

The Impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana on Public Health and the Pharmaceutical Industry: A Comprehensive Meta-analysis

R. E. Ugandar¹, A. Sai Keshava Reddy²

¹Professor and Head, ²Associate Professor, Department of Pharmacy Practice, Santhiram College of Pharmacy, Nandyal, Andhra Pradesh, India

Summary

Background: The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) represents a major policy initiative aimed at improving access to affordable medicines in India through the promotion of unbranded generics. **Objectives:** This review examines the implications of the scheme for both public health and the pharmaceutical industry by synthesizing evidence from studies published between 2015 and 2023. **Materials and Methods:** A systematic approach was used to gather data on key parameters including medicine affordability, treatment adherence, and shifts in market dynamics. **Results:** The findings indicate that PMBJP has contributed significantly to reducing out-of-pocket expenditure on essential medicines, with substantial benefits observed among economically disadvantaged groups and patients managing chronic illnesses. Improved adherence rates have also been reported, reflecting the affordability and availability of generic medicines through Janaushadhi Kendras. At the same time, the initiative has begun to reshape the pharmaceutical market by expanding the role of generics, exerting downward pressure on drug prices, and challenging the dominance of branded formulations. **Conclusion:** The analysis highlights that while the scheme holds considerable promise for improving healthcare equity, its long-term effectiveness will depend on addressing systemic barriers such as supply chain inefficiencies, lack of awareness, and misconceptions about the quality of generics.

Key words: Implementation of generic drugs, inexpensive health care, policy of generic medicines, public health equity, the problems of supply chain in healthcare, the reduction of the cost of medicine, transformation of pharmaceutical market