



“ गरीब को सस्ती दवाई मिले,
गरीब को दवाई के बिना मरने की
नौबत ना आए इसलिए पूरे देश में
जन औषधि केन्द्रों का अभियान
चलाया है... ”

प्रधानमंत्री
भारतीय
जन औषधि
परियोजना



PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA
Quality Medicines at Affordable Prices for All



Glimpses of Glory

Glimpses of Glory



CONTENTS

Contents

- 1 Objectives of the scheme, Vision and Mission
- 2 Background
- 3 Jan Aushadhi Pariyojana 2008 – 2012
- 4 Jan Aushadhi Pariyojana 2013 – 2015
- 5 Jan Aushadhi Pariyojana 2015 – 2016
- 6 Status as on 31st January 2017
- 7 Name of the scheme
- 8 Implementing Agency
- 9 Funding of PMJAP
- 10 Key features of PMBJP
- 11 Indian Medical Association (IMA) Initiative for PMBJP
- 12 Amendments to PMBJP
- 13 Monitoring of the project
- 14 Scheme Outlay 2016 – 17
- 15 Budget
- 16 Strategy and Approach
- 17 Other factors related to success of the scheme
- 18 Pradhan Mantri Bhartiya Janaushadhi Pariyojana ahead

PRADHAN MANTRI BHARTIYA

1. Objectives of Scheme

Making quality medicines available at affordable prices for all, particularly the poor and disadvantaged through exclusive outlets “Pradhan Mantri Bhartiya Janaushadhi Kendra”, so as to reduce and redefine the unit cost of treatment per person.



Vision

To bring down the healthcare budget of every citizen of India through providing quality generic medicines at affordable prices.

Mission

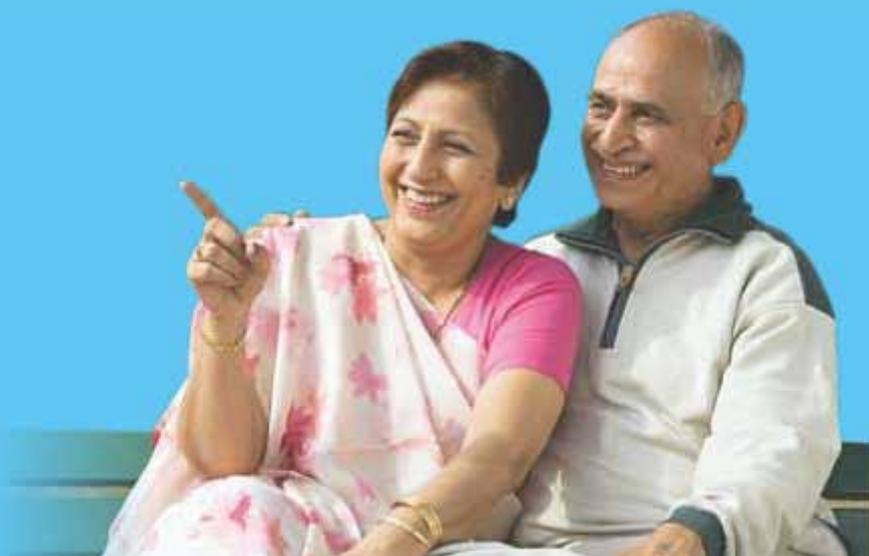
- (i) Create awareness among public regarding generic medicines.
- (ii) Create demand for generic medicines through medical practitioners.
- (iii) Create awareness through education and awareness programme that high price need not be synonymous with high quality.
- (iv) Provide all commonly used medicines covering all the therapeutic groups.
- (v) Provide all the related healthcare products too under the scheme.



2. Background

It is a well-known fact that branded medicines are sold at significantly higher prices in India. Given the widespread poverty across the country, making available reasonably priced quality medicines in the market would benefit everyone, especially the poor and the disadvantaged. This has been always a major concern for Government of India. Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers has been taking several regulatory and fiscal measures from time to time towards realizing this objective.

“Pradhan Mantri Bhartiya Janaushadhi Pariyojana” is a noble project launched by Government of India in the year 2008 for the noble cause – Quality Medicines at Affordable Prices for All. The pariyojana was undertaken through sale of affordable generic medicines through exclusive outlets namely “Pradhan Mantri Bhartiya Janaushadhi Kendra” in various districts of the country. The first “Pradhan Mantri Bhartiya Janaushadhi Kendra” was opened on 25th November 2008 at Amritsar in Punjab.



