GUIDELINES FOR OPENING OF NEW PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRA (PMBJK)

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PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

(Set up under the Department of Pharmaceuticals, Govt. of India)

Office At: B-500, B-Tower, 5th Floor, World Trade Center, Nauroji Nagar, New Delhi - 110029

Tel – 011-49431800, website *www.janaushadhi.gov.in*

I. Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) – GENESIS

Branded (Generic) medicines are often sold at significantly higher prices than their unbranded generic equivalents, despite being identical in therapeutic value. Given the widespread poverty across the country, making affordable, high-quality generic medicines available in the market would benefit everyone. With this objective, the Pharma Advisory Forum in its meeting held on 23rd April, 2008, decided to launch the **PMBJP Kendra Campaign** - starting with the sale of generic medicines through dedicated sales outlets called **Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)** in various districts across the country. It is proposed that at least one PMBJK will be opened in each of the 790 Districts in the country, with expansion to sub-divisional levels, as well as major towns and village centers.

II. Pharmaceuticals & Medical Devices Bureau of India (PMBI)

The Pharmaceuticals & Medical Devices Bureau of India (PMBI), *erstwhile,* Bureau of Pharma PSUs of India (BPPI), is the implementation agency for the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP). It was established in December 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the Central Public Sector Undertakings (CPSUs) and has been registered as an independent society under the Societies Registration Act, 1860, as a separate independent legal entity in April, 2010. PMBI follows the provisions of the General Financial Rules (GFR), 2005 as amended from time to time, the Central Vigilance Commission (CVC) guidelines and instructions from the Department of Pharmaceuticals. The defined roles of PMBI are as follows:

- To make quality generic medicines available at affordable prices for all;
- To market generic drugs through PMBJK;
- To procure medicines from Central pharma PSUs and Private Sectors; and
- To monitor the proper functioning of PMBJKs.

III. Eligibility Criteria to open Pradhan Mantri Bhartiya Janaushadhi Kendra

Entrepreneurs/ Pharmacists/ Trusts/ Societies/ Companies & Charitable Organizations applying for a PMBJK must hold a D. Pharma / B. Pharma, or he/she have to employ D.Pharma/ B.Pharma degree holders and provide proof of the same at the time of submitting applications or at the time of final approval. In Government Hospital premises, including medical colleges, the preferred agencies would be reputed NGOs/ Charitable organizations though individuals are also eligible.

IV. Margins and Incentives

a) **Operating Margin:**
The operating agency will be provided with a **30% margin** on the M.R.P. (excluding taxes) of each drug.

b) **Special Incentive:**

A special incentive, as applicable from time to time, shall be granted for PMBJKs opened by the women entrepreneurs (where the applicant herself is a registered pharmacist and the JAK is established and operated in her own name), persons with disabilities (Divyang), SC, ST, ex-servicemen, and any other entrepreneurs opening PMBJKs at aspirational districts as notified by NITI Aayog & in Himalayan, Island territories, and North-Eastern States. An additional amount of Rs. 2.00 lakhs. An amount of Rs. 2 Lakhs in addition to normal incentives as applicable is to be given to above mentioned entrepreneurs as mentioned below:-

(i) Rs. 1.50 Lakh as reimbursement for furniture and fixtures; and
(ii) Rs. 0.50 Lakh as reimbursement for Computer, internet, printer, etc.

This will be one-time grant for opening of new PMBJKs, against submission of original bills and is restricted up to actual expenditure incurred.

For claiming the Special Incentive, the eligible Kendra owner shall submit all bills pertaining to the Special Incentive within 60 days from the date of issuance of the Store Code. Upon expiry of the stipulated 60-day period, no bill, claim, or request for consideration of such bills shall be entertained by PMBI if submitted thereafter.

