



**GUIDELINES FOR OPENING OF NEW PRADHAN MANTRI BHARTIYA  
JANAUSHADHI KENDRA (PMBJK)**

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## **PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

(Set up under the Department of Pharmaceuticals, Govt. of India)

8th Floor Videocon Tower, Block E3 Jhandewalan Extension, New Delhi – 110055

Tel – 011-49431800, website *Janaushadhi.gov.in*

### **I. Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) – GENESIS**

The branded (Generic) medicines are sold at significantly higher prices than their un-branded generic equivalents, though are identical in the therapeutic value. Given the widespread poverty across the country, making available reasonably priced quality generic medicines in the market would benefit everyone. With this objective, the Pharma Advisory Forum in its meeting held on 23<sup>rd</sup> April, 2008, decided to launch the PMBJP KENDRA Campaign - starting with the sale of generic medicines through dedicated sales outlets called **PMBJK (Pradhan Mantri Bhartiya Janaushadhi Kendra)** in various districts of the country. It is proposed that at least one PMBJK will be opened in each of the 734 districts of the country to be extended to sub-divisional levels as well as major towns and village centers.

### **II. Pharmaceuticals & Medical Devices Bureau of India (PMBI)**

A Pharmaceuticals & Medical Devices Bureau of India (PMBI) formerly known as Bureau of Pharma PSUs of India (BPPI), implementation agency for Pradhan Mantri Bhartiya Pariyojana (PMBJP) was established in December 2008 under the Department of Pharmaceuticals, Government of India, with the support of all the CPSUs and has been registered as an independent society under the Societies Registration Act, 1860 as a separate independent legal entity in April, 2010. PMBI follows the provisions of GFR, 2005 as amended from time to time, the CVC guidelines, and instructions from the Department of Pharmaceuticals. The defined roles of PMBI are as follows:

- Make quality generic medicines available at affordable prices for all
- Marketing of generic drugs through the Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)
- Procurement of medicines from Central pharma PSUs and Private Sectors
- Monitoring proper running of PMBJK

### **III. Eligibility Criteria to open Pradhan Mantri Bhartiya Janaushadhi Kendra**

Individual applicants must be having D. Pharma/B. Pharma Degrees, or he/she have to employ D. Pharma/B. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval. Any organization, NGO applying for a **PMBJK** will have to employ **B. Pharma / D. Pharma degree holders and produce proof of the same at the time of submitting applications** or at the time of final approval. In Govt. hospital premises including medical colleges, the preferred agency would be reputed NGOs/Charitable organizations, but individuals would also be eligible.

#### IV. Margins and Incentives

- a. Operating agency will be provided 20% margin on MRP (Excluding taxes) of each drug.
- b. **Special Incentive**: Special incentive shall be granted for PMBJK opened by the Women Entrepreneurs, Divyaang, SC, ST & any entrepreneurs open 'Janaushadhi Kendra (PMBJK)' at aspirational districts (backward district) as notified by the NITI Aayog & in Himalayan, Island territories and North-Eastern states. An amount of Rs. 2.00 lakhs in addition to normal incentives as applicable is to be given to the above-mentioned entrepreneurs as below:
  - (i) Rs. 1.50 lakh reimbursement of Furniture and Fixtures
  - (ii) Rs. 0.50 lakh as reimbursement for Computer, Internet, Printer, Scanner etc.

This will be one-time grant for opening of new PMBJK against submission of original bills and restricted up to actual expenditure incurred.

**Note**: *The Special incentive shall be granted to the Women entrepreneurs, Divyang, SC, ST & any entrepreneurs open 'Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)' at aspirational districts as notified by the Niti Aayog, In Himalayan, Island territories and North-Eastern states based on One Family – One Grant formula. It means any above mentioned eligible PMBJK owner shall be granted special incentive only once and no other person from his/her family/relative shall be granted special incentive thereafter. For this Purpose, "Relative" means – "Relative", in relation to an individual, means the husband, Wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.*

- c. **Normal Incentive** - PMBJK run by other entrepreneurs/Pharmacist/NGOs/NGOs & Charitable organization that are linked with PMBI headquarters through software will get incentive up to Rs. 5.00 lakhs. The incentive will be given @ 15% of monthly purchase made from PMBI by these PMBJKs subject to ceiling of Rs 15,000/- per month up to total limit of 5.00 lakhs. It will also cover PMBJK opened by Women entrepreneurs, Divyang, SC, ST & any entrepreneurs open 'Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK)' at aspirational districts as notified by the Niti Aayog, In Himalayan, Island territories and North-Eastern state.