Initially, it was supposed that Pradhan Mantri Bhartiya Janaushadhi Pariyojana would be implemented during 11th Five Year Plan period starting from 2008-2009, with the target of at least one Pradhan Mantri Bhartiya Janaushadhi Kendra in each of the 630 districts of the country, and further to be extended to sub-divisional levels as well as major towns and village centres by 2012. It was envisaged that the scheme would run on a self-sustaining business model, and not to be depending on government subsidies or assistance beyond the initial support. It was to be run on the principle of “No Profit, No Loss”.



3. Jan Aushadhi Pariyojana 2008 – 2012

This noble project launched by the Government of India in 2008 has not reached anywhere near the desired objectives. Much reliance was placed on the CPSUs for supply of medicines to the Jan Aushadhi Pariyojana. However, the experience was that CPSUs were not able to cope with the increasing demand of medicines and the range of medicines which needed to be kept at the Pradhan Mantri Bhartiya Janaushadhi Kendras as CPSUs had a limited coverage of therapeutic groups and dosage forms. Further, as far as in-house production of medicines by CPSUs was concerned, they were able to cover only 130 medicines out of 319 medicines identified for availability at Pradhan Mantri Bhartiya Janaushadhi Kendras. Around 85 products covering only about 11 therapeutic groups were made available and physical availability was even much less.

The scheme had heavy dependence upon State Governments for prescription of generic medicines and for opening Pradhan Mantri Bhartiya Janaushadhi Kendras in Government Hospitals. The original plan

was to open at least 1 Pradhan Mantri Bhartiya Janaushadhi Kendra in each and every one of the 630 districts of our country. However, as on 31st March 2012, only 157 Kendras could be opened and later many of them became non-functional too. The Public Health Foundation of India (PHFI) was entrusted with a third party evaluation and they submitted its report on 18th December 2012 under the title “Rapid Assessment and Potential Scale up of Jan Aushadhi Pariyojana”.

The main observations of the report were:

- i) Over-dependence on support from State Governments.
- ii) Poor Supply Chain management with frequent stock-out situation.
- iii) Basket of medicines is not full representative and comprehensive resulting in poor public response and disproportionate expiries. Only 85 medicines spread across 11 therapeutic categories were supplied to Kendras and the mean availability of these medicines was found to be 33%, with wide variations across therapeutic categories.

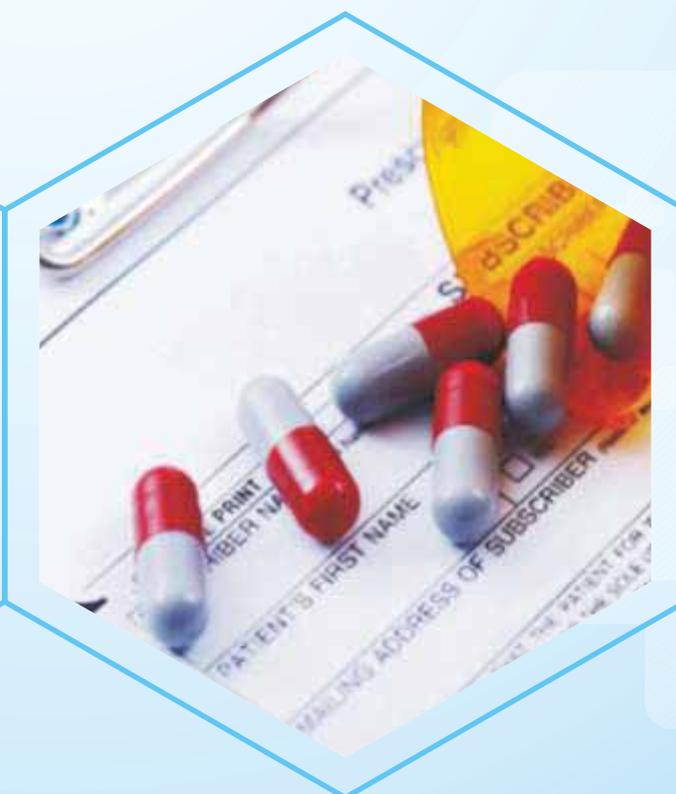


- iv) Non-prescription of generic medicines by doctors.
- v) Free medicines distribution schemes by Central/State Governments viz., Haryana, Rajasthan and Tamil Nadu-free supply of medicines affected viability of Pradhan Mantri Bhartiya Janaushadhi Kendras of Government Hospitals.
- vi) Lack of awareness among the public about efficacy and quality of Janaushadhi generic drugs.

