



Jan Aushadhi Kendras in Konkan region

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As on December 31, 2025, 12, 3 and 4 Jan Aushadhi Kendras (JAKs) have been opened in Raigad, Sindhudurg and Ratnagiri districts of Maharashtra, respectively under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP).

With a view to further expand the coverage of the scheme and to meet the needs of citizens, the Government has set a target to open 25,000 JAKs by March 2027. JAKs are opened by inviting applications from individual entrepreneurs, non-governmental organisations, societies, trusts, firms, private companies, etc. Online applications have been invited from all districts of the country, including those in the state of Maharashtra, through the website www.janaushadhi.gov.in.

JAKs are retail outlets selling medicines directly to the customers. The footfall of the citizens at JAKs depends upon the requirement of the citizens and prescriptions received from the doctors. However, an estimated 15 lakh citizens visit the JAKs located across the entire country on a daily basis.

During FY 2024-25, total sales of ₹ 22.98 lakh was reported by the JAKs opened in the above mentioned three districts. The district-wise details are as under: -

S. No.	Name of the district	Sales at MRP in FY 2024-25 (₹ in lakh)
1.	Raigad	13.91
2.	Sindhudurg	2.18
3.	Ratnagiri	6.89
Total		22.98

To promote acceptability of medicines supplied through JAKs, targeted awareness campaigns about the benefits of Janaushadhi medicines are conducted on a regular basis:

- Awareness campaigns:* Pharmaceuticals and Medical Devices Bureau of India (PMBI), which is the implementing agency for PMBJP conducts awareness campaigns in coordination with bodies and platforms such as the Central Bureau of Communication, PIB, MyGov and MY Bharat, in various modes such as print, television, radio, social media platforms, outdoor hoardings, community engagement, etc.

- ii. *Interactive messages/calls*: Outreach and citizen engagement are also pursued through WhatsApp chatbot and outbound calls to inform citizens regarding the quality of Janaushadhi products and the large savings that accrue from purchase of the same from nearest JAK.
- iii. *Jan Aushadhi Week*: Jan Aushadhi Week is celebrated every year in the first week of March during which special campaigns such as public rallies, health camps, seminars in pharmacy colleges, children engagement programmes, etc. are conducted across the nation to educate citizens, healthcare professionals and other stakeholders about the benefits of Janaushadhi generic medicines.
- iv. *Messages from eminent persons*: Audio/video messages from well-known persons such as public representatives and eminent doctors are disseminated on social media platforms to highlight the benefits of Janaushadhi medicines and dispel myths associated with respect to their quality.
- v. *Public engagement programme in rural areas*: To educate citizens in local languages/dialects, publicity is also done through health camps, *nukkad-natak*, audiovisual display at Common Service Centres and public engagement workshops in association with local JAKs in rural areas.

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

PC/PM

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