

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

LOK SABHA
UNSTARRED QUESTION NO. 621
TO BE ANSWERED ON 22ND JULY, 2026

ECONOMIC VIABILITY OF FPS DEALERS

621. SHRI SHAFI PARAMBIL:

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

- (a): whether the Government has any proposal to include schemes such as Jan Poshan Kendra, Pradhan Mantri Jan Aushadhi Pariyojana (PMBJP) through Fair Price Shops (FPSs) to enhance the economic viability of FPS dealers;
- (b): if so, the details thereof including the timeline for implementation;
- (c): whether the Government has received any representations from Fair Price Shop Dealers' Associations in this regard and if so, the details thereof;
- (d): whether the Government has any proposal to sell rice and wheat under the Open Market Sale Scheme through Fair Price Shops to enable consumers to purchase grains at Government-specified rates; and
- (e): 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) to (c): 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 franchisee 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 a D. Pharma. or B. Pharma. qualification either herself/himself or any individual or organisation that has employed a person with such a qualification as a pharmacist for obtaining a drug licence from the State Licensing Authority concerned, is eligible to open a Jan Aushadhi Kendra.

There is no such proposal to include Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) through Fair Price Shops (FPSs).

(d) to (e): The surplus food grains (Wheat & Rice), beyond the Public Distribution System (PDS) and Other Welfare Schemes (OWS) requirements are sold through open sale under the Open Market Sales Scheme (Domestic) [OMMSS(D)]. Under OMSS (D), Bharat Atta and Bharat Rice were launched on 6.11.2023 and 6.02.2024, respectively, with a view to providing atta (wheat flour) and rice to general consumers at subsidized rates. These commodities are sold to the general public through NAFED/ NCCF/ Kendriya Bhandar through own stores/ mobile vans and/ or E-commerce/ big chain retailers only.
