

A Study on Impact Evaluation of Jan Aushadhi Scheme on Indian Pharma Market

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Abstract—The Jan Aushadhi Scheme is transforming the India's drug market. I would like to understand the level of awareness they have about the drugs they use and how accessible they consider the drugs and their perception of the Jan Aushadhi Scheme drugs.

One of those schemes that has an impact on the drug market of the India is the Jan Aushadhi Scheme. This paper examines its effects on the Jan Aushadhi Scheme. It would like to know the level of awareness of the drugs that people take is it easy to access the drugs and what people feel about the drugs. The sources provide the study with information.

It conducts interviews with the patients, the doctors and pharmacists in Vadodara to find out their opinion on the Jan Aushadhi Scheme. The research study also reads government reports and articles regarding the Jan Aushadhi Scheme. The research discovered that the Jan Aushadhi Scheme is rendering the drugs less expensive implying that individuals will use money to purchase the drugs. But there are individuals who are not aware of the Jan Aushadhi Scheme. They fear that the drugs may not be quality. The Jan Aushadhi Scheme has certain issues including the unavailability of the medicines required by the people and that is a huge problem, to the Jan Aushadhi Scheme.

Jan Aushadhi Scheme is a concept. It should be improved in order to reach out more people with the Jan Aushadhi Scheme. The Jan Aushadhi Scheme would actually make the medicines more affordable to a lot of individuals in India. In order to know more about the Jan Aushadhi Scheme we must know, what is the Jan Aushadhi Scheme, about. We should also get to know of cheap medicines and the drug market. Individuals should be aware of the amount they have to pay in terms of healthcare and the Jan Aushadhi Scheme. People should be aware of the Jan Aushadhi Scheme that is also known by the people as PMBJP. The Jan Aushadhi Scheme and what is the Jan Aushadhi Scheme about should be understood by the people.

Index Terms—PMBJP, Jan Aushadhi Scheme, Generic Drugs, Pharmaceutical Market, Healthcare Affordability, Out-of-Pocket Expenses

I. INTRODUCTION

The pharmaceutical company is significant to enable patients receive the healthcare they require. This business assists individuals to acquire medicines which they can afford them. The pharmaceutical industry transforms drugs which are good and which can be purchased by people without spending excessively. There is a need to have the industry to ensure that people can have access to good healthcare and effective medicines. The pharmaceutical industry around the globe is making people live more and be healthier. The past few decades have seen this industry increase significantly due to new scientific research and an increase in people willing to use more money to take care of their health. India is currently a generic medicine and vaccines supplier. India is also called the Pharmacy of the World by some people because it is able to produce medicines which cost little as it was stated by Joshi in 2019 the World Health Organization in 2019 and the India Brand Equity Foundation in 2024.

Although India is a participant in the world pharmaceutical business, many of the Indian people are still not able to afford drugs. Many Indians fund their medical expenses through their own funds and medicine makes up a significant portion of this cost. When individuals purchase branded drugs, it can be extremely costly particularly in cases where individuals are unable to afford it as discovered by Mukherjee and others in 2017 and Ambade and others in 2022.

The Indian government began the Jan Aushadhi Scheme in 2008 in order to make medicines more affordable. Later made it stronger in 2015. The principal objective of this plan is to offer generic medicines at cheap costs. According to PMBI (2024) and Thawani and Azhar (2017), these medicines are available in stores known as Jan Aushadhi Kendras around the country. The Jan Aushadhi Scheme does not only assist individuals in saving on healthcare costs it also educates people on medicines. Having made it easy to purchase medicines the scheme makes healthcare more affordable, particularly to individuals with low income. It also benefits the pharmaceutical organizations to have a market of their medicines and they make the Indian healthcare sector more powerful as stated by Dehury and others in 2024 and Vasisht and others in 2024.

Jan Aushadhi Scheme has increased significantly in India over time. It is now a high volume seller of numerous medicines and surgical products. Nevertheless, the plan still has certain issues, like the lack of knowledge about the scheme by some doctors who do not want to prescribe generic medicines and insufficient numbers of medicines. Therefore, it is necessary to investigate the effectiveness of the scheme. In this paper we examine the impact of the Jan Aushadhi Scheme on the pharmaceutical sector in India. It also discusses with patients, doctors and pharmacists to understand their perception towards medicines and ease with which they can access these medicines. The paper also examines the way in which the scheme helps people to save money in healthcare and have access to cheap healthcare in India. The pharmaceutical business and the Jan Aushadhi Scheme play a significant role in ensuring that the residents in India can access the medicines they require.

