



Government of India
Ministry of Chemicals & Fertilizers
Department of Pharmaceuticals



“To ensure availability of high quality medicines at low prices, thousands of Jan Aushadhi Kendras have been opened across the country, where medicines are being sold at 50% - 90% cheaper rates compared to market rates. These have greatly benefited not only the poor but also the middle class.”

Narendra Modi

सस्ती एवं उत्तम दवाएं, जन औषधि केन्द्र से लाएं



प्रधानमंत्री
भारतीय
जन औषधि
परियोजना

Open a **Jan Aushadhi Kendra** Today
for a Prosperous Tomorrow !

HOW TO OPEN?
JAN AUSHADHI KENDRA



INTRODUCTION

India is one of the leading exporters of generic medicines to the world. The branded generic medicines are significantly expensive than their un-branded generic equivalents, though they are identical in their therapeutic value.

The Department of Pharmaceuticals under Ministry of Chemicals & Fertilizers, Government of India has been taking several regulatory and fiscal measures from time to time towards realizing this objective.

Most of the drugs dispensed in India are branded generics, i.e., generic drugs sold with brand names. The need is to focus on unbranded medicines to save expenditure on medicines for all citizens.





ELIGIBILITY CRITERIA TO OPEN PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRA

Individual applicants must be having D. Pharma/B. Pharma Degrees, or he/she have to employ D. Pharma/B. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval.

Any organization, NGO applying for a PMBJK will have to employ B. Pharma / D. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval.

On Govt. hospital premises including medical colleges, the preferred agency would be reputed NGOs/ Charitable organizations, but individuals would also be eligible as recommended by the Hospital authorities.

Primary Agricultural Credit Societies (PACS) under Co-operative sector are also eligible for opening of Jan Aushadhi Kendras for better coverage in rural areas.

DO BUSINESS WITH PMBJP

The product basket of PMBJP comprises more than 2000 medicines and more than 300 surgical devices covering all major therapeutic groups such as Cardiovascular, Anti-cancers, Anit-diabetics, Anti-infectives, Anti-allergic, Gastro-intestinal medicines, Nutraceuticals, etc.

In addition to this, various nutraceutical products like Protein Powder, Malt-based Food Supplements, etc. and some AYUSH products like Chyawanprash, Triphla and Shilajit, etc. have also been added in the product basket of the Pariyojana which is being made available through selected Kendras.

Further, PMBI is working on the launch of various health related food products under FSSAI and some Ayurvedic products under the PMBJP for expansion of the product basket.

Moreover, all generic medicines included in National List of Essential Medicines (NLEM) are included in the basket of PMBJP medicines except lab reagents.

MARGINS AND INCENTIVES

Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India has an incentive scheme for the promotion of Jan Aushadhi Kendras which are being provided as follows:-

- I. Incentive to the Jan Aushadhi Kendra owners to be given @20% of monthly purchases made, subject to a ceiling of Rs. 20,000/- per month in light of stocking mandate.
- ii. One-time additional incentive of Rs. 2.00 lakh (as reimbursement for IT & infra expenditure) is provided to the Jan Aushadhi Kendras opened in North-Eastern States, Himalayan areas, Island territories and backward areas mentioned as Aspirational District by NITI Aayog or if opened by women entrepreneur, Divyang and SC & ST, Ex-Serviceman.



REQUIREMENTS FOR OPENING PMBJK



- ❖ Own space or hired space (Minimum 120 sq. ft.) duly supported by proper lease agreement or space allotment letter. Applicant will arrange the space for running the Pradhan Mantri Bhartiya Janaushadhi Kendra & PMBI will have no role for arranging space.
- ❖ 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)
- ❖ If applicant is under the category of Women entrepreneurs, Divyang, SC, ST, Ex-Serviceman & any entrepreneurs of Aspirational Districts (backward district) as notified by the Niti Aayog, in Himalayan, Island territories and North-Eastern states, the applicant has to submit suitable certificate/proof from respective authorities along with undertaking at the time of application. The applicant must mention the category for getting the suitable benefit and category mentioned in application form. Once the category is selected by the applicant, later on the applicant will not be able to change it in future due to any reason.
- ❖ Non-refundable application fees of Rs. 5,000/- is to be deposited along with the application form. Application fee is not applicable in case the applicant belongs to the category of Women Entrepreneurs, Divyang, SC, ST & any entrepreneurs of Aspirational Districts (backward district) as notified by the NITI Aayog, in Himalayan, Island territories and North- Eastern states. For exemption of fee, the applicant has to submit the proof of their category.
- ❖ The Government has decided to **open 25,000 Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs)** across the country by **31.03.2027**.
- ❖ While opening these Kendras across the country, **1 km distance** will be maintained between two Kendras.



LOGISTICS & SUPPLY CHAIN OF PMBJP

PMBI has focused in improving its supply chain and implemented end to end supply chain management system. PMBI has four warehouses at Gurugram, Bengaluru, Chennai, Guwahati and Surat with storage area of approx. 2,15,000 Sq. Fts. Besides this, PMBI has a strong distributor network of 36 distributors in all corners of the nation. As per 5 years' vision plan, it is targeted to establish 6 warehouses in the country by 2025. Accordingly, two more warehouses are planned to be opened in the country in couple of years, based on the requirement.

To open a Jan Aushadhi Kendra, Online applications are invited from different districts of the country. To apply online, please visit <http://janaushadhi.gov.in/> and follow the instructions carefully.

Locate your nearest Jan Aushadhi Kendra on your mobile
DOWNLOAD NOW!

JAN AUSHADHI SUGAM

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