

ASSESSMENT OF JAN AUSHADHI AWARENESS AND ITS PRODUCTIVITY AMONG BELOW POVERTY LINE PEOPLE

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree

of Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Dhiyanesh S

Under the Supervision and Guidance of

Dr. Sudhinder Singh Chowhan

2022

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **“ASSESSMENT OF JAN AUSHADHI AWARENESS AND ITS PRODUCTIVITY AMONG BELOW POVERTY LINE PEOPLE”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Dhiyanesh S

of Student Date

CERTIFICATE

This is to certify that **Dhiyanesh S** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed her/his internship at (name of the organization) during March 22, 2022 to June 19, 2022.

Place:

Date:

Preceptor/Head of the Organization

Name of the organization

CERTIFICATE

This is to certify that dissertation titled “**Assessment Of Jan Aushadhi Awareness And Its Productivity Among Below Poverty Line People**” is a record of the research work undertaken by **Dhiyanesh S** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Dr. Sudhinder Singh Chowhan
IIHMR University, Jaipur

Date

Saurabh Kumar Banerjee
IIHMR University, Jaipur

Date

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DISSERTATION PROJECT

SUBMITTED TO



**FOR THE PARTIAL FULFILLMENT OF
MASTER OF BUSINESS ADMINISTRATION
IN
PHARMACEUTICAL MANAGEMENT
2020-2022**

SUPERVISED BY,

**Dr. Sudhinder Singh
Chowhan**

**SCHOOL OF PHARMACEUTICAL
MANAGEMENT**

IIHMR UNIVERSITY

UBMITTED BY,

DIYANESH S

HMR-U/02/2020-22/0236

PHARMACEUTICAL MANAGEMENT

HMR UNIVERSITY

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Introduction

In 2008 government of India launched a scheme for public welfare, PRADHAN MANTRI BHARTIYA JAN AUSHADI YOJANA (PMBJP), By Bureau of Pharma sector BPSUs of India (BPPI), under department of pharmaceuticals, Govt. of India, with a vision to bring down the healthcare budget of every citizen of India through providing " *Quality generic medicines at affordable prices.*" PMBJP helps in better intervention to provide medicines and other surgery related items of good quality at affordable prices for all particularly for the poor and disadvantaged through exclusive outlets, to reduce the costs related to drugs and its purchase. More than 6700 stores are running in India. Under the Drug Price Control Order, 1995, National Pharmaceutical Pricing controls a maximum retail price of medicines and their formulations. In India most of the below poverty line people cannot afford for high prices of branded drugs and Jan Aushadhi stores helps them to reduce their pocket expenditure by available generics of same compound having same effectiveness at cheaper cost.

Literature review

Mukherjee K. (2017). A Cost Analysis of the Jan Aushadhi Scheme in India. From the policy perspective, it raises serious questions regarding the pricing of medicines in JAS and the goal to be achieved. With information asymmetry and supplier induced demand feature in the healthcare market, the OOP expenditure due to medicines is unlikely to decline in India with the existing JAS. Hence, it is strongly recommended that the Government of India reviews the medicine pricing policy under the JAS. In addition, strong supply side regulation, such as prescription audits, are necessary to prevent the widespread prescription of costly branded medicines. If this is not done, the JAS policy will not be able to meet its objective of providing low-cost affordable medicine and financial risk protection to households from the cost of medicines.

Thawani V, Mani A, Upmanyu N. Why the Jan Aushadhi Scheme Has Lost Its Steam in India? The Jan Aushadhi Scheme (JAS) initiated by the Government of India is a powerful intervention against the unjustifiable pricing of medicines by private pharmaceutical industry, to make the generic medicines available at affordable prices. The marginalized

populations of India are not able to afford many branded medicines; hence, there is an urgent need for making the cheaper generics available to Indians in the best interest of populations. It has been observed that lack of awareness in the public, distribution of free medicines by state governments, lack of support for JAS, poor supply chain, and doctors not prescribing generic medicines are the major constraints faced by the JAS leading to its poor success.

Deshpande, P., Sheriff, M. and Pawar, A., 2018. Functioning and productivity of Jan Aushadhi stores in India: The owners' perspective. *CHRISMEL Journal of Health and Research*, 5(1), p.28. Jan Aushadhi (People's Medicine) Stores (JAS) are still struggling to get well established in India. Although the Jan Aushadhi (JA) scheme was launched in 2008, the number of JAS has not increased much until now. Therefore, we aimed to determine the working and productivity of JAS in the country.

