Centre plans ad blitzkrieg for Jan Aushadi revamp

ABANTITA GROVE

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The UP government is set to launch a Rs 15 crore advertising blitzkrieg to revamp the Jan Aushadi scheme started in 2006.

The flagship programme, which has a planned outlay of Rs 500 crore for 2021-22, aims to boost the number of medicinal plants and glycerines, as well as the number of medical staff trained in their use.

The scheme has been criticized for its slow rollout and lack of coordination between different departments.

On the other hand, the revamp of Jan Aushadi requires a marketing blitz to increase the visibility of the scheme and attract more people to its benefits.

The central share includes a 5 per cent incentive for states that have announced the scheme. Total Rs 4,000 crore is required for the scheme.

Earlier this year, Punjab, Maharashtra, Chhattisgarh, Assam and MP joined the free drugs initiative that has become a major component of UP's government's healthcare strategy.

Health Minister Harsh Vardhan has announced the scheme for the first time at the 21st ICMR Directors' Conference.

Interestingly, the scheme was launched in January 2021, and has since been scaled up across the country.

The scheme provides free medicines to needy patients, and has been praised for its ability to reach rural areas.

The government has also been working to increase the number of medical staff trained in the use of herbs and plants, and to increase the number of medicinal plants and glycerines available.

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