



Operation of PMBJP

प्रविष्टि तिथि: 28 JUL 2026 3:34PM by PIB Delhi

The objectives of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) are as follows:-

- i. To make available quality medicines and medical devices and consumables at affordable prices for all and to reduce out-of-pocket expenditure of consumers/patients.
- ii. To popularise generic medicines among the masses and dispel the prevalent notion that low priced generic medicines are of inferior quality or are less effective.
- iii. To ensure easy availability of the menstrual health services to all women across India.
- iv. Generate employment by engaging individual entrepreneurs in the opening of Jan Aushadhi Kendras.

Health and socio-economic impact assessment on the contribution after the operation of this scheme has not been conducted. However, the 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 as well as generating entrepreneurship opportunities across the country, through a rapidly expanding network of 20,149 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.

As on 30.06.2026, a total of 202 Jan Aushadhi Kendras have been opened in the State of Assam. The district-wise number of JAKs opened the State of Assam is at Annexure.

In the last 12 years, the number of Kendras have increased from 80 in 2014 to 20,149 till 30.06.2026. Further, the sales have increased from 7.29 Crore in 2014 to 2252.19 Crore in F.Y.2025-26. On an average, 15 lakh people visit Jan Aushadhi Kendras daily.

Further, 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.

The Pharmaceuticals and Medical Devices Bureau of India (PMBI), the implementing agency of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana, is accountable for monitoring the operation and functioning of Jan Aushadhi Kendras across the country. Monitoring of JAKs is carried out through a centralized IT-enabled system, regular review of sales and stock position, field inspections by PMBI officials and its representatives, and periodic interactions with Kendras.

There is no separate district-level monitoring agency under the district administration exclusively designated for monitoring the operation and functioning of Jan Aushadhi Kendras.

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

PC/PM

Annexure

District-wise number of JAKs opened in the State of Assam

(As on 30.06.2026)

Sl. No.	Name of the district	No. of JAKs
1	Barpeta	4
2	Bongaigaon	4
3	Cachar	40
4	Darrang	3
5	Dhemaji	6
6	Dhubri	6

7	Dibrugarh	13
8	Goalpara	4
9	Golaghat	3
10	Hailakandi	9
11	Jorhat	4
12	Kamrup	7
13	Karbi Anglong	2
14	Sribhumi	17
15	Kokrajhar	4
16	Lakhimpur	2
17	Morigaon	5
18	Nagaon	14
19	Nalbari	3
20	Dima Hasao	1
21	Sivasagar	2
22	Sonitpur	5
23	Tinsukia	8
24	Chirang	4
25	Baksa	1
26	Udalguri	2
27	Kamrup Metropolitan	19
28	Biswanath	2

29	Majuli	2
30	South Salmara-Mankachar	2
31	Charaideo	2
32	Hojai	2
Grand Total		202

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