



Jan Aushadhi Kendras

प्रविष्टि तिथि: 24 JUL 2026 12:58PM by PIB Delhi

Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of the PMBJP scheme, undertakes continuous evaluation of Jan Aushadhi Kendras (JAKs) on the basis of their sale performance. Such evaluation, along with the performance of the scheme, indicates that PMBJP has significantly improved access to quality generic medicines at affordable prices across the country, through a rapidly expanding network of Jan Aushadhi Kendras. In the last 12 years, estimated savings of about ₹45,000 crore have accrued to citizens, when compared against the prices of branded medicines, contributing significantly to a sharp reduction in out-of-pocket expenditure by households and improving access to affordable medicines across the country including smaller towns and rural areas.

As on 30.06.2026, a total of 20,149 Jan Aushadhi Kendras (JAKs) have been opened across the country.

The product basket under the Pradhan Mantri Bhartiya Janaushadhi Yojna has 2,110 medicines and 315 surgicals, medical consumables and devices, covering all major therapeutic groups, such as cardiovascular, anti-cancer, anti-diabetic, anti-infectives, anti-allergic and gastro-intestinal medicines and nutraceuticals. Almost all generic medicines included in the National List of Essential Medicines, except lab reagents and vaccines, are part of this product basket.

Continuous monitoring and appropriate corrective measures are undertaken to minimize stock shortage and ensure availability of essential medicines across the country.

District-wise assessment in respect of Katni, Panna and Khajuraho districts of Madhya Pradesh regarding low public awareness, non-prescription of generic medicines or accessibility gaps are not currently available.

However, 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.

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 underserved blocks, through the website www.janaushadhi.gov.in.

Presently, 776 out of 784 districts of the country are covered. To facilitate opening of Jan Aushadhi Kendras in the underserved districts, PMBI is in touch with the concerned administration/district magistrate for providing free space to the applicants in government hospitals. Further, the districts having less coverage of Jan Aushadhi Kendras are given special focus for opening of JAKs.

To address any supply gaps and ensure smooth supply and product availability 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 such medicines.
- ii. An end-to-end information-technology-enabled supply robust supply chain system consisting of one central warehouse, four regional warehouses and a growing network of distributors across the country, has been put in place.
- iii. In addition, with a view to ensure availability of commonly used products, 400 fast-moving products are monitored regularly by PMBI and demand for the same is forecasted on an ongoing basis. Further, steps have been taken to digitise the forecasting method to augment the procurement process.

For promotion of women and youth entrepreneurs and improved last-mile access to affordable medicines following steps have been taken: -

- i. The scheme follows a franchise-like model under which eligible individual entrepreneurs, including women and youth, may apply online to open Jan Aushadhi Kendras.
- ii. A one-time special incentive of ₹2 lakh for setting up JAK in North-Eastern States, Himalayan areas, island territories and Aspirational Districts and to those JAKs that are opened by ex-servicemen, women, divyangjan and members of the Scheduled Castes and Scheduled Tribes, is provided.

This information was given by Union Minister for Chemicals and Fertilizers Shri. Jagat Prakash Nadda in a written reply in the Lok Sabha today.

PC/PM

(रिलीज़ आईडी: 2288769) आगंतुक पटल : 989

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