



Review of PMBJP

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Why in News

Recently, the Union Minister for Chemicals and Fertilizers has held a **comprehensive review meeting of Pradhan Mantri Bhartiya Janaushadhi Pariyojana** (PMBJP).

Key Points

- PMBJP has **achieved sales of Rs. 358** crores worth of pharma products through 6600 Janaushadhi Kendras during the **first seven months of the fiscal year 2020-21** (up to 31st October) and is **likely to surpass sales of Rs. 600 crore** for the entire year.
 - **Sales figure** has seen a **jump from Rs 7.29 crore in 2014-15 to Rs. 433 crore in 2019-20.**
 - **Janaushadhi Kendras** have grown from mere **99 stores in 2014-15 to around 6600 stores in 2019-20.**
- The **Bureau of Pharma PSUs of India** (BPPI) was appraised for **ensuring the supply of medicines and other pharma products like masks** to people at affordable rates during **Covid-19.**
 - BPPI is the **implementing agency of the PMBJP.**
 - It was **established in December 2008** under the **Department of Pharmaceuticals** and has been registered as an **independent society under the Societies Registration Act, 1860.**
- **Suggestions on Improvement:**
 - BPPI should take measures to **reduce out of pocket expenditure of citizens on medicines**, especially of marginalised sections of the society **by strengthening supply chains and adopting innovative measures.**
 - There is a **need to work on increasing awareness of people regarding efficacy and quality of Janaushadhi medicines, increasing coverage** with a focus on remote and rural areas, and for **making sure availability of medicines** at each Janaushadhi shop.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana

- It is a campaign **launched by the Department of Pharmaceuticals in 2008** under the name **Janaushadi Campaign**, which was **revamped as PMBJP in 2015-16**.
- **Aim:**
 - 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.
 - To create awareness about generic medicines through education and publicity so that quality is not synonymous with an only high price.
- **Pradhan Mantri Bhartiya Janaushadhi Kendras:**
 - Also called Janaushadhi Kendras, these were set up across the country under PMBJP to **provide generic drugs**.

Generic drugs are marketed under a **non-proprietary or approved name rather than a brand name**. These are **equally effective and inexpensive** compared to their counterparts.
 - All drugs procured under this scheme are tested for quality assurance at the **National Accreditation Board Laboratories** (NABL) accredited laboratories and are compliant with the **World Health Organisation Good Manufacturing Practices** (WHO GMP) benchmarks.
 - Government **grants of up to Rs. 2.5 lakhs** are provided for setting up of PMBJKs, which **can be set up by** doctors, pharmacists, entrepreneurs, **Self Help Groups** (SHGs), NGOs, charitable societies, etc. at any suitable place or outside the hospital premises.
- **Janaushadhi Week:**

It was celebrated across the country from **1st to 7th March 2020**, to **inform and educate the general public** about the price benefits and quality of the medicines being sold at Jan Aushadhi Kendras.
- **Janaushadhi Sugam Application:**

This **mobile application was launched in August 2019** to help people in:

 - **Locating** nearby Janaushadhi Kendra through Google Maps.
 - **Searching** for Janaushadhi generic medicines.
 - **Analysing** product comparison of generic versus branded medicine in form of Maximum Retail Price (MRP) and overall savings, etc.

Source: PIB