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The Government launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme to make quality generic medicines available at affordable prices to all. Under the scheme, dedicated outlets known as Jan Aushadhi Kendras are opened across the country to provide medicines at rates that are about 50% to 80% cheaper than those of branded medicines, resulting in savings of about ₹38,000 crore to citizens in comparison to the prices of branded medicines. 2,110 medicines and 315 surgicals, medical consumables and devices are available under the scheme product basket, covering all major therapeutic groups, such as cardiovascular, anti-cancers, anti-diabetic, anti-infectives, anti-allergic and gastrointestinal medicines and nutraceuticals.

Under the scheme, a total of 16,912 Jan Aushadhi Kendras (JAKs) have been opened till 30.6.2025, out of which 1,432 Kendras have been opened in the State of Tamil Nadu. Government has decided to increase the number of JAKs opened to 20,000 by 31.3.2026. There is no State- and Union-territory-wise target for opening of new JAKs.

To spread awareness about the scheme and the benefits of generic medicines, and to address implementation challenges that may arise due to lack of awareness, the Pharmaceuticals and Medical Devices Bureau of India, the scheme implementing agency, regularly undertakes several activities including the following measures:

- i. Issuance of advertisements in various modes, such as the print media, radio, TV, mobile

application, cinema, hoardings, branding of bus queue shelters and buses, auto wrapping and TV screens at Common Service Centres;

ii. Outreach through social media platforms, such as Facebook, X, Instagram and YouTube; and

iii. Celebration of Jan Aushadhi Diwas on the 7th of March every year.

In addition, as per information obtained from the Department of Health and Family Welfare, the Directorate General of Health Services has directed all Central Government hospitals to prescribe generic medicines only, and similar instructions have also been issued to prescribe drugs with generic name to all Central Government Health Scheme (CGHS) doctors and wellness centres. Further, paragraph 1.5 of the Code of Medical Ethics in the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 stipulates 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 drugs, and the Medical Council of India has issued circulars dated 22.11.2012, 18.1.2013 and 21.4.2017 directing all registered medical practitioners to comply with the same. States have also been advised to ensure prescription of generic drugs in public health facilities.

It has been decided to expand the product basket under the scheme to 2,200 medicines and 320 surgicals, medical consumables and devices by 31.3.2026. Stringent measures as specified below are in place to ensure that the medicines supplied through Jan Aushadhi Kendras meet standards:

- i. Medicines are procured only from suppliers certified for World Health Organization – Good Manufacturing Practices (WHO-GMP).
- ii. Each batch of drugs supplied under the scheme is tested at laboratories accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL) and only after passing quality tests, medicines are dispatched to Jan Aushadhi Kendras.
- iii. Quality audit of the facilities of vendors is routinely done by the Pharmaceuticals and Medical Devices Bureau of India.

This information was given by the Union Minister of State for Chemicals and Fertilizers Smt Anupriya Patel in Lok Sabha in a written reply to a question today.

MV/AKS

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