

No. PMBI/06/Circular/164/2021-22

Date: 16th November, 2021

Circular for Pradhan Mantri Bhartiya Janaushadhi Kendra owners

To,

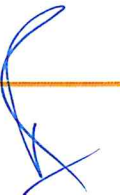
PMBJK owners

Subject:- Strict adherence to essential parameters for operating Pradhan Mantri Bhartiya Janaushadhi Kendras

All the proud owners of Pradhan Mantri Bhartiya Janaushadhi Kendras are requested to keenly follow the hereby enumerated Dos and Don'ts for smooth and successful functioning of their Kendras:-

Dos

1. All PMBJP Kendras pan-India must necessarily display the proper branding of Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
2. Kendra owners must ensure the usage of ONLY the POS software as provided by PMBI for billing, ordering and invoicing.
3. All PMBJK owners must ensure the availability of complete stock of medicines and surgicals at all times, as available in the PMBI basket.
4. Every PMBJK must remain operational during the proper timings, as mentioned in the Agreement.
5. The Kendra owner shall at all times have a person on rolls with minimum qualification of Diploma in Pharmacy (i.e., D. Pharma) or Degree in Pharmacy (i.e., B. Pharma) designated as PMBJK Manager.
6. All store owners must make sure to give a receipt to the customer for all transactions.
7. All Kendra owners must participate in all marketing programs for Pradhan Mantri Bhartiya Janaushadhi Pariyojana, as and when directed by PMBI.

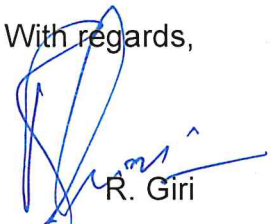


8. The PMBJK owner shall only purchase the medicines from Central Warehouse, Regional Warehouse, or the authorized Distributors of PMBI.

Don'ts

1. No PMBJK shall ever engage in the sale of any medicine other than that available in the PMBI basket.
2. No software other than the one provided by PMBI shall be used by any Kendra owner.
3. No Janaushadhi Kendra owner shall ever engage in any malpractice that may tarnish the image of Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
4. The PMBJK owner, under no circumstance, shall relocate their Kendra without the express prior permission of PMBI.
5. The Kendra owner shall have no right to deny entry and inspection to any PMBI representative that has come for shop inspection to ensure the Kendra is operating under PMBJP standards.
6. The Kendra owner must not change the constitution of the Kendra without the prior explicit consent of PMBI.
7. The Kendra owner shall not assign or purport to assign their rights, interests or benefits or charge the benefits of the Agreement without obtaining the consent of PMBI in writing.
8. The Kendra owner shall never disclose the confidential information provided by PMBI to third parties that might adversely impact the ability of PMBI to remain competitive.

With regards,



R. Giri

Manager (M&S)

PMBI, New Delhi