



Government of India  
Ministry of Chemicals & Fertilizers  
Department of Pharmaceuticals

# Jan Aushadhi VARTA



EDITION 06

11<sup>th</sup> JANUARY 2022

## HIGHLIGHTS

11<sup>th</sup> December

**Dr. Mansukh Mandaviya, Hon'ble Union Minister of Health & Family Welfare and Chemicals & Fertilizers, Government of India visited Jan Aushadhi Kendra at Kabir Road, Varanasi**



Dr. Mansukh Mandaviya, Hon'ble Union Minister of Health & Family Welfare and Chemicals & Fertilizers, Government of India visited Jan Aushadhi Kendra at Kabir Road, Varanasi on 11<sup>th</sup> December, 2022 to discuss the proper functioning of the Kendra and interacted with the beneficiaries. The beneficiaries get medicines at highly affordable prices and save their expenditure on medicines is a big help from Jan Aushadhi Kendra. Hon'ble Union Minister emphasized Government's vision to cater healthcare needs of people by providing them quality generic medicines at affordable prices to the people in every nook and corner of the country.

More than **9,000**  
**Jan Aushadhi Kendras**  
have been opened in 744 out  
of 766 districts across the  
country under PMBJP



**Total Sales crossed Rs.869.12 Crore in this year 2022-23**  
Savings of **Rs.5200 Crore**, to citizens in just **9 months**.  
Highest ever one month sale of Rs.110 Cr. in December 2022

## FROM CEO's DESK

Shri Ravi Dadhich, CEO of Pradhan Mantri Bhartiya Janaushadhi Pariyojana Informs on How to Avail the Benefits of Janaushadhi



न्यूज़ @ 10 देश के सभी जिलों में है जन औषधि केन्द्र

खास खबर पेरू में राजनीतिक उथल-पुथल के बीच राष्ट्रव्यापी आपातकाल की घोषणा

## PMBJP Launched Immunity Boosting Chyawanprash Special

The Pharmaceuticals and Medical Devices Bureau of India has recently included Jan Aushadhi Chyawanprash Special in their product basket on 5<sup>th</sup> January 2023.

It has been launched by CEO, PMBI in line with its aim to strengthen its presence in the health and immunity-boosting segment. During launch, CEO addressed to Media and other Stakeholders about PMBJP and Chyawanprash Special.

This product is available in 500 gram and 1 kg packs for Rs 125/- and Rs 226/- respectively.





# WORKSHOP/SEMINARS/EVENTS

## Participation of PMBJP in Good Governance Week 2022

19<sup>th</sup> December to 25<sup>th</sup> December



Union Minister for Personnel, Public Grievances and Pensions Dr. Jitendra Singh inaugurated Good Governance Week 2022 at Vigyan Bhawan in New Delhi. To observe Good Governance Week and highlight success of PMBJP, Janaushadhi stall was positioned at Vigyan Bhawan, New Delhi for the delegates. At this event, the Minister also launched a five day “Prashasan Gaon Ki Ore” a nationwide Campaign, to commemorate the birth anniversary of former Prime Minister Atal Bihari Vajpayee. Good Governance Week was celebrated for a reaffirmation of Government's resolve to extend and ensure citizen-oriented, citizen-centric, citizen- friendly governance at all levels.

## PMBJP's Participation in Saras Mela of Govt. of Bihar

19<sup>th</sup> December to 25<sup>th</sup> December

Saras Mela is an annual event organized by the state of Bihar. Janaushadhi Kendra owners especially women entrepreneurs from distant parts of Bihar such as Anandpuri had participated in the Mela by setting up a targeted stall on PMBJP and promoted over the counter sale for the masses. The stall had 2-3 lacs footfall per day with majority of women visiting to avail the benefit of Suvidha Sanitary napkin. It is estimated to have sale of medicines and nutraceuticals around 10000-15000 per day. The state of Bihar has over 350 functional Kendras, majority of which are run by women. The success of Pradhan Mantri Janaushadhi Pariyojana has penetrated to the deepest corners of the country. Bihar Janaushadhi stall at the Saras Mela is a testimony to the success of this noble scheme.



# IN THE NEWS

**ANI** | Dec 31, 2022

## Jan Aushadhi fulfills PM Modi's vision of ensuring high-quality medicines at affordable prices to all



New Delhi (India), December 31 (ANI): The Ministry of Chemicals and Fertilizers on Saturday said that medicines are being made available under Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), priced 50-90 percent less than that of branded medicines fulfilling Prime Minister Narendra Modi's vision of ensuring high-quality medicines at affordable prices to all.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India in November 2008.

**Outlook** | Dec 31, 2022

## Government Plans To Increase Number of Janaushadhi Kendras To 10,000 By March 2024



The government on Saturday said it plans to increase the number of generic drugs stores, the Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to 10,000 by March 2024 in order to accelerate the drive to make quality medicines available at affordable prices to all.

