

AN ANALYSIS OF PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA (PMBJP) IN TAMILNADU

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ABSTRACT In India, there are several types of medical treatment methods available and there are as follows: (a) Siddha (b) Ayurveda (c) Allopathic (d) Unani (e) Acupuncture (f) Homeopathy and etc. For this study, this research is going to consider about allopathic medicinal treatment methods only. In the time of treatment, doctors are suggesting different types of medicine to cure from the illness. These medicines are classified into two types (a) Branded Medicines and (b) Generic Medicines. Branded medicine is a unique and invented original drug created by a particular pharmaceutical company and it's another name is called patent. They will undergo various tests and evaluations to find this new drug. And this must prove beneficial to human bodies. For this reason, these companies need to invest in large quantities of amount, so that they get sole production and sole distribution rights for some of periods. Main aim of this study is to know the reason to buy generic medicine in the study area. For this research, totally 50 samples are chosen to collect the primary. These samples are selected on the basis of those who are buying generic medicine from PMBJP shop in Aruppukottai Block in Virudhunagar district at Tamilnadu.

Index Terms: Siddha, Ayurveda, Allopathic, Unani, Acupuncture, Homeopathy, Generic Medicine, Branded Medicine & Patent.

1. Introduction:

Health Care is one of the most important for all human beings. For this purpose, the use of drugs has been growing to suit every stage since the time of human evolution. Human wants to live without diseases and long life (**NIH Curriculum Supplement Series, 2007**). In ancient times, medicine and the treatment of patients were considered very important. Also, doctors were considered the next person to God. At that time, doctors were familiar with medical formulas and medical preparation. These medicines were distributed by his assistants. Main aim of pharmaceuticals help to cure, protect and maintain good health for all kinds of living things like human and animals from diseases (**medicalnewstoday.com**).

In this world, every human being must be using certain medicinal drugs or multiple drugs for the good health in his life time. Every day new diseases emerge in the world and new drugs are needed to protect and cure them. Because of this, pharmaceutical companies have to find new drugs. For this purpose, there is a need for new research. And this requires more investment. This type of activity is very meagre in developing countries because of scarcity of funds. Due to these reasons, these countries had large quantity of patients and different types of disease, more mortality and death of newborns, death of the woman during childbirth and low average human's life span (**Murphy H. et al, 1997**).

Pharmaceutical market is mainly dominated by three nations likely United States of America, European Unions and Japan. In the year 2014, almost \$1.2 trillion amount of medicine produces in the world and it will increase almost \$1.4 trillion in the year 2020. There are three countries likely United State of America, European Union and Japan are spending more amounts for this purposes. Indian Pharmaceutical market has grown by nearly \$ 20 billion and this sector is expected to grow almost twice in the year 2020. In recent times, the pharmaceutical industry has grown into a very important sector and it is contributing main share in Indian National Income (**ficci.in/spdocument**).

Generic medicine is an alternative of patented or branded medicines, because the same active ingredient or chemicals are utilised for this production. It will create same level of effect for human bodies. After the expiry of original patent rights, this type of medicine will come for production. It is sold under a different brand name or as per chemical name and it may be different from original medicines' colour and shape. It is sold either under a non-proprietary label. World Health Organisation (WHO) definition of generic medicine, "A pharmaceutical product usually intended to be interchangeable with the originator brand product, manufactured without a license from the originator manufacturer and marketed after the expiry of the patent or other exclusivity rights". When medicines come under branded or patent medicine, other companies are not entitled to produce the same medicine for a particular period of time. Because of this, there will be opportunities to turn prices into more expensive or scarce products.

Generic drugs are sold either under a non-proprietary label. Due to this, Government India initiated to start generic medical shops all over India. It was implemented by Bureau of Pharma Public Sector Units of India. This Medical shop is called as Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) (a Hindi word literally translated as "Medicine for People"). Main aim of this shop is (a) to provide medicines in affordable price for public (b) to distribute generic medicine through this shop (c) purchasing generic medicine from public and private sector pharmaceutical

companies (d) to proper monitor and guidelines to successful running of this shop (e) to give greater focus and thrust on the development of pharmaceutical sector in the country (f) Ensure access to quality medicines and (h) Create demand for generic medicines by improving access to better healthcare through low treatment cost and easy availability wherever needed in all therapeutic categories.. This drug store was opened in 2008 in Jaipur, Rajasthan, India. In Tamilnadu, the shop was first time opened in 2nd November 2016 in Ramanathapuram ([www. business standard.com](http://www.businessstandard.com)) at Coimbatore. In recent periods, approximately 550 shops are functioning in Tamilnadu.

