

“Analyzing the Ayushman Bharath scheme in Uttar Pradesh”

Submitted By: Samiksha Mishra

MBA PM 12

Roll No. 0264



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INTRODUCTION

Ayushman Bharath, also known as the Pradhan Mantri Jan Arogya Yojana, is a scheme designed to assist economically vulnerable Indians who require healthcare services. It is a programme designed to assist economically disadvantaged Indians who require healthcare services. Pre-hospitalization expenses are covered for three days, and post-hospitalization expenses are covered for fifteen days. Every year, it provides beneficiaries with insurance coverage of up to Rs. 5 lakhs on a family floater basis in order for them to receive primary, secondary, and tertiary healthcare services. The programme is a programme because its users are low-income Indians. Each of India's 28 states and 8 union territories decides whether or not to participate in the Ayushman Bharat Yojana.

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OBJECTIVE

Primary Objectives

- To determine which state has the highest number of registered individuals under the Ayushman Bharath scheme.
- To determine the number of Jan Aushadhi stores running in the state.

Secondary Objectives

- To find out the preference of the Indian consumer while purchasing medicines from PMJAY stores.

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METHODOLOGY

- STUDY DESIGN: Descriptive design
- SAMPLING METHOD: Simple random sampling
- STUDY AREA: Uttar Pradesh
- SAMPLE SELECTION: General population
- DATA COLLECTION: Primary and secondary qualitative and quantitative data
- RESEARCH INSTRUMENT (TOOLS AND TECHNIQUES): Questionnaire

RESULT

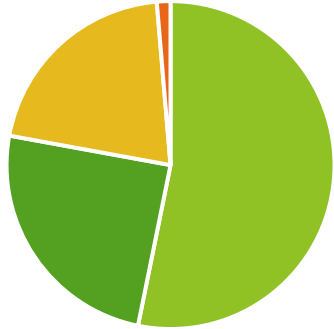
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- This graph shows the total number of JAN AUSHADHI KENDRA in INDIA that is 8,675 according to the latest data dated 31 January 2022.
- The Highlighted part shows the number of JAN AUSHADHI KENDRA in UTTAR PRADESH that is 1,189 according to the latest data dated 31 January 2022



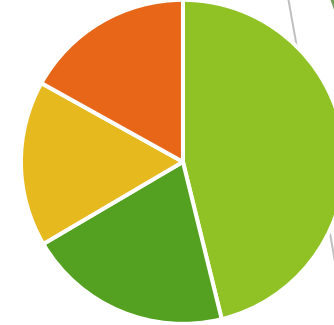
AGE



■ 18-25 ■ 25-40 ■ 40-55 ■ Above 55

Here it was seen that people between the age 18-25 were the maximum voters, then of age 25-40, then 40-55 and least were the people of age above 55

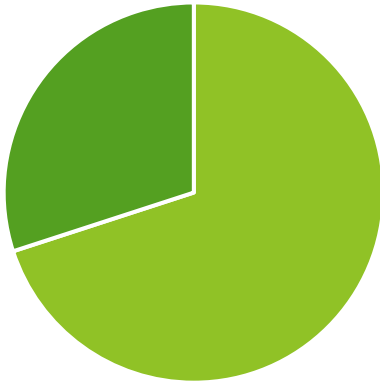
Knowledge and Awareness



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Here 46% people said that they know about JAS, 20% people said that they've not heard about it, 17% people said they know about generic medicines whereas 1% said they know about the number of stores present in the state.

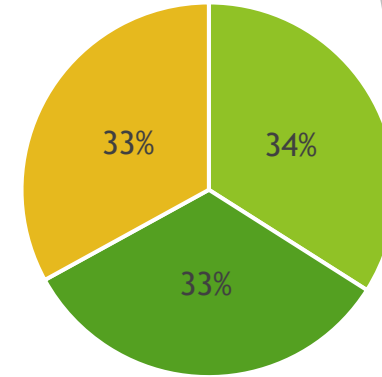
AVAILABILITY



■ 1st Qtr ■ 2nd Qtr ■ ■

Here it was seen that 70% of the times people get the medicines from JAS and 30% there was a lack in the availability.

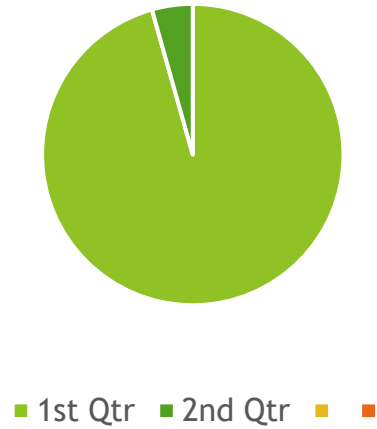
Price



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr

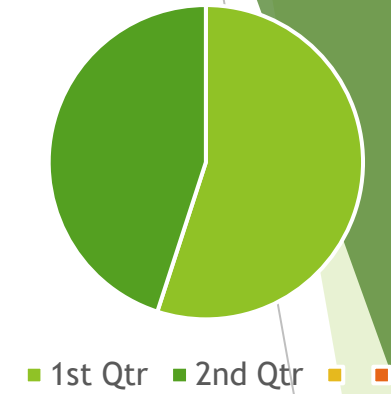
Here it was seen that 34% people who bought the medicines trust the store and 33% trust the medicine price and 33% people have even seen the difference in generic and branded medicines.

Trust



Here 96 % had faith on JAS as a store but 4% did not trust the generic medicine over the branded medicine.

ACCESSIBILITY



Here 96 % had faith on JAS as a store but 4% did not trust the generic medicine over the branded medicine.

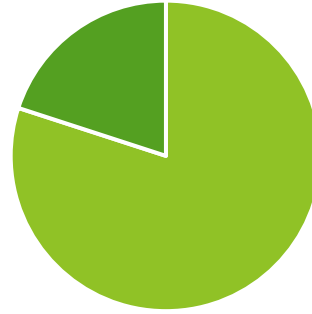
ATTITUDE



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Here 50% people had positive attitude but 30% did and the rest 20% did want to answer this question

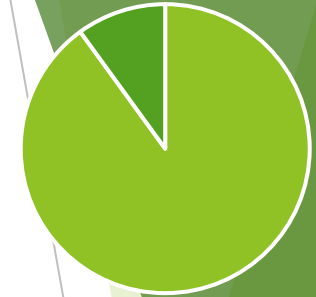
Do dr. tell about JAS



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Here 90% said that doctors don't prescribe generic medicines but 10 % said that they do prescribe them.

Do dr. prescribe generic medicine



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Here 80% people said that doctors don't, but some people said that doctors tell about JAS

CONCLUSION

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- ▶ Finally summing up the above explanation it can be concluded that JAS do not have that trust till now of people as other pharmacy and branded medicine has. Doctors till now don't prescribe generic medicines to their patients only the government hospital doctors do, and that somehow this is affecting people's trust in generic medicines.
- ▶ Somehow some people still believe and are aware of the JAS and often go to their nearby Kendra's. Here it can also be seen that people are more aware of JAS now than they were earlier the trust they have, has increased from the earlier times but still, some don't completely trust the JAS and the generic medicines over the branded ones as they believe it's of less price so it might not be as effective as the branded one's.
- ▶ It can also be seen in some people that they have even known the price differences that generic and branded medicines have between them. Some people have a positive attitude, but some still have negative thoughts about it.
- ▶ An overall conclusion can be that people are moving towards generics and JAS at a good rate if compared to the previous times but there are still second thoughts now also about this JAS in people.

THANK YOU

