



Building Health Resilience for Sustaining Development

**Convention on**  
**Ensuring quality and affordable medicines:**  
**Jan Aushadhi Initiative**

**Madurai Symposium 2017**

Thamukkam Ground, Madurai

September 21, 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 Indian pharmaceuticals market is the third largest in terms of volume and thirteenth largest in terms of value, as per a report by Equity Master. India is the largest producer and provider of generic drugs globally. The Indian generics pharma industry accounts for 20 per cent of global exports. The Indian pharma industry is expected to grow to Rs. 2,45,669 crores by 2020

The pharmaceuticals Industry in India has evolved from mere Rs.1,500 crores in 1980 to more than Rs.1,19,000 crores by 2012. Yet the market in India is dominated by the branded drugs, which is sold at premium rates. It is noted that 80% of outpatient care and 60% of all clinical treatments happens at the private health care centers. According to NSO estimates, Up to 79% health care expenses in rural areas are due to the cost of the medicines. Thus, access to low-priced generic drugs is very critical in ensuring health care at affordable prices.

## What is a Generic drug?

When a company develops a new drug, often after years of research, it applies for a patent, which prohibits anyone else from making the drug for a fixed period. To recover the cost of research and development, companies usually price their brand- name drugs on the higher side. Once the patent expires, other manufacturers duplicate and market their own versions of the drug. Since the manufacture of these generic drugs do not involve a repeat of the extensive clinical trials to prove their safety and efficacy, it costs less to develop them. Generic drugs are, therefore, cheaper. However, because the compounds in the generic versions have the same molecular structure as the brand-name version, their quality is essentially the same. The generic drug has the same “active ingredient” as the brand-name drug. This ingredient is the one that cures the patient; and other, “inert ingredients”, which give the drug its color, shape or taste, vary from the brand-name drug to the generics. Usually the generic drugs are 50-60 % (on an average) lower than the price of branded drugs.

## The Jan Aushadhi Scheme

The project 'Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP) 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 palaces and the first outlet was opened on 25th November 2008 at Punjab.



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 PMBJP basket contains more than 1,100 items with 154 surgical and consumables. **Bureau of Pharma PSUs of India(BPPI)** has established a central warehouse and more number of Carrying & Forwarding Agents in different states and Distributors appointed to rectify the supply problems. Till now 2,380 stores in operation all around the country

### Role of 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 Convention

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, Ten 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 community level.

As part of this, a convention will be organised to clarify the community and community federations on the importance of Jan Aushadhi generic drugs and its quality. The convention also clarifies the efficacy of drugs and its prices comparatively with the pharma drugs. It motivates the community and community federations to initiate the Jan Aushadhi pharmacies at their federations/ clinics. The community represents Self Help Groups and its federations promoted by DHAN Foundation. As a representative they will



disseminate the concept and messages to their peer members in Self Help Groups towards usage of Jan Aushadhi medicines. The community leaders also influence the medical system around their villages and professionals in their clinics. The knowledge gained during these events would be useful for the people movements such as Kalanjiam, Vayalagam and Neidhal movements to pass resolution for ensuring the community participation in Jan Aushadhi schemes and influence the related policies of state and central governments especially make ensuring availability of JAS generic drugs to all at required quantity. The role of JAS in addressing exploitation in medicine sale would be disseminated at all level by the people movements.

### Objectives

1. Knowledge building of community towards dissemination of concept and importance of JAS
2. Promoting practice change towards usage of JAS medicines
3. Influencing the community and community federations to open Jan Aushadhi stores at their boundary
4. Positioning and demand generation at community level towards disseminating the accessibility, availability and quality of generic drugs

### Participants

Representatives from BPPI, Community participation from 50 people federations (Federations those who are going to promote the Jan Aushadhi stores in the near future), Movement leaders from Kalanjiam, Vayalagam and Neidhal movements, Beneficiaries from the present running stores, grassroots health workers and representatives from NGOs. The delegates from BPPI, drug control office, Indian Medical Association(IMA) and DHAN Foundation would represent and deliver the speech on the importance of Jan Aushadhi and generic drugs.

### Programme Content and Structure

1. Sharing the present experience on promotion of Jan Aushadhi Stores by People Institutions
2. Sharing by the beneficiaries on the efficacy and cost effectiveness on JAS medicines
3. Presentations by the delegates
4. Sessions on subgroup discussion for clarifications and planning
5. Evolving declarations and scheduling for opening JAS stores

### Date & Venue

The convention will be held on Thursday, 21<sup>st</sup> September 2017 at Thamukkam Ground, Madurai, Tamil Nadu from 10.00 am to 05.00 pm

*For further information, please contact*

**G. Palaneeswari & B. Rajasekar**  
Event Coordinators

**Sustainable Healthcare Advancement (SUHAM) Trust &  
Bureau of Pharma PSUs of India (BPPI)**

1A, Vaidhyanathapuram East, Kennet Cross Road  
Madurai 625 016, Tamil Nadu, India

Tel: +91 452 2302562 Mob: +91 88835 91954 / +91 95976 35245

Email: palaneeswari@dhan.org Website: <http://maduraisymposium.net>