Nagarajappa, M. and Srivatsa, H., 2021. *Modelling Customers' Buying Behaviour of Jan Aushadhi (Generic Medicines)*. Jan Aushadhi, a scheme to make affordable generic drugs available to large sections of population was launched by the Government of India across the country in the year 2008. This exploratory research was conducted to study the attitude of customers (Bengaluru, India) towards acceptance of Jan Aushadhi and an attempt was made to model buying behavior in order to suggest mechanisms to speed up the acceptance.

Sadiq, S., Khajuria, V. and Khajuria, K., 2017. Knowledge, attitude, and practices toward Jan Aushadhi scheme. *National Journal of Physiology, Pharmacy and Pharmacology*. We conclude that some of the doctors are still not convinced about the efficacy and promptness of Jan Aushadhi generic medicines. Maximum doctors do not prescribe generic medicines. Hence, the doctors should be encouraged to use more of Jan Aushadhi generic medicines and patients should also be educated about this scheme.

Chikkamath, V. and Nagappa, A., 2016. Pradhan Mantri Jan Aushadi Kendra – Demonetization of Medicine Prices in India. *Journal of General Practice*, 04(06). Demonetization of currency notes of five hundred rupees and thousand rupees denominations is hailed because of surgical strike against black money, terrorist funding and also corruption. On the comparative lines the Government of India has introduced Jan Aushadhi scheme to give jolt to the uncontrolled medicine prices across all therapeutic

categories. Brand medicines in India appear cheap when compared with international prices, however the brand medicines in India are expensive in comparison with generic medicines. The brand medicines despite being expensive are preferred over generic medicines by the prescribers due to exhaustive marketing practices by the manufactures. Although generic medicines are available at affordable prices they are not preferred over brand medicines. The price sensitivity for medicine appears to be very low. Generic medicines are less popular for various reasons, primarily due to marketing techniques of luring the prescribers brand medicines. The medicine prices are bound to get down to the ground levels when enactment of Jan Aushadhi Act is implemented in true spirit with a strong political will.

Molecular Biotechnology, 1995. Access NCBI through the World Wide Web (WWW). 3(1), pp.75-75. An analysis of Pradhan Mantri Bhartiya Janaushadhi Pariyojana, a Government of India scheme which aims to provide quality generic medicines at affordable prices, is performed using a stylized model. There is distrust on the quality of generic medicines provided by the government and the government is taking enough measures to counter this perception. However, this distrust ensures that adverse selection is avoided wherein the poor patients become the scheme's beneficiaries and the wealthy patients don't intend to get generic medicines from this scheme. Hence, it is rational for the government to expend limited effort in creating awareness on the high quality of generic medicines so as to screen the wealthy patients from the poor patients. However, the government should exert maximum effort possible in ensuring the availability of generic medicines so that the search cost is minimized. It is surprisingly found that the government's effort required to screen the wealthy patients from the poor patients decreases with the availability of generic medicines.

Pareek Phd, Manoj & Prakash, M. (2019). Providing generic medicines to the poor in India: An overall assessment of government-run generic medicine scheme Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP).government central government started Jan Aushadhi (Medicine for the masses) program in 2008 with the objective of providing quality medicines at affordable prices. The program envisaged the sale of generic medicines through stores to be called "Pradhan Mantri Janaushadhi Kendras" in various districts of the country. This paper seeks to examine and assess the successes and failures

of the government initiatives so far, impact on the beneficiaries, challenges in execution and the way ahead.

Methodology

Sample Design: The study was descriptive research approach, and the respondents were taken from public who meet below poverty line.

Data collection method: The data was collected by using standard questionnaire which was circulated among the people.

Sample size: 100 to 200

Analysis: Analysis was done by using Microsoft Excel.

Data collection tool: Questionnaire.

Exclusion and Inclusion criteria: People who meet above poverty level are excluded and below bpl are included.

Study area: Madhya Pradesh, Tamil Nadu, and Andhra Pradesh.

Result And Discussion

The Study include a total of 132 respondents, The data collected from March 27th to April 20th 2021. out of the total 132 respondents male respondents were (56.6%) and female respondents were (43.5%).