II. LITERATURE REVIEW

The Jan Aushadhi Scheme is a government initiative which, as many believe, would reduce the cost of healthcare in India. There are huge numbers of researchers who have examined this. They believe that the Jan Aushadhi Scheme will be able to make a difference in terms of cost reduction of medicines and make people have more access to the appropriate drugs.

In 2017, Mukherjee and his colleagues conducted their research. They checked the prices of Jan Aushadhi

medicines. Compared them with the cost of brand name drugs. What they discovered is that the prices of Jan Aushadhi medicines tend to be significantly lower the prices 50 to 90 percent as compared to the prices of branded medicines. This will be a bargain since patients will be able to save a significant amount of money. They further mentioned that with more Jan Aushadhi stores and more drugs it would not make people spend money on healthcare.

In 2017, a study was also conducted by Thawani and Azhar. They considered the performance of the Jan Aushadhi program. They discovered that there were certain issues such as people not knowing about it issues as regards to delivery of medicines to outlets and also certain people believing that the medicines were not as good. They told us that it is very necessary to make people believe in the Jan Aushadhi Scheme. They also claimed that the doctors should be in board in case they would like more people to use Jan Aushadhi medicines.

A study by Lavtepatil and his colleagues was in 2022. They tested the number of the people who were aware of Jan Aushadhi medicines and their accessibility. There were individuals who knew about Jan Aushadhi drugs. Many were not. The staff discovered that individuals who consumed Jan Aushadhi medicines saved significant money. Nevertheless, they claimed that there were a few issues with the Jan Aushadhi Scheme. The fact that not all Jan Aushadhi medicines were readily available was a big problem.

Joshi did a study in 2019. He reflected on medicines in India. He stated rules and regulations and how the doctors prescribe medicines can influence the effectiveness of the Jan Aushadhi Scheme. He discovered that most physicians continue to prescribe branded medications due to the nature in which they have always done and due to the way pharmaceutical firms advertise their products.

Ambade et al. conducted a study in 2022. They examined the way that money is spent on healthcare in India. They discovered that medicines are a cost to most families. They informed that Jan Aushadhi Scheme can truly assist in cost-cutting this amount in case more people are informed about this program and can receive the drugs with ease.

In 2024, Dehury and his colleagues conducted research. They examined the increase in the Jan Aushadhi Scheme. They claimed that the government has proved to be very cooperative. This is the reason

why now there are more Jan Aushadhi outlets. Nevertheless, they also remarked that there are certain problems. As an illustration, the delivery of medicines to the outlets may be an issue. They also desire to ensure that medicines are available all the time, at the outlets.

Vasisht and his co-workers conducted research in 2024. They examined the increase or decrease in the prices of medicine. They discovered that the Jan Aushadhi Scheme has caused the pharmaceutical companies to lower the prices since they are compelled to compete with the medicines. Dey and Lal also did a study in 2023. They discovered that the agents of medicines have been influenced in the market by the existence of Jan Aushadhi outlets.

A 2023 study by Bhattacharya and his team was conducted. They examined the impact of the healthcare professionals on the use of medicines. They discovered that doctors and pharmacists should have trust and familiarity with the medicines in case they are going to prescribe it. They claimed that awareness campaigns and education of medical staff should be implemented to help them know more about Jan Aushadhi Scheme drugs.

The Jan Aushadhi Scheme is a notion. It is actually true that it can make medicines affordable in India. Nevertheless, certain issues such as the ignorance of people about it and doctors not prescribing drugs and the problem with transporting medicines to the outlets still exists. The Jan Aushadhi Scheme should be improved. Further studies are necessary to determine the actual impact of the Jan Aushadhi Scheme to the healthcare professionals of patients and pharmaceutical market. Jan Aushadhi Scheme is capable of assisting people provided it functions effectively. Researchers and the government should strive to improve it. Jan Aushadhi Scheme is like it has much potential of making healthcare cheap, in India.

