

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

LOK SABHA
STARRED QUESTION No. *485
TO BE ANSWERED ON 4TH APRIL, 2025

PMBJP in Tamil Nadu

***485. Shri Malaiyarasan D:**

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

- (a) the number of Pradhan Mantri Bharatiya Jan Aushadhi Kendras (PMBJKs) set up in Tamil Nadu under the Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana (PMBJP);
- (b) the steps taken to increase the availability of generic medicines and medical consumables under this scheme in Tamil Nadu;
- (c) the measures adopted to raise awareness about the PMBJP outlets and affordable medicines in rural and remote areas of Kallakurichi district of Tamil Nadu;
- (d) the impact assessment of the scheme on the healthcare affordability of the common people, especially in low-income families in Kallakurichi district of Tamil Nadu; and
- (e) the plan, if any, for further expansion of PMBJKs in Tamil Nadu and any initiatives to promote quality healthcare through this scheme in the State?

ANSWER

**THE MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS
(SHRI JAGAT PRAKASH NADDA)**

(a) to (e): A statement is laid on the Table of the House.

Statement referred to in reply to LOK SABHA STARRED Q. No. 485 for answer on 4.4.2025, raised by Shri Malaiyarasan D., regarding PMBJP in Tamil Nadu

As on 31.3.2025, the number of Jan Aushadhi Kendras (JAKs) opened across the country under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme stood at 15,403, which included 1,420 JAKs opened in the State of Tamil Nadu.

To increase the availability of generic medicines and medical consumables under the scheme across the country, including the State of Tamil Nadu, the following steps have been taken:

- (i) A minimum stocking mandate has been implemented for 200 medicines consisting of the 100 top-selling medicines in the scheme product basket and 100 fast-selling medicines in the market. Under the stocking mandate, JAK owners become eligible for claiming incentive based on stocks of the said 200 medicines maintained by them.
- (ii) The scheme's product basket has been expanded to 2,100 types of medicines and 310 surgicals, medical consumables and devices, covering all major therapeutic groups, such as cardiovascular, anti-cancers, anti-diabetic, anti-infectives, anti-allergic and gastrointestinal medicines and nutraceuticals.

To spread awareness about the scheme, including in rural and remote areas in Kallakurichi district of Tamil Nadu and elsewhere in the country, the Pharmaceuticals and Medical Devices Bureau of India, the scheme implementing agency, regularly undertakes several measures including the following:

- (i) Issuance of advertisements in various modes, such as the print media, radio, television, mobile application, cinema, hoardings, branding of bus queue shelters and buses, auto wrapping and television screens at Common Service Centres;
- (ii) Outreach through social media platforms, such as Facebook, X, Instagram and YouTube; and
- (iii) Celebration of Jan Aushadhi Diwas on the 7th of March every year.

While no impact study has been done specifically for the Kallakurichi district of Tamil Nadu, under the scheme, quality generic medicines are being made available through the JAK network at maximum retail prices (MRPs) that are about 50% to 80% lower than MRPs of leading branded medicines in the market. On an average, 10 to 12 lakh persons visit Jan Aushadhi Kendras daily and avail of quality medicines at affordable prices. In the last 10 years, medicines worth ₹6,975 crore in MRP terms have been sold through JAKs, resulting in estimated savings of about ₹30,000 crore to citizens in comparison to the prices of branded medicines.

The Government has set to increase the number of JAKs opened across the country, including in the State of Tamil Nadu. The Government has adopted a franchisee-like model has been adopted for the opening of JAKs, under which applications are invited online, through the website www.janaushadhi.gov.in, from individual entrepreneurs, non-governmental organisations, societies, trusts, firms, private companies, etc. Plans to increase the number of JAKs in rural areas of the country, including in the State of Tamil Nadu. Plans to increase the number of JAKs in rural areas of the country and promote quality healthcare through the same, including in the State of Tamil Nadu, include the following:

- (i) In addition to the incentive of 20% of the monthly purchases made by JAK owners, subject to a monthly ceiling of ₹20,000 and meeting certain conditions such as

maintaining stock of specified medicines, for which all JAK owners are eligible, a one-time incentive of ₹2 lakh is provided to outlets opened in 112 Aspirational Districts (which include Virudhunagar and Ramanathapuram districts in the State of Tamil Nadu), the North-Eastern States, Himalayan areas and Island territories, as support towards furniture, computers, refrigerators and other fixtures.

- (ii) State Governments, including the Government of Tamil Nadu, have been requested from time to time to provide rent-free space for opening JAKs in government hospitals, community health centres and primary health centres, and to create awareness about the scheme.
- (iii) To increase the number of JAKs in rural areas, the cooperative sector has been partnered with for opening JAKs through Primary Agricultural Credit Societies (PACS) and other cooperative societies. Till 31.3.2025, 730 JAKs have been opened in PACS and other cooperative societies across the country, including five in the State of Tamil Nadu.