Thus, a limited portfolio of medicines coupled with chronic stock-outs seriously eroded the credibility of these stores as customers desire for a one-stop shop for all prescribed medicines. Extremely low sales volume of medicines due to stock-outs and poor awareness at the level of patients also adversely impacted operational costs. Even stores with high sales volume had found it difficult to recoup operational expenses.



volume of medicines due to stock-outs and poor awareness at the level of patients also adversely impacted operational costs. Even stores with high sales volume had found it difficult to recoup operational expenses.



4. Jan Aushadhi Pariyojana 2013 – 2015

As on 31st March 2012, only 149 Kendras were functional, and half of them got closed during 2012-2013. To have an accelerated growth of the campaign, a New Business Plan was formulated with a plan to open minimum 500 new Pradhan Mantri Bhartiya Janaushadhi Kendra during the year 2013-14. The results achieved till 2015 did not match the expected outcomes of

new business plan 2013. By the end of the financial year, 2014-2015, the number of Pradhan Mantri Bhartiya Janaushadhi Kendras could reach a level of 99 only. The numbers of medicines included in the product basket were only around 200 and physical availability was only 50% of the basket.

5. Jan Aushadhi Pariyojana 2015 – 2016

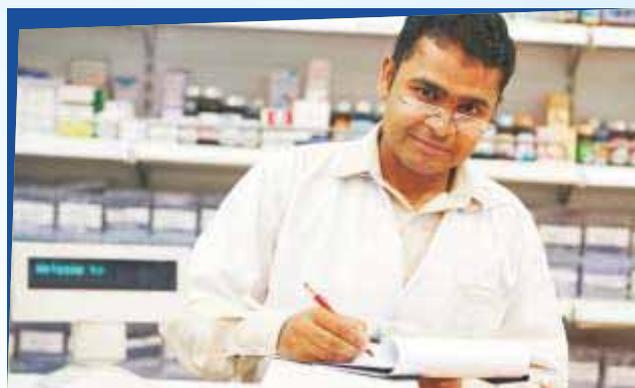


Effective implementation of Jan Aushadhi Pariyojana has been analyzed in a big way through organizing brainstorming sessions and discussions with various stakeholders and a Strategic Action Plan (SAP 2015) was prepared and submitted so as to achieve the objectives set by the Government. Key areas of significance identified were Availability, Acceptability, Accessibility, Affordability, Awareness and Effective Implementation of the Scheme. SAP 2015 was approved by the Hon'ble Minister for Chemicals and Fertilizers in September 2015.



6. Status as on 31st January, 2017

- i) Product Basket contains more than 1100 items (1000 medicines and 154 surgical and consumables).
- ii) Medicines offered cover the most commonly known therapeutic groups.
- iii) Supply Chain: From Suppliers- CWH- C&F Agents – Distributors/Franchise Agent- PMBJK are streamlined.
- iv) BPPI has established a central warehouse at IDPL Complex.
- v) 5 C&F Agents and 40 Distributors appointed to spread over different States/UTs.
- vi) More than 800 Pradhan Mantri Bhartiya Janaushadhi Kendras spread over 26 States/UTs already commenced operations.



7. Name of the Scheme

The scheme has been renamed as:



Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

8. Implementing Agency

BPPI (Bureau of Pharma PSUs of India), under the administrative control of the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India is the Implementing Agency of PMBJP. BPPI was established under the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India, with the support of all the Pharma CPSUs for coordinating procurement, supply and

marketing of generic medicines through the Pradhan Mantri Bhartiya Janaushadhi Kendras. In April 2010, BPPI got registered as an independent society under the Societies Registration Act, 1860 as a separate legal entity. BPPI follows the provisions of GFR 2005 and CVC Guidelines as amended from time to time and also instructions from the Department of Pharmaceuticals.

9. Funding of PMBJP

Department of Pharmaceuticals, Government of India provides full financial support to BPPI. However, when the scheme is established, BPPI will make efforts to recover as much as possible of its expenses incurred on its salary, wages, office expenses, and publicity expenses through trade margin. To that extent, Government support will stand reduced.



