

NO.: PMBI/CEO/2022/9-23

Date: 11.02.2022

To

All PMBJ Kendra Owners

Sub: Celebration of 4<sup>th</sup> Jan Aushadhi Diwas 2022.

Dear Friends,

As you are well aware that 7<sup>th</sup> March of every year is celebrated as 'Jan Aushadhi Diwas' across India. This year PMBI is set to celebrate the 4<sup>th</sup> Jan Aushadhi Diwas on 7<sup>th</sup> March 2022 with the theme of "जन औषधि जन उपयोगी". The Jan Aushadhi Diwas celebration aims to provide further impetus and create awareness about the use of Generic Medicines.

2. The day also highlights the initiative undertaken by the Government in the direction of making quality healthcare affordable for all. With more and more doctors now prescribing Jan Aushadhi generic medicines and opening of over 8600 Jan Aushadhi Stores across 739 districts, awareness and availability of high quality affordable generic medicines has increased substantially in the country. Jan Aushadhi has become a boon for citizens in not only providing the high quality medicines at affordable rates but also as a career option for many youths, truly doing justice with its theme of Jan Aushadhi Diwas 2022 "जन औषधि जन उपयोगी".

3. To mark the 4<sup>th</sup> Jan Aushadhi Diwas celebrations, a wide range of activities have been planned to be carried out to propagate the achievement of the scheme. This year the event comprises of 7-days of celebrations from 1<sup>st</sup> March to 7<sup>th</sup> March 2022 with special activity for each day with the help of PMBJK owner (major stakeholder of the scheme) as follows:

01.03.2022	जन औषधि संकल्प यात्रा
02.03.2022	जन औषधि मातृ शक्ति सम्मान
03.03.2022	जन औषधि बाल मित्र
04.03.2022	जन औषधि जन जागरण अभियान
05.03.2022	आओ जन औषधि मित्र बनें
06.03.2022	जन औषधि जन आरोग्य मेला
07.03.2022	जन औषधि दिवस

4. The focus area and venue for most of the above activities will be your Kendra, hence your participation with full devotion & commitment is very essential for success of the programmes.

You may, therefore, contact your respective Marketing Officer for further information and visit website of PMBI. Detailed information of events will be discussed by your Marketing Officer with you through video call & other modes. I solicit your cooperation to the full extent and let us make the event a grand success.

Yours Sincerely,



(Ravi Dadhich)  
Chief Executive Officer