

**GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF PHARMACEUTICALS**

LOK SABHA  
UNSTARRED QUESTION NO. 1622  
TO BE ANSWERED ON THE 11<sup>TH</sup> FEBRUARY, 2022

**Gap in Price of Branded and Janaushadhi Medicine**

†1622. **SHRIMATI GEETA KORA:**  
**DR. NISHIKANT DUBEY:**  
**SHRIMATI GODDETI MADHAVI:**  
**SHRI ACHYUTANANDA SAMANTA:**  
**SHRI HIBI EDEN:**  
**SHRI DILESHWAR KAMAIT:**  
**SHRI JYOTIRMAY SINGH MAHATO:**  
**SHRI JUGAL KISHORE SHARMA:**  
**SHRIMATI VANGA GEETHA VISWANATH:**

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) the details of gap in cost/price of branded medicines and medicines being provided by Janaushadhi Kendras in the country;
- (b) whether the Government proposes to open more warehouses for storage of Janaushadhi/generic medicines under the PMBJP scheme and if so, the details thereof;
- (c) the steps being taken by the Government to ensure availability of medicine at Janaushadhi Kendras so that patients are not compelled to buy branded medicines at higher prices and if so, the details thereof;
- (d) whether medicines being imported are costlier than generic medicine and if so, the details thereof and the reasons therefor; and
- (e) the details of steps taken/being taken to create awareness about efficacy of generic medicines and build confidence among poor people?

**ANSWER**

**MINISTER IN THE MINISTRY OF CHEMICALS & FERTILIZERS**

**(DR. MANSUKH MANDAVIYA)**

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(a): Under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) being implemented by the Department of Pharmaceuticals, a medicine is priced on the principle of maximum of 50% of average price of the top three brands of the said medicine. Thus, the prices of Jan Aushadhi Medicines are cheaper at least by 50% and in some cases, by 80% to 90% of the market price of the branded medicines.

(b): Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of the Scheme has presently its warehouses situated at Gurugram, Chennai and Guwahati. In

addition, there are 39 number of distributors spread all across the country. A total of six warehouses are envisaged by March 2025.

(c): As on 31.01.2022, about 8,675 PMBJP *Kendras* have been opened in all the districts of the country so as to ensure accessibility of quality affordable generic medicines. In order to ensure availability of medicines, an Information Technology (IT) enabled End-to-End supply chain system with Point-of-Sale (POS) application for value added services has been implemented by PMBI to monitor end to end supply chain management system. All warehouses have SAP based inventory management system and the demand forecasting is done through the said system so as to place orders as per the desired inventory levels.

(d): National Pharmaceutical Pricing Authority (NPPA) under the Department of Pharmaceuticals regulates the prices of all drugs – whether branded or generic. While it fixes the ceiling price of scheduled medicines specified in the first schedule of the Drugs (Prices Control) Order, 2013, in case of non-scheduled medicines, the manufactures are free to fix Maximum Retail Price (MRP) of the drug. However, DPCO provides that the same do not increase by more than 10% of their MRP during the preceding twelve months. The details of retail/ceiling prices fixed/revised by NPPA are available on NPPA's website, viz., [www.nppaindia.nic.in](http://www.nppaindia.nic.in).

(e): PMBI spreads awareness about generic medicines through various types of advertisements such as TV, FM Radio, Auto wrapping, Cinema, Bus Brandings, State Transport Bus Stands, Digital Screen Advertisement at Railway Stations, etc. In addition, PMBI also educates the public regularly about usages of Jan Aushadhi generic medicines through various social media platforms like Facebook, Twitter, Instagram, YouTube, etc. The Bureau also organizes seminars and workshops to spread awareness about the scheme. Further, to propagate achievements of the scheme and create awareness about its benefits *Jan Aushadhi Diwas* is celebrated every year on 7<sup>th</sup> March.

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