10. Key features of Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP)

1. State Governments or any other Organization/ Reputed NGOs/ Trusts/Private Hospitals/ Charitable Institutions/Doctors/ Unemployed/ Pharmacist/ Individual Entrepreneurs are eligible to apply for new Pradhan Mantri Bhartiya Janaushadhi Kendras.
2. The applicants shall have to employ registered pharmacists in their proposed Pradhan Mantri Bhartiya Janaushadhi Kendras.
3. Applications shall be submitted to BPPI.
4. Requirements for applying for opening new Pradhan Mantri Bhartiya Janaushadhi Kendra by an Individual Pharmacist:
 - (i) Duly filled in application on prescribed format.
 - (ii) Own space or hired space (Minimum 10 sq meters) duly supported by proper lease agreement or space allotment letter. Applicant will arrange the space for running the Pradhan Mantri Bhartiya Janaushadhi Kendras & BPPI will have no role for arranging space.
 - (iii) Proof of securing a Pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval for Pradhan Mantri Bhartiya Janaushadhi Kendras).
5. Requirements for opening Pradhan Mantri Bhartiya Janaushadhi Kendras by NGOs/ Societies/Trusts/ Charitable Organizations:
 - (i) Duly filled application on prescribed format.

- (ii) Own space or hired space (Minimum 10 sq meters) duly supported by ownership, proper lease agreement or space allotment letter.
 - (iii) Proof of securing a Pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval for Pradhan Mantri Bhartiya Janaushadhi Kendras).
 - (iv) Financial capacity to run the Kendra supported by valid document or affidavit for having good financial condition and ready to invest to run Pradhan Mantri Bhartiya Janaushadhi Kendras smoothly as per requirements.
6. Pradhan Mantri Bhartiya Janaushadhi Kendras can be located within the Government Hospitals premises as well as Private Hospital premises or anywhere outside.
 7. In addition to medicines and surgical items supplied by BPPI, Pradhan Mantri Bhartiya Janaushadhi Kendras will be allowed to sell Generic medicines not covering in the product basket of BPPI and also cosmetics and provisions so as to improve the viability of running the Pradhan Mantri Bhartiya Janaushadhi Kendras.
 8. BPPI shall source medicines both from Pharma PSUs as well as from private companies. Special preference will continue to be given to the CPSUs. BPPI shall ensure that private manufactures are reputed organizations by incorporating strict terms and conditions in the tender specifications.
 9. Tender for medicines shall be only through e-tendering. All the tendering process shall be completely transparent giving equal opportunity to all the participants.
 10. BPPI may establish warehouses, C&F agents, distributor & franchise agent at different locations in all the states/UTs.
 11. On receipt of goods at their warehouse, BPPI shall draw samples and send them to NABL accredited laboratories for inspection. Only after receipt of equal certifications from the inspecting laboratories, goods shall be dispatched to C&F agents and distributors.
 12. BPPI shall plan and undertake suitable media activities to popularize the usage of generic medicines and to achieve the objectives of the PMBJP.
 13. **Financial support to applicants:** State Govt. applicants will provide the space free of charge in the premises of Medical College Hospitals, District Hospital or at any other suitable location as may be decided by the state Government for running of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) Kendra by operating agency.
PMBJP Kendra may also be opened by State Government or Government agencies in any Government building owned by Government bodies like Railways / State Transport Department / Urban Local Bodies / Panchayati Raj Institutions / Post Offices / Defence / PSU's etc. In all the above cases, the financial assistance will be as follows:-
 - ₹ 1 Lakh by way of free medicines in the beginning

PRADHAN MANTRI

- 1 Lakh reimbursement for the furniture and fixtures
- ₹ 0.50 Lakh as reimbursement for computer & peripherals, internet, etc.

