

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

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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.



METHODOLOGY

- **Sample Design**
- **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%).*

Demographic Profile of the participants (n=132)

Parameters	n(%)
Gender	
Male	56.50%
Female	43.50%
Education	
High School	16.50%
Graduate	65.60%
None	17.60%
Age (in Years)	
20-30	63.40%
31-40	9.90%
41-50	13%
51-60	12.20%
61& above	1.50%

Figure 1 : People with Below Povert line

IS INCOME PER YEAR BELOW 2 LAKHS?

131 responses

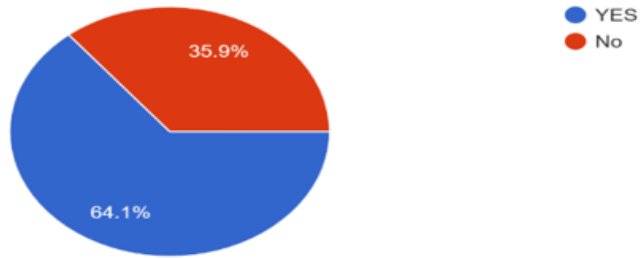


Figure 2: Knowledge of generic medicine

Any knowledge OF GENERIC MEDICINE

131 responses

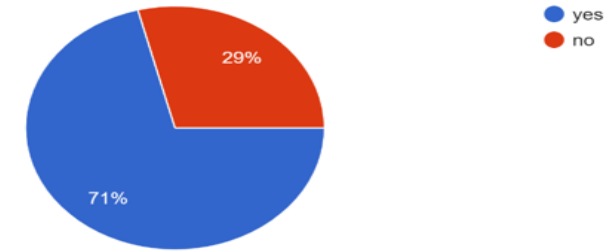


figure 3: Knowledge About Jan Aushadhi Stores

131 responses

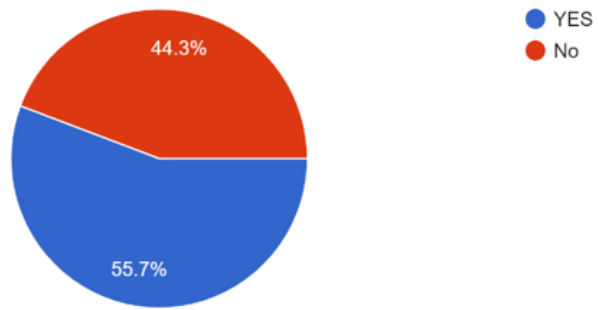


Figure 4: Advise of Jan Aushadhi Stores By Doctors/Famili/Relatives

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

131 responses

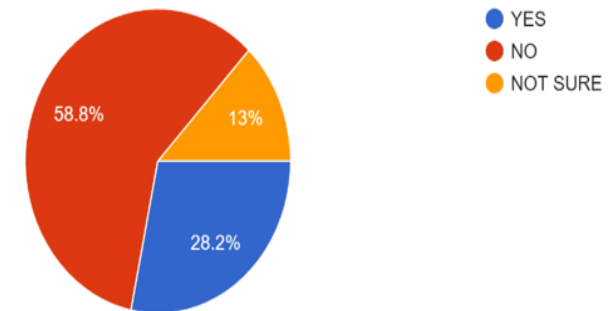


Figure 5: Productivity of Jan Aushadhi Stores

DOES JAN AUSHADHI STORE REDUCE YOUR MONTHLY MEDICAL EXPENDITURE?

131 responses

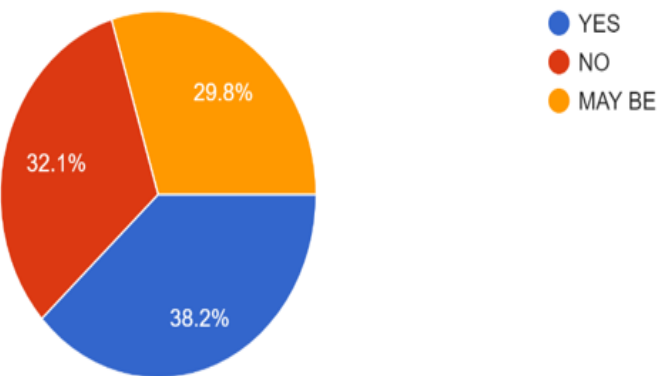


Figure 7: People response to Jan Aushadhi and its Products

ARE YOU SATISFIED WITH JAS AND ITS PRODUCTS?

131 responses

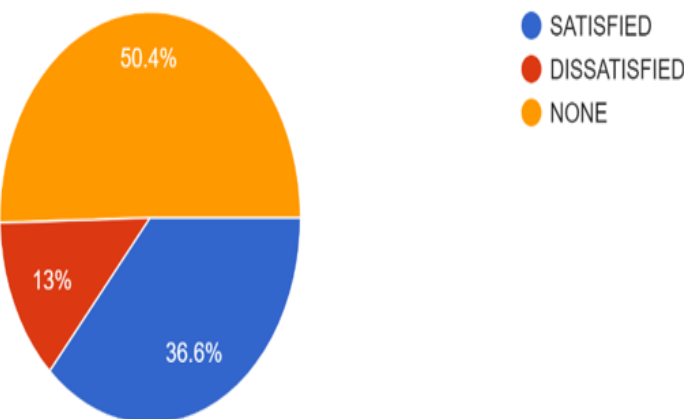
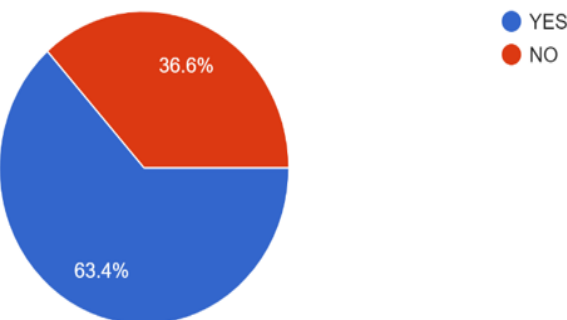


Figure 6: Cost Effectiveness of Jan Aushadhi Stores

DO YOU THINK JAN AUSHADHI STORES ARE COST EFFECTIVE?

131 responses



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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THANK YOU