Janaushadhi Sugam Mobile

Context:

- Over 325000 people are using “Janaushadhi Sugam” Mobile App to access Janaushadhi kendras.
- Amid nationwide lockdown due to COVID-19 crisis Janaushadhi Sugam Mobile App is helping people in a big way to locate their nearest Pradhan Mantri Bharatiya Janaushadhi Kendra (PMJAK) and availability of affordable generic medicine with its price.
- Over 325000 people are using Janaushadhi Sugam Mobile App to avail the host of benefits provided by it.
- In order to make use of digital technology for easing the life of consumers, this mobile application for Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has been developed by Bureau of Pharma PSUs of India (BPPI) under Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India, for facilitating the general public by providing a digital platform at the tip of their fingers, by the virtue of which they can avail a host of user-friendly options like locate nearby Janaushadhi kendra, direction guided through Google Map for location of the Janaushadhi kendra, search Janaushadhi generic medicines, analyze product comparison of Generic and Branded medicine in form of MRP & overall Savings, etc.

Janaushadhi Sugam Mobile App is available on both Android & I-phone platforms. It can be downloaded free of cost by the user from Google Play Store and Apple Store.

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

- In November 2008, with an objective to make available generic medicines at affordable prices to all, the Department of Pharmaceuticals under the Ministry of Chemicals and Fertilizers launched the “Jan Aushadhi Scheme”.
- To reinvigorate the supply of affordable generic medicines with efficacy and quality equivalent to that of branded drugs, the scheme was revamped as “Pradhan Mantri Bhartiya Jan Aushadhi Yojana” in 2015.
- To provide further momentum to the ongoing scheme, it was again renamed as “Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana” (PMBJP).

PMBJP Objectives

The scheme aims at educating the masses about the generic medicines and that high prices are not always synonymous with high quality. It intends to cover all therapeutic groups and create demand for generic medicines through medical practitioners.

PMBJP Features

- Under PMBJP, Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJK) are set up across the country so as to reduce the out of pocket expenses for health care.
- The Bureau of Pharma PSUs of India (BPPI) under the Department of Pharmaceuticals is involved in coordinating, procuring, supplying and marketing generic medicines through PMBJK.
- The procured generic medicines are sold at 50% to 90% lesser prices as compared to the market prices of branded medicines.
• All drugs procured under this scheme are tested for quality assurance at NABL (National Accreditation Board Laboratories) accredited laboratories and is compliant with WHO GMP (World Health Organisation’s Good Manufacturing Practices) benchmarks. Government grants of up to 2.5 Lakhs are provided for setting up of PMBJKs.
• They can be set up by doctors, pharmacists, entrepreneurs, Self Help Groups, NGOs, Charitable Societies, etc. at any suitable place or outside the hospital premises.
• The railway ministry has given in-principle approval to opening up of Jan Aushadi Kendras at railway stations and other railway establishments under PMBJP. This is a significant move, as the access to generic medicines on railway stations would boost the accessibility, affordability of essential medicines and improve the convenience for the customers.

**Jan Aushadi Oxo-Biodegradable Sanitary Napkins**

• Janaushadhi Kendras which sold sanitary napkins earlier for ?2.50, has now further reduced it to ?1 by adapting this technology.
• These sanitary pads will be able to biodegrade after they have been discarded as soon as they come in contact with oxygen.
• A very large number of women and girls suffer as good quality sanitary pads are not available at an affordable cost. This is mostly seen in village areas and other underprivileged areas of the country.