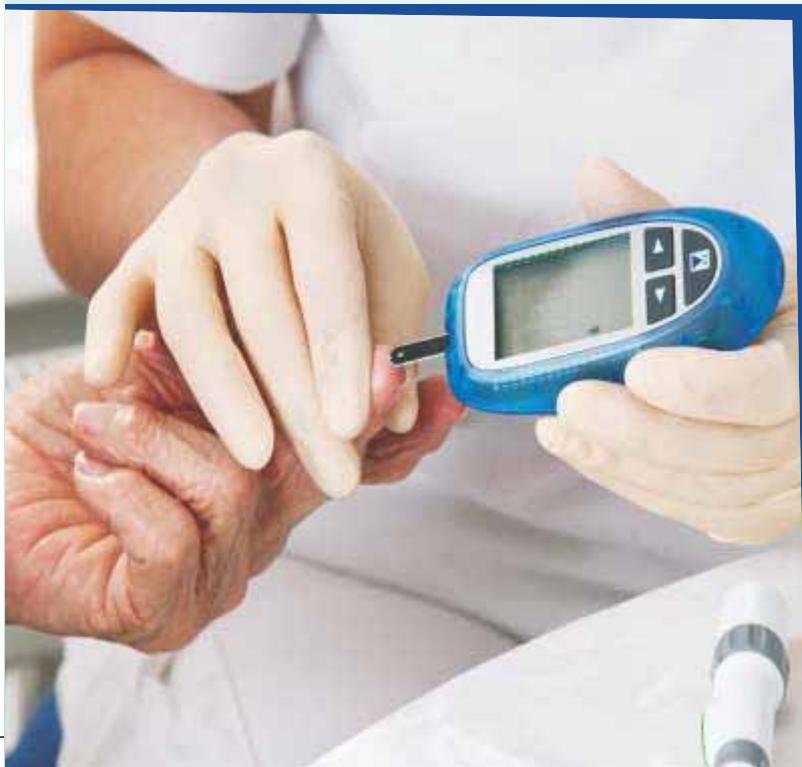
For the Pradhan Mantri Pradhan Mantri Bhartiya Janaushadhi Kendras established anywhere else by private entrepreneurs / pharmacists / NGOs / NGOs & Charitable organizations that are linked with BPPI headquarters through internet (using BPPI provided software) will get incentive upto 2.5 lakhs. This will be given @15% or monthly sales subject to a ceiling or ₹ 10,000/- per month upto total limit of 2.5 lakhs. In NE states, and naxal affected areas, tribal areas, the rate of incentive will be 15% and subject to monthly ceiling of ₹ 15,000/- upto to total limit of 2.5 lakhs.

The Applicants belonging to weaker sections like SC/ST/Differently-abled may be provided medicines worth ₹ 50,000/- in advance withing the incentive of ₹ 2.5 lakhs which will be provided in the form of 15% of



monthly sales subject to a ceiling of ₹ 10,000/- per month up to a total limit of ₹ 2.5 lakh.

14. 20% trade margins shall be included in MRP for retailers and 10% for distributors.
15. Pradhan Mantri Bhartiya Janaushadhi Kendras and distributors will be allowed 2% of total sales or actual loss, whichever is lower, as a compensation against expiry of medicines. Stocks expiring at the C&F level will entirely be the loss of BPPI.
16. Credit facility will be given to all Pradhan Mantri Bhartiya Janaushadhi Kendras for 30 days against post-dated cheques. Distributors will also get credit of 60 days against post-dated cheques. C&F agencies will have to deposit a security amount depending upon the business.
17. BPPI shall arrange suitable training program for the entrepreneurs who do not have any experience in running medicine shops.
18. Institutions/Charitable Organizations/NGOs who are procuring medicines for own consumptions/ free distribution to poor and needy will be allowed to procure medicines from the BPPI CFA agents.



11. Indian Medical Association (IMA) Initiative for Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP)

Indian Medical Association is the collective consciousness of our 3 lakhs doctors spread over 1700 local and 30 State branches. India Medical Association (IMA) is for affordable, accessible and quality healthcare. IMA policy is to prescribe cheapest quality drugs. IMA promotes usage of drugs from NLEM and

recommends non-NLEM drugs if NLEM choice is not available. To promote Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana, IMA has opened a Pradhan Mantri Bhartiya Jan Aushadhi Kendra (PMBJK) in its head quarter premises and recommends such Kendra's should be opened in all the IMA buildings in India.

12. Amendment to PMBJP

Any major amendments in the Scheme shall be done only with the approval of Hon'ble Minister for Chemicals and Fertilizers. However, minor amendments can be done by the Steering Committee. Hon'ble MoS and Hon'ble Minister of Chemicals and Fertilizers shall be kept informed by the Chairman, Steering Committee.



13. Monitoring of the Project

Progress of implementation of the project and the target achieved shall be monitored

by the Steering Committee for PMBJP under the Department of Pharmaceuticals.



14. Scheme Outlay 2016 – 2017

Number of Pradhan Mantri	3000 by March 2017
Bhartiya Janaushadhi Kendras envisaged Coverage	Throughout India
Number of products in the basket	1000
Type of products	Medicines, Surgical & Consumables, Stents & Replacements etc.

15. Budget

An amount of ₹ 35 Crores had been allotted in the budget 2016-2017.

