TOWARDS VIKSIT BHARAT: ANALYSE THE IMPACT OF PRADHAN MANTRI BHARTIYA JANAUSHADHI PARIYOJANA ON GENERIC MEDICINE IN INDIA

*** Eshan Agrawal & ** Dr. Sadhana Kapote**

* Research Scholar, ** Research Guide, B. K. Birla College, Kalyan.

Abstract:

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was launched to enhance the accessibility and affordability of generic medicines in India. This study evaluates the initiative's impact by examining its influence on awareness, perception, trust, satisfaction, and acceptance among patients, pharmacists, and medical professionals. Employing a mixed-methods approach, data were collected through key informant interviews and structured online questionnaires, analyzed using SmartPLS 4 software for Structural Equation Modeling (SEM). The findings demonstrate that awareness significantly enhances perceptions and trust in generic medicines, which in turn positively impact consumer satisfaction and acceptance. Despite the program's successes in affordability and accessibility, challenges such as mistrust in quality, limited doctor prescriptions, stock shortages, and inadequate packaging persist. Addressing these barriers through improved awareness campaigns, enhanced packaging, and supply chain optimization is crucial. This research highlights PMBJP's critical role in advancing affordable healthcare and fostering trust among stakeholders, contributing to the vision of a Viksit Bharat (Developed India)

Keywords: Generic Medicines, Pradhan Mantri Bhartiya Janaushadhi Pariyojana, Healthcare Accessibility, Acceptance of Generics

Introduction:

The Indian pharmaceutical industry is also known as the "pharmacy of the world" and has made significant waves in global healthcare by providing affordable generic medicines to the world for decades. Generic drugs form a cornerstone of India's pharmaceutical exports and domestic healthcare system by offering cost effective alternatives to branded medicines. India is one of the largest exporters of generic medicines globally with countries like the United States and China being its biggest importers for decades. This highlights the importance of Indian genric medicine worldwide. But despite their therapeutic equivalence and affordability, the adoption of generic medicines in India has faced persistent challenges due to perceptions of quality, accessibility, and awareness among stakeholders in India.

Recognizing these barriers, the Government of India launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) in 2008 to promote the use of generic medicines and ensure their availability at affordable prices through dedicated outlets known as Janaushadhi Kendras. As of 2023-24, PMBJP has established over 11,261 Kendras across India, offering a wide range of medicines and surgical items. This initiative has resulted in cumulative public savings of ₹7,350 crore while emphasizing quality assurance through WHO-GMP-certified manