

Procedure for claiming of Special Incentive of Rs. 2 lakhs

As per PMBJP Guidelines applicable from 01.04.2020, PMBI will provide Rs. 1.50 lakhs for furniture & fixtures and Rs. 0.5 lakh for computer, internet, printer, scanner etc.

As per clause IV point b. Special Incentive mentioned in PMBJP guidelines-

Special Incentive:

An amount of Rs. 2.00 lakh will be provided, in addition to the Normal Incentives. Special incentive shall be granted for newly PMBJK opened by the Women Entrepreneurs, Divyang, SC, ST, Ex-Servicemen & entrepreneurs establishing PMBJK in Himalayan Territories, Island Territories, North-Eastern States, and Aspirational Districts as notified by NITI Aayog.

Further, the One-Time Special Incentive under the Women Entrepreneur category shall be available for all the applications received by PMBI on or before 30.09.2026, subject to fulfillment of all other prescribed eligibility conditions. No application received after 30.09.2026 shall be eligible for the said incentive under the Women Entrepreneur category, except as provided below.

For applications received after 30.09.2026, the One-Time Special Incentive under the Women Entrepreneur category shall be admissible only where the applicant herself is a registered pharmacist and the Jan Aushadhi Kendra is established and operated in her own name, in accordance with the applicable PMBI policy and guidelines.

Incentive Structure for New PMBJK:

Rs. 2.00 lakh will be provided, in addition to the Normal Incentives, as follows:

1. **Furniture & Fixtures:** PMBI will provide Rs. 1.50 Lakhs for furniture and fixtures. The following items will be eligible for reimbursement:
 - Wooden work, including wooden racks and counters
 - Iron, steel, aluminium, or glass racks
 - Chair
 - Refrigerator
 - Air Conditioner
 - Inverter & Battery
 - CCTV Cameras
 - Any other related item
2. **Computer & Equipment:** PMBI will provide Rs. 50,000/- for computer & printer. The following items will be eligible for reimbursement:
 - Laptop or Computer along with computer components such as Mouse, Keyboard, CPU, and UPS
 - Printer
 - Wi-Fi Router or Dongle along with internet installation charges
 - Bar Code Scanner
 - Any other related item
3. **Grant Type:** This will be a **one-time grant** available upon submission of original bills and will be restricted to the actual expenditure incurred.

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Required Documents for Reimbursement of Special Incentives:

The following documents must be submitted to PMBI within **60 days from the date of creation of store code** for reimbursement:

1. Forms to be Submitted (Duly Filled and Signed by Kendra Owner):

- Self-attested Covering Letter (Annexure-2);
- Self-attested Form GFR-19A (Annexure-3)
- Self-attested Undertaking (Annexure-4), along with:
 - For SC/ST/Divyang: A copy of the relevant certificate (if applicable).
 - For Ex-Servicemen: A copy of identity card/Pension Payment Order (PPO) or Discharge Book along with Directorate General Resettlement Certificate (DGR Certificate) being issued by the concerned authority (if applicable).

2. Aadhaar-Linked Bank Details:

- Cancelled cheque of the Kendra Owner.
- Bank seeding status/ Aadhar linked Bank Account Active status derived from UIDAI official site.

3. Identification and Licensing Documents:

- Copy of Aadhaar Card
- Copy of PAN Card
- Drug License Form 20 and 21
- Initial Approval Letter

Note:

The drug license must be issued in the name of the individual Kendra owner. Drug license issued in the name of any other proprietorship firms except PMBJK, partnership firms, companies, LLPs, NGOs, trusts, societies, or any other entity are **not eligible** for the special incentive scheme.

4. Invoices/Bills:

- Invoices/bills for furniture, fixtures, computer, and printer must bear the signatures and stamps of both the vendor and the Kendra owner.
- Only **genuine bills** with proper invoice number and date will be considered

5. Photographs of Shop and Purchased Items:

- Clear and legible photographs of the shop showing furniture, fixtures, computer, and printer items (with brand names as per bills) must be attached.
- Any item mentioned in the bill that is not supported by a photograph will **not be considered**.

