

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

LOK SABHA
UNSTARRED QUESTION No. 3574
TO BE ANSWERED ON THE 13TH MARCH 2026

Low Sale of Janaushadhi Kendras

3574. Shri Varun Chaudhry:

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

- (a) the number of operational Janaushadhi Kendras in the country presently, State-wise;
- (b) the sales of medicines worth in indian rupees total from the janaushadhi kendras during the last three years, year-wise;
- (c) whether any study has been conducted by the Government to find the reasons for low sale from the Janaushadhi Kendras, if so, the details thereof; and
- (d) the steps taken to increase the sales of quality medicines at discounted prices from the janaushadhi kendras?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS

(SMT. ANUPRIYA PATEL)

(a): Under Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme, a total of 18,646 JAKs are currently operational across the country till 28.02.2026. The State-wise /Union Territory-wise number of JAKs operational across the country as on 28.02.2026 is at Annexure.

(b): Across the country, total sales of ₹ 4728.42 crore MRP value have been made under the scheme during the last three financial years. Financial-year-wise sales at MRP value are as under:

S. No.	Financial year	Sales at MRP value
1.	2022-23	1235.95
2.	2023-24	1470.00
3.	2024-25	2022.47

(c): The scheme was evaluated by M/s Concept Research Media Tech and Info Solutions Private Limited during FY2023-24 and its report was submitted to the Department in July 2025, recommendations of the same have been forwarded to Pharmaceuticals and Medical Devices Bureau of India (PMBI), which is the implementing agency for PMBJP for compliance.

(d): To promote acceptability and to increase sale of medicines supplied through JAKs, targeted awareness campaigns about the benefits of Janaushadhi medicines are conducted on a regular basis:

- i. *Awareness campaigns*: Pharmaceuticals and Medical Devices Bureau of India (PMBI), which is the implementing agency for PMBJP conducts awareness

campaigns in coordination with bodies and platforms such as the Central Bureau of Communication, PIB, MyGov and MY Bharat, in various modes such as print, television, radio, social media platforms, outdoor hoardings, community engagement, etc.

- ii. *Interactive messages/calls*: Outreach and citizen engagement are also pursued through WhatsApp chatbot and outbound calls to inform citizens regarding the quality of Janaushadhi products and the large savings that accrue from purchase of the same from nearest JAK.
- iii. *Jan Aushadhi Week*: Jan Aushadhi Week is celebrated every year in the first week of March during which special campaigns such as public rallies, health camps, seminars in pharmacy colleges, children engagement programmes, etc. are conducted across the nation to educate citizens, healthcare professionals and other stakeholders about the benefits of Janaushadhi generic medicines.
- iv. *Messages from eminent persons*: Audio/video messages from well-known persons such as public representatives and eminent doctors are disseminated on social media platforms to highlight the benefits of Janaushadhi medicines and dispel myths associated with respect to their quality.
- v. *Public engagement programme in rural areas*: To educate citizens in local languages/dialects, publicity is also done through health camps, *nukkad-natak*, audiovisual display at Common Service Centres and public engagement workshops in association with local JAKs in rural areas.

Annexure

Annexure referred to in the reply to part (a) of the LOK SABHA UNSTARRED Q. No. 3574 for answer on 13.03.2026, raised by Shri Varun Chaudhary, regarding “Low Sales of Janaushadhi Kendras”

The State-wise /Union Territory-wise number of JAKs opened as on 28.02.2026

Sl. No.	Name of State/UT	Number of JAKs
1.	Andaman and Nicobar Islands	6
2.	Andhra Pradesh	283
3.	Arunachal Pradesh	35
4.	Assam	183
5.	Bihar	1127
6.	Chandigarh	19
7.	Chhattisgarh	352
8.	Delhi	622
9.	Dadra and Nagar Haveli and Daman and Diu	41
10.	Goa	18
11.	Gujarat	878
12.	Haryana	501
13.	Himachal Pradesh	75
14.	Jammu and Kashmir	355
15.	Jharkhand	171
16.	Karnataka	1637
17.	Kerala	1755
18.	Ladakh	3
19.	Lakshadweep	1
20.	Madhya Pradesh	634
21.	Maharashtra	727
22.	Manipur	68
23.	Meghalaya	26
24.	Mizoram	17
25.	Nagaland	24
26.	Odisha	830
27.	Puducherry	33
28.	Punjab	545
29.	Rajasthan	675
30.	Sikkim	16
31.	Tamil Nadu	1559
32.	Telangana	229
33.	Tripura	33
34.	Uttar Pradesh	3944
35.	Uttarakhand	330
36.	West Bengal	894
Total		18,646
