

UPSC Civil Services Examination

Political Science & International Relations

Topic: PMBJP- Pradhan Mantri Bhartiya Janaushadhi Pariyojana - Indian Polity Notes

Pradhan Mantri Bhartiya Janaushadhi Pariyojana

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What is PMBJP?

- In November 2008, with an objective to make available generic medicines at affordable prices to all, the Department of Pharmaceuticals under the Ministry of Chemicals and Fertilizers launched the “Jan Aushadhi Scheme”.
- To reinvigorate the supply of affordable generic medicines with efficacy and quality equivalent to that of branded drugs, the scheme was revamped as “Pradhan Mantri Bhartiya Jan Aushadhi Yojana” in 2015.
- To provide further momentum to the ongoing scheme, it was again renamed as “Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana” (PMBJP).

PMBJP Objectives

The scheme aims at educating the masses about the generic medicines and that high prices are not always synonymous with high quality. It intends to cover all therapeutic groups and create demand for generic medicines through medical practitioners.

PMBJP Features

- Under PMBJP, **Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJK)** are set up across the country so as to reduce the out of pocket expenses for health care.
- The Bureau of Pharma PSUs of India (**BPPI**) under the Department of Pharmaceuticals is involved in coordinating, procuring, supplying and marketing generic medicines through PMBJK.
- The procured generic medicines are sold at 50% to 90% lesser prices as compared to the market prices of branded medicines.
- All drugs procured under this scheme are tested for quality assurance at NABL (National Accreditation Board Laboratories) accredited laboratories and is compliant with WHO GMP (World Health Organisation's Good Manufacturing Practices) benchmarks. Government grants of up to 2.5 Lakhs are provided for setting up of PMBJKs.
- They can be set up by doctors, pharmacists, entrepreneurs, Self Help Groups, NGOs, Charitable Societies, etc. at any suitable place or outside the hospital premises.
- The railway ministry has given in-principle approval to opening up of Jan Aushadi Kendras at railway stations and other railway establishments under PMBJP. This is a significant move, as the access to **generic medicines on railway stations** would boost the accessibility, affordability of essential medicines and improve the convenience for the customers.
- **Jan Aushadi Oxo-Biodegradable Sanitary Napkins**
 - Janaushadhi Kendras which sold sanitary napkins earlier for ₹2.50, has now further reduced it to ₹1 by adapting this technology.
 - These sanitary pads will be able to **biodegrade after** they have been discarded as soon as they come in contact with **oxygen**.
 - A very large number of women and girls suffer as good quality sanitary pads are not available at an affordable cost. This is mostly seen in village areas and other underprivileged areas of the country.

Jan Aushadi Sugam Mobile Application

The PMBJP launched a mobile application in order to help people locate the Janaushadhi Kendras in the areas around them.

Since smartphones are seen accessible to all the groups of the society, the PMBJP aims to promote their affordable healthcare scheme through available technology. Affordable healthcare seeker can easily find these PMBJK and get generic medicines at a substantially low cost compared to that of the branded OTC (over-the-counter) ones.

UPSC Question related to PMBJP

What is the role of BPPI in PMBJP?

- The Department of Pharmaceuticals of Government of India has established a *Bureau of Pharma Public Sector Undertakings of India* in order to support the CPSUs to coordinate the sales, marketing, supply and procurement of the generic medicines. These medicines are distributed to the healthcare seekers through Pradhan Mantri Bhartiya Janaushadhi Kendras.