Around Rs 18,000 crore has been saved through the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in last eight years and the government has deepened the reach of the scheme with more than 9,000 stores covering 743 out of 766 districts across the country, an official statement said.

**NewsOnAIR** | Jan 01, 2022

## Number of Pradhan Mantri Jan Aushadhi Kendras crosses 9,000



Union Health Minister Dr. Mansukh Mandaviya today, December 31, said that the number of Pradhan Mantri Jan Aushadhi Kendras has crossed 9,000 (Nine thousand) in the country.

In a tweet, the Minister said, these centers were started with the goal of providing cheap and good medicine to the people. He added that today, these centers are proving benefits to lakhs of people in every district of the country.

Jan Aushadhi Scheme' was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, in November 2008. To give further impetus to the scheme, it was again renamed as 'Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP) in 2016.

This scheme was launched with an objective of making quality generic medicines available at affordable prices to all. Chemicals and Fertilizers Ministry said that more than nine thousand Kendras have been opened till date covering 743 districts across the country.

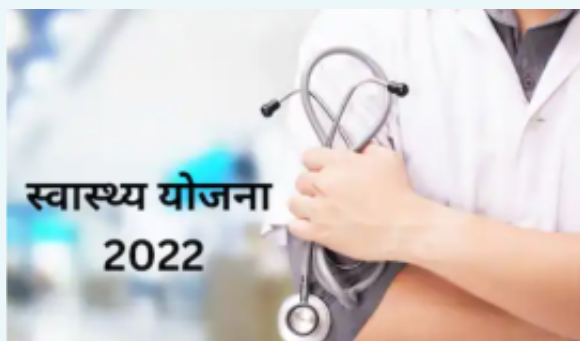


# IN THE NEWS

The Health Site.com

Dec 12, 2022

## साल 2022 में सबसे ज्यादा चर्चा में रही भारत सरकार की ये 5 स्वास्थ्य योजनाएं, जानिए इन योजनाओं के लाभ



### प्रधानमंत्री भारतीय जन औषधि परियोजना

नागरिकों को सस्ती कीमत पर और गुणवत्तापूर्ण जेनेरिक दवाएं उपलब्ध कराने के उद्देश्य से साल 2008 में भारत सरकार के रसायन और उर्वरक मंत्रालय के द्वारा प्रधानमंत्री जन औषधि परियोजना की शुरुआत हुई थी इस योजना के तहत देशभर में जगह जगह औषधि केंद्र खोले गए हैं जहां काफी कम कीमत पर लोगों को सस्ती दवाएं उपलब्ध कराई जा रही हैं। सरकारी आंकड़ों के मुताबिक 31/10/2022 तक देशभर में 8819 जन औषधि केंद्र काम कर रहे हैं इन केंद्रों पर 1759 दवाएं और 280 सर्जिकल आइटम्स उपलब्ध हैं।

अमर उजाला

Dec 15, 2022

## Kathua News: लोगों को मिलेंगी सस्ती दर की जेनेरिक दवाएं



कटुआ। आम लोगों को सस्ती दर पर जेनेरिक दवाएं उपलब्ध कराने के लिए शहर के कॉलेज रोड पर जिले के नौवें प्रधानमंत्री जन औषधि केंद्र का शुभारंभ हो गया है। बुधवार को इसका उद्घाटन स्टेट ड्रग कंट्रोलर लोतिका खजूरिया ने संयुक्त नियंत्रक ड्रग्स इरफाना, रिफत नजीर नोडल अधिकारी के साथ किया।

इस मौके पर औषधि एवं खाद्य नियंत्रण संगठन के पदाधिकारियों ने प्रधानमंत्री के फ्लैगशिप परियोजना के तहत खोले जाने वाले जन औषधि स्टोर में मिलने वाली सुविधा की जानकारी देते हुए कहा कि यहां बाजार में उपलब्ध दवाओं की तुलना में दवा की दरें 60 से 85 प्रतिशत तक कम हैं। जबकि दवाओं की प्रभावशीलता बाजार में उपलब्ध सभी ब्रांडों की दवाओं के बराबर है। लिहाजा लोगों को इसका लाभ उठाना चाहिए। वहीं, ड्रग कंट्रोलर ने कहा कि विभाग द्वारा नशीले पदार्थों की बिक्री के खिलाफ जीरो टॉलरेंस की नीति अपनाई जा रही है। समारोह में उपस्थित सभी केमिस्टों को नवीनतम कार्यप्रणाली और ड्रग एंड कॉस्मेटिक एक्ट का पालन करने की सलाह से अवगत कराया गया।

