



PHARMACEUTICALS EXPORT PROMOTION COUNCIL

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News / Story reproduced with thanks:- **Business Standard**

Pvt players to help Jan Aushadhi Kendras

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Direct link to the News/Story:-

<http://www.business-standard.com/india/news/pvt-players-to-helpjan-aushadhi-kendras/397120/>

The Centre has decided to rope in private sector participants for opening Jan Aushadhi Kendras, to provide unbranded generic drugs at affordable prices to the masses. Presently the stores are restricted to government hospitals only, so the proposed move by the Centre would benefit large sections of the society.

It is pertinent to mention here that the Jan Aushadhi programme, started by the department of pharmaceuticals in August 2008, was an initiative to provide generic drugs at affordable prices to the masses. By selling drugs with their chemical names, prices are bound to be far cheaper than the branded products as there are no promotional costs involved. The department's objective was to set up one generic store in each district of the country with the support of the respective state governments and NGOs. To start with, the state governments were expected to provide space in government hospitals for starting these stores.

At the moment, it has established 44 Jan Aushadhi Kendras across India. Majority of the stores are concentrated in northern parts of the country. Of the total, Punjab alone has 20 stores. In an interaction with Business Standard, GoI, Ministry of Chemicals & Fertilisers, Department of Pharmaceuticals (DoP), joint secretary Devendra Chaudhary said, "In order to reach to the masses, we plan to rope in private sector players. This will help in increasing our presence exponentially, which will ultimately benefit the people at large. Further, at the moment around 230 drugs are available in these stores. He added the Centre had plans to take the number to 315 within few months."

He said the department would deploy ERP solutions for supply chain management, by which the unavailability of drugs at a particular store can be avoided. It is worth mentioning that the department had identified 300 widely used drugs belonging to 16 therapeutic categories to be sold through these stores. At present, public sector drug companies are supplying generic drugs to these stores and the government has plans to procure it from pharma SME's also.

He added last year medicines worth Rs 2.2 crore were supplied to these stores and these stores reported sales worth Rs 1.35 crore. The key factor to the success of this initiative is to make the doctors prescribe generic drugs and make available adequate quantities of quality generic drugs in the stores."