

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

LOK SABHA  
UNSTARRED QUESTION No. 3412  
TO BE ANSWERED ON 17<sup>th</sup> December, 2021

**Awareness Campaign for Generic Medicines**

**3412. SHRI ACHYUTANANDA SAMANTA:**

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

- (a) the number of Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP) Centres functioning in the country, State-wise;
- (b) the details of steps being taken by the Government to ensure that medicines are consistently available at these Centres at reasonable prices, so that patients are not compelled to buy medicines at higher prices; and
- (c) the details of the steps being taken by the Government to enhance awareness regarding the efficacy of generic medicines and build confidence in the same?

**ANSWER**

**MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS  
(Dr. MANSUKH MANDAVIYA)**

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(a): As on 12.12.2021, about 8,578 Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) are functional under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) covering all districts of the country. State/Union Territory-wise list of PMBJKs is enclosed as **Annexure**.

(b): In order to make Janaushadhi medicines more accessible, Information Technology (IT) enabled End-to-End supply chain system with Point-of-Sale (PoS) application for value added services has been implemented under the scheme. The medicines to individual Kendras are supplied through three warehouses at Gurugram, Chennai and Guwahati and 39 distributors appointed across the country.

(c): Pharmaceutical & Medical Devices Bureau of India (PMBI), the implementing agency for the scheme spreads awareness about generic medicines 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.

**Annexure**

**Statement referred to in part (a) of Lok Sabha Unstarred Question No. 3412 for 17.12.2021 raised by Shri Achyutananda Samanta regarding Awareness Campaign for Generic Medicines**

| <b>State/UT- wise list of PMBJK's functional across the country as on 12.12.2021</b> |                             |                        |
|--|-----------------------------|------------------------|
| <b>Sl. No.</b>   | <b>Name of the State/UT</b> | <b>Number of PMBJK</b> |
| 1  | Andaman & Nicobar           | 3                      |
| 2  | Andhra Pradesh              | 183                    |
| 3  | Arunachal Pradesh           | 28                     |
| 4  | Assam                       | 87                     |
| 5  | Bihar                       | 272                    |
| 6  | Chandigarh                  | 7                      |
| 7  | Chhattisgarh                | 241                    |
| 8  | Delhi                       | 375                    |
| 9  | Goa                         | 10                     |
| 10   | Gujarat                     | 551                    |
| 11   | Haryana                     | 234                    |
| 12   | Himachal Pradesh            | 63                     |
| 13   | Jammu And Kashmir           | 119                    |
| 14   | Jharkhand                   | 75                     |
| 15   | Karnataka                   | 956                    |
| 16   | Kerala                      | 961                    |
| 17   | Ladakh                      | 2                      |
| 18   | Lakshadeep *                | 0                      |
| 19   | Madhya Pradesh              | 240                    |
| 20   | Maharashtra                 | 623                    |
| 21   | Manipur                     | 33                     |
| 22   | Meghalaya                   | 15                     |
| 23   | Mizoram                     | 22                     |
| 24   | Nagaland                    | 16                     |
| 25   | Odisha                      | 345                    |
| 26   | Puducherry                  | 18                     |
| 27   | Punjab                      | 304                    |
| 28   | Rajasthan                   | 137                    |
| 29   | Sikkim                      | 3                      |
| 30   | Tamil Nadu                  | 862                    |
| 31   | Telangana                   | 158                    |
| 32   | DNH & D&D                   | 36                     |
| 33   | Tripura                     | 24                     |
| 34   | Uttar Pradesh               | 1178                   |
| 35   | Uttarakhand                 | 215                    |
| 36   | West Bengal                 | 182                    |
| <b>Grand Total</b>   |                             | <b>8,578</b>           |

\* Medicines are directly supplied to the administration of Union Territory of Lakshwadeep

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