समाचार मीमा

Dec 17, 2022

## Gurgaon शहर में 17 केंद्रों पर मरीजों को सस्ती दवाइयां मिलेंगी यहां खोले जाएंगे नए केंद्र

हरियाणा न्यूज डेस्क, मरीजों को सस्ती दवाइयां लेने के लिए अब भटकना नहीं पड़ेगा। जल्द नागरिक अस्पताल सहित उपमंडल नागरिक अस्पताल में भी बाजार से सस्ती दरों पर दवाइयां उपलब्ध होंगी। इसके लिए 11 नए प्रधानमंत्री जन औषधि केंद्र खोले जाएंगे। इसके लिए जगह चिन्हित कर लिए गए हैं। वर्तमान में जिले में छह जन औषधि केंद्र चल रहे हैं।

लोगों को बेहतर स्वास्थ्य सुविधाएं देने के उद्देश्य से इन केंद्रों की संख्या बढ़ाने के लिए जिला उपायुक्त निशांत कुमार यादव की अध्यक्षता में बैठक हुई। इसमें सिविल सर्जन डॉ. वीरेंद्र यादव ने बताया कि प्रधानमंत्री जन औषधि केंद्रों को खोले जाने का उद्देश्य लोगों को कम मूल्य पर दवाइयां उपलब्ध करवाना है। यहां पर लोग बाजार में मिलने वाली दवाइयों से बहुत ही कम कीमत पर जेनेरिक दवाइयां प्राप्त कर सकते हैं। ये दवाइयां ब्रांडेड दवाइयों जितनी ही प्रभावी होती हैं। जिससे आमजन विशेषकर आर्थिक रूप से कमजोर नागरिकों को बड़े पैमाने पर लाभ मिलेगा। उन्होंने बताया कि वर्तमान में छह जन औषधि केंद्र चल रहे हैं। सेक्टर-4/7 चौक, कृष्णा कांफ्लेक्स सेक्टर-52, सेक्टर- 4 स्थित जैन संत फूलचंद चैरिटेबल अस्पताल, शॉप नंबर-2 प्लॉट नंबर -147 विश्वकर्मा कॉलोनी, मारुति कुंज गेट भोंडसी में इनका संचालन हो रहा है।

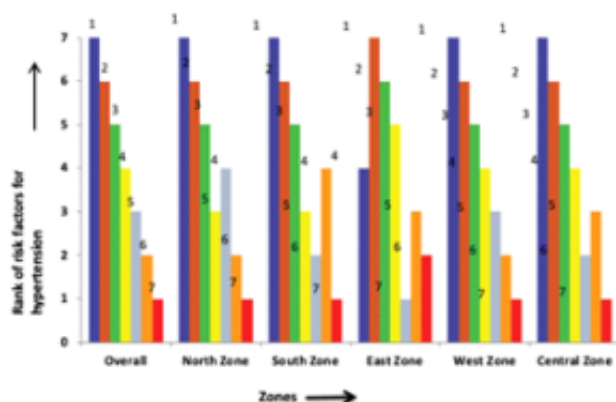


# PRESSING ISSUES & SUCCESS STORIES

## Challenges of Hypertension and Cardiovascular disease in recent time

According to the estimation of WHO (World Health Organization), about 12% people with hypertension in India have their blood pressure under control. This shares a glaring picture of the status of hypertension among Indians in recent time. Uncontrolled blood pressure for a long time is one of the main risk factors for developing cardiovascular diseases (CVDs) such as heart attacks and stroke, and are responsible for 1/3 of total deaths in India. According to WHO, nearly 63% of the deaths in India are due to non-communicable diseases, of which 27% are due to Cardiovascular issues. Blood pressure is referred as the pressure of blood against the walls of the arteries. It is generally understood in terms of Systolic and diastolic blood pressure. The normal range of blood pressure is less than 120/80 mmHg. The age brackets to be affected by high blood pressure are largely between 45-69. Prolonged diseases are developed as a result of uncontrolled blood pressure.

Hypertension develops overtime and it is closely related to lifestyle choices of individuals. The impact of High blood pressure overtime can severely damage heart, brain, kidneys and other major organs of the body. When the flow of blood is obstructed leading to less oxygen supply to the heart, people experience heart diseases. Zone wise division of hypertension issues are elaborated through this following chart.



Blood pressure over a long time is also known as a “silent killer” as it does not provide any major symptoms and most of the people are not even aware of their presence.

Several reasons for higher blood pressures are overweight, adding excessive salt in food consumption, lesser intake of fruits and vegetables, not having enough exercise as part of the daily routine, smoking, disturbances in sleep and ageing to name a few. In achieving the target of 25% relative reduction of hypertension among Indians, The Pradhan Mantri Jan Aushadhi Pariyojana has come up with high quality medicines with 50-90% cheaper costs for the people suffering with high Blood pressure issues.

