



Janaushadhi Week

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Why in News

The Janaushadhi week is being celebrated across the country **from 1st March to 7th March 2020**.

On this occasion, various activities like health checkup Camp, Jan Aushadhi Paricharcha, Jan Aushadhi ka sath are being organised in the country.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana

- Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is a campaign launched by the **Department of Pharmaceuticals** in **2008** under the name **Jan Aushadi Campaign**.
- **Bureau of Pharma PSUs of India (BPPI)** is the **implementation agency** for PMBJP. The Bureau of Pharma PSUs of India works under the **Ministry of Chemicals & Fertilizers**.
- **PMBJP** stores 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**.
- It also intends to extend the coverage of quality generic medicines so as **to reduce the out of pocket expenditure on medicines** and thereby redefine the unit cost of treatment per person.
- It will create **awareness about generic medicines through education and publicity** so that quality is not synonymous with an only high price.

Source: PIB