

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

LOK SABHA  
UNSTARRED QUESTION No. 938  
TO BE ANSWERED ON 25 JULY, 2025

**Promotion of Generic Medicines**

**938. Shri Malaiyarasan D:**

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

- (a) the total number and details of generic medicines available under the Jan Aushadhi Kendra scheme;
- (b) the efforts being made by the Government to increase awareness about the benefits of generic medicines among the public, especially in rural and remote areas;
- (c) whether the Government has faced any challenges in promoting the use of generic medicines and if so, the steps being taken to overcome them;
- (d) the total number of Jan Aushadhi Kendras that have been opened in Tamil Nadu along with the number of centres targeted to be established by the end of the current financial year;
- (e) whether the Government plans to include more life-saving or expensive drugs under the generic medicines initiative and if so, the details of such proposals; and
- (f) the steps being taken to ensure the quality and safety of generic medicines sold through Government channels like Jan Aushadhi Kendras?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS**

**(SMT. ANUPRIYA PATEL)**

(a) to (c): The Government launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme to make quality generic medicines available at affordable prices to all. Under the scheme, dedicated outlets known as Jan Aushadhi Kendras are opened across the country to provide medicines at rates that are about 50% to 80% cheaper than those of branded medicines, resulting in savings of about ₹38,000 crore to citizens in comparison to the prices of branded medicines. 2,110 medicines and 315 surgicals, medical consumables and devices are available under the scheme product basket, covering all major therapeutic groups, such as cardiovascular, anti-cancers, anti-diabetic, anti-infectives, anti-allergic and gastro-intestinal medicines and nutraceuticals.

To spread awareness about the scheme and the benefits of generic medicines, and to address implementation challenges that may arise due to lack of awareness, the Pharmaceuticals and Medical Devices Bureau of India, the scheme implementing agency, regularly undertakes several activities including the following measures:

- (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 7<sup>th</sup> of March every year.

In addition, as per information obtained from the Department of Health and Family Welfare, the Directorate General of Health Services has directed all Central Government hospitals to prescribe generic medicines only, and similar instructions have also been issued to prescribe drugs with generic name to all Central Government Health Scheme (CGHS) doctors and wellness centres. Further, paragraph 1.5 of the Code of Medical Ethics in the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 stipulates that every physician should prescribe drugs with generic names legibly and preferably in capital letters and he/she shall ensure that there is a rational prescription and use of drugs, and the Medical Council of India has issued circulars dated 22.11.2012, 18.1.2013 and 21.4.2017 directing all registered medical practitioners to comply with the same. States have also been advised to ensure prescription of generic drugs in public health facilities.

(d): Under the scheme, a total of 16,912 Jan Aushadhi Kendras (JAKs) have been opened till 30.6.2025, out of which 1,432 Kendras have been opened in the State of Tamil Nadu. Government has decided to increase the number of JAKs opened to 20,000 by 31.3.2026. There is no State- and Union-territory-wise target for opening of new JAKs.

(e) and (f): It has been decided to expand the product basket under the scheme to 2,200 medicines and 320 surgicals, medical consumables and devices by 31.3.2026. Stringent measures as specified below are in place to ensure that the medicines supplied through Jan Aushadhi Kendras meet standards:

- (i) Medicines are procured only from suppliers certified for World Health Organization – Good Manufacturing Practices (WHO-GMP).
- (ii) Each batch of drugs supplied under the scheme is tested at laboratories accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL) and only after passing quality tests, medicines are dispatched to Jan Aushadhi Kendras.
- (iii) Quality audit of the facilities of vendors is routinely done by the Pharmaceuticals and Medical Devices Bureau of India.

\*\*\*\*\*