

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

LOK SABHA  
UNSTARRED QUESTION No. 243  
TO BE ANSWERED ON 21<sup>st</sup> July, 2023

**Promotion of JAKs**

**243. SHRI RAJENDRA DHEDYA GAVIT:**

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

- (a) whether the Government has any plan to promote Janaushadhi Kendras (JAKs) among the people since the cost of medicines available in such outlets are priced 50 to 90 percent less than the branded medicines, if so, the details thereof;
- (b) the measures taken to ensure that Government and private medical practitioners prescribe the medicines as per their chemical composition and not by branded names;
- (c) whether the Government proposes to increase the number of Janaushadhi Kendras by issuing licences to qualified persons and extending bank loans to ensure that generic medicines are available with much greater ease, if so, the details thereof; and
- (d) whether the Government proposes to add more generic medicines and equipment for sale from Janaushadhi Kendras and if so, the details thereof?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS  
(SHRI BHAGWANTH KHUBA)**

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(a): In order to promote of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), the Department of Pharmaceuticals and Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of the Scheme periodically requests State /UT Governments/ district administrations to create awareness about the scheme. PMBI also spreads awareness about the scheme through advertisements in Print Media, Radio, TV, cinema, outdoor publicity as well as through social media. Further, *Jan Aushadhi Diwas* is celebrated every year on 7<sup>th</sup> March for further dissemination and spreading awareness about the scheme.

(b): Clause 1.5 of Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 prescribes 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 drug. In order to encourage doctors to prescribe generic medicines, the Department of Pharmaceuticals periodically requests the Ministry of Health & Family Welfare to direct the Government doctors to prescribe generic medicines only.

(c): A target to open 10,000 Jan Aushadhi Kendras by 31.03.2024 has been kept. In order to encourage people for opening the PMBJKs, Government provides an incentive up to Rs. 5.00 lakh @ 15% of monthly purchases made, subject to a ceiling of Rs. 15,000/- per month. In addition, one-time additional incentive of Rs. 2.00 lakh is provided to the Kendras opened in North-Eastern States, Himalayan areas, Island territories and backward areas mentioned as

aspirational district by NITI Aayog or opened by women entrepreneur, ex- serviceman, Divyang and SCs & STs.

(d): The product basket of PMBJP presently comprises of 1,800 medicines and 285 surgical devices. The same is reviewed periodically by PMBI and new medicines and surgicals are added to the basket.

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