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# YOJANA MAGAZINE ANALYSIS

(January 2025)

(Part 3/3)

## TOPICS TO BE COVERED

### PART 1/3

- HISTORICAL PERSPECTIVES ON INDIAN KNOWLEDGE SYSTEMS (IKS)
- DECOLONISATION OF THE MIND THROUGH INDIAN KNOWLEDGE SYSTEMS

### PART 2/3

- EMOTIONAL INTELLIGENCE IN PUBLIC ADMINISTRATION: A BUDDHIST APPROACH
- SANSKRIT AS A KNOWLEDGE SYSTEM

### PART 3/3

- COOPERATIVE APPROACH TO JAN AUSHADHI KENDRAS
- GLOBAL CAPABILITY CENTRES

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# COOPERATIVE APPROACH TO JAN AUSHADHI KENDRAS

- The **Jan Aushadhi Scheme**, launched in **2008** and revamped in **2016** as **Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana (PMBJP)**, aims to provide **affordable, high-quality generic medicines** to the masses.
- The initiative helps reduce the financial burden of medicines, especially for rural and urban populations.
- With the establishment of the **Ministry of Cooperation** in 2021, **Primary Agriculture Credit Societies (PACS)** have been included in the scheme, giving a strong push to rural healthcare accessibility.

## KEY FEATURES OF PM BJP

- **Objective:**
  - To reduce the **out-of-pocket expenses for medicines** for both rural and urban populations.
  - To provide **generic drugs at prices 50-90% lower than branded medicines.**

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- **Implementation Framework:**
  - **PMBI (Pharmaceuticals and Medical Devices Bureau of India)** manages the scheme with systems like **SAP-based inventory management** and **NABL-accredited labs** for ensuring quality.
  - The scheme offers over **1,800 medicines** and **285 surgical devices**.
- **Financial Model:**
  - **PACS** earn a **20% margin on the Maximum Retail Price (MRP)** of each drug.
  - Assistance schemes offer **financial support like ₹5 lakhs for stock purchases** and ₹2 lakhs for IT and infrastructure setup.
- **Technology Integration:**
  - The **Jan Aushadhi Sugam Mobile App** helps users locate stores, check medicine availability, and compare prices easily.

## ROLE OF PACS IN JAN AUSHADHI SCHEME

- **Why PACS?:**
  - **PACS** have strong networks in rural areas and have been a part of India's cooperative movement for a long time.

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- They already handle diverse activities, such as **credit distribution**, **seed supply**, and **fair-price shops**, making them well-suited to run **Jan Aushadhi Kendras**.

- **Process for PACS Participation:**

- **Eligibility:** PACS need to employ pharmacists with qualifications like **B.Pharma** or **D.Pharma**.
- **Requirements:** PACS need to submit **PAN details**, **Aadhaar**, **bank details**, and pay a fee of ₹5,000.
- **Operational Framework:** PACS must acquire a **drug license**, upload it to the Jan Aushadhi portal, use **POS software** for inventory, and place orders for medicines through PMBI.

- **Current Status:**

- **Uttar Pradesh** is leading with over 5,200 PACS acting as service centers.
- **464 PACS** have been approved, and **36 PACS Kendras** are already operational.

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## ADVANTAGES OF THE COOPERATIVE APPROACH

- **Rural Outreach:**
  - PACS offer **last-mile connectivity**, bringing affordable medicines to rural and remote areas where access to healthcare is limited.
- **Economic Empowerment:**
  - **Jan Aushadhi Kendras** help PACS generate revenue, boosting their financial health and sustainability.
- **Enhanced Pharmaceutical Care:**
  - PACS provide **pharmaceutical services** through qualified pharmacists who can offer healthcare advice to customers.
- **Awareness Generation:**
  - PACS can **educate rural populations** about the benefits of using **generic medicines** and help change perceptions about their quality.

## CHALLENGES & SOLUTIONS

- **Supply Chain Gaps:**
  - **Issue:** Frequent **stockouts** and delays in restocking of popular medicines.

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- **Solution:** Improving **inventory management systems** and ensuring **timely payments to vendors** to avoid interruptions in supply.
- **Delay in Incentives:**
  - **Issue:** Financial incentives for PACS and pharmaceutical vendors are sometimes delayed.
  - **Solution:** Establishing a **transparent and time-bound incentive disbursement mechanism** to ensure timely payments.
- **Awareness and Patient Load:**
  - **Issue:** **Low public awareness** about Jan Aushadhi Kendras.
  - **Solution:** Conducting **nationwide campaigns** to promote the availability of generic medicines and increase footfall to these centers.

## WAY FORWARD

- **Improved Coordination:**
  - Better collaboration between the **Department of Cooperation** and **PMBI** to tackle operational challenges and improve efficiency.

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- **Infrastructure Support:**

- Expanding IT infrastructure and **POS systems** to ensure smooth and efficient operations in every Kendra.

- **Training Programs:**

- Providing **skill development** opportunities for PACS members to enhance their ability to manage Jan Aushadhi Kendras effectively.

## CONCLUSION

The integration of **PACS** into the **PMBJP scheme** holds immense potential for improving healthcare access, especially in rural areas. By leveraging the reach and cooperative spirit of PACS, Jan Aushadhi Kendras can ensure affordable and high-quality medicines for all. Addressing operational challenges, such as supply chain issues and public awareness, will help make the scheme sustainable and achieve its goal of making healthcare more accessible and affordable for everyone.