III. PROBLEM STATEMENT

India is a generic drug manufacturer. India is a big manufacturer of various kinds of medicines which are consumed by people daily. People across the globe use the generic medicines manufactured by India. But branded drugs dominate the Indian medicines market. This implies that patients will pay an increased amount of money on treatment. It also contributes to the funds that individuals have to contribute towards their own

healthcare expenses. In India drugs consume a portion of family expenditure on health. This imposes on individuals who are not well off a financial burden. This can also deny people the treatment they require. It can render access to healthcare difficult. This was said in 2017 by Mukherjee and others. This was also said by Ambade and others in 2022.

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana initiated by the Indian government is intended to ensure that citizens have access to the medicines they require at costs that are affordable to them. The Jan Aushadhi Kendras are shops where good generic medicines can be bought at significantly lower prices than any other shop. The Pradhan Mantri Bhartiya Janaushadhi Pariyojana initiative offers medicines across the nation at 50 to 90 per cent lower than branded medicines. The point is, the Pradhan Mantri Bhartiya Janaushadhi Pariyojana is not widely used by the people. In 2017 Thawani and Azhar found out, and in 2024 PMBI found out, that it is to do with some problems, and what people think about it.

The thing about this program is patients and doctors know very little about the Jan Aushadhi medicines and the benefits of Jan Aushadhi medicines. There is a belief by some people that Jan Aushadhi medicines are inferior, compared to the big brand name medicines. Patients and doctors should learn the advantages of Jan Aushadhi medicaments, so that they may make the best of them. This has caused patients to like branded medicines and doctors to prescribe them as well. The reason some physicians continue prescribing branded medicine is because this is what they have always done and due to the way drug manufacturers advertise their products as stated by Joshi in 2019 and Bhattacharya and others in 2023.

The supply of the medicines to the Jan Aushadhi Kendras and their stocking is also a problem. That is capable of leaving patients without trust and restricting the effect of the program on the market of medicines as Dehury and others (2024) and Jain and others (2024) said.

We must then see the impact of the Jan Aushadhi Scheme on the cost of the medicines and on their ease of access and how people are perceiving it. This research seeks to observe how the program is transforming the behavior of patients as doctors prescribe medicine as pharmacists are involved and how the medicine market in India is evolving. Jan Aushadhi Scheme is of great importance to India. We

must see the actual effect of this on the drug market and those taking it. We are talking about the Jan Aushadhi Scheme and its implications, on affordability and access to medicine.

IV. OBJECTIVES

To evaluate patients' awareness and perception of Jan Aushadhi generic medications.

To evaluate the cost differences between branded and Jan Aushadhi medications in the main therapeutic areas.

To evaluate the Jan Aushadhi Scheme's effect on lowering patients' out-of-pocket (OOPE) medical expenses.

To evaluate doctors' knowledge of Jan Aushadhi generic medications and their prescribing practices.

To see how pharmacists distribute and market Jan Aushadhi medications.

To determine the main problems to Jan Aushadhi medications' accessibility, knowledge, and acceptance among stakeholders.

(Mukherjee et al., 2017; Thawani & Azhar, 2017; Ambade et al., 2022; Lavtepatil et al., 2022; Joshi, 2019)

Hypothesis

H₁: Patients have a favorable opinion of Jan Aushadhi generic medications and a high degree of awareness of them.

H₂: Patients' out-of-pocket medical expenses are greatly decreased when Jan Aushadhi medications are used.

H₃: Doctors' prescribing practices regarding generic medications are greatly influenced by their knowledge of and confidence in Jan Aushadhi medications.

H₄: The availability of Jan Aushadhi medications and pharmacists' advice have a huge impact on patients' adoption and use of generic drugs.

(Mukherjee et al., 2017; Ambade et al., 2022; Dehury et al., 2025; Bhattacharya et al., 2023; Jain et al., 2024; Sharma et al., 2024)

V. RESEARCH METHODOLOGY

Research Design - - The research is examining things at a close level. How the Pradhan Mantri Bhartiya Janaushadhi Pariyojana will impact the prices of medicine and whether people will be able to obtain the medicine, whether there is a need and whether people

involved think the Pradhan Mantri Bhartiya Janaushadhi Pariyojana is effective and whether they want it or not. This is all taking place in a market where medicines are purchased and sold. In 2017 Mukherjee et al conducted a study on this. In 2017, Thawani and Azhar also conducted a study, on the Pradhan Mantri Bhartiya Janaushadhi Pariyojana.

