

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

LOK SABHA
UNSTARRED QUESTION No. 2242
TO BE ANSWERED ON THE 31st JULY 2026

Jan Aushadhi Kendras in Uttar Pradesh

†2242. Shri Anoop Pradhan Valmiki:

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

- (a) the number of Jan Aushadhi Kendra (JAKs) sanctioned/functional operational in Hathras district of Uttar Pradesh till date;
- (b) whether the Government is aware that a few JAKs have been closed due to problems like below optimal sales, lesser prescription of generic medicines by the doctors and non-supply of medicines in a timely manner in the said district, if so, the details thereof;
- (c) whether the Government has conducted any investigation/review in this regard, if so, the details thereof; and
- (d) the steps being taken by the Government for operating JAKs in an effective manner creating awareness regarding generic medicines and ensuring regular supply of medicines?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND
FERTILIZERS**

(SMT. ANUPRIYA PATEL)

(a): Under Pradhan Mantri Bhartiya Janaushadhi Pariyojana, a total of 4,226 Jan Aushadhi Kendras (JAKs) have been opened in the State of Uttar Pradesh as on 30.06.2026, of which 17 JAKs have been opened in the Hathras district.

(b): Yes Sir. In the Hathras district of Uttar Pradesh, 02 Jan Aushadhi Kendras have become non-operational till 30.06.2026.

(c): The Pharmaceuticals and Medical Devices Bureau of India (PMBI), the implementing agency of the scheme continuously monitors the functioning of Jan Aushadhi Kendras through an IT-enabled monitoring system, regular review of sales and stock positions.

Further, the State Level Marketing Officer of PMBI, establishes contact with JAKs whose sales are low with a view to help revive sales. PMBI handholds JAKs and organises workshops, peer learning from successful JAK owners and meeting with doctors from the local area for JAKs performing less well.

(d): The Government has taken several measures to ensure the effective functioning of Jan Aushadhi Kendras creating awareness regarding generic medicines and ensuring regular supply of medicines. Details are as under:-

In order to promote acceptability and to increase sale of medicines supplied through JAKs, targeted awareness campaigns about the benefits of Janaushadhi medicines are conducted on a regular basis:

- i. Awareness campaigns: Pharmaceuticals and Medical Devices Bureau of India (PMBI), 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.

In order to address any supply gaps and ensure smooth supply and availability of products at JAKs, the following measures are in place:

- (i) Since September 2024, stocking by JAKs of 200 commonly used medicines, consisting of the 100 top-selling medicines in the scheme product basket and 100 fast-selling medicines in the market, has been incentivised, under which JAK owners are eligible for monthly incentive based on the stocks that they maintain for these medicines.
- (ii) An end-to-end information-technology-enabled supply chain system is in place to connect a robust supply chain system consisting of five warehouses and a growing network of distributors across the country, currently numbering 42.
- (iii) In addition, with a view to ensure availability of commonly used products, 400 fast-moving products are monitored regularly by Pharmaceuticals and Medical Devices Bureau of India (PMBI), the scheme implementing agency, and demand for the same is estimated on a continuous basis. Further, steps have been taken to digitise the estimation method to augment the procurement process.
