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 4th 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 **31st 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 31st 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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