Important Notes:

- The **Kendra Owner** is solely responsible for submitting accurate information and bills to PMBI.
- Any **delay or false information/ false claim/ multiple claims for same store** may lead to claim rejection, recovery proceedings, and possible legal action.
- PMBI reserves the right to:
 - Deduct any amount for incorrect or discrepant bills.

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- Reject claims upon finding discrepancies in the documentation.

Enclosures:

1. Checklist;
2. Covering Letter;
3. Form GFR-19A;
4. Self-Undertaking Form for availing one-time special incentive; and
5. Copy of circular for submission of Special Incentive Bills within 60 days from the date of creation of store code.

Note: Retain a scanned copy of all documents listed in the checklist for future reference before sending the hard copy of bills to PMBI.

PMBJP Kendra entrepreneur
(Signature)

प्रधानमंत्री
भारतीय
जन औषधि
परियोजना

PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)B-500, B-Tower, 5th Floor, World Trade Center, Nauroji Nagar, New Delhi-110029**Annexure-1****Special Incentive Document checklist (To be filled by Kendra Owner)**

S. No.	Store Code – PMBJK.....	State:
	Kendra Owner Name -	
1.	Circular Signed Copy	
2.	Special Incentive document checklist	
3.	Covering Letter	
4.	Form GFR - 19A	
5.	Women entrepreneurs/ Divyang/ SC/ ST/ Ex-Servicemen/ aspirational districts as notified by the NITI Aayog/ Himalayan/ Island territories & North- Eastern States. (Kindly mention the Category) Any Certificate	If yes, please mention _____
6.	Bank Details/ Cheque	
7.	Aadhar Card	
8.	Pan Card	
9.	DL 20 & 21	
10.	Initial Approval letter	
11.	Original Bill with stamp & sign of both vendor & Kendra owner	
12.	Photographs of the shop displaying the furniture and fixtures, with computer and printer items clearly visible, along with the brand names as per the bill, must be attached.	

Note - Kindly attach all the documents as per the checklist sequence along with filled checklist form. Please remember to retain one set of scanned PDF copies of all the listed documents in checklist before sending them to PMBI for future reference.

	Furniture & Fixtures Bills (A)		Computer & Printer Bills (B)	
S. No	Bill Name/No.	Bill Amount	Bill Name/No.	Bill Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
Total				
Grand Total (A+B) =				

Annexure-2

COVERING LETTER

To,
The CEO,
Pharmaceuticals & Medical Devices Bureau of India (PMBI)
B-500, B-Tower, 5th Floor, Nauroji Nagar,
World Trade Center, New Delhi-110029

Date

**Subject:- Regarding reimbursement against special incentive under the
Category of, Store Code: PMBJK**

Please find enclosed the following documents in reference to the reimbursement request for the special incentive under the above-mentioned category:

1. Self-attested copy of the circular.
2. Special Incentive document checklist.
3. Self-attested Covering letter.
4. Self-attested Form GFR- 19A.
5. Self- attested Undertaking of PMBJP Kendra entrepreneur for availing one-time special incentive on opening of PMBJK under the category of woman entrepreneur/ divyang/ SC/ ST/ ex-serviceman/ Aspirational District (notified by NITI Aayog)/ Himalayan/ Island Territories/ North – Eastern States, along with:
 - (i) A copy of the SC/ST/Divyang certificate issued by the appropriate authority, if applicable.
 - (ii) A self-attested copy of the Ex-Serviceman's Identity Card/Pension Payment Order (PPO) or Discharge Book, if applicable.
6. Cancelled Cheque of the Kendra Owner/ PMBJK account holder.
7. Copy of Aadhar Card & PAN Card.
8. Copy of Drug License Form 20 & 21.
9. Copy of Initial Approval Letter.
10. Original invoices/bills with signatures and stamps from both the vendor and the Kendra owner.
11. Photographs of the shop displaying the furniture and fixtures, with computer and printer items clearly visible, along with the brand names as per the bill, must be attached.

