

GOVERNMENT OF INDIA  
MINISTRY OF COOPERATION

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 1769**  
**TO BE ANSWERED ON 11/12/2024**

**Jan Aushadhi Kendra's by PACS**

**1769 Shri Ayodhya Rami Reddy Alla:**

Will the Minister of COOPERATION be pleased to state:

- (a) the manner in which Primary Agricultural Credit Societies (PACS) can leverage their existing infrastructure and network to ensure success of Jan Aushadhi Kendra's in rural areas, and the potential challenges they may face in this endeavour;
- (b) the strategies that can be implemented to ensure sustainability and profitability of Jan Aushadhi Kendra's operated by PACS, how can they be aligned with overall goals of National Health Policy; and
- (c) the manner in which the integration of PACS and Jan Aushadhi Kendra's can contribute to economic empowerment of small and marginal farmers, and how this initiative be scaled up to reach larger population?

**ANSWER**

THE MINISTER OF COOPERATION  
(SHRI AMIT SHAH)

(a): In order to provide generic medicines at affordable prices to rural citizens, the Government has enabled Primary Agricultural Credit Societies (PACS) to operate Pradhan Mantri Bhartiya Jan Aushadhi Kendras (PMBJK) under the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana of Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India.

Primary Agricultural Credit Societies (PACS) can utilize their widespread rural network of over 13 crores small and marginal farmers and existing infrastructure, such as land, building and storage facilities, to establish and operate Jan Aushadhi Kendras. This allows them to serve as affordable medicine hubs in remote areas where such access is limited. Established trust of PACS and its relationship with rural populations further aid in ensuring the success these Kendras.

(b): This Scheme, administered by Department of Pharmaceuticals, Government of India, provides incentive to the Kendras at the rate of 20% of monthly purchases made from Pharmaceuticals & Medical Devices Bureau of India (PMBI), subject to a ceiling of Rs. 20,000 per month, subject to conditions of stock mandate. Further, the Kendra owners are provided 20% margin on MRP (excluding taxes) of each drug. Kendra are also allowed to sell allied medical products commonly sold in a Chemist shop. Thus, these provisions ensure sustainability and profitability of Jan Aushadhi Kendra's operated by PACS.

This initiative aligns with the National Health Policy's goal of equitable access to quality healthcare ensuring that affordable medicines reach underserved rural populations, thereby addressing broader public health objectives.

(c): The integration of PACS and Jan Aushadhi Kendras economically empowers small and marginal farmers by reducing their medical expenses, allowing them to allocate more resources to agricultural productivity. This initiative creates employment opportunities at PACS level, and enables them to generate additional revenue.

Primary Agricultural Credit Societies (PACS), through its widespread rural network aims to provide the services of Jan Aushadhi Kendras to larger population of the country residing in the rural regions.

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