GS Article - Government launches ‘JANAUSHADHI SUVIDHA’
Under PMBJP

Health / Society

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In the News - Government launches ‘JANAUSHADHI SUVIDHA’ – Oxo-biodegradable Sanitary Napkin – under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

Keeping in view the menstrual hygiene, the govt. of India, Union Minister of State for Chemicals & Fertilizers, Road Transport & Highways, Shipping, Shri Mansukh L. Mandaviyahas launched ‘Suvidha’, a 100% Oxo-biodegradable Sanitary Napkin, under Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP). The affordable sanitary napkins will now become available at over 3600 Janaushadhi Kendras functional in 33 States/UTs across India, as promised by Union Minister, Chemical & Fertilizers and Parliamentary Affairs, Shri Ananthkumar on March 8, 2018 (World Women’s day).

Objective of Janaushadhi Suvidha

- Making quality oxy biodegradable pads available at affordable prices for all, particularly the poor and disadvantaged, through exclusive outlets Jan Aushadhi Medical Store.

- Reduce out of pocket expenses in healthcare by bringing down the rate of the napkin MAKING IT EASILY AVAILABLE FOR POOR WOMEN across 586 Indian districts.

Mission:

- Create awareness among public regarding menstruation hygiene and health.
- Create demand for sanitary napkins through medical practitioners.
- Provide sanitary pads to all section of the society in particular rural women.
- Provide all menstruation related health care products too under the scheme.
- This is a step toward “WASTE TO WEALTH MANAGEMENT”.

KEY FACTS OF SUVIDHA SCHEME:

- The affordable Suvidha sanitary napkins will be available for Rs. 2.50 per pad without wing and Rs.3.25 for with wings at over 3200 Janaushadhi Kendras across India.

- It was launched under government’s vision of providing Affordable and Quality Healthcare for All.
• It will ensure ‘Swachhta, Swasthya and Suvidha’ for underprivileged women.

• The Bureau of Pharma Public Sector Undertakings of India is expected to decide the manufacturer through a tender process and the pads will be available at all Janaushadhi stores from May 28, 2018 World Menstrual Hygiene Day

• These affordable sanitary pads promise to promote hygiene, ensure the ease of disposal, and keep the environment clean.

• Oxo-biodegradable product is made by blending a pro-degrading additive into it that causes breakdown by oxidation when exposed to heat or sunlight.

• This will go a long way in making the basic hygiene requirement aid for Women affordable for the underprivileged sections.

• Not only are these pads, branded ‘Suvidha’, expected to be a third the price of napkins currently available in the market, they will also be environmentally friendly because they are biodegradable.

• There are currently over 3,200 PMBJP stores dispensing generic medicines at less than half the prices in the open market stated a release by the ministry of chemicals and fertilizers.

• These special kendras provide generic drugs, which are available at lesser prices but are equivalent in quality and efficiency as expensive branded drugs.

• The government is introducing the Suvidha pads at a time when there has been an increasing demand from women across the country to waive off the 12% GST on sanitary pads.

Details of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

“Jan Aushadhi” is the novel project launched by Government of India in the year 2008 for the noble cause – Quality Medicines at Affordable Prices for All. The campaign was undertaken through sale of generic medicines through exclusive outlets namely “Jan Aushadhi Medical Store” in various districts of the country. The first “Jan Aushadhi Medical Store” was opened on 25th Nov 2008 at Amritsar in Punjab.

Initially, it was proposed that the Jan Aushadhi campaign be implemented during 11th Five Year Plan period starting from 2008-09, with the target, at least one Jan Aushadhi store in
each of the 630 districts of the country, to be extended to sub-divisional levels as well as major towns and village centers by 2012. It was envisaged that the scheme would run on a self-sustaining business model, and not be dependent on government subsidies or assistance beyond the initial support. It was to be run on the principle of “No Profit, No loss”.

**Objectives of PMBJP**

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.

**Vision and Mission**

**Vision:**

To bring down the healthcare budget of every citizen of India through providing Quality generic Medicines at Affordable Prices.

**Mission:**

1) Create awareness among public regarding generic medicines.

2) Create demand for generic medicines through medical practitioners.

3) Create awareness through education and awareness program that high price need not be synonymous with high quality.

4) Provide all the commonly used generic medicines covering all the therapeutic groups.

5) Provide all the related health care products too under the scheme.

**Implementation Agency for PMBJP:**

BPPI (Bureau of Pharma PSUs of India), under the administrative control of the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India will be the implementation agency for the PMJAY.
BPPI has been established under the Department of Pharmaceuticals, Government of India, with the support of all the Pharma CPSUs for coordinating procurement, supply and marketing of generic drugs through the Jan Aushadhi stores. In April 2010, BPPI got registered as an independent society under the Societies Registration Act, 1860 as a separate legal entity. BPPI follows the provisions of GFR 2005 and CVC guidelines as amended from time to time and also instructions from the Department of Pharmaceuticals.

**About Jan Aushadhi Store (JAS)**

- JAS has been opened across the country.
- The normal working hours of JAS are 8 Am to 8 PM.
- All therapeutic medicines are made available from Jan Aushadhi Stores.
- In addition to medicines and surgical items supplied by BPPI, Jan Aushadhi stores also sell allied medical products commonly sold in chemist shops so as to improve the viability of running the Jan Aushadhi store.
- OTC (Over-the-counter) products can be purchased by any individual without a prescription. A prescription from a registered medical practitioner is necessary for the purchase of scheduled drugs.
- 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 for co-coordinating procurement, supply and marketing of generic drugs through the Jan Aushadhi Stores.
- The quality, safety and efficacy of medicines are ensured by getting each batch of medicines procured from CPSUs as well as private suppliers tested from NABL approved laboratories and conforming to the required standards before the same are supplied to Supers stockists /Jan Aushadhi Stores from the Warehouse of BPPI.