**PMBJP Kendra entrepreneur
(Signature)**

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Annexure-3

FORM GFR – 19A

UTILIZATION CERTIFICATE IN RESPECT OF FUND UNDER THE SCHEME OF PMBI
PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRA

Name of Proprietor:

S.No.	Sanctioned amount as Financial Assistance	Amount (in Rs.)	Pradhan Mantri Bhartiya Janaushadhi Kendra of PMBI
1.	Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand) as Furniture & fixture cost and Rs. 50,000/- (Rupees Fifty Thousand) for computer, printer etc. cost against. MOU/ Agreement.	Rs. 2.00 Lakhs	Certified that an amount of Rs. 2.00 lakh of financial assistance sanctioned by PMBI for opening of Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK), located at (address of Kendra) :, the amount of Rs. has been utilized fully.

Rs. 2.00 lakh

Certified that I have satisfied myself that the condition on which the financial assistance was sanctioned has been fulfilled.

.....
PMBJP Kendra entrepreneur
(Signature)

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Annexure-4

**SELF UNDERTAKING OF PMBJP KENDRA FOR AVAILING ONE-TIME SPECIAL
INCENTIVE ON OPENING OF PMBJK UNDER CATEGORY OF WOMAN
ENTREPRENEUR/ DIVYANG/ SC/ ST/ EX-SERVICEMAN/ ASPIRATIONAL
DISTRICT (NOTIFIED BY NITI AAYOG)/ HIMALAYAN/ ISLAND TERRITORIES/
NORTH – EASTERN STATES**

I, _____, S/o / D/o / W/o Sh. _____
_____, R/o _____

_____ (Full permanent address of residence) District
_____ State _____ Pin Code _____ applying for Pradhan Mantri
Bhartiya Janaushadhi Kendra for the location at (Full address of shop)

_____ under the CATEGORY of:

- | | | |
|---|--|---|
| ☐ Women Entrepreneur | ☐ Divyang [PWD] | ☐ Ex-Serviceman |
| ☐ SC | ☐ ST | ☐ Aspirational Districts (as notified by NITI Aayog) |
| ☐ Himalayan State | ☐ North-Eastern State | ☐ Island Territories |

It is to certify that neither myself, nor any of my relative have availed the benefits of special incentive by opening Pradhan Mantri Bhartiya Janaushadhi Kendra under any of the above-mentioned category i.e. Woman Entrepreneur/ Divyang/ SC/ ST/ Ex-Serviceman/ Aspirational district notified by Niti Aayog, Himalayan/ Island territories/ North – Eastern States.

(Note: For this Purpose, “Relative”, in relation to an individual, means and includes the husband, Wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.)

(Signature of Applicant)

Name of the Applicant :
Aadhar No. :
PAN Card No. :
Contact No. :
Email Id :
In Principal No. :

Note:

** If the Applicant falls under one or more category, he/ she shall mark all applicable categories.*

*** To avail the benefits of SC/ST/Divyang/ex-serviceman, the Applicant is required to provide supporting documents issued by the competent authority.*

No. PMBI/MKT/2026-27/004

Dated: 25th May, 2026

परिपत्र / Circular

Subject: Regarding submission of Special Incentive Bills for Reimbursement by Eligible Jan Aushadhi Kendra Owners

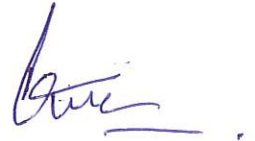
In furtherance of the objectives of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) and with a view to expediting the release of Special Incentive to the eligible Jan Aushadhi Kendras (JAKs), it is hereby informed that:

- 1. The Kendra owner must submit all bills related to the Special Incentive within 60 days from the date of generation of the Store Code.**
- 2. No bills shall be entertained if submitted beyond the stipulated 60-day period.**

For all existing pending matters relating to the release or submission of Special Incentive bills, the 60 days shall be calculated from the date of issuance of this Circular.

All officers, officials, and functionaries of the Pharmaceuticals & Medical Devices Bureau of India (PMBI) are hereby directed to give immediate effect to the implementation of the provisions of this Circular and ensure strict compliance in the processing, sanctioning, and operationalization of new Kendras under PMBJP.

This Circular shall come into force with immediate effect.



(Ravikant Tiwari)
General Manager (M&S)