

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

LOK SABHA
UNSTARRED QUESTION No. 4651
TO BE ANSWERED ON 28th MARCH, 2025

Jan Aushadhi Kendras

†4651. Shri Rudra Narayan Pany:

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

- (a) the effective steps taken by the Government to promote Jan Aushadhi Kendras;
- (b) the measures being adopted to include States and UTs in this campaign;
- (c) the number of Jan Aushadhi Kendras and shops in Angul and Dhenkanal districts of Odisha; and
- (d) the measures adopted by the Government to increase the supply of Jan Aushadhi in view of its increasing use among the people?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS

(SMT. ANUPRIYA PATEL)

(a): To spread awareness about the scheme, the Pharmaceuticals and Medical Devices Bureau of India, the scheme implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana, regularly undertakes several activities, including the following:

- (i) Issuance of advertisements in various modes, such as the print media, radio, TV, mobile application, cinema, hoardings, branding of bus queue shelters and buses, auto wrapping and TV 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.

(b): The Department of Pharmaceuticals from time to time requests State and Union Territory Governments and district administrations to create awareness about the scheme and to provide rent-free space for opening Jan Aushadhi Kendras (JAKs) in government hospitals, community health centres and primary health centres.

(c): A total of 682 JAKs have been opened till 28.2.2025 in the State of Odisha, including 16 JAKs in Angul district and 25 JAKs in Dhenkanal district.

(d): For smooth supply and product availability at JAKs, an end-to-end IT-enabled supply chain system has been established. It comprises one central warehouse at Gurugram and four regional warehouses at Bengaluru, Guwahati, Chennai and Surat. Further, 36 distributors have been appointed across the country to strengthen the supply chain system. Availability of 400 fast-moving products is monitored regularly to ensure their availability. In addition, 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, the Jan Aushadhi

Kendra owners become eligible for claiming incentive based on stocks of the said 200 medicines maintained by them. Thus, supply of medicines to JAKs is ensured through the system of warehouses and distributors and monitoring system and incentives are in place to encourage JAKs to stock the products that are more in demand. JAKs being run on an entrepreneurship model, the actual stocking of products is done by entrepreneurs based on demand for the same.
