

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

LOK SABHA
UNSTARRED QUESTION No. 396
TO BE ANSWERED ON THE 19th NOVEMBER, 2019

Suvidha Programme

396. SHRIMATI KIRRON KHER:

Will the Minister of **CHEMICALS AND FERTILIZERS**, be pleased to state:

- (a) the salient features of Suvidha programme started under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP);
- (b) the number of stores where Suvidha sanitary napkins are available, State-wise including Chandigarh; and
- (c) the steps taken by the Government to publicize the programme through Television, Radio, Print and other forms of media?

ANSWER

**MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS
(SHRI D. V. SADANANDA GOWDA)**

(a) Sale of 'Janaushadhi Suvidha' Oxo-Biodegradable Sanitary pad was launched under PMBJP on 4th June, 2018. Initially these sanitary pads were made available for sale at Rs. 2.50/- per pad.

In order to make these sanitary pads more affordable, Government of India decided to make these pads available at the rate of only Rs 1.00/- per pad. From 27.08.2019, these pads are available @ Rs 1.00/- per pad at all Janaushadhi Kendras.

(b) 'Janaushadhi Suvidha' Sanitary pads are available in all PMBJP Stores. State-wise number of stores, including Chandigarh, where Suvidha sanitary pads are available, is enclosed as **Annexure-I**.

(c) The awareness about this programme is being spread through advertisements in Print Media, Radio advertisements, TV advertisements, Cinema advertisements, Outdoor publicity is done through Hoardings, Bus Queue Shelters, Bus branding, Auto wrapping. In addition to this, social media platforms like facebook, twitter, are being utilized. Awareness workshops are also conducted.

Annexure-I

The statement referred to in part (b) of Lok Sabha Unstarred Q. No. 396 for 19.11.2019 raised by SHRIMATI KIRRON KHER regarding Suvidha Programme

State wise list of PMBJP Kendras where Suvidha sanitary pads are available as on 11.11.2019		
Sl. No.	Name of the State/UT	No. of PMBJP Kendras
1	Andaman & Nicobar	2
2	Andhra Pradesh	185
3	Arunachal Pradesh	24
4	Assam	81
5	Bihar	153
6	Chandigarh	5
7	Chhattisgarh	209
8	Dadar & Nagar Haveli	14
9	Daman & Diu	4
10	Delhi	119
11	Goa	8
12	Gujarat	507
13	Haryana	168
14	Himachal Pradesh	59
15	Jammu and Kashmir	77
16	Jharkhand	55
17	Karnataka	567
18	Kerala	487
19	Ladakh	2
20	Lakshadweep	0
21	Madhya Pradesh	154
22	Maharashtra	395
23	Manipur	35
24	Meghalaya	1
25	Mizoram	21
26	Nagaland	16
27	Odisha	188
28	Puducherry	15

29	Punjab	180
30	Rajasthan	132
31	Sikkim	2
32	Tamil Nadu	570
33	Telangana	118
34	Tripura	24
35	Uttar Pradesh	879
36	Uttarakhand	182
37	West Bengal	116
Total		5754
* Medicines are directly supplied to Union Territory of Lakshadweep		