This will be applicable to existing PMBJK also whose existing limit of incentives of Rs 2.50 lakh is fully disbursed, moreover it will also cover the PMBJK opened in government premises to Whom one-time grant of Rs 2.50 lakh was disbursed. They will get incentive of Rs 2.50 lakh based on purchase made by them from PMBI as per other terms and conditions applicable to all PMBJKs. Further, any PMBJK opened in Government premises will get normal incentives as applicable to PMBJK in private premises.

## **V. Requirements for opening PMBJK**

- a. Own space or hired space (Minimum 120 sq. ft.) duly supported by proper lease agreement or space allotment letter. Applicant will arrange the space for running the Pradhan Mantri Bhartiya Janaushadhi Kendra & PMBI will have no role for arranging space.
- b. Proof of securing a pharmacist with name, Registration with the State Council etc. (or it can be submitted at the time of final approval of PMBJK)
- c. If applicant is under the category of Women entrepreneurs, Divyang, SC, ST & any entrepreneurs of aspirational districts (backward district) as notified by the Niti Aayog, in Himalayan, Island territories and North- Eastern states, the applicant has to submit suitable certificate/proof from respective authorities along with undertaking at the time of application. The applicant must mention the category for getting the suitable benefit and category mentioned in application form. Once the category is selected by the applicant, later on applicant will not be able to change it in future due to any reason.
- d. Non-refundable application fees of Rs. 5,000/- is to be deposited along with application form. Application fee is not applicable in case of applicant belongs to the category of Women Entrepreneurs, Divyang, SC, ST & any entrepreneurs of aspirational districts (backward district) as notified by the NITI Aayog, in Himalayan, Island territories and North- Eastern states. For exemption of fee the applicant has to submit the proof of their category.
- e. The following distance policy shall be observed, while approving the new PMBJK. Hence, applicant is required to follow the mentioned distance policy while applying for the new PMBJK:

<b>Criteria</b>	<b>Population of District</b>	<b>Distance Policy</b>
A	Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad and districts having population equal to or more than ten (10) lacs.	Distance of 1.00 km shall be observed between two Kendras while approving new Kendra.
B	Districts having population less than 10 lacs.	Distance of 1.50 km shall be observed between two Kendras while approving new Kendra.

Note: Population census shall be verified with the data of Registrar General and Census Commissioner of India under the Ministry of Home Affairs, Government of India.

## **VI. Important Operating Terms and Conditions**

Important operating terms and conditions for operating PMBJK are given below:

- a) Applicant will enter into agreement before beginning operations of “Pradhan Mantri Bhartiya Janaushadhi Kendra”. All operations of Pradhan Mantri Bhartiya Janaushadhi Kendra will be conducted as per agreement terms and conditions.

- b) It shall be the responsibility of the applicant to obtain drug license in the name of “**Pradhan Mantri Bhartiya Janaushadhi Kendra**” and other permissions to run a drug store. Compliance to all statutory requirements for storage of drugs shall be ensured by the applicant.
- c) Applicant will use the premises solely for the purpose for which it has been allotted and for no other purpose and shall not part with the premises, sub-let the premises to anyone directly or indirectly.
- d) All billings should be done using software provided by PMBI. No medicine can be sold in PMBJK without using the software provided by PMBI.
- e) PMBJK operators will be allowed to sell allied medical products, commonly sold in chemist shops but they are not allowed to sell any medicines other than products of PMBI.
- f) Supply will be made against the advance payment for dispatch of goods.

Detailed terms and conditions are given in draft agreement and may be referred by applicant.

#### **VII. Role of PMBI**

- a) For proper implementation of the scheme, PMBI would render all required assistance to the operating agency for running the PMBJK for furthering the objective of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana.
- b) PMBI shall also facilitate the supply of affordable quality generic medicines, surgical items, consumable etc. through its supply chain to Pradhan Mantri Bhartiya Janaushadhi Kendra against the advance payment for dispatch of goods.

**VIII. Application Fee:** Non-refundable application fees of **Rs 5,000/-** is to be deposited along with application form. Application fee is not applicable in case of applicant is under the category of Women Entrepreneurs, Divyang, SC, ST & any entrepreneurs of aspirational districts as notified by the NITI Aayog, in Himalayan, Island territories and North- Eastern states.

