

**N-35018/28/2022**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**CRS Cell, Room. No. - 116, A Wing, Shastri Bhawan, New Delhi**

**Dated- 05 March 2025**

**ADVISORY**

Jan Aushadhi Diwas is celebrated every year on 7<sup>th</sup> of March to enhance awareness about the Pradhan Mantri Bhartiya Janaushadhi Pariyojana Scheme and promote generic medicines.

It is requested to disseminate information regarding the event and Pradhan Mantri Bhartiya Janaushadhi Pariyojana Scheme through your Community Radios. Under this scheme of the Department of Pharmaceuticals, quality generic medicines are made available to the common man at affordable prices through dedicated Janaushadhi Kendras (JAKs), which sell generic medicines at prices that are about 50% to 80% cheaper than branded generic medicines. As of date, JAKs have resulted in estimated savings of over Rs 30,000 crore for beneficiaries.

Jan Aushadhi Sugam Mobile App was launched to help people located the Jan Aushadhi Kendra nearest to them. The application has been developed by the Bureau of Pharma PSUs in India (BPPI). It is available on both Android and iPhone.

Week-long events are planned at various locations across the country from 1<sup>st</sup> to the 7<sup>th</sup> of March 2025. It is requested to make special programmes with promotional content regarding the event and scheme during the week.



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**To all the Community Radio Stations**

**Copy to:**

1. Shri Ravi Dadhich, Chief Executive Officer, Pharmaceuticals and Medical Devices Bureau of India, World Trade Center, Fire Brigade Lane, Block F, Safdarjung Enclave, New Delhi, Delhi 110029



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