

4. Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

Prelims Syllabus: Schemes

Mains Syllabus: GS-II Issues relating to development and management of Social Sector or Services relating to Health, Education, Human Resources.

Why in News?

- Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) are accepting orders on WhatsApp and e-mail and delivering on patient's doorsteps to facilitate medicine procurement During Lockdown.

About PMBJP:

- 'Pradhan Mantri Bhartiya Janaushadhi Pariyojana' is a campaign launched by the Department of Pharmaceuticals, Govt. Of India, to provide quality medicines at affordable prices to the masses through special Kendra's known as Pradhan Mantri Bhartiya Jan Aushadhi Kendra.
- Bureau of Pharma PSUs of India (BPPI) is the implementing agency of PMBJP. BPPI (Bureau of Pharma Public Sector Undertakings of India) has been established under the Department of Pharmaceuticals, Govt. of India, with the support of all the CPSUs.

What are the Salient Features of the scheme?

- Ensure access to quality medicines.
- Extend coverage of quality generic medicines so as to reduce the out of pocket expenditure on medicines and thereby redefine the unit cost of treatment per person.
- Create awareness about generic medicines through education and publicity so that quality is not synonymous with only high price.
- A public programme involving Government, PSUs, Private Sector, NGO, Societies, Co-operative Bodies and other Institutions.
- Create demand for generic medicines by improving access to better healthcare through low treatment cost and easy availability wherever needed in all therapeutic categories.

What is a Generic Medicine?

- There is no definition of generic or branded medicines under the Drugs & Cosmetics Act, 1940 and Rules, 1945 made thereunder. However, generic medicines are generally those which contain same amount of same active ingredient(s) in same dosage form and are intended to be administered by the same route of administration as that of branded medicine.

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- The price of an unbranded generic version of a medicine is generally lower than the price of a corresponding branded medicine because in case of generic version, the pharmaceutical company does not have to spend money on promotion of its brand.

How are they Regulated in India?

- Drugs manufactured in the country, irrespective of whether they are generic or branded, are required to comply with the same standards as prescribed in the Drugs and Cosmetics Act, 1940 and Rules, 1945 made thereunder for their quality.

Outreach of Generic Medicines:

- With developments like more and more doctors prescribing generic medicines and opening of over 5050 Janaushadhi stores across 652 districts, awareness and availability of high quality affordable generic medicines has increased in the country.
- About 10-15 lakh people benefit from Janaushadhi medicines per day and the market share of generic medicines has grown over three fold from 2% to 7% in last 3 years.
- The Janaushadhi medicines have played a big role in bringing down the out of pocket expenditure of patients suffering from life threatening diseases in India.
- The PMBJP scheme has led to total savings of approximately Rs.1000 crores for common citizens, as these medicines are cheaper by 50% to 90% of average market price.
- The PMBJP is also providing a good source of self-employment with self-sustainable and regular earnings.