

“To ensure availability of high quality medicines at low prices, thousands of Jan Aushadhi Kendras have been opened across the country, where medicines are being sold at 50% - 90% cheaper rates compared to market rates. These have greatly benefited not only the poor but also the middle class.”

Narendra Modi



Open a Jan Aushadhi Kendra Today
for a Prosperous Tomorrow !

HOW TO OPEN
JAN AUSHADHI KENDRA ?



INTRODUCTION

India is one of the leading exporters of generic medicines to the world. The branded generic medicines are significantly expensive than their un-branded generic equivalents, though they are identical in their therapeutic value.

Further, as per the 71st Round of the National Sample Survey Office (NSSO) on Health in India, purchase of medicine accounted for around 72% in rural sector, and 68% in urban sector, of the total expenditure on non-hospitalized treatment of ailments. Making available reasonably priced quality medicines in the market benefits all the citizens.

The Department of Pharmaceuticals under Ministry of Chemicals & Fertilizers, Government of India has been taking several regulatory and fiscal measures from time to time towards realizing this objective.

87% of drugs dispensed in India are branded generics, i.e., generic drugs sold with brand names. The need is to focus on unbranded medicines to save expenditure on medicines for all citizens.

ELIGIBILITY CRITERIA TO OPEN PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRA

- ❖ Individual applicants must be having D. Pharma/B. Pharma Degrees, or he/she have to employ D. Pharma/B. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval.
- ❖ Any organization, NGO applying for a PMBJK will have to employ B. Pharma / D. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval.
- ❖ On Govt. hospital premises including medical colleges, the preferred agency would be reputed NGOs/ Charitable organizations, but individuals would also be eligible as recommended by the Hospital authorities.

DO BUSINESS WITH PMBJP

The product basket of PMBJP comprises 1759 medicines and 280 surgical devices covering all major therapeutic groups such as Cardiovascular, Anti-cancers, Anti-diabetics, Anti-infectives, Anti-allergic, Gastro-intestinal medicines, Nutraceuticals, etc.

In addition to this, various nutraceutical products like Protein Powder, Malt-based Food Supplements, etc. and some AYUSH products like Ayuraksha Kit, Balraksha Kit and



Ayush-64 tablet as Immunity boosters have been added in the product basket of the Pariyojana which is being made available through selected Kendras.

Further, PMBI is working on the launch of various health related food products under FSSAI and some Ayurvedic products under the PMBJP for expansion of the product basket.

Moreover, all generic medicines included in National List of Essential Medicines (NLEM) are included in the basket of PMBJP medicines except lab reagents.

MARGINS AND INCENTIVES

Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India has an incentive scheme for the promotion of Jan Aushadhi Kendra under which an incentive of Rs. Rs. 5.00 Lakh is given :-

- The incentive of Rs. 5.00 lakh is given @ 15% of monthly purchases made, subject to a ceiling of Rs. 15,000/- per month. The incentives are being provided to all entrepreneurs of any class that are linked with PMBI through a software (POS).
- One-time additional incentive of Rs. 2.00 lakh (as reimbursement for IT & infra expenditure) is provided to the PMBJP Kendras opened in North-Eastern States, Himalayan areas, Island territories and backward areas mentioned as Aspirational District by NITI Aayog or if opened by women entrepreneur, Divyang and SC & ST, Ex-Serviceman.



REQUIREMENTS FOR OPENING PMBJK

- ❖ Own space or hired space (Minimum 120 sq. ft.) duly supported by proper lease agreement or space allotment letter. Applicant will arrange the space for running the Pradhan Mantri Bhartiya Janaushadhi Kendra & PMBI will have no role for arranging space.
- ❖ Proof of securing a pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval of PMBJK)
- ❖ If applicant is under the category of Women entrepreneurs, Divyang, SC, ST, Ex-Serviceman & any entrepreneurs of Aspirational Districts (backward district) as notified by the Niti Aayog, in Himalayan, Island territories and North-Eastern states, the applicant has to submit suitable certificate/proof from respective authorities along with undertaking at the time of application. The applicant must mention the category for getting the suitable benefit and category mentioned in application form. Once the category is selected by the applicant, later on the applicant will not be able to change it in future due to any reason.
- ❖ Non-refundable application fees of Rs. 5,000/- is to be deposited along with the application form. Application fee is not applicable in case the applicant belongs to the category of Women Entrepreneurs, Divyang, SC, ST & any entrepreneurs of Aspirational Districts (backward district) as notified by the NITI Aayog, in Himalayan, Island territories and North-Eastern states. For exemption of fee, the applicant has to submit the proof of their category.
- ❖ The following distance policy shall be observed, while approving the new PMBJK. Hence, applicant is required to follow the mentioned distance policy while applying for the new PMBJK:

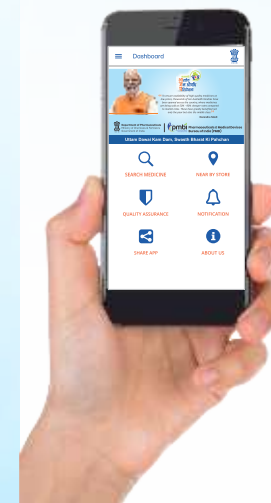
Criteria	Population of District	Distance Policy
A	Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad and districts having population equal to or more than ten (10) lacs.	Distance of 1.00 km shall be observed between two Kendras while approving new Kendra.

Criteria	Population of District	Distance Policy
B	Districts having population less than 10 lacs.	Distance of 1.50 km shall be observed between two Kendras while approving a new Kendra.

Note: Population census shall be verified with the data of Registrar General and Census Commissioner of India under the Ministry of Home Affairs, Government of India.

LOGISTICS & SUPPLY CHAIN OF PMBJP

PMBI has focused in improving its supply chain and implemented end to end supply chain management system. PMBI has four warehouses at Gurugram, Chennai, Guwahati and Surat with storage area of approx. 2,15,000 Sq. Fts. Besides this, PMBI has a strong distributor network of 36 distributors in all corners of the nation. As per 5 years' vision plan, it is targeted to establish 6 warehouses in the country by 2025. Accordingly, two more warehouses are planned to be opened in the country in couple of years, based on the requirement.



Locate your nearest PMBJP Kendra on your mobile

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