Data Sources: - The study involves both data. Primary data consisted of questionnaires that were administered to patients, doctors and pharmacists. These questionnaires were used to get information about them. The secondary data was based on the government reports, research articles and policy documents concerning the medicines and the healthcare affordability. These are the 2023-24 PMBJP Annual Report and the NITA Aayog reports, in 2024.

Sample Size: - 150 patients 20 doctors 50 pharmacists answered the study. These individuals matter as they are the ones who dispense medicines and prescribe medicines. The patients consume the drugs prescribed by doctors. These medicines are then dispensed by the pharmacists. It is, regarding the opinions of doctors and pharmacists of these patients, concerning medicines.

Sampling Technique: - The people in the study were chosen at random, in order to ensure that each group of people was adequately represented. This was to avoid bias in the study. It was conducted by Bhattacharya and others in 2023 and, by Dehury and others in 2024.

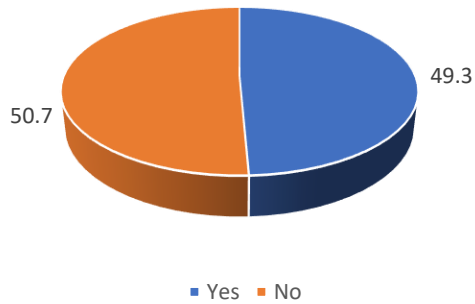
Data Collection Process: - - We used questionnaires to gather the information. There was a scale in these questionnaires known as likert scale. These assisted in gauging the level of awareness about the Jan Aushadhi medicines. They also demonstrated the attitudes of people towards Jan Aushadhi medicines. In case they take Jan Aushadhi medicines. Joshi did this in 2019. In 2023, a study was carried out by Parmar and Patel.

Data Analysis: - The information, which we gathered was examined in detail, to observe how many and how frequently people were aware of Jan Aushadhi medicines. We relied on means to learn of numbers and then made tabular and charty representations of things we discovered. This assisted us to observe the degree of consciousness of people towards Jan Aushadhi medicines insofar as they can afford Jan Aushadhi medicines and whether they will accept Jan Aushadhi medicines. We were interested to know the opinion of people concerning Jan Aushadhi medicines.

Data Analysis

A. Have you heard of the Jan Aushadhi Scheme (PMBJP)?

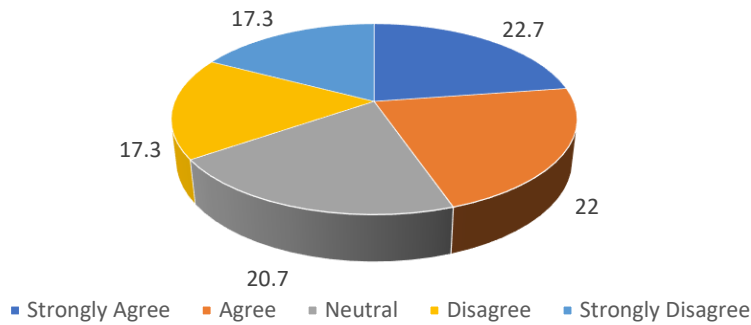
Response	Frequency	Percentage (%)
Yes	74	49.3
No	76	50.7
Total	150	100



50.7% of respondents do not know about the Jan Aushadhi Scheme, compared to around 49.3% who do. This suggests that public knowledge of the program is still low and needs to be raised.

B. Jan Aushadhi medicines contain the same active ingredients as branded medicines.

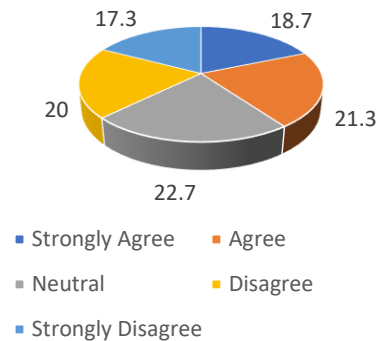
Response Category	Frequency	Percentage (%)
Strongly Agree	34	22.7
Agree	33	22.0
Neutral	31	20.7
Disagree	26	17.3
Strongly Disagree	26	17.3
Total	150	100



About 44.7% of respondents agree that the active ingredients in Jan Aushadhi medicines remain the same as the ones in branded medications, compared to 34.6% who disagree and 20.7% who are neutral. This demonstrates a reasonable level of awareness, but it also highlights common misconceptions regarding generic medications.

