



A Campaign to Ensure Access to Medicines for All



Government of India
Department of Pharmaceuticals
Ministry of Chemicals & Fertilizers
Website : www.janaushadhi.gov.in

Genesis

The Pharmaceutical industry has evolved from merely Rs.1500 crores in 1980 to more than Rs.1,19,000 crores by 2012. Medicines in almost every therapeutic category are sold primarily as branded drugs, at disproportionately very high prices.

80% of out-patient care and 60% of all in-hospital care occurs at private facilities in India and majority of households are exposed to a private-sector market to buy drugs (Public Health Foundation of India, 2012). According to NSO estimates, upto 79% of health care expenses in rural areas are due to the cost of medicines. Thus, access to low-priced generic drugs is very critical in ensuring health care at affordable prices.

'Ensuring availability of quality medicines at affordable prices to all' has been the key objective of the Department of Pharmaceuticals, Government of India. Hence, the Department has decided to launch a nation-wide campaign viz. 'Jan Aushadhi' as a direct market intervention strategy.

JAN AUSHADHI - SCHEME

The scheme, launched in 2008, envisages key initiative of opening of dedicated outlets i.e. 'Jan Aushadhi Stores' where high quality generic medicines would be sold at low prices. Such medicines would be equivalent in potency and efficacy to expensive branded drugs.

A sample comparison of prices

Name of salt	Dosage with pack of 10 tablets	Price of branded drugs (Rs.)	Jan Aushadhi prices (Rs.)	Difference
Antibiotic: Ciprofloxacin	250 mg	54.79	12.89	4 times higher
Pain Killer: Diclofenac	100 mg	60.40	04.20	14 times higher
Common Cold: Cetrizine	10 mg	18.10	02.75	6 times higher
Fever: Paracetamol	500 mg	09.40	03.03	3 times higher
Pain & Fever Nimesulide	100 mg	39.67	03.16	12 times higher



Jan Aushadhi Campaign- key objectives

- Make low priced quality medicines available for all through dedicated stores.
- Reduce unit cost of treatment per person, more particularly suffering from chronic ailments.
- Create awareness through education and publicity that high price of drug does not necessarily imply high efficacy and potency.
- Create a demand for low-priced generic medicines.
- Encourage doctors, more specifically in government hospitals, to prescribe generic medicines

Salient features

- State Government may nominate Operating Agencies like NGOs, Charitable Organizations and public health societies like Red Cross Society, Rogi Kalyan Samitis, typically constituted for the purpose for running Jan Aushadhi Stores (JAS). State Government may also provide built up space for JAS in district hospitals. Such operating agencies shall be provided initial financial assistance of Rs. 2.50 lakhs per store.
- Other NGOs/societies/trusts/institutions/unemployed pharmacists/others may also run stores, but financial assistance would be linked to sales subject to a ceiling of Rs. 10,000/- per month for a period of one year. For difficult areas such as naxal affected areas and North Eastern States, the rate of assistance would be Rs.15,000/- per month.
- Operational expenditure to be met by Operating Agency from trade margins admissible for the medicines.
- 361 drugs covering almost all therapeutic categories would be made available.
- 'No stock out' position shall be maintained through a comprehensive IT application for supply chain management. The required hardware and software shall be provided by BPPI.
- Sourcing of medicines will be done through open public tender. Central Pharmaceuticals CPSUs would be given preference in sourcing of drugs.
- Quality of medicines shall be ensured through a fool proof system of quality check from NABL accredited laboratories. Every pack shall pass through a strict quality test before it is placed in supply chain.
- The Government doctors would be persuaded to prescribe generic drugs with proactive help from State Governments.
- Massive publicity campaign would be launched for promotion of low priced generic drugs.



