

**GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF PHARMACEUTICALS**

RAJYA SABHA  
UNSTARRED QUESTION NO. 1461  
TO BE ANSWERED ON THE 15<sup>TH</sup> MARCH, 2022

**Promotion of Janaushadhi Kendras**

**1461 Shri Sambhaji Chhatrapati:**

Will the Minister of **Chemicals and Fertilizers** be pleased to state:

- (a) whether Government has any plan to promote Janaushadhi Kendras among the people since the cost of medicines available in such outlets are priced 50 per cent-90 per cent less than the branded medicines;
- (b) the strict measures Government has taken to ensure that Government and private medical practitioners prescribe the medicines on prescriptions as per their chemical composition and not by brand name; and
- (c) the steps Government proposes to take to add more generic medicines and equipment for sale from Janaushadhi Kendras?

**ANSWER**

**MINISTER IN THE MINISTRY OF CHEMICALS & FERTILIZERS  
(DR. MANSUKH MANDAVIYA)**

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(a): Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency for the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) spreads awareness about generic medicines and the Kendras opened under the scheme through various types of advertisements such as TV, FM Radio, Auto wrapping, Cinema, Bus Brandings, State Transport Bus Stands, Digital Screen Advertisement at Railway Stations, etc. In addition, PMBI also educates the public regularly about usages of Jan Aushadhi generic medicines through various social media platforms like Facebook, Twitter, Instagram, YouTube, etc. The Bureau also organizes seminars and workshops to spread awareness about the scheme. Further, to propagate achievements of the scheme and create awareness about its benefits *Jan Aushadhi Diwas* is celebrated every year on 7<sup>th</sup> March.

(b): Department of Pharmaceuticals is regularly making efforts for prescription of generic drugs by requesting the Ministry of Health & Family Welfare as well as directly writing to all the States/UTs Governments to direct the Government doctors to prescribe generic medicines only.

(c): The product basket of PMBJP presently comprises of 1,616 medicines and 250 surgicals & consumables. The growth in product basket of PMBJP during last six years is as under:

Year	Number of Medicines	Number of Surgicals	Total
2016-2017	400	88	488
2017-2018	600	154	600
2018-2019	800	154	700
2019-2020	900	154	1,054

2020-2021	1,450	204	1,654
2021-2022	1,616	250	1,866

The endeavor of the government is to enhance the product basket of generic medicines and surgicals. It is a continuous process based on feedback of various stakeholders and market demands.

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