16. Strategy and Approach

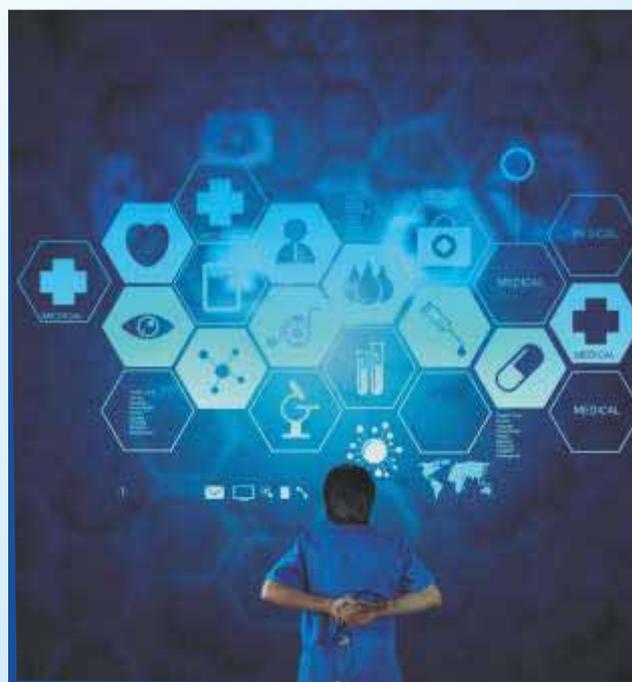
All State Governments/UTs shall be requested to open Pradhan Mantri Bhartiya Janaushadhi Kendras in Government run Hospitals and Medical Colleges.

Memorandum of Understanding shall be entered with Reputed Organizations/NGOs/Trusts/Charitable Institutions for opening large numbers of Pradhan Mantri Bhartiya Janaushadhi Kendras across the country.

Applications shall be invited through press media from Private Hospitals and other Institutions Registered Medical Practitioners/ Individual Entrepreneurs for the opening of Pradhan Mantri Bhartiya Janaushadhi Kendras.

All PSUs having townships, all society buildings, panchayat offices, municipale corporation, Railway stations, Post offices, Bus depots etc. shall be approached to open Pradhan Mantri Bhartiya Janaushadhi Kendras in their townships.

To further ensure viability of running Pradhan Mantri Bhartiya Janaushadhi Kendras, possibilities of establishing Pradhan Mantri Bhartiya Janaushadhi Kendras in Kisan Centres/Common Service Centres/ other different retail outlets shall be encouraged.





17. Other factors related to success of the scheme

The success of this initiative is dependent on other agencies too, such as Ministry of Health and Family Welfare, State Governments, Indian Medical Association, Hospitals run by private groups and Charitable Institutions, NGOs, Practicing Doctors etc. States/UTs which are having their own schemes like free distribution of medicines are to be coupled with Pradhan Mantri Bhartiya Janaushadhi Pariyojana. Non-prescription of generic medicines by doctors is another factor. BPPI is continuing its efforts to persuade doctors to prescribe only generic medicines. For this, BPPI is working in close association with other organizations and government departments. Seminars/ Workshops inviting Doctors,



Scientists, Government Officials and other Stakeholders will also be organized.

18. Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana ahead



The endeavour of BPPI is to make available at Pradhan Mantri Pradhan Janaushadhi Kendras all the commonly used medicines covering all the therapeutic groups. In the coming years, Pradhan Mantri Bhartiya Janaushadhi Pariyojana shall provide the complete spectrum of healthcare products and services, starting from making available all the generic medicines covering all the therapeutic groups.



Come...

Open your own Jan Aushadhi Kendra

Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana gives you self employment and income opportunity with just 10 sq. mtrs. Space. Application form available at our website Janaushadhi.gov.in

Please send your application with relevant documents to

Bureau of Pharma PSUs of India (BPPI)
IDPL Corporate Office Complex
Old Delhi-Gurugram Road
Dundahera, Gurugram-122016 (Haryana)



If interested in opening Pradhan Mantri Bhartiya Jan Aushadhi Kendra,
Call us at **+91 124 4556750/1800 180 8080** (Toll Free) 9.30 am to 5.30 pm (Monday to Saturday).
For any other details please visit our website Janaushadhi.gov.in



Department of Pharmaceuticals
Ministry of Chemicals & Fertilizers
Government of India
Shastri Bhawan, New Delhi-110001
Website: pharmaceuticals.gov.in



Bureau of Pharma PSUs of India (BPPI)
IDPL Corporate Office Complex
Old Delhi-Gurugram Road
Dundahera, Gurugram - 122016 (Haryana)
Website: janaushadhi.gov.in