#### **IX. Online application available on official website of PMBI**

#### **X. Address of PMBI**

Chief Executive Officer,  
Pharmaceuticals & Medical Devices Bureau of India (PMBI)  
8th Floor Videocon Tower, Block E-1,  
Jhandewalan Extension,  
New Delhi –110055  
Tel – 011-49431800



**PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA**

Application for opening of “Pradhan Mantri Bhartiya Janaushadhi Kendra” at \_\_\_\_\_

S. No.	Particulars	Details
1	Name of Applicant/Owner* [In capital Letter]	
2	Applicant/Owner Date of Birth* [DD/MM/YYYY]	
3	Category of Applicant* (Please mention your Category) <ul style="list-style-type: none"> <li>• Women Entrepreneur</li> <li>• Divyang [PWD] / SC / ST</li> <li>• Aspirational Districts</li> <li>• Himalayan State / Island territories</li> <li>• North Eastern State</li> <li>• Others</li> </ul>	
4	Aadhar Card Number of Applicant/Owner* (Individual / Proprietor)	
5	PAN Card Number of Applicant/Owner*	
6	GSTIN Number	
7	Gender In case of Individual/Proprietor* Please Mention [ Male / Female / Others]	
8	Type of Applicant  [Please Tick your type]	<ul style="list-style-type: none"> <li>• Individual entrepreneur / Proprietor</li> <li>• Partnership</li> <li>• Charitable Institute/Hospital</li> <li>• NGO/ Trust/ Society</li> <li>• Government/ Government Nominated Agency</li> <li>• Any Other (Please specify).</li> </ul>
9	Registration Number of Organization	
	Date of Incorporation	
10	Darpan ID* [Only for NGOs]	
11	Name of the Pharmacist* Please Mention [Self / Employed]	
	Registration Number of Pharmacist	
12	Name of Contact Person*	
	Designation	

	<b>Aadhar Link Mobile No</b> of Applicant/Owner* [It is applicable only for Individual/Proprietor]	
	Alternate Mobile No / Land Line No* (if any)	
	<b>Email id</b> * [In capital Letter]	
13	Proposed location for opening 'Pradhan Mantri Bhartiya Janaushadhi Kendra':	
	<b>Address Line 1</b> *	
	Address Line 2	
	<b>Category of Area</b> * Please Mention your Area [ <b>Rural / Urban</b> ]	
	<b>Block/ Taluka/Mandal</b> * [If Please Mention]	
	<b>Ward No / Panchayat / Village</b> * [if please Mention]	
	<b>State</b> *	
	<b>District</b> *	
	<b>Pin Code</b> *	
14	Applicant / <b>Owner Bank details</b> * [Incase of Individual/proprietor, Account Number should be linked with Aadhar and it is mandatory]	
	<b>Bank account type</b> * [Please Tick your bank Type]	Savings Account / Current Account
	<b>Full Name of the Bank</b> *	
	<b>Bank Account Number</b> *	
	<b>IFSC Code</b> *	
15	<b>Application Submission Fee</b> (Rupees in INR)	<b>Amount In Rupees - [5000/-] Only (Please read Application Fee (VII) before submission)</b>
	Application Fee payment in favor of <b>Bureau of Pharma Public sector Undertaking.</b>  <b>Note</b> -Application fee amount should be deposited in only BPPI Virtual account.	<b>Bank Details:</b>  <b>Name of The Bank-</b> Bank of Baroda  <b>Virtual Bank Account Number -</b>  BPPIZCL07PAF0001  <b>IFSC Code-</b> BARB0PARLIA
	<b>Mode of Payment-</b>  Registration Fee amount should be deposited only through <b>Online</b> i.e., <b>NEFT / RTGS / IMPS / UPI.</b>  Please Mention your fee transaction reference number and UTR*	<b>Please Mention your Fee Payment reference Details:</b>  UTR No/UPI No/IMPS Transaction Reference No-

<b>16</b>	Is there any PMBJK in 01:00 Km/1.5 Km. distance of your proposed location	(Y/N) _____ (If yes please share the details of PMBJK)
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**Declaration:**

- 1) I have gone through the terms and conditions as mentioned in the guidelines for opening of Pradhan Mantri Bhartiya Jan Aushadhi Kendra and agree to abide by the same.
- 2) I/We hereby declare that; all the information as mentioned above is true to best of my knowledge. If any information is found to be incorrect, my/our candidature is liable to be cancelled and may be subject to legal/disciplinary proceedings.
- 3) I/We hereby declare that; I have through the terms and conditions as mentioned in distance policy and certify that there is no violation of PMBJK distance policy at proposed location.
- 4) Supporting documents are attached wherever required.

