

Guideline for Branding / Layout of PMBJP Kendra

BPPI, set up under the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. Of India is the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) across the country. BPPI is giving in-principle approval to the applicants (State Govt./Organization/Individual) for setting up of Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) subject to the fulfilment of documents and other eligibility criteria. All the PMBJK have to follow uniform design of Kendra and other text matter. The sample design of the Kendra and branding material in Hindi & English is as under. The same matter is available in various regional languages.

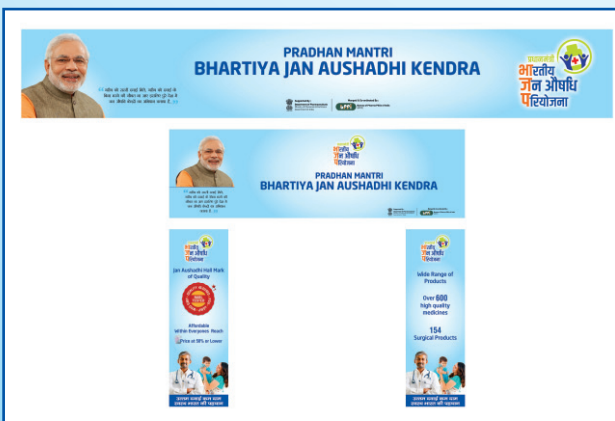
View - 1

View - 2



English Branding

Hindi Branding



The above branding is also available in many regional languages.