



Received: 10-06-2025
Accepted: 20-07-2025

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

A Descriptive Study to Assess the Knowledge Regarding the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana Among the People Residing in Selected Rural Area

Swapnil Babulal Thakare

Nursing Tutor, Government Nursing School, Solapur, India

Corresponding Author: Swapnil Babulal Thakare

Abstract

Statement of the Problem

A Descriptive study to assess the Knowledge regarding the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana among the people residing in selected Rural area.

Objective of the Study

1. To assess the knowledge regarding Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana among the rural people.
2. To find out the association of the knowledge with their selected demographic variables.

Hypothesis

This study is hypothesis generating study hence no hypotheses is stated in the study.

Assumption

The rural people may have some knowledge regarding Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana.

Research Methodology

The research method is adopted for the present study is Quantitative Evaluative research approach Descriptive survey research design. The present study is Descriptive survey research Keeping in view the objective of the study, the investigator will assess the knowledge regarding Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana among the rural people. Simple random sampling technique is used to select samples, Sample size for this study is 300 people residing in selected Rural area.

Result

The analysis and interpretation of data collected from the subjects in selected Area. In this study, majority of the subjects 42% were from the age group of 31 – 40 Years, majority of the subjects 57% were female, majority of the subjects 44% were Belongs to Hindu religion, majority of the subjects 57% were unmarried, majority of The subjects 46% belongs to joint family, majority of the subjects

42% were studied In secondary education, majority of the subjects 42% were self-employed, majority Of the subjects 30% having below 10000 income, majority of the subjects 66% Purchasing medicines frequently, majority of the subjects 39% getting information From word of mouth, majority of the subjects 65% were affordable and majority of The subjects 84% having trust on generic medicines, In level of knowledge score, out Of 300 subject's majority 44% of subjects had average level of knowledge score, 43% had good level of knowledge score, 7% had excellent level of knowledge score And 6% had poor level of knowledge score. Mean knowledge score of the subjects Was 10.25 + 3.317. Minimum knowledge score was 02 and Maximum Knowledge Score was 18.

Interpretation and Conclusion

The following conclusion were drawn from the findings of the present study. A Descriptive type of research study to assess the Knowledge regarding the Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana among the people residing in Selected Rural area. The design used for the study was Descriptive survey research Design. The study was conducted at selected rural area. The Sample size of study Was 300 Rural people at Selected rural area. The reliability of the knowledge tool Was determined split half Method of reliability; the tool was administered to Samples. Reliability of the knowledge tool was found to be 2.49The pilot study was Conducted, to assess the feasibility of the study and to decide the statistical analysis and practicability of research. It was found feasible. In level of knowledge score, out of 300 subject's majority 44% of subjects had average level of knowledge score, 43% had good level of knowledge score, 7% had excellent level of knowledge score and 6% had poor level of knowledge score.

Keywords: Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana, Rural Area, India

Introduction

It is a well-known fact that branded medicines are sold at significantly higher prices in India. Given the widespread poverty across the country, making available reasonably priced quality medicines in the market would benefit everyone, especially the poor. This has been always a major concern for the Government of India. Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers has been taking several regulatory and fiscal measures from time to time towards realizing this

objective¹.

“JAN AUSHADHI” is the novel project launched by Government of India in the year 2008 for the noble cause – Quality Medicines at Affordable Prices for All. The campaign was undertaken through sale of generic medicines through exclusive outlets namely “PRADHAN MANTRI JANAUSHADHI KENDRA” in various districts of the country. The first “PRADHAN MANTRI JANAUSHADHI KENDRA” was opened on 25th Nov 2008 at Amritsar in Punjab¹. Initially, it was proposed that the PMBJP campaign be implemented during 11th Five Year Plan period starting from 2008-09, with the target at least one PRADHAN MANTRI BHARTIYA JANAUSHADHI KENDRAS in each of the 630 districts of the country to be extended to sub-divisional levels as well as major towns and village centers by 2012. It was envisaged that the scheme would run on a self-sustaining business model and not be dependent on government subsidies or assistance beyond the initial support. It was to be run on the principle of “No Profit, No loss”¹.

Review of Literature

Sonam Lavte Patil(2022) The survey was conducted in 11 PMBJP pharmacies in Mumbai and Palghar. Data were gathered on the availability, stock-outs, price and affordability of 35 essential medicines and 2 consumables. study of ‘India’s People’s Medicine’ scheme in two districts of Maharashtra. The study findings show that PMBJP’s unbranded generics offer great opportunities for substantial cost savings. But, in order to fully realise the potential of this scheme, some policy actions are urgently required. First, the PMBJP drug list must include all essential drugs that feature in NLEM.¹

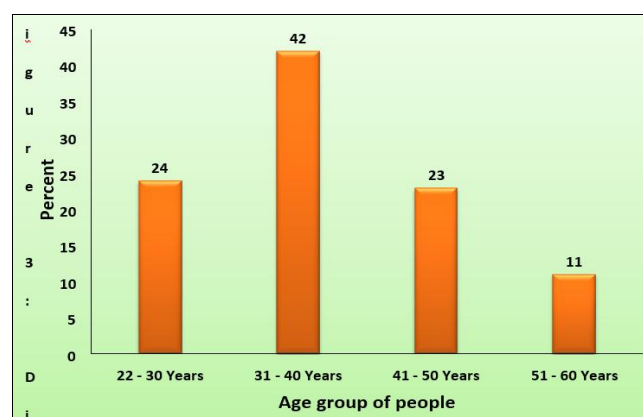
Dr. Manesh Palav et al (2022). Study of Perception And Use Of Generic Medicine. The present study was a sincere effort of researchers to investigate the effects of generic medicines on consumers, customer’s perception, awareness, usage, results, and cost-effectiveness with special reference to Pradhan Mantri Bharatiya Jan aushadhi Pariyojana (Janaushadhi Stores). The sample size for the study was 332 residents across Pune city of India. Statistical tools such as descriptive statistics, standard deviation, and z test were used for testing of data and hypothesis. There is no substantial distinction in how men and women perceive Janaushadhi Stores or generic medications as a program that benefits society as a whole and rejected the null hypothesis. Generic drugs are less expensive than brand-name pharmaceuticals, medications are safe, and effective which supports perception and awareness. Z score of the hypothetical test concludes that brand-name drugs are more efficacious than generic drugs by more than 50%.²