Implementing Agency: Bureau of Pharma Public sector undertakings of India (BPPI)

- Bureau of Pharma PSUs of India (BPPI) was established in December, 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the PharmaCPSUs viz. Indian Drugs and Pharmaceuticals Limited (IDPL), Rajasthan Drugs and Pharmaceuticals Limited (RDPL), Hindustan Antibiotics Limited (HAL), Karnataka Antibiotics and Pharmaceuticals Limited (KAPL) and Bengal Chemicals and Pharmaceuticals Limited (BCPL). It was expected that BPPI would particularly focus on;
- Coordinating marketing of the generic drugs through the Jan Aushadhi stores.
- Sourcing of medicines from Pharma CPSUs and Private Sector.
- Proper running of Jan Aushadhi stores.
- Managing supply chain
- The Bureau has been registered as an independent society under the Societies Registration Act, 1860 as a separate legal entity in April, 2010.





Journey so far

So far, 157 Jan Aushadhi Stores have been opened across the States of Punjab, Haryana, Odisha, Andhra Pradesh, Rajasthan, Delhi, Uttarakhand, West Bengal, Jammu & Kashmir, Himachal Pradesh, Jharkhand and the UT of Chandigarh.



Role and Responsibility of Department of Pharmaceuticals

The role of the Department of Pharmaceuticals, being a parent department for implementing the Scheme, is to;

- Ensure governmental support and budgetary assistance for the Scheme
- Coordinate implementation of scheme with State Governments,
- Periodically review & evaluate the scheme and suggest suitable corrections to further improve the campaign.

Role and Responsibility of other Stakeholders

The role of Ministry of Health & Family Welfare (MoH&FW) is critical in encouraging doctors to prescribe generic medicines. The role of State Government is also very critical in making this scheme a success, particularly in encouraging and facilitating NGOs/Charitable bodies to set up generic drug stores. The State Governments may also ensure that Government doctors prescribe low priced generic medicines available at stores.



New Business Plan

3000 Jan Aushadhi stores are proposed to be opened in the next three years. All the stores will be linked through a robust IT-application with assured connectivity to monitor availability of drugs at stores. A comprehensive media campaign with extensive use of social media would also be launched.

Publicity Campaign;

- National Toll free helpline 1800-180-8080 for dissemination of information on generic versions with same drug compositions (activated)
- SMS based facility to assist a citizen in finding low priced generic versions.
- Catalogues shall be kept at stores for reference by public.
- Web based facility will also be activated to find out generic versions.
- Posters at public places highlighting the advantage of the scheme
- Workshops/ seminar with doctors to disseminate and sensitize them on promotion of low priced generic drugs.
- Adequate coverage on print and electronic media.
- Use of social media



Steps for opening Jan Aushadhi store

The applicants have to approach BPPI with a complete application providing the following particulars;

- i. Own space or hired supported by proper agreement from owner
- ii. Minimum required space i.e. 15'x20' or 10'x30' conforming to standard as approved by the BPPI.
- iii. Proof of securing a pharmacist, data entry operator.
- iv. Financial capacity to run the store





An Initiative of
Department of Pharmaceuticals,
Ministry of Chemicals & Fertilizers,
Government of India,
www.pharmaceuticals.gov.in

Coordinated by
Bureau of Pharma PSUs of India (BPPI)

In Partnership with
Indian Drugs and Pharmaceuticals Limited (IDPL)
www.idpl.gov.in

Hindustan Antibiotics Limited (HAL)
www.hindantibiotics.gov.in

Bengal Chemicals and Pharmaceuticals Limited (BCPL)
www.bengalchemicals.com

Karnataka Antibiotics and Pharmaceuticals Limited (KAPL)
www.kaplindia.com

Rajasthan Drugs and Pharmaceuticals Limited (RDPL)
www.rdpl-india.com

Supported by
The State Governments & UT Administrations

BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA

(Setup under the Department of Pharmaceuticals, Govt. of India) IDPL,
Corporate office complex, Dundahera,
Gurgaon-122016 (Haryana).
website : www.janaushadhi.gov.in

Regd. Office :
Core No.6, First Floor, SCOPE Complex,
Lodhi Road, New Delhi - 110003.

**National Toll Free Helpline
1800-180-80 80**

On Jan Aushadhi Campaign