Note: *The Special incentive shall be granted to the Women entrepreneurs (for women pharmacist only), Divyang, SC, ST, Ex-Servicemen & any entrepreneurs open 'Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)' in aspirational districts as notified by the Niti Aayog, in Himalayan, Island territories and North- Eastern States. It means any above-mentioned eligible PMBJK owner shall be granted special incentive only once and no other person from his/her family/relative shall be granted special incentive thereafter.*

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.

c) **Normal Incentive:**

All PMBJK linked with PoS Software will receive incentives as applicable from time to time. Currently, the incentive will be given @ 12% of monthly purchase made from PMBI/ its authorised Distributor, by these PMBJKs subject to ceiling of Rs. 12,000/- per month and subject to conditions of stock mandate. The monthly incentive will be disbursed on 50:50 basis. 50% of the total incentive will be disbursed based on purchase made by the Kendra in a month and remaining 50% incentive will be on the basis of stocking mandate or if the Kendra has maintained the sufficient stock of 200 medicines during the month. This incentive will be calculated as follow:

a. 6% incentive on purchase basis (up to max. of Rs. 6,000/-) will be auto-calculated by the PoS System based on the monthly purchases made by the Kendra.

b. Remaining 6% incentive based on stock mandate (up to max. of Rs. 6,000/-) will be calculated on the basis of total purchase made during the month by PMBJKs on the below mentioned product ranges availability:

i. 100% payment if product range is 200 to 180;
ii. 80% payment if product range is 179 to 150;
iii. 50% payment if product range is 149 to 100; and
iv. No payment if product range is less than 100.

The stocking mandate conditions may be modified by PMBI from time to time.

Existing PMBJKs whose Normal Incentive limit of Rs. 5 Lakh has been fully disbursed, will also be eligible for incentives based on purchases made from PMBI, according to other applicable terms and conditions.

Furthermore, any PMBJK opened in Government premises will receive the same incentives as those applicable to PMBJKs in private premises.

For the purpose of timely and accurate disbursement of Normal Incentive, which is dependent upon the complete sales data being reflected in the central system, all Kendras are hereby required to complete the synchronization of PoS data for the previous month on or before the 10th day of the succeeding month. Any sales data received after the stipulated 10th day shall not be considered for the subsequent incentive cycle.

V. Requirements for opening PMBJK

(a) Own space or hire space (Minimum 120 sq. ft.) duly supported by proper Lease Agreement or Space Allotment Letter. The Applicant will arrange the space for establishing and smooth functioning of a Pradhan Mantri Bhartiya Janaushadhi Kendra & PMBI will have no role for arranging space.

(b) Proof of securing a pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval of PMBJK).

(c) The applicant shall submit suitable certificate/ proof from respective authorities along with undertaking, in case, the applicant has applied under the category of Woman entrepreneurs, Ex-Servicemen, Divyang, SC, ST & any entrepreneurs of aspirational districts (backward district) as notified by the Niti Aayog, in Himalayan, Island territories and North-Eastern States. In the application form, the Applicant must mention the category for getting the suitable benefit. Once the category is selected by the applicant in the application form, later on applicant will not be able to change it in future due to any reason.

(d) The following distance policy shall be observed, while approving the new PMBJK. Hence, applicant is required to follow the mentioned distance policy while applying for the new PMBJK:

i. Metropolitan and Million-Plus Cities: A minimum distance of 0.5 km (500 metres) shall be maintained between any two Jan Aushadhi Kendras (JAKs) in the following locations:

- The seven metropolitan cities, namely Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, and Ahmedabad; and
- Cities having a population of one million or more, based on the latest available

Census data. The list of such cities shall be as specified in the PMBI Guidelines for opening new PMBJKs, prepared on the basis of the Census 2011 or any subsequent revision thereof by the competent authority.

ii. **All Other Locations:** A minimum distance of 1.0 km (one kilometre) shall be maintained between any two JAKs while approving a new Kendra in all districts other than those covered under Clause V(d)(i) across the country.

Note: The above minimum distance requirements shall not apply to JAKs that are proposed to be established within the Government premises.

(e) The Applicant shall furnish three duly signed blank cheques drawn on an account maintained with an Indian Nationalized Bank, in favour of Pharmaceuticals & Medical Devices Bureau of India (PMBI). The said cheques shall be held by PMBI as security and may be utilized for recovery of any outstanding dues that remain unpaid beyond a reasonable period, in cases where the Applicant fails to make payment or provide any satisfactory communication or response to PMBI and/or the supplier regarding such dues.

(f) The Applicant shall provide to PMBI one cancelled cheque issued from an account maintained with an Indian Nationalized Bank, for verification and record purposes.

VI. Important Operating Terms and Conditions

Important operating terms and conditions for operating PMBJK are given below:

a) Applicants must enter into an agreement before starting operations of Pradhan Mantri Bhartiya Janaushadhi Kendra. All operations of Pradhan Mantri Bhartiya Janaushadhi Kendra will be conducted as per the terms and conditions of the agreement.

b) The applicant is responsible for obtaining drug license in the name of Pradhan Mantri Bhartiya Janaushadhi Kendra and other permissions to run a drug store. Compliance to all statutory requirements for storage of drugs shall be ensured by the applicant.

c) The premises must be used solely for operating the PMBJK. The applicant shall not transfer or sublet the premises to anyone, either directly or indirectly.

d) All billings should be done using PMBI's software. No medicine can be sold in PMBJK without using PMBI's software.

e) Sale of medicines other than those supplied by PMBI, including other generic or branded medicines, shall not be permitted at Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs). However, Kendra owners may sell commonly used products/items ordinarily available at retail chemist shops, provided such items are not supplied by PMBI and their sale is otherwise permissible under applicable laws and regulations.

f) Supply will be made on credit period of 75 days from the date of Invoice.

g) For over dues of PMBJP Kendras beyond 75 days, no stock will be given till dues are cleared.

Note: Detailed terms and conditions are given in draft agreement, may be referred by applicant.

VII. Role of PMBI

a. For proper implementation of the scheme, PMBI would render all required assistance to the operating agency for running the PMBJK for furthering the objective of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
b. PMBI shall also facilitate the supply of affordable quality generic medicines, surgical items, consumable etc. through its supply chain to Pradhan Mantri Bhartiya Janaushadhi Kendra against the advance payment for dispatch of goods.

VIII. Application Fee:

A non-refundable application fee of Rs. 5,000/- is to be submitted along with the application form except for applicants belonging to the categories of women entrepreneurs, Divyang, SC, ST, ex-servicemen, or any entrepreneurs from aspirational districts (backward districts) as notified by the NITI Aayog, as well as those from Himalayan, island territories, and North-Eastern states, who are exempted from the fee upon submission proof of their category.

Bank Details:

Bank	Bank of Baroda
Branch	Parliament Branch, New Delhi
Account Holder	Pharmaceuticals & Medical Devices Bureau of India (PMBI)
Virtual Bank Account Number	BPPIZCL07PAF0001
IFSC Code	BARB0PARLIA

IX. Application Process

Applicants can apply online to establish a new PMBJK through the official website of PMBI: https://janaushadhi.gov.in

X. Address of PMBI

Chief Executive Officer,
Pharmaceuticals & Medical Devices Bureau of India (PMBI)
Office At: B-500, Tower B, 5th Floor, World Trade Center,
Nauroji Nagar, New Delhi – 110029.
Tel – 011-49431800

PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA

Application for opening of "Pradhan Mantri Bhartiya Janaushadhi Kendra" at _____

_____

S. No.	Particulars	Details
1.	**Name of the Applicant/ Owner*** **[in capital Letter]**	
2.	**Applicant/ Owner Date of Birth*** **[DD/MM/YYYY]**	
3.	**Category of Applicant*** **(Please mention your Category)**	☐ Women Entrepreneur ☐ Divyang [PWD] ☐ SC ☐ ST ☐ Ex-Serviceman ☐ Aspirational Districts (as notified by NITI Aayog) ☐ Himalayan State ☐ Island Territories ☐ North-Eastern State ☐ Others
4.	**Aadhar Card Number of Applicant/ Owner*** **(Individual / Proprietor)**	
5.	**PAN Card Number of Applicant/Owner***	
6.	**GST Number, *if applicable***	
7.	**Gender (in case of Individual/Proprietor)*** **Please Mention [Male / Female / Others]**	
8.	**Type of Applicant** **[Please Tick your type]**	☐ Individual entrepreneur / Proprietor ☐ Partnership ☐ Charitable Institute/ Hospital ☐ NGO/ Trust/ Society ☐ Government/ Government Nominated Agency ☐ Any Other (Please specify) _____ _____
9.	**Registration Number of Organization**	
	Date of Incorporation	
10.	**Darpan ID* [Only for NGOs]**	
11.	**Name of the Pharmacist*** **Please Mention [Self / Employed]**	
	Registration Number of Pharmacist*	
12.	**Name of Contact Person***	
	Designation	

	Aadhar Link Mobile No of Applicant/Owner* [It is applicable only for Individual/Proprietor]	
	Alternate Mobile No / Land Line No* (if any)	
	Email id* [in capital Letter]	
13.	**Proposed location for opening of Pradhan Mantri Bhartiya Janaushadhi Kendra**	
	Address Line 1*	
	Address Line 2	
	Category of Area* Please Mention your Area [Rural / Urban]	
	Block/ Taluka/Mandal* [If Please Mention]	
	Ward No / Panchayat / Village * [if yes, please Mention]	
	State	
	District	
	Pin Code	
14.	**Applicant / Owner Bank details* [In case of Individual/proprietor, Account Number should be linked with Aadhar and it is mandatory]**	
	Bank account type* [Please Tick your bank Type]	☐Savings Account ☐Current Account
	Full Name of the Bank	
	Bank Account Number*	
	IFSC Code*	
15.	**Application Submission Fee (in INR)** (Please read Application Fee (VIII) before submission)	Rs. 5,000/- Only
	Application Fee payment in favor of Pharmaceuticals & Medical Devices Bureau of India. **Note-Application fee amount should be deposited in only PMBI's Virtual account.**	**<u>Bank Details:</u>** **Name of The Bank-** Bank of Baroda **Virtual Bank Account Number** – BPPIZCL07PAF0001 **IFSC Code-** BARB0PARLIA
	Mode of Payment- **Registration Fee amount should be deposited only through Online i.e., NEFT / RTGS / IMPS / UPI.** **Please Mention your fee transaction reference number and UTR***	UTR No/UPI No/IMPS Transaction Reference No-
16.	**Is there any PMBJK in 1 KM distance of your proposed location**	(Y/N) _____ If yes, please share the details of PMBJK _____

Declaration:

1) I have reviewed the terms and conditions mentioned in the guidelines for opening of a Pradhan Mantri Bhartiya Janaushadhi Kendra and agreed to abide by them.

2) I/We hereby declare that; all the information as mentioned above is true and correct to the best of my knowledge. If any information is found to be incorrect, my/our application is liable to be cancelled and may subject to legal/disciplinary proceedings.

3) I/We hereby declare that I/we have reviewed the terms and conditions mentioned in the distance policy and certify that there is no violation of the PMBJK distance policy at the proposed location.

4) Supporting documents are attached wherever required.

(Signature)

Name & Designation of signing authority:

Date:
Place:

Note:

- In case of an Individual/Proprietor, Applications without Aadhaar Card shall be rejected.
- Mandatory details to be provided.

Self-attested documents required to be attached with Application.