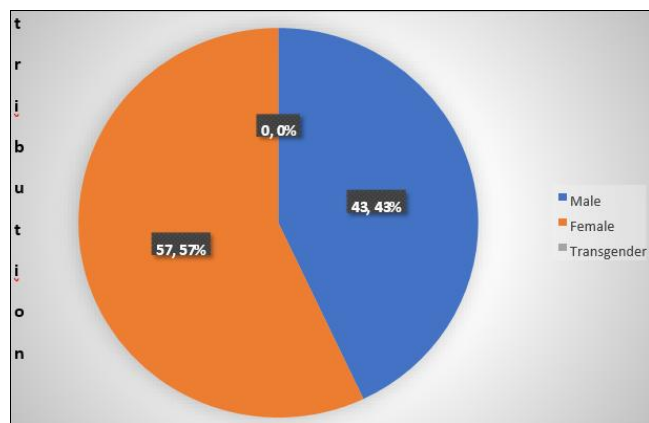
Result:

Table 1: Distribution of subjects in relation to their demographic variable (n=300)

Demographic Variables	Frequency (f)	Percentage (%)
Age group of people		
22 – 30 Years	72	24
31 – 40 Years	126	42
41 – 50 Years	69	23
51 – 60 Years	33	11
Gender		
Male	129	43

Female	171	57
Transgender	00	00
Religion		
Hindu	132	44
Muslim	87	29
Christian	63	21
Other	18	06
Marital Status		
Married	102	34
Unmarried	171	57
Divorce	18	06
Widow	09	03
Type of family		
Joint family	138	46
Nuclear family	117	39
Extended family	45	15
Educational qualification		
Primary education	72	2
Secondary education	126	42
Graduation	69	23
Post-Graduation	33	11
Occupation		
Professional	84	28
Businessmen	78	26
Government Employee	12	04
Self Employed	126	42
Monthly Income		
Below 10000	90	30
11000 – 20000	97	29
21000 – 30000	60	20
Above 30000	63	21
Frequency of purchase generic medicines		
Occasionally	84	28
Frequently	198	66
Once in a year	15	05
At the time of offer	03	01
Source of information		
Advertisement	84	28
Word of mouth	117	39
Observation	87	29
Brand image	12	04
Opinion about affordability		
Affordable	195	65
Expensive	33	11
No difference in cost	39	13
Not available easily	33	11
Trust generic medicines		
Yes	252	84
No	18	6
Not sure	30	10





Medicines. Janaushadhi.gov.in. Retrieved 15 August 2017.

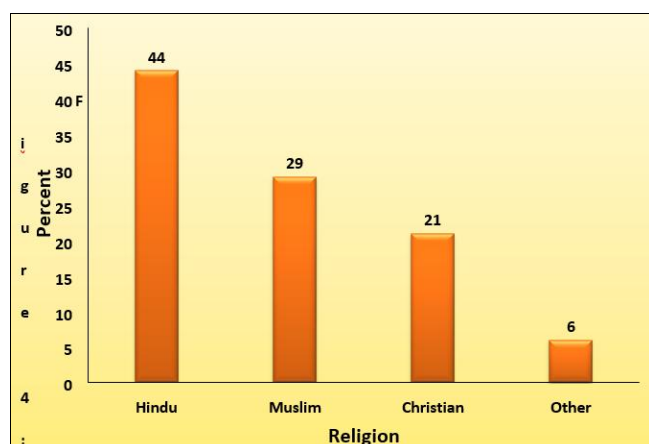


Fig 1: Distribution of Subjects in Relation to their Religion

Summary of the Findings

This chapter presents the analysis and interpretation of data collected from the subjects in selected area. In this study, majority of the subjects 42% were from the age group of 31 – 40 years, majority of the subjects 57% were female, majority of the subjects 44% were belongs to Hindu religion, majority of the subjects 57% were unmarried, majority of the subjects 46% belongs to joint family, majority of the subjects 42% were studied in secondary education, majority of the subjects 42% were self-employed, majority of the subjects 30% having below 10000 income, majority of the subjects 66% purchasing medicines frequently, majority of the subjects 39% getting information from word of mouth, majority of the subjects 65% were affordable and majority of the subjects 84% having trust on generic medicines,

In level of knowledge score, out of 300 subject's majority 44% of subjects had average level of knowledge score, 43% had good level of knowledge score, 7% had excellent level of knowledge score and 6% had poor level of knowledge score. Mean knowledge score of the subjects was $10.25 + 3.317$. Minimum knowledge score was 02 and Maximum Knowledge score was 18.

References

1. Pradhan Mantri Janaushadhi Kendra. Available from: <http://www.janaushadhi.gov.in/about-us>
2. Department of pharmaceuticals of ministry of chemicals and fertilizers government of India SastriBhawan, New Delhi 11001. website pharmaceutical.govt.in
3. Jan Aushadhi: An Initiative of Government of India Generic Medicine Campaign Improving Access to