted regions or opened by women, ex-servicemen divyang, a person from SC and ST.
  - [Suvidha Sanitary Napkins](#) launched in 2019 at Rs 1 per pad, reached 72 crore in sales by January 2025.
  - The **Jan Aushadhi SUGAM App** locates nearby Kendras, compares prices, and suggests affordable alternatives.

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Financial Year	Number of PMBJP Kendras opened		Sales at MRP Value in Rs. Cr.
	Yearly Addition	Cumulative	
2014-15	8	80	7.29
2021-22	1053	8610	893.56
2022-23	694	9304	1235.95
2023-24	1957	11261	1470
2024-25 (As on 28.02.2025)	3796	15057	1767

**Read more:** [Credit Assistance Program for Jan Aushadhi Kendra](#)

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