



Janaushadhi Diwas

Why in News

The **Bureau of Pharma PSUs of India (BPPI)** celebrated the **3rd Janaushadhi Diwas** (7th March 2021) to spread awareness about quality generic medicines, available at low prices.

- **Theme** of Janaushadhi Diwas was “**Seva Bhi - Rozgar bhi**”. The **Janaushadhi week** was celebrated across the country from **1st-7th March 2021**.
- As a part of celebrations, the Prime Minister **inaugurated the 7,500th Janaushadhi Kendra** at NEIGRIHMS, **Shillong**.

Key Points

- **Janaushadhi Kendra:**
 - **Bureau of Pharma PSUs in India (BPPI)** supports **Janaushadhi Kendras** as a part of **Pradhan Mantri Bhartiya Janaushadhi Pariyojana**.
 - These are the **centres from where quality generic medicines** are made available to all.
 - The **number of stores** has grown to more than **7400** and all **734 districts** of the country have Janaushadhi Kendras.
 - **Government grants of up to Rs. 2.5 lakhs** are provided for setting up of Pradhan Mantri Janaushadhi Kendras, 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.
- **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 PSUs of India **works under the Ministry of Chemicals & Fertilizers**.
 - BPPI has also developed the [Janaushadhi Sugam Application](#).
 - 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**.
 - A medicine under PMBJP is **priced on the principle of a maximum of 50% of the average price of top three branded medicines**. Therefore, the price of Janaushadhi Medicines is **cheaper at least by 50% and in some cases, by 90%** of the market price of branded medicines.
- **Performance Analysis:**

- In the current financial year 2020-21, PMBJP has already achieved sales of Rs. 593.84 crores. This has **led to savings of approximately Rs. 3600 crores of the common citizens** of the country.
- This scheme is also providing a good source of **self-employment** with **sustainable and regular earnings**.

[Source: PIB](#)

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