

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
UNSTARRED QUESTION NO. 2889
TO BE ANSWERED ON 26th MARCH, 2025

Success of Jan Aushadhi Kendras with PACS

2889 # Shri Neeraj Shekhar:

Will the Minister of COOPERATION be pleased to state:

- (a) the manner in which Primary Agricultural Credit Societies (PACS) could utilize their existing infrastructure and network to ensure the success of Jan Aushadhi Kendras in the rural areas;
- (b) the strategies implemented to ensure sustainability and profitability of centres run by PACS and the manner in which the said strategies can be aligned with the goals of the National Health Policy; and
- (c) the manner in which the integration of PACS and Jan Aushadhi Kendras can help in the economic empowerment of small and marginal farmers and the initiative to be scaled up to extend the benefits to a wider population?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a): In order to provide generic medicines at affordable prices to rural citizens, the Government has enabled Primary Agricultural Credit Societies (PACS) to operate Pradhan Mantri Bhartiya Jan Aushadhi Kendras (PMBJK) under the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana of Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Government of India.

Primary Agricultural Credit Societies (PACS) can utilize their widespread rural network of over 13 crores small and marginal farmers and existing infrastructure, such as land, building and storage facilities, to establish and operate Jan Aushadhi Kendras. This allows them to serve as affordable medicine hubs in remote areas where such access is limited. Established trust of PACS and its relationship with rural populations further aid in ensuring the success these Kendras.

(b): This Scheme, administered by Department of Pharmaceuticals, Government of India, provides incentive to the Kendras at the rate of 20% of monthly purchases made from Pharmaceuticals & Medical Devices Bureau of India (PMBI), subject to a ceiling of Rs. 20,000 per month, subject to conditions of stock mandate. Further, the Kendra owners are provided 20% margin on MRP (excluding taxes) of each drug. Kendra are also allowed to sell allied medical products commonly sold in a Chemist shop. Thus, these provisions ensure sustainability and profitability of Jan Aushadhi Kendra's operated by PACS.

This initiative aligns with the National Health Policy's goal of equitable access to quality healthcare ensuring that affordable medicines reach underserved rural populations, thereby addressing broader public health objectives.

(c): The integration of PACS and Jan Aushadhi Kendras economically empowers small and marginal farmers by reducing their medical expenses, allowing them to allocate more resources to agricultural productivity. This initiative creates employment opportunities at PACS level, and enables them to generate additional revenue.

Primary Agricultural Credit Societies (PACS), through its widespread rural network aims to provide the services of Jan Aushadhi Kendras to larger population of the country residing in the rural regions.
