



# Workshop on Promoting access to affordable medicines: Mainstreaming Jan Aushadhi Scheme

**Madurai Symposium 2017**

Fortune Pandiyan Hotel, Madurai

September 16, 2017

*Supported by*



**Bureau of Pharma PSUs of India (BPPI)**  
(Implementing Agency for Department of Pharmaceuticals)

*Organized by*



**Sustainable Healthcare Advancement (SUHAM) Trust**  
(A Healthcare Initiative of DHAN Foundation)



## **Background**

The project 'Pradhan Mantri Bhartiya Janaushadhi Pariyojana' launched by the Department of Pharmaceuticals, Govt. of India in the year 2008 for the noble cause of 'Quality Medicines at Affordable prices for all'. The drugs are being made available through special Kendras or outlets known as Pradhan Mantri Bhartiya Jan Aushadhi Kendra (PMBJK). It has been set up to provide generic drugs, which are available at lesser prices but are equivalent in quality and efficacy as expensive branded drugs. The outlets are opened in various places and the first outlet was opened on 25th November 2008 at Amritsar, Punjab.

Initially it was supposed to be implemented during 11th five year plan Period starting from 2008-2009, with the target of at least one PMBJAK in each of the 630 districts of the country, and further to be extended to sub-Divisional levels as well as major towns and village centers by 2012. As per the Stakeholders and a Strategic Action Plan (SAP 2015), the key areas of significance identified were Availability, Acceptability, Accessibility, Affordability, Awareness and Effective implementation of the scheme towards rapid expansion of the project. It was envisaged that the scheme would run on a self-sustaining business model, and not to be depending on government subsidies or assistance beyond the initial support. Now JAS basket contains more than 1100 items with 154 surgical and consumables. Bureau of Pharma PSUs of India (BPPI) has established a central warehouse and more no of C & F Agents in different states and Distributors appointed to rectify the supply problems. Till now 2380 stores in operation all around the country

## **Role of Bureau of Pharma PSUs of India (BPPI)**

It is the implementing agency under the administrative control of the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India. It coordinates the procurement, Supply and Marketing of generic medicines. It is registered as an Independent Society under the Societies Registration Act, 1860. Department of Pharmaceuticals, Government of India provides financial support to BPPI. An amount of 35 crores had been allotted in the budget 2016-17.

BPPI will work intensively to achieve the mission of PMBJP that is creating awareness among public regarding generic medicines and generating demand for generic medicines through medical practitioners. It will ensure the availability of all commonly used medicines covering all therapeutic groups and it will provide all the related healthcare products too under the scheme.

## The workshop

Medicine cost occupies significant space in any kind of treatment provided at the hospitals. According to NSO estimates, Up to 79% health care expenses in rural areas are due to the cost of the medicines. It is noted that 80% of outpatient care and 60 % of all clinical treatments happens at the private health care centers. Hence private healthcare system has to focus much on creating access to low-priced generic drugs which is very critical in ensuring health care at affordable prices. Still quality medicine at affordable prices is the dream of poor community in our country. At the same time, the Jan Aushadhi market is finding difficulty to increase market share of its products since most of the medical practitioners are prescribing or advising the pharma/ branded products instead of generic items. At present the major sale is achieved through the promotion by the store and or self-initiative by the patients. This is the right time to create awareness and position among the stakeholders especially pharmacists, medical practitioners, hospitals etc would steer the product promotion and sales.

SUHAM Trust of DHAN Foundation is on par with the objective of Jan Aushadhi Scheme (JAS) 'Making quality medicines available at affordable prices for all, particularly the poor and disadvantaged, through exclusive outlets "Jan Aushadhi Medical Store", so as to reduce out of pocket expenses in healthcare. JAS have become one of the important areas in the institutional agenda from last year. The plan was worked out to reach 100 Jan Aushadhi Stores in next two years. So far, 10 pharmacies got approval and six pharmacies are in operation under JAS. At the end of March 2018, there will be around 35 pharmacies will be in operation. SUHAM partners with BPPI in disseminating this initiative at different level to reach out more community.

The success of Jan Aushadhi initiative is decided by the positive relationship built by BPPI with different stakeholders. BPPI works closely with other government departments such as Ministry of health and Family welfare, Indian Medical Association(IMA), hospitals run by private groups and charitable Institutions, and NGOs. Despite there should be a need for building relationship and awareness creation with the stakeholders at grassroots such as hospitals, medical practitioners, IMA governance, community leaders, community institutions, NGOs, pharmacy outlets and pharmacists. As part of positioning JAS, the workshop will be organised involving different stakeholders for positioning Jan Aushadhi among these stakeholders and motivate them towards increase the usage of generic by common public. Product promotion and positioning is the major focus of this event beyond promoting stores

This workshop will create the high level forum with all the above said stakeholders and discuss about the mission and vision in details and it will give the policy level guidance to the Ministry to achieve the target on PMBJP.



## Outcome of the workshop

1. Consolidating the experience of Jan Aushadhi scheme so far with the different stakeholders
2. Positioning Jan Aushadhi products among the various stakeholders working in health
3. Evolving ways and means to convince and influence medical practitioners to prescribe the generic medicines
4. Finding solutions for the issues identified in implementing Jan Aushadhi scheme and positioning products
5. Expansion of Jan Aushadhi schemes in numbers
6. Way forward to reach out the grassroots community by promoting demand generation on generic medicine products

## Participants

Representatives from BPPI, Officials from department of pharmaceuticals, Medical practitioners from Government, Private and Corporate hospitals, Administrators of different hospitals, Pharmacist from running Jan Aushadhi stores , Regional Coordinators and Federation Coordinators who are responsible for Jan Aushadhi stores, community leaders from different people institutions and Programme leaders and Executives from different NGO working in health sector

## Programme Content and Structure

1. Sharing updates on the Scheme
2. Experience sharing and status of Tamilnadu PMBJKs
3. Generating view points from IMA, medical practitioners, hospitals, pharmacists and public
4. Experience sharing of present PMBJKs
5. Importance of having this store by people institutions
6. Beneficiaries sharing on the utility of Kendras
7. Deriving mechanisms and way forward for reaching out more people

## Date & Venue

The workshop will be held on Saturday, 16<sup>th</sup> September 2017 at Fortune Pandiyan Hotel, Madurai, Tamil Nadu from 10.00 am to 02.00 pm

*For further information, please contact*

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