



Jan Aushadhi Kendra in Uttar Dinajpur

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Under Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme, a total of 894 Jan Aushadhi Kendras (JAKs) are opened in the State of West Bengal as on 28.02.2026, including 7 in Uttar Dinajpur district. 1 JAK is functional in Hemtabad Block. Currently, no JAK is functional in Chopra Block of Uttar Dinajpur district, West Bengal, and no applications have been received for opening a JAK there.

The Government has adopted a franchise-like model for opening of JAKs by inviting online applications from individual entrepreneurs, non-governmental organisations, societies, trusts, firms, private companies, etc. Any individual having D. Pharma. or B. Pharma. qualification either herself/himself or any individual or organisation who has employed a person with such qualification as a pharmacist for obtaining drug licence from the State Licensing Authority concerned is eligible to open a Jan Aushadhi Kendra. Online applications have been invited from all districts of the country, including Dinajpur district, West Bengal through the website www.janaushadhi.gov.in.

Details of sale by Jan Aushadhi Kendras opened in Uttar Dinajpur district of West Bengal during the last three years, year-wise is as under:-

Sl. No.	Financial Year	No. of JAK functional	Total sale at MRP (in ₹ Lakh)
1	2022-23	3	21
2	2023-24	4	25
3	2024-25	4	30

To increase awareness and accessibility of affordable 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.
- 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.
- 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 Minister of State for Chemicals and Fertilizers, Smt. Anupriya Patel, in a written reply in the Lok Sabha today.

PC/PM

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