### Role of PMBJP in eradicating hypertension

High blood pressure among the young and elderly is likely to take 1.47 million lives per year in India; it is one of the major health concerns of the elderly population especially above the age of 60. PMBJP has been successful in reaching out to the middle class and poor masses in India by reducing the risk of high blood pressure related diseases as it ensures affordable quality medicines at 50-90% cheaper rates. The elderly population who are retired and pension dependent are largely benefitted from the PMBJP medicines easily accessible through the Pradhan Mantri Jan Aushadhi Kendras.

PMBJP has enabled accessibility to medicines of controlling high blood pressure through their wide range of medicine basket, targeted towards specific diseases. Under PMBJP scheme, one strip of Amlodipine would cost Rs. 5/- in comparison to a marketed brand of Rs.28/- (No medicine in this category can be purchased without medical prescription)



PMBJP consists of more than 12 different medications for the targeted treatment of high blood pressure. PMBJP has drastically reduced the out of the pocket budget of the Indian consumers and lower the burden of expensive medicines for cure of high blood pressure.

Government has deepened the reach of PMBJP with more than 9000 stores covering 744 out of 766 districts across the country. The Government has set a target to increase the number of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to 10,000 by March 2024. The product basket of PMBJP comprises 1759 medicines and 280

surgical devices covering all major therapeutic groups such as Cardiovascular, Anti-cancers, Anti-diabetics, Anti-infectives, Anti-allergic, Gastro-intestinal medicines, Nutraceuticals, etc. In the financial year 2021-22, sale of Rs. 893.56 Crore has been done, which has led to savings of about Rs. 5300 Crore to the citizens as compared to the branded medicines. In the current financial year i.e., 2022-23, till 31.12.2022, PMBI has made sales of Rs. 869.12 Crore which led to savings of approximately Rs. 4500 Cr. to the citizens. Thus, in all, Rs. 18,000 Crore have been saved under this Pariyojana in last 8 years.

#### Bibliography

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Hypertension World Health Organization. World Health Organization. Available at: <https://www.who.int/india/healthtopics/hypertension#:~:text=Only%20about%2012%25%20people%20with,of%20total%20deaths%20in%20India.> (Accessed: January 10, 2023).



## Reduce your **High Blood Pressure** with Jan Aushadhi

Save upto **50%-90%** compared to other branded prices

Atorvastatin Tablets IP 10 mg

Clopidogrel Tablets I.P. 75mg

Amlodipine Tablets I.P. 5 mg

Losartan Tablets IP 25 mg

Atenolol Tablets I.P. 50 mg.

## Interactive Online Session of CEO, PMBI with Jan Aushadhi Kendra Owners of Jharkhand



Interactive Online Session was conducted under the supervision and guidance of Shri Ravi Dadhich, CEO - PMBI with Jan Aushadhi Kendra Owners & Distributors of Jharkhand on 15<sup>th</sup> December 2022.

They connected with CEO, PMBI and shared their successful journey of PMBJP and issues of supplies, incentives and sales were discussed in this Zoom meeting.

## Welcoming new Partners who joined PMBI family in the month of December 2022

• PMBJK10121 - Amit Deb - Karimganj - 793001	• PMBJK10176 - Ruchirani Shah - Bhavnagar - 364210
• PMBJK10126 - Surinder Kumar - Chandigarh - 160030	• PMBJK10177 - Suchi Singh - Gaya - 824220
• PMBJK10135 - Meera Baghel - Raipur - 492004	• PMBJK10187 - Bijvar Manjula - Ranga Reddy - 509228
• PMBJK10137 - Myreddy Bhavani - East Godavari - 533289	• PMBJK10188 - Himanshu Vashishth - North East - 110094
• PMBJK10141 - Praveen Yadav - Mahendragarh - 123001	• PMBJK10189 - C.Parameshwari - Virudhunagar - 626129
• PMBJK10146 - Rahul Bhatt - Jammu - 180013	• PMBJK10193 - Umesh Chandra Mahaling - Balangir - 767020
• PMBJK10152 - Shubhalaxmi Pandey - Ranchi - 835103	• PMBJK10194 - Sowmya C Nair - Thiruvananthapuram - 695029
• PMBJK10153 - Sahina Parveen - Paschim Bardhaman - 713205	• PMBJK10195 - Sapna Verma - Barabanki - 225302
• PMBJK10168 - Shivchandra Kumar - Sheohar - 843329	• PMBJK10196 - Mr. Dodda Basavaraju - Bengaluru Urban - 560052
• PMBJK10175 - Harkrishan - Fatehgarh Sahib - 141801	• PMBJK10197 - Poonam Agarwal - Jodhpur - 342005



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