

**GOVERNMENT OF INDIA
CHEMICALS AND FERTILIZERS
LOK SABHA**

UNSTARRED QUESTION NO:1919
ANSWERED ON:23.08.2012
AWARENESS ABOUT GENERIC MEDICINES
J Helen Davidson

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

- (a) whether any programme is being implemented by the Government to encourage and bring awareness among people to use generic medicines in the country;
- (b) if so, the details thereof;
- (c) whether the percentage of use of generic medicines have increased during the last three years; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF STATISTICS AND PROGRAMME IMPLEMENTATION AND MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS (SHRI SRIKANT KUMAR JENA)

(a) &(b) Jan Aushadhi Campaign has been initiated by the Government of India, Department of Pharmaceuticals in November, 2008 for promoting the generic drugs in the country by way of opening of the Jan Aushadhi Drug Stores in the Government Hospitals. Under this campaign, at least one Jan Aushadhi Store in each district of the country is to be opened initially followed by five Jan Aushadhi stores in each district. The objective of the Government through this campaign is to make available quality generic medicines at affordable prices for all. To encourage and bring awareness among the people to use generic medicines, States where Jan Aushadhi campaign has already been launched, media campaign is undertaken by such States with the support of the Bureau of Pharma PSUs of India under the Department of Pharmaceuticals, Government of India.

Besides above Ministry of Health & Family Welfare has issued directions to Government Hospitals to ensure prescription by their specialists/doctors to prescribe generic medicines to the maximum extent possible.

(c)&(d) The data regarding increase of percentage of use of generic medicines is not maintained by Bureau of Pharma Public Sector Undertakings of India (BPPU) under the Department of Pharmaceuticals, Government of India.