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## GLOBAL CAPABILITY CENTRES

- India is a leader in the Global Capability Centers (GCCs) space, hosting over **1,800 GCCs**, which represent more than **50% of the world's total GCCs**.
- This remarkable number showcases India's role as a significant hub for global business operations, particularly in fields like **research and development, innovation, and high-value services**.



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- GCCs contribute massively to the Indian economy, providing direct employment to **1.9 million people**, and creating a **multiplier effect** that benefits local economies across India.
- The **market size** of GCCs has grown significantly, from **\$19.6 billion in 2014-15** to **\$60 billion in 2022-23**, marking an **11.4% annual growth rate** (according to NASSCOM-KPMG).
- Notably, for every **\$1 invested** in GCCs, the output generated is **\$3** in economic value.
- Additionally, **each job in GCCs** creates about **five indirect jobs** in sectors such as retail, real estate, and hospitality.

## KEY ENABLERS FOR GCC GROWTH

- **Ease of Doing Business:**
  - The **SPICe+ Framework** simplifies the process of starting a company, making it faster and easier.
  - The **Jan Vishwas Act (2024)** removed penalties and criminal charges for many business rules, reducing complications for businesses.

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- **Make in India:**

- India allows **100% foreign ownership** in many sectors, making it easier for international companies to do business here.
- **Special Economic Zones (SEZs)** offer tax exemptions and other benefits to businesses, making India more attractive for investment.

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- **Digital India Initiatives:**

- **Skill India Digital (2023)** focuses on developing digital skills for the future, in partnership with private organizations and educational institutions.
- India is investing in **artificial intelligence (AI)** and other new technologies, aiming to lead the world in these areas.

## INDIA'S COMPETITIVE ADVANTAGE

- **Shift to High-Value Services:**

- GCCs in India are now focusing on **Research and Development (R&D)** and **Intellectual Property (IP)** creation, rather than just basic services.
- They are becoming **Centers of Excellence (COEs)**, meaning they focus on high-level, innovative work that adds value.

- **Growth in Smaller Cities:**

- Cities like **Ahmedabad, Kochi, and Visakhapatnam** are becoming popular for setting up GCCs because they offer **lower costs** and a good **talent pool**.
- This shift helps local economies by creating jobs and driving demand for services like real estate, transportation, and retail.

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- **Outperforming Global Competitors:**

- Countries like **Malaysia, Vietnam, and the Philippines** focus mostly on **low-cost labor** and simple services.
- India stands out because it has **advanced digital infrastructure, high-speed internet, and modern office spaces**, giving it an edge over these countries.

## ECONOMIC & SOCIAL IMPACT OF GCC

- **Job Creation:**

- GCCs directly employ **1.9 million** people in India, and every job in a GCC creates **five indirect jobs** in other areas like retail and hospitality.

- **Innovation Ecosystems:**

- GCCs work with **startups, universities, and research centers**, helping create innovative solutions that mix global knowledge with local needs.

- **Infrastructure Development:**

- The rise of GCCs in smaller cities has improved infrastructure, boosting the local economy and improving services like transportation and housing.

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## CHALLENGES & OPPORTUNITIES

- **Challenges:**

- **Talent Retention:** There is a lot of global competition for skilled workers, which makes it hard to keep top talent in India.
- **Infrastructure Gaps:** Some smaller cities still lack the infrastructure needed to support GCCs fully.
- **Policy Alignment:** India needs to continuously update its policies to meet the changing needs of global businesses.

- **Opportunities:**

- **Skill Development:** India should focus on developing more digital and technological skills to keep up with the changing job market.
- **Smart Cities:** Investing in **smart cities** with better technology and connectivity could help support the growth of GCCs.
- **Policy Updates:** Regularly updating policies with input from businesses will help India stay competitive on the global stage.

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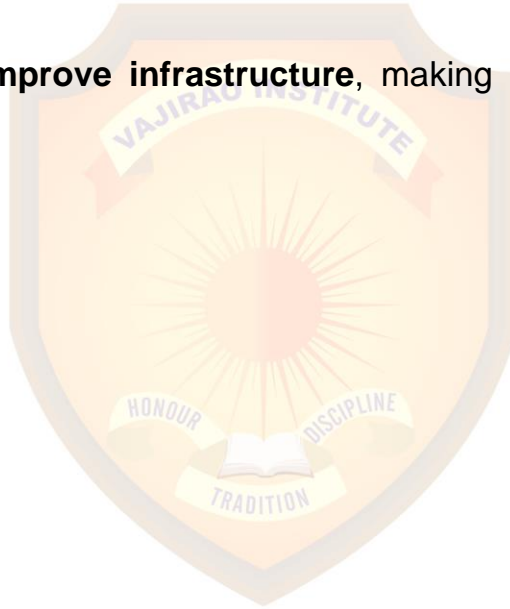
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## CONCLUSION

India's **GCC ecosystem** shows how the country is leading in the global economy. By having a skilled workforce, modern digital infrastructure, and smart government policies, India has become a global hub for innovation and business. This leadership helps drive **economic growth, create jobs, and improve infrastructure**, making India an essential part of the global economy.



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