(Signature)

Name & Designation of signing authority:

Date:

Place:

**Note:**

- Applications without Aadhaar Card shall be (In case of Individual/Proprietor) **rejected**.
- Mandatory details to be provided.



**List of Self-attested documents required to be attached with Application.**

Special Incentive	Normal Incentive		
Individual	Individual	Institutions/ NGO/ Charitable Institute/ Hospital etc.	Government/ Govt Nominated Agency
1. Aadhaar Card	1. Aadhaar Card	1. Darpan Id (Only for NGO) if other please provide supporting documents.	1. Details of Department who has allocated the space, along with supporting documents/ sanction order.
2. Pan card	2. Pan card	2. Pan card	2. Pan card
3. Certificate of SC/ST or Divyang (PWD).	3. General category	3. Registration certificate	3. Govt. nominated agency provide supporting documents.
4. Pharmacist Registration Certification	4. Pharmacist Registration Certification	4. Pharmacist Registration Certification	4. Pharmacist Registration Certification
5. ITR for last two years.	5. ITR for last two years.	5. ITR for last two years.	5. ITR for last two years, if nominated operating agency is a Pvt. Entity.
6. Bank statement for last 6 months.	6. Bank statement for last 6 months.	6. Bank statement for last 6 months.	6. Bank statement for last 6 months, if nominated operating agency is a Pvt. Entity.
7. Declaration for GST registration once threshold limit is achieved.	7. Declaration for GST registration once threshold limit is achieved.	7. Declaration for GST registration once threshold limit is achieved.	7. Declaration for GST registration once threshold limit is achieved.
<b>8. Undertaking (Whichever is applicable) -</b> <b>I. Woman Entrepreneur</b> <b>II. Aspirational District (Identified BY NITI AAYOG Himalayan/Island Territories/North – Eastern States)</b> <b>III. Divyaang/ SC/ST</b>			
9. Undertaking of distance policy as per guideline.	9. Undertaking of distance policy as per guideline.	9. Undertaking of distance policy as per guideline.	9. Undertaking of distance policy as per guideline.

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

8<sup>TH</sup>, FLOOR, VIDEOCON TOWER, JHANDEWALAN EXTENSION, NEW DELHI -110055

**(SELF UNDERTAKING OF PMBJP KENDRA FOR AVAILING ONE TIME SPECIAL INCENTIVE ON OPENING OF PMBJK UNDER CATEGORY OF DIVYAANG/ SC/ST)**

I, \_\_\_\_\_ S/o / D/o / W/o of Shri \_\_\_\_\_  
resident of (Full permanent address of residence)  
\_\_\_\_\_ District \_\_\_\_\_ State  
\_\_\_\_\_ Pin code \_\_\_\_\_ is applying  
for Pradhan Mantri Bhartiya Janaushadi Kendra for the location at (Full address of shop)  
\_\_\_\_\_ under the  
category of \_\_\_\_\_ (Divyang/ SC/ST).

It is to certify that neither myself, nor any of my relative have availed the benefits of special incentive by opening Pradhan Mantri Bhartiya Janaushadhi Kendra under the category of DIVYAANG/SC/ST.

(Note: Hereinabove "Relative means in relation to an individual, Means the husband, wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.")

**(Signature of Applicant)**

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

In Principal approval No :

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

8<sup>TH</sup>, FLOOR, VIDEOCON TOWER, JHANDEWALAN EXTENSION, NEW DELHI -110055

**(SELF UNDERTAKING OF PMBJP KENDRA FOR AVAILING ONE TIME SPECIAL INCENTIVE ON OPENING OF PMBJK UNDER CATEGORY OF ASPIRATIONAL DISTRICT (BY NITI AAYOG) HIMALAYAN/ISLAND TERRITORIES/NORTH – EASTERN STATES)**

I, \_\_\_\_\_ S/o / D/o / W/o of Shri \_\_\_\_\_  
resident of (Full permanent address of residence)  
\_\_\_\_\_ District \_\_\_\_\_ State  
\_\_\_\_\_ Pin code \_\_\_\_\_ is applying  
for Pradhan Mantri Bhartiya Janaushadhi Kendra for the location at (Full address of shop)  
\_\_\_\_\_ under the  
category of \_\_\_\_\_ (Aspirational district notified by NITI Aayog,  
Himalayan/Island territories/North – Eastern States).