The data was collected using google forms. Out of 132 respondents (64.1%) respondents have income below 2 lacs per annum and these (64.1%) respondents come under Below poverty line. About (55.7%) respondents Have sound knowledge of Jan Aushadhi Stores. Most of the respondents (71%) have the knowledge of generic medicines. About (63.4%) people thought that Jan Aushadhi stores are cost effective. 32.1 % respondents thought that the Jan Aushadhi Stores reduced their monthly medicine cost. 55.9% respondents bought mainly tablets and capsules from Jan Aushadhi Stores .

About (36.6%) of respondents were satisfied from Jan Aushadhi Stores. 44.3 % respondents were not aware of the term Jan Aushadhi Stores. Maximum people wanted to get More knowledge of Awareness and availability of Jan Aushadhi Stores.

Table 1: Demographic Profile of the participants (n=132)

Parameters	n(%)
Gender	
Male	56.5%
Female	43.5%
Education	
High School	16.5%
Graduate	65.6%
None	17.6%
Age (in Years)	
20-30	63.4%
31-40	9.9%
41-50	13%
51-60	12.2%
61& above	1.5%

Figure 1 : People with Below Povert line

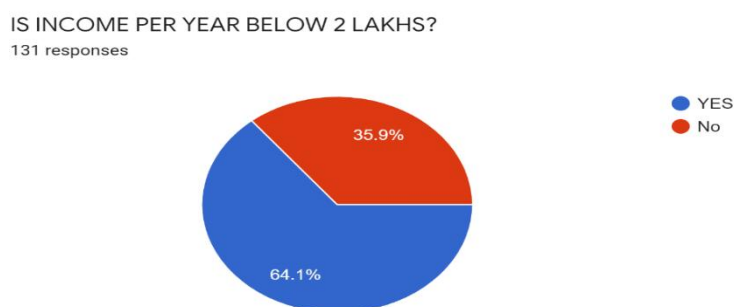
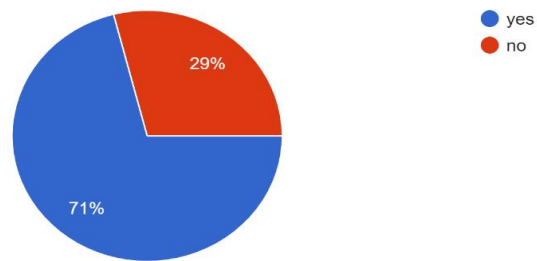


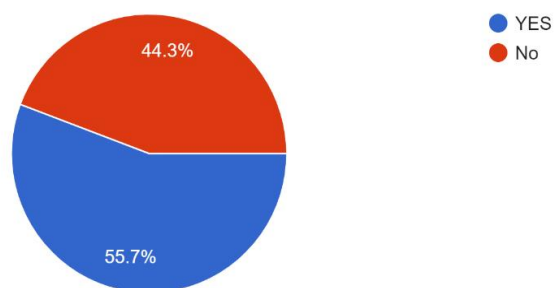
Figure 2: Knowledge of generic medicine

Any knowledge OF GENERIC MEDICINE
131 responses



About 71% of the respondents have sound knowledge of Generic medicine.

figure 3: Knowledge About Jan Aushadhi Stores
ANY Idea and knowledge of JAN AUSHADHI STORES?
131 responses



55.7% People have knowledge about Jan Aushadhi Stores And 44.3% people were not aware about Jan Aushadhi Stores.

Figure 4: Advise of Jan Aushadhi Stores By Doctors/Famili/Relatives

DID YOUR DOCTOR/ FAMILY/RELATIVES SUGGESTED ANYTIME ABOUT JAS?

131 responses

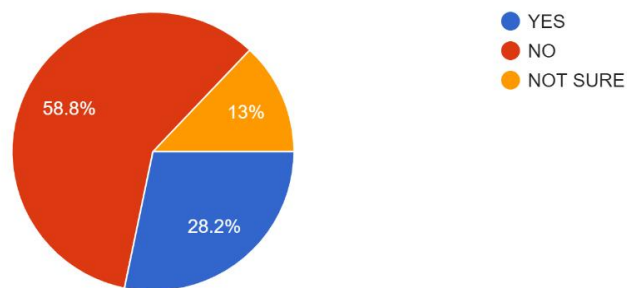
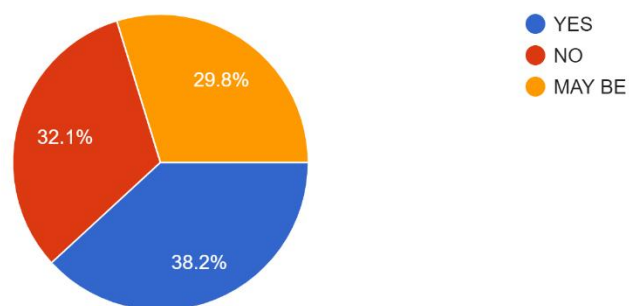


Figure 5: Productivity of Jan Aushadhi Stores

DOES JAN AUSHADHI STORE REDUCE YOUR MONTHLY MEDICAL EXPENDITURE?