C. Generic medicines are as effective as branded medicines.

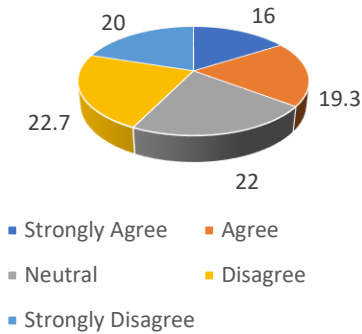
Response Category	Frequency	Percentage (%)
Strongly Agree	28	18.7
Agree	32	21.3
Neutral	34	22.7
Disagree	30	20.0
Strongly Disagree	26	17.3
Total	150	100



While 37.3% disagree and 22.7% are neutral, almost 40% of respondents (Strongly Agree and Agree) think generic medications are just as effective as name-brand ones. This suggests conflicting opinions and a moderate level of confidence in the efficacy of generic medications.

D. I trust Jan Aushadhi medicines for my treatment.

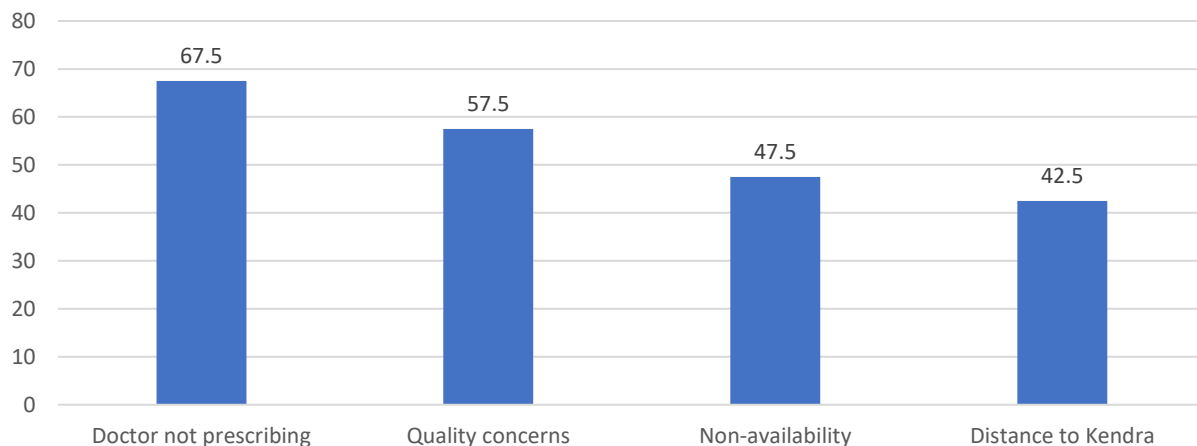
Response Category	Frequency	Percentage (%)
Strongly Agree	24	16.0
Agree	29	19.3
Neutral	33	22.0
Disagree	34	22.7
Strongly Disagree	30	20.0
Total	150	100



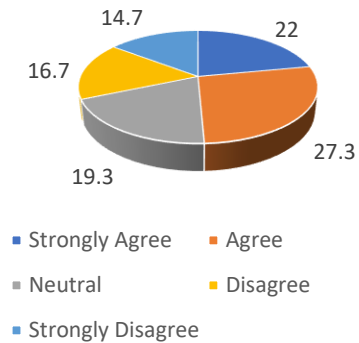
Jan Aushadhi medications are trusted by just 35.3% of respondents (Strongly Agree and Agree), compared to 42.7% who disagree and 22% who are neutral. This suggests that patients have very little faith in and confidence in Jan Aushadhi medications.

E. Jan Aushadhi medicines have reduced my monthly medicine expenses.

Response Category	Frequency	Percentage (%)
Strongly Agree	33	22.0
Agree	41	27.3
Neutral	29	19.3
Disagree	25	16.7



Strongly Disagree	22	14.7
Total	150	100



While 31.4% disagree and 19.3% are neutral, 49.3% of respondents (Strongly Agree and Agree) think that Jan Aushadhi medications have lowered their monthly medical costs. This suggests that a large number of patients believe Jan Aushadhi medications have a good financial impact.