2. Objectives and Methodology:

For this study, this research is going to consider only on allopathic medicinal treatment drugs only. Primary objective of this study is to know the reason to buy Jan Aushadi medicines in the study area. This study is based on primary data collection. These respondents are selected on the basis of those are buying PMBJP generic medicine for their / family members / relatives. This statistical information is derived from those individuals when it comes to buying medicine at the store. Fifty respondents are chosen for this data collection.

3. Analysis:

The following part of the study is going to explain about causes for purchasing the generic medicines. According to this study, causes are classified into seven important factors and respondents are answering that 'Yes' or 'No'.

Table No. 1
Reason to buy Generic Medicines

| SL. No. | Reasons | Opinion | | | |
|---------|-----------------------------------|---------|-----|-------|-----|
| | | Yes | | No | |
| | | Freq. | % | Freq. | % |
| 1. | Cheap Price | 50 | 100 | 0 | 0 |
| 2. | Same Curability | 34 | 68 | 16 | 32 |
| 3. | Near to my home | 13 | 26 | 37 | 74 |
| 4. | Direct Control from Governments | 22 | 44 | 28 | 56 |
| 5. | Sufficient level Medicine Supply | 19 | 38 | 31 | 62 |
| 6. | Doctors' Recommendation | 0 | 0 | 50 | 100 |
| 7. | Friends & Relative Recommendation | 32 | 64 | 18 | 36 |

Freq. – Frequency: % - Percentage

Source: Primary Data

Above table represents that reason to buy generic medicines in the study area.

3.1. Cheap Price:

All the respondents are accepted that Jan Aushadi drug prices are low to compare with branded medicines. The Department of Pharmaceuticals, Government of India (janaushadhi.gov.in/) has provided comparative price data on Jan Aushadi store prices and branded company prices, for example ciprofloxacin tablet is an antibiotic, which costs ten tablets at branded companies for about Rs 55. But the price is Rs 13 in Jan Aushadi store. It shows that almost four times as much in comparison. Main reason for these generic medicines is only economical because the producers have not had the expenses of research & developing and marketing a new drug.

3.2. Same Curability:

More than two-third (68 percent) of respondents said that there is no difference between Jan Aushadi Store Drugs and Branded Drugs in curing their disease and illness. They know that both products are using the same qualitative and quantitative of ingredients or chemicals in the time of production.

3.3. Near to my home:

Three-quarters of the respondents said that the store is far from their home. Because of this, they say it is difficult to buy medicine at this store. Information and ads about these stores are limited. For these two inconveniences, the government should take necessary measures to increase awareness and publicity of these shops.

3.4. Direct Control from Governments:

About 44 per cent of buyers of generic medicine in PMBJPs are believed that this pharmaceutical shop is supplying qualitative medicines for public because it is directly regulated by Central and State governments. They want to buy only from this shop.

3.5. Sufficient level Medicine Supply:

More than 60 per cent of respondents said that most of the people are affected by fever, cough and cold in winter season and it is called as seasonal diseases. In this period, this type of shop is not maintaining proper medicinal stocks in most of the time. They are expecting this situation rectify immediately.

3.6. Doctors' Recommendation:

According to this survey, all respondents said that most of the doctors did not want to recommend these stores to buy drugs. Most of these doctors have their own drug stores in their hospital. They want to sell branded and high profitable company medicines only. Because, PMBJP stores' maximum level of profit is 20 per cent for the available drugs and it is fixed by Government of India but profit margins are higher in other pharmacies. This margin is fixed by private pharmaceutical companies.

3.7. Friends & Relatives Recommendation:

Approximately two-thirds of respondents told that the store is recommended and introduced by friends and relatives and they mainly suggest that the drugs are cheaper at these stores.

Conclusion:

This study is concluded the following points: People want to buy cheaper price of drugs. Most of the doctors did not willing to suggest Jan Aushadi stores to purchase medicines. Main reason is low level of profit margins to compare with other medical stores. These respondents are well aware of branded and generic medicines. Most of respondents are known this shop through his / her friends and relatives. They want more of those types of stores to open near their home.

Suggestions:

Government of India and concern departments should create awareness about PMBJP shops and it must provide large advertisement related to this shop. Theses advertisements must be related features, advantages and objectives of these shops. Most of the Indian population are living in below poverty line and they cannot buy costlier medicine for their wellbeing and healthier of life. In this reason, government should encourage to start PMBJP shops in rural and urban areas. This type of shop will possible to provide employment opportunities to pharmacy students and unemployed persons and it helps to create healthier India.

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