	Special Incentive	Normal Incentive		
S.No.	**Individual**	**Individual**	**Institutions/ NGO/ Charitable Institute/ Hospital etc.**	**Government/ Govt Nominated Agency**
1.	Aadhaar Card	Aadhaar Card	Darpan Id (Only for NGO) if other please provide supporting documents.	Details of Department who has allocated the space, along with supporting documents/ sanction order.
2.	PAN Card	PAN Card	PAN Card	PAN Card
3.	Certificate of SC/ST or Divyang (PWD)	General category	Registration certificate	Govt. nominated agency provide supporting documents
4.	Pharmacist Registration Certification	Pharmacist Registration Certification	Pharmacist Registration Certification	Pharmacist Registration Certification
5.	ITR for last two years	ITR for last two years	ITR for last two years	ITR for last two years, if nominated operating agency is a Pvt. Entity
6.	Bank statement for last 6 months	Bank statement for last 6 months	Bank statement for last 6 months	Bank statement for last 6 months, if nominated operating agency is a Pvt. Entity.
7.	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved	Declaration for GST registration once threshold limit is achieved
8.	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline	Undertaking of distance policy as per guideline
9.	Self-Undertaking of PMBJP Kendra for availing one-time special incentive on opening of PMBJK under the category of woman entrepreneur/ divyaang/ SC/ ST/ ex-serviceman/ Aspirational District (notified by NITI Aayog)/ Himalayan/ Island Territories/ North - Eastern States			

SELF UNDERTAKING OF PMBJP KENDRA FOR AVAILING ONE-TIME SPECIAL INCENTIVE ON OPENING OF PMBJK UNDER CATEGORY OF WOMAN ENTREPRENEUR (WOMEN PHARMACIST ONLY)/ DIVYAANG/ 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.*

SELF UNDERTAKING OF PMBJP KENDRA FOR GST NOT APPLICABLE UNDER THE PROVISIONS OF GOODS AND SERVICES ACT

I/ We, _____ (Name of the Proprietor/ Director/ Partner/ Karta/ Authorised Signatory, being _____ (Designation) of _____ **(Legal Name as per PAN Card)**

do hereby state that I/ We am/ are not registered under the Goods and Services Tax Act, 2017.

I/ We hereby declare that whenever I/ we shall get ourselves registered with Goods and Services Tax department, I/ We will provide GSTIN to PMBI.

(Signature of Applicant)

Name of the Applicant :
S/o / D/o / W/o :
Aadhar No. :
PAN Card No. :
Contact No. :
Email Id :
In Principal No. :
D.L No. (if Available & if not available mentioned not received):

SELF UNDERTAKING ON PMBJK DISTANCE POLICY

To

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

From,
Applicant Name:
Application No. :
Proposed Location for PMBJP: _____
_____
(Mention complete address; Door Number, Street, Post, Village, Taluk, District, Pin Code)

Dear Sir,

The proposed location for establishing my new Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) has been selected in strict adherence to the PMBI Distance Policy. I hereby solemnly affirm and declare that no existing Jan Aushadhi Kendra is operational within a 500 meter/ 1 Kilometer distance of the surrounding area of this proposed location area (as measured by the shortest accessible walking distance) as prescribed by the PMBI Distance Policy.

Furthermore, I acknowledge and accept that PMBI retains the absolute right to revoke my approval or application at any stage, as well as to initiate appropriate actions against me in case of violation of any of the Distance Policy be determined.

I also extend my unequivocal assurance that I will operate the PMBJK in complete adherence to the norms, guidelines, and directives established by PMBI, being prescribed from time to time. It is my earnest commitment to serve the community with the highest standards of integrity, dedication, and professionalism, thereby upholding the values and objectives of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana.

Declaration:- I do hereby declare that all the information/ documents given above is true to the best of my knowledge and belief and nothing material has been concealed therefrom.
Thanking you

Yours faithfully

(Signature of Applicant)

Name of the Applicant	**:**
S/o / D/o / W/o	**:**
Aadhar No.	**:**
Contact No.	**:**
Email Id	**:**

Note: The above said information provided by applicant, will not change further.