

Role of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) during Covid-19

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In news

In the wake of the COVID 19 crisis, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has been rendering essential services to the nation

Current status of the PMBJP & targets

There are 6888 Jan AushadhiKendras (JAKs) functional across the nation covering all the 734 districts as on 20.12.2020.

The product basket of PMBJP comprises 1449 drugs and 204 surgicals covering 30 major therapeutic groups.

The target is to enhance the product basket to include 2000 medicines and 300 surgical products by the end of 31st March 2024 so that all essential medicines covering therapeutic groups, like – Anti Diabetics, Cardiovascular Drugs, Anti-Cancer, Analgesics & Antipyretics, Anti Allergic, Gastro Intestinal Agents, Vitamins, Minerals & Food supplements, Tropical Medicines, etc. are provided.

Likewise, JAKs will be increased to 10500 by end March 2024.

Its role during Covid-19

Savings to the citizens- 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 Jan Aushadhi Medicines is cheaper at least by 50% and in some cases, by 80%

to 90% of the market price of branded medicines.

Jan Aushadhi Kendras during COVID 19 crisis are functional and maintaining operations as part of their commitment to ensure uninterrupted availability of essential medicines at the PMBJK. BPPI has clocked appreciable sales turnover of Rs. 52 Crore despite the lock down and testing times in the month of April 2020 as compared to Rs. 42 Crore achieved in March 2020.

About PMBJP scheme

- **Aim:** To make available quality generic medicines at affordable prices to all through Jan Aushadhi Centres, so as to reduce out of pocket expenses in healthcare.
- **Ministry:** Ministry of Chemicals and Fertilizers (Department of Pharmaceuticals)
- **Vision:** To bring down the healthcare budget of every citizen of India through providing Quality generic Medicines at Affordable Prices.
- **Implementing agency:** Bureau of Pharma PSUs of India (BPPI)

How is it being implemented?

- Under the Jan Aushadhi Scheme, the State Governments are required to provide space in Government Hospital premises or any other suitable locations for the running of the Jan Aushadhi Stores (JAS).
- Bureau of Pharma PSUs of India (BPPI) is to provide one-time assistance of Rs.2.50 lakhs as furnishing and establishment costs, start-up cost for setting up a Jan Aushadhi Outlet.
- Any NGO/Charitable Society/Institution/Self Help Group with experience of minimum 3 years of successful operation in welfare activities, can also open the Jan Aushadhi store outside the hospital premises.
- A margin of 16% on the sale price is built in the MRP of each drug.

- In addition, the JAS are eligible for incentive linked to sale of medicines @ 10% of monthly sales amount, subject to a ceiling of Rs.10,000/- pm for a period of first 12 months.
- In case of Stores opened in North Eastern States and other difficult areas i.e., Naxal affected areas/Tribal areas etc. the rate of incentive is 15% of monthly sale amount, subject to a ceiling of Rs.15,000/- per month.
- Indian Drugs & Pharmaceuticals Ltd. (IDPL) and Hindustan Antibiotics Ltd., (HAL), the Pharma CPSEs are key partners with regard to providing medicines for the scheme.

Bureau of Pharma PSUs of India

Bureau of Pharma PSUs of India (BPPI), the implementation agency for Pradhan Mantri Bhartiya Janaushadhi Kendra was established in December, 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the CPSUs and has been registered as an independent society under the Societies Registration Act, 1860 as a separate independent legal entity in April, 2010.

The defined roles of BPPI are as follows:

- Make quality generic medicines available at affordable prices for all
- Marketing of generic drugs through the Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)
- Procurement of medicines from Central pharma PSUs and private sectors
- Monitoring proper running of PMBJK