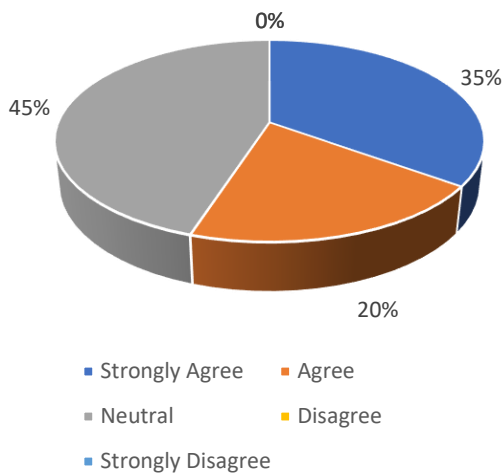
F. Main barrier in using Jan Aushadhi medicines:

Barrier	Approx. % of Responses	Percentage of Respondents
Doctor not prescribing	High	65–70
Quality concerns	High	55–60
Non-availability	Moderate–High	45–50
Distance to Kendra	Moderate	40–45

The results show that, based on about 65–70% and 55–60% of respondents, respectively, doctor non-prescription and quality concerns are the main obstacles to taking Jan Aushadhi medications. While they affect relatively fewer responders, problems like non-availability and distance to the Jan Aushadhi Kendra are nevertheless significant obstacles.

G. Generic medicines are therapeutically equivalent to branded medicines.

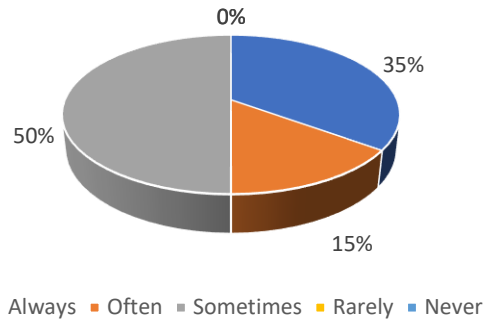
Response	Number	Percentage (%)
Strongly Agree	7	35%
Agree	4	20%
Neutral	9	45%
Disagree	0	0%
Strongly Disagree	0	0%
Total	20	100%



Approximately 55% of physicians (Strongly Agree and Agree) exhibit awareness and favorable opinions, whilst 45% are ambivalent. This suggests that physicians are only somewhat aware of the Jan Aushadhi Scheme.

H. I prescribe generic medicines whenever clinically appropriate.

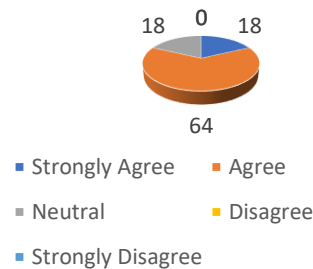
Frequency	Number	Percentage (%)
Always	7	35%
Often	3	15%
Sometimes	10	50%
Rarely	0	0%
Never	0	0%
Total	20	100%



Approximately 50% of physicians occasionally prescribe generic medications, compared to 35% who do so constantly and 15% who do it often. This suggests that physicians' use of generic prescriptions in clinical practice is moderate.

I. Patient acceptance of generics increases with proper counseling.

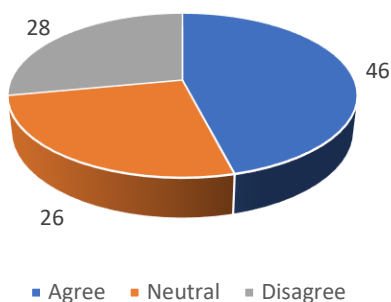
Response	Number	Percentage (%)
Strongly Agree	9	18
Agree	32	64
Neutral	9	18
Disagree	0	0
Strongly Disagree	0	0
Total	50	100



While 18% are neutral, 82% of pharmacists (Strongly Agree and Agree) think that appropriate counseling promotes patient acceptance of generic medications. This emphasizes how crucial pharmacists are to the promotion of generic medications.

J. Jan Aushadhi medicines are supplied regularly without interruption.

Response	Number	Percentage (%)
Agree	23	46
Neutral	13	26
Disagree	14	28
Total	50	100



About 46% of pharmacists agree that Jan Aushadhi medications are consistently delivered, compared to 26% who are neutral and 28% who disagree. This shows differing views on the reliability of the drug supply.

