



सत्यमेव जयते



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MESSAGE

The concept of providing affordable health care by making available quality medicines at affordable prices for all was first mooted during the Fourth Pharma Advisory Forum Meeting chaired by Hon'ble Minister for Chemicals, Fertilizers and Steel held on 23rd April, 2008 at Vigyan Bhawan New Delhi.

I am glad that the newly created Department of Pharmaceuticals, under the Ministry of Chemicals and Fertilizers has been able to translate this concept into reality through the launch of the '**Jan Aushadhi**' Campaign which to begin with involves setting up of '**jan aushadhi**' stores where unbranded generic drugs would be sold which are available at lesser prices but are equivalent in quality and efficacy as expensive branded drugs. This Campaign is being implemented with the help of Pharma CPSUs (HAL, IDPL, BCPL, RDPL and KAPL) and with the support of State Governments. The first '**jan aushadhi**' store was opened in the country at the Civil Hospital, Amristar with the support and cooperation of the State Government of Punjab. More '**jan aushadhi**' stores are being opened in Delhi, Punjab, Andhra Pradesh, Rajasthan and Haryana. Other States have also shown keen interest in opening such stores and it will be possible to open these stores in other districts soon. The Department of Pharmaceuticals would continue to be actively engaged in providing appropriate assistance in expanding this venture to other parts of the country. We are now in the process of finalizing tie-ups with NGOs/Other Organisations for running such 'jan aushadhi' stores and with private industry for supply of unbranded generic medicines at fixed prices to these Stores.

I am sure this unique venture would ensure quality medicines at affordable prices to all and further the cause of affordable health care for each and every citizen of this country.

I wish the venture all success.

New Delhi

Dated the 5th February, 2009