It is to certify that neither myself, nor any of my relative have availed the benefits of special incentive by opening Pradhan Mantri Bhartiya Janaushadhi Kendra under the category of Aspirational district notified by NITI Aayog, Himalayan/Island territories/North – Eastern States.

(Note: Hereinabove “Relative means in relation to an individual, Means the husband, wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.”)

**(Signature of Applicant)**

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

In Principal approval No :

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

8<sup>TH</sup>, FLOOR, VIDEOCON TOWER, JHANDEWALAN EXTENSION, NEW DELHI -110055

**(SELF UNDERTAKING OF PMBJP KENDRA FOR AVAILING ONE TIME SPECIAL INCENTIVE ON OPENING OF PMBJK UNDER CATEGORY OF WOMAN ENTREPRENEURS)**

I, \_\_\_\_\_ D/o / W/o of Shri \_\_\_\_\_  
resident of (Full permanent address of residence)  
\_\_\_\_\_ District \_\_\_\_\_ State  
\_\_\_\_\_ Pin code \_\_\_\_\_ is applying  
for Pradhan Mantri Bhartiya Janaushadi Kendra for the location at (Full address of shop)  
\_\_\_\_\_ under the  
category of \_\_\_\_\_ (Woman Entrepreneurs).

It is to certify that neither myself, nor any of my relative have availed the benefits of special incentive by opening Pradhan Mantri Bhartiya Janaushadi Kendra under the category of Woman Entrepreneurs.

(Note: Hereinabove "Relative means in relation to an individual, Means the husband, wife, unmarried dependent brother or sister or any lineal ascendant or descendant of that individual.")

**(Signature of Applicant)**

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

In Principal approval No :

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

8<sup>TH</sup>, FLOOR, VIDEOCON TOWER, JHANDEWALAN EXTENSION, NEW DELHI -110055

**(SELF UNDERTAKING OF PMBJP KENDRA FOR GST NOT APPLICABLE UNDER THE PROVISIONS OF GOODS AND SERVICES ACT)**

I/We.....(Name of the Proprietor/Karta/  
Authorised Signatory,  
being.....

.....  
(Designation) of

.....  
(Legal Name as per PAN) do hereby state that I/We am/ are not registered under the GST Act  
Goods and Services Tax Act.

I/We declare that whenever we shall get ourselves registered with Goods and Services tax  
department; We will provide GSTIN to PMBI.

**(Signature of Applicant)**

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

In Principal approval No :

D.L No. (if Available & if not available mentioned not received)

**PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)**

8<sup>TH</sup>, FLOOR, VIDEOCON TOWER, JHANDEWALAN EXTENSION, NEW DELHI -110055

**(SELF UNDERTAKING ON PMBJK DISTANCE POLICY)**

To  
CEO, PMBI  
PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBJP)  
8th FLOOR, VIDEOCON TOWER, BLOCK E3,  
JHANDEWALAN EXTENSION, NEW DELHI - 110055

From,  
Applicant Name:  
Registration Number:  
Proposed Location for PMBJP: (Mention complete address; door number, post, village, taluk, district, Pin code)  
.....  
.....  
.....

Dear Sir,

I have selected the above-mentioned Location for my New Pradhan Mantri Bhartiya Janaushadhi Kendra  
As per PMBI distance Policy, I hereby declare that No PMBJK is operating within 1/1.5 kilometers of the surrounding  
area. PMBI can take any action and can cancel my approval/application at any stage on me if I violate the distance  
Policy. Also, I assure that, through PMBJK I will serve for the people without violation of PMBI Norms.

Thanking you

Yours faithfully

**Declaration:**-I do hereby declare that all the information/documents given above is true to the best of my knowledge  
and belief.

**(Signature of Applicant)**

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

In Principal approval No :

D.L No. (if Available & if not available mentioned not received)

**Note:** The above said information provided by applicant, will not change further.