Price Comparison Branded vs Generic medicines

Therapeutic Class	Branded Drug Example	Brand Name	Branded Price (per strip)	Jan Aushadhi Generic Equivalent	Generic Price (per strip)	% Savings for Consumer
Anti-hypertensive	Amlodipine 5 mg	Amlopres	₹80	Amlodipine 5 mg (Jan Aushadhi)	₹5.16	93.55%
Anti-diabetic	Metformin 500 mg	Glycomet	₹19.46	Metformin 500 mg (Jan Aushadhi)	₹6.19	68.19%
Cholesterol-lowering	Atorvastatin 10 mg	Atorva	₹79.63	Atorvastatin 10 mg (Jan Aushadhi)	₹8.25	89.64%
Analgesic/Antipyretic	Paracetamol 500 mg	Crocin	₹19.31	Paracetamol 500 mg (Jan Aushadhi)	₹6.57	65.98%
Antibiotic	Amoxicillin + Clavulanic acid (625 mg)	Augmentin	₹195.39	Amoxyclav 625 mg (Jan Aushadhi)	₹52.60	73.08%
Anti-ulcer	Pantoprazole 40 mg	Pantocid	₹181.87	Pantoprazole 40 mg (Jan Aushadhi)	₹11.35	93.75%
Antiplatelet	Clopidogrel 75 mg	Clopilet	₹106.71	Clopidogrel 75 mg (Jan Aushadhi)	₹17.54	83.56%
Anti-allergic	Cetirizine 10 mg	Cetzine	₹30.03	Cetirizine 10 mg (Jan Aushadhi)	₹5.16	82.82%

Source: NPPA, PMBI Price List (2024–25)

The table shows that Jan Aushadhi generic medicines cost a lot less than branded medicines in every category of medicine. You can save around 66 percent to 94 percent by buying Jan Aushadhi medicines. Jan Aushadhi medicines like Pantoprazole and Amlodipine have the savings. You can save around 93.75 percent on Pantoprazole and 93.55 percent on

Amlodipine. This just goes to show that the Jan Aushadhi Scheme is really helping to make medicines more affordable, for people and reducing the amount of money they must spend on Jan Aushadhi medicines.

VI. FINDINGS

Patients are familiar to some degree with the Jan Aushadhi Scheme. Approximately 50 percent of those interviewed on the Jan Aushadhi Scheme said they were aware of what it was. The other half were not aware of the Jan Aushadhi Scheme.

Patients form opinions regarding the effectiveness of the Jan Aushadhi medicines and whether or not they are quality. The population is yet to become accustomed to the Jan Aushadhi medicines.

One of the things that a lot of people think about the Jan Aushadhi Scheme is that the Jan Aushadhi medicines help them to save money on the medicines they would have had to buy every month.

People are not able to use the Jan Aushadhi medicines due to some problems such as doctors failing to inform people to use the medicines, people are concerned about the quality of the Jan Aushadhi medicines, the unavailability of the Jan Aushadhi medicines and the Jan Aushadhi Kendras being too distant.

The Doctors are aware of the Jan Aushadhi Scheme to some degree. They do not usually advise the patients to use the generic medicines and so they are not making good use of the Jan Aushadhi Scheme in their day to day activities.

Pharmacists believe that, when they explain to the patients about the medicines, patients will be more willing to take the medicines, and that is where pharmacists will play a very important role in assisting the Jan Aushadhi Scheme.

Pharmacists however are not certain that the Jan Aushadhi medicines will always be in stock and this may be a problem to the patients and prevent them to have confidence in the Jan Aushadhi Scheme.

Comparing the prices, the Jan Aushadhi medicines cost a lot less than the branded medicines and people can save up to 65 to 94% of their money depending on the type of medicine they are required to purchase.

The largest savings are on medicines such as Pantoprazole and Amlodipine that patients can save, followed by 90 percent of your cash relative to purchasing the branded medicines.

All in all, the Jan Aushadhi Scheme appears to have the potential to actually make medicine more affordable and improve health care. To see the Jan

Aushadhi Scheme working the way it is supposed to, we need to educate more people on the Jan Aushadhi Scheme, get the doctors more on board and ensure that the Jan Aushadhi medicines are always available.

VII. SUGGESTIONS

Educate the masses: The government and healthcare individuals need to make everybody aware of Jan Aushadhi medicines. They will be able to do this through conversations with people, in hospitals and pharmacies. They may also speak through the media and community programs to disseminate the word. Like this people will know that Jan Aushadhi medicines are good and will help them. Government and medical individuals must ensure that everyone is aware of what the Jan Aushadhi medicines can do to them. Jan Aushadhi medicines are essential. People need to be aware of them.

Incitem doctors to prescribe generics: Nurses and doctors should be informed to prescribe people drugs when they can as it will actually make more people purchase Jan Aushadhi products. Jan Aushadhi products exist and we should use them more frequently. It is a good thing, because everyone who uses Jan Aushadhi products is going to find Jan Aushadhi products more popular when medical professionals prescribe medicine.

Enhance drug counselling by pharmacists: Pharmacists ought to make the patients realize that generic drugs are as effective as their brand name counterparts. They also ought to inform patients that generic drugs are normally cheaper. This will aid the patients to have trust in the pharmacists. Be less averse to generic medications. Pharmacists ought to discuss medications with patients and clarify why it can be a useful option. By so doing these pharmacists can make patients feel better, about taking medicines. Pharmacists and patients can collaborate when pharmacists demonstrate the advantages of medicines.

Enhance medicine supply: Availability of Jan Aushadhi medicines through its supply chain and stock management must be enhanced. This will assist in ensuring that at all times Jan Aushadhi medicines are available at Jan Aushadhi Kendras. We need to work on strengthening the supply chain of the Jan Aushadhi medicines. The stock management of Jan Aushadhi Kendras is also very crucial, to get Jan Aushadhi medicines.

Increase Jan Aushadhi Kendras: We should have Jan Aushadhi kendras. These should be in places and places where people are not that many. By doing so Jan Aushadhi outlets will be able to assist people in getting the medicines they require at a cost they can afford. People who live in such areas find it very important that there should be Jan Aushadhi outlets.

Encourage quality assurance communication: It is necessary that people are aware of what they should expect of Jan Aushadhi medicines. They are supposed to be informed of the quality requirements and regulatory certifications. This will assist to prevent the minds of people developing the thoughts about the things about Jan Aushadhi medicines. Jan Aushadhi medicines will be made clear to patients and health professionals. There is a lot of importance in clear communication, about Jan Aushadhi medicines.

Join forces with state medical programs: The association of the Jan Aushadhi services with state programmes such as Ayushman Bharat will go a long way in enabling people to access the medicines they require at a cost they can afford. It is a bargain since both Jan Aushadhi services and Ayushman Bharat are aimed at helping people to get better healthcare. Ayushman Bharat and by working Jan Aushadhi services can change the lives of people significantly. Jan Aushadhi services will enable people to avail the medicines required. This will be good-Very good, indeed.

These can be used to enhance the use of Jan Aushadhi medicines. They can even strengthen the Jan Aushadhi scheme towards cost reduction in healthcare in India. The scheme contributes to affordability of healthcare to the people, in India. This is a part of Jan Aushadhi medicines. Healthcare costs can be improved by improving their use.

VIII. CONCLUSIONS

In this study, the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was considered and its implications on the pharmaceutical market were observed. We analysed the awareness, perception, accessibility and economic benefits of the scheme as perceived by the patients doctors and pharmacists. The research concluded that PMBJP has achieved a difference in providing affordable generic medicines and cost of treatment to several patients. Jan Aushadhi medicines cost a lot less than branded medicines.

Patients can get savings of up to 65 percent and 94 percent on therapeutic categories. This demonstrates that PMBJP assists in alleviating the load of the medicines particularly to the chronically ill patients who require a long term treatment.

Nonetheless, PMBJP has its challenges. The scheme is to some extent known to the patients. There are still those who believe that generic medicaments are inferior to branded counterparts. Generics are not frequently prescribed by doctors. Jan Aushadhi Kendras occasionally go out of stock. This may be demoralizing to patients and decrease access.

On the whole, the Jan Aushadhi Scheme would help to make healthcare more affordable. Encourage use of generic medicines in India. To ensure that it becomes more effective awareness programs should be strengthened and physicians should be motivated to join in and regular supply of medicines should be made.

This has the potential to enhance the schemes effects in the long term on the healthcare system. PMBJP and Jan Aushadhi Scheme can collaborate to effect a change. The success of the schemes relies on patient, doctor and pharmacist support. The PMBJP can serve the Indian pharmaceutical market so long as it is exploited.

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