

**GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF PHARMACEUTICALS**

**LOK SABHA  
UNSTARRED QUESTION No. 4666  
TO BE ANSWERED ON 28<sup>th</sup> MARCH, 2025**

**Sale of Generic Medicines**

**4666. Shri Ramasahayam Raghuram Reddy:**

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) whether the Government has promoted the use of generic medicines through the Jan Aushadhi Kendras under the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) to provide affordable healthcare options to citizens, if so, the details thereof, and if not, the reasons therefor;
- (b) the impact of these steps on healthcare affordability; and
- (c) the extent to which the regulation of drug prices by the NPPA has reduced the cost of critical medicines, particularly for chronic diseases?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS AND FERTILIZERS**

**(SMT. ANUPRIYA PATEL)**

---

(a): To spread awareness about the Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme, the Pharmaceuticals and Medical Devices Bureau of India, the scheme implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana, regularly undertakes several activities, including the following:

- (i) Issuance of advertisements in various modes, such as the print media, radio, TV, mobile application, cinema, hoardings, branding of bus queue shelters and buses, auto wrapping and TV screens at Common Service Centres;
- (ii) Outreach through social media platforms, such as Facebook, X, Instagram and YouTube; and
- (iii) Celebration of Jan Aushadhi Diwas on the 7<sup>th</sup> of March every year.

(b): Under Pradhan Mantri Bhartiya Janaushadhi Pariyojana scheme, quality generic medicines is being made available through a network of over 15,000 Jan Aushadhi Kendras at maximum retail prices (MRPs) that are about 50% to 80% lower than MRPs of leading branded medicines in the market. On an average, 10 to 12 lakh persons visit Jan Aushadhi Kendras daily and avail of quality medicines at affordable prices. In the last 10 years, medicines worth ₹6,975 crore in MRP terms have been sold through JAKs, resulting in estimated savings of about ₹30,000 crore to citizens in comparison to the prices of branded medicines.

(c): Currently, the prices of drugs in the country are regulated as per the principles laid down in the National Pharmaceutical Pricing Policy, 2012 (NPPP, 2012) which is operationalised through the Drug (Prices Control) Order, 2013 (DPCO, 2013). The National Pharmaceutical Pricing Authority (NPPA) fixes the ceiling prices of scheduled medicines notified as Schedule-I of the DPCO, 2013 by the Department of Pharmaceuticals. The National List of Essential Medicines (NLEM) published by the Ministry of Health and Family Welfare is incorporated as the Schedule-I of the DPCO. Presently, NLEM, 2022 is notified as Schedule-I of DPCO, 2013 *vide* notification dated 11.11.2022.

NPPA fixes the ceiling prices of scheduled medicines, that is, the medicines specified in the said Schedule. The prices fixed by NPPA are applicable to all manufacturers/marketers selling the specified formulations, whether generic or branded. Manufacturers/marketers of scheduled medicines (branded or generic) are required to sell the same within the ceiling price fixed by the NPPA and applicable GST and annual revision on the basis of WPI.

The average price reduction due to refixation of prices under NLEM, 2022 is about 17%, leading to annual savings of approximately ₹3,788 crore to patients.

NPPA also fixes the retail prices of new drugs as defined in DPCO, 2013 for existing manufacturers of scheduled formulations. Retail price of over 3,100 new drugs under DPCO, 2013 till 13.2.2025 have been fixed.

For non-scheduled formulations (branded or generic), the manufacturers may not increase the maximum retail price of such formulations by more than 10% per annum. In addition, NPPA has fixed the prices of number of drugs, in public interest, as follows:

- (i) In 2014, NPPA capped the MRP of 106 non-scheduled anti-diabetic and cardiovascular treatment drugs, resulting in estimated annual savings of about ₹350 crore to patients.
- (ii) Trade margin of non-scheduled formulations of 42 select anti-cancer medicines were capped under a trade margin rationalisation approach, wherein price of about 500 brands of medicines were reduced by an average of about 50%, resulting into estimated annual saving of about ₹ 984 crore to patients.
- (iii) In February 2017, ceiling prices of coronary stents were fixed, resulting in estimated annual savings of about ₹11,600 crore to patients.
- (iv) In August 2017, ceiling prices of orthopaedic knee implants were fixed, resulting in estimated annual savings of about ₹1,500 crore to patients.
- (v) In June/July 2021, trade margin of oxygen concentrators, pulse oximeter, blood pressure monitoring machine, nebuliser, digital thermometer and glucometer were also capped, resulting in estimated annual savings of about ₹1,000 crore to consumers.

\*\*\*\*\*