131 responses

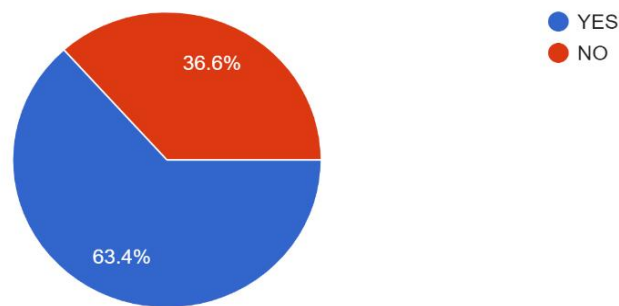


About 38.2% Respondents believed in saving health related expenditure using Jan Aushadhi Medicines.

Figure 6: Cost Effectiveness of Jan Aushadhi Stores

DO YOU THINK JAN AUSHADHI STORES ARE COST EFFECTIVE?

131 responses

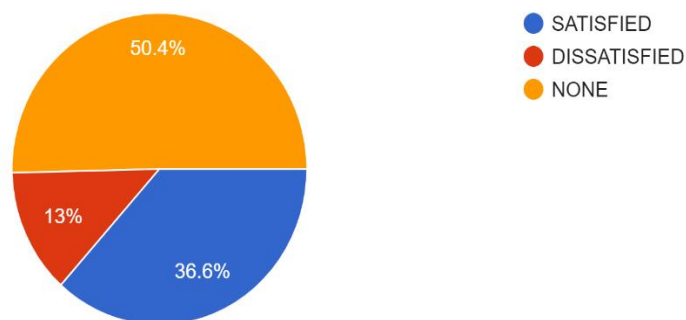


About (63.4%) Respondents believed that The Jan Aushadhi Stores are Cost effective and and wanted to know about the generic medicines and awareness about Jan Aushadhi Stores.

Figure 7: People response to Jan Aushadhi and its Products

ARE YOU SATISFIED WITH JAS AND ITS PRODUCTS?

131 responses



About 36.6% Respondents were satisfied with the Jan Aushadhi Stores and its products. 13% respondents werenot satisfied with the Jan Aushadhi products.

The Current Study has demonstrated that Most of the people are aware about Jan Aushadhi stores, its availabilityand that it referred to generic medicines. almost 64.1% respondents have income below 2 lacs per annum and these respondents comes under

below poverty line(According to government BPL criteria). 55.7% respondents have sound knowledge of Jan Aushadhi Generic medicines and are equally efficacious than brand medicines. It Sounds good that 63.4% Respondents have knowledge that Jan Aushadhi medicines are cheap and cost effective.

`While the results obtained from the questionnaire used in survey revealed that (44.3%) of them were not aware of the Jan Aushadhi Scheme nor they aware about Jan Aushadhi Stores in their vicinity.

Conclusion

The study shows that the price of JAS is cheaper than other medical stores. The price of JAS medicine is lowest among the market. Janaushadhi Yojana is becoming a big friend of poor and middle class families. It is becoming the medium of both service and employment. Poor and middle class families are saving about Rs3,600 crore every year on expensive medicine. Most of the patients felt that doctors should make them aware of such schemes. JAS make available unbranded quality generic medicines at affordable price. There is need to spread the awareness of JAS in society, encourage doctors more specifically to prescribe generic medicines. There is some Flaws in government Jan-Aushadhi stores that is most of the medicines are not available in stores, causing heartburn to people. Most of the stores set up under the Jan Aushadhi scheme to provide non-branded generic medicine to all, haven't stocked common medicines for months for lack of supply. These include medicine for seasonal infections, gas, cough, cold, etc. JAS is good initiative by government for middle and poor class families. Government should strongly review the supply side regulation, this is a way to that able to meet its objective of providing low-cost affordable medicine and financial risk protection to households from the cost of the medicines.

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