**Funding of PMBJP:**

Government of India will provide full financial support to BPPI during the initial years. However, when the scheme is established, BPPI will make efforts to recover as much as possible of its expenses incurred on its salary, wages, office expenses, and publicity expenses through trade margin. To that extent Government support will stand reduced.
**Key features of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP):**

1) State Governments or any organization / reputed NGOs / Trusts / Private hospitals / Charitable institutions / Doctors / Unemployed pharmacist/ individual entrepreneurs are eligible to apply for new Jan Aushadhi stores.

2) The applicants shall have to employ one B Pharma / D Pharma degree holder as Pharmacist in their proposed store.

3) Applications shall be submitted to BPPI either online or offline.

4) Jan Aushadhi stores can be located within Government hospital premises as well as Private hospital premises or anywhere outside.

5) In addition to medicines and surgical items supplied by BPPI, Jan Aushadhi stores will be allowed to sell allied medical products commonly sold in chemist shops so as to improve the viability of running the Jan Aushadhi store.

6) BPPI shall source the medicines both from Pharma PSUs as well as from Private companies. However, PSUs would have the first right to supply the products that they manufacture in their plants. BPPI shall ensure that private manufactures are only reputed organisations by incorporating strict terms and conditions in the tender specifications.

7) Tendering for medicines shall be only through e tendering. All the tendering process shall be completely transparent giving equal opportunity for all the participants.

8) BPPI shall establish a Central Ware House, C&F agents at different locations and Distributors in all the States/UTs.

9) On receipt of goods at their central ware house, BPPI shall draw samples and sent them to NABL accredited laboratories for inspection. Only after receipt of quality certification from the inspecting laboratories, goods shall be dispatched to C&F agents and Distributors.

10) BPPI shall plan and undertake suitable media activities so as to spread the message of generic medicines and to achieve the objectives of the PMBJP.

11) Financial support to applicants: An amount of Rs.2.5 lakhs shall be extended to NGOs/agencies/individuals establishing Jan Aushadhi stores in Government hospital premises where space is provided free of cost by Government to operating agency: Rs.
1 lakh reimbursement of furniture and fixtures Rs. 1 lakh by way of free medicines in the beginning Rs. 0.50 lakh as reimbursement for computer and peripherals, internet, etc. For the Jan Aushadhi stores established anywhere else by private entrepreneurs / institutions / NGOs / Trusts / Charitable organizations which are linked with BPPI headquarters through internet shall be extended an incentive up to Rs. 2.5 lakhs. This will be given @ 15% of monthly sales subject to a ceiling of Rs. 10,000/- per month up to a limit of Rs. 2.5 lakhs. In north eastern States, i.e. naxal affected areas and tribal areas, the rate of incentive will be 15% and subject to monthly ceiling of Rs. 15,000 and total limit of Rs. 2.5 lakhs.

12) 20% trade margin shall be included in MRP for retailers and 10% for distributors.

13) Jan Aushadhi stores and Distributors will be allowed 2% of total sales or actual loss, whichever is lower, as compensation against expiry of medicines. Expired goods need not be returned to BPPI. Stocks expiring at the C&F level will entirely be the loss of BPPI.

14) Credit facility will be given to all Jan Aushadhi stores for 30 days against postdated cheques. Distributors will also get credit of 60 days against postdated cheques. C&F agencies will have to deposit a security amount depending upon the business.

15) BPPI shall arrange suitable training program for the entrepreneurs who do not have any experience in running medicine shops.

16) Institutions / Charitable organisations / NGOs who are procuring medicines for own consumption / free distribution to poor and needy will be allowed to procure medicines from BPPI CFA agents.

17) Jan Aushadhi medicines will be sold through “Mobile Jan Aushadhi Vans” after all requisite approvals are obtained.

**Strategy and Approach:**

- All State Governments shall be directed to open Jan Aushadhi stores in Government run hospitals and medical colleges.

- Memorandum of Understanding shall be entered into with reputed organisations / NGOs / Trusts / Charitable institutions for opening large number of Jan Aushadhi stores across the country.
• Applications shall be invited through press media from Private hospitals and other institutions / registered medical practitioners / individual entrepreneurs for opening Jan Aushadhi stores.

• All PSUs having township shall be approached to open Jan Aushadhi stores in their township.

• To further ensure viability of running Jan Aushadhi stores, possibilities of establishing Jan Aushadhi stores in Kisan Centres / Common Service Centres / other different retail outlets shall be encouraged

**Jan Aushadhi scheme ahead:**

• The endeavor of BPPI is to make available at Jan Aushadhi Stores all the commonly used generic drugs covering all the therapeutic groups. In the coming years, Jan Aushadhi scheme shall provide the complete spectrum of Health care products and services, starting from making available all the generic drugs covering all the therapeutic groups. Product basket to contain 1000 items by March 2017 and to include stents and replacements.

Source: PIB, janaushadhi.gov.in (Bureau of Pharma PSUs of India (BPPI))