

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

LOK SABHA
UNSTARRED QUESTION NO. 4364
TO BE ANSWERED ON 18TH MARCH, 2026

JAN POSHAN KENDRA AND JANA AUSHADHI PRAKALP

4364. SHRI JAGADISH SHETTAR:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a): whether any measures are being contemplated to include Schemes like Jan Poshan Kendra, Jana Aushadhi Prakalp etc. with the Fair Price Shop Dealers so as to make their business viable and income sustainable;
- (b): if so, the details thereof;
- (c): whether the Government has taken any initiative to sell rice and wheat under the Open Market Sale Scheme (Domestic) to help the general public to buy a Government specified rates through Fair Price shops; and
- (d): if so, the details thereof?

A N S W E R
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,
FOOD & PUBLIC DISTRIBUTION
(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)

(a) and (b): Department of Food and Public Distribution has collaborated with the Ministry of Skill Development & Entrepreneurship (MSDE) to enhance the capacity and confidence of Fair Price Shop (FPS) dealers by equipping them with essential entrepreneurship and business management skills. Under this collaboration, NIESBUD (an autonomous institute under MSDE) has developed a specialized training programme for FPS dealers covering digital and financial literacy, e-commerce, retail management, and basic nutrition.

To date, approximately 325 FPS dealers across nine States—Rajasthan, Uttar Pradesh, Gujarat, Telangana, Karnataka, Odisha, Madhya Pradesh, Tamil Nadu, and Bihar—have undergone this training. As a result, 90 FPS outlets have been converted into Jan Poshan Kendras (JPKs) across five cities: Hyderabad, Ghaziabad, Jaipur, Ahmedabad, and Indore, improving their commercial viability and community outreach.

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana was launched by the Government of India to make quality generic medicines available at affordable prices for all citizens. Under this scheme, special outlets called Jan Aushadhi Kendras (JAKs) are opened across the country. These Kendras provide medicines that are about 50% to 80% cheaper than branded medicines, helping reduce healthcare expenses for patients.

The government has adopted a franchise model for opening of JAKs by inviting online applications from individual entrepreneurs, non-governmental organisations, societies, trusts, firms, private companies, etc. through the website www.janaushadhi.gov.in. Any individual having D. Pharma. or B. Pharma. qualification either herself/himself or any individual or organisation who has employed a person with such qualification as a pharmacist for obtaining drug licence from the State Licensing Authority concerned is eligible to open a Jan Aushadhi Kendra.

(c) and (d): Under Open Market Sales Scheme (Domestic) [OMSS(D)], wheat and rice are sold under various categories. With a view to provide atta (wheat flour) and rice to general consumers at subsidized rates, Bharat Atta and Bharat Rice were launched under OMSS(D). These commodities are sold to general public by central cooperative organizations, NAFED, NCCF and Kendriya Bhandar through their own stores/ mobile vans and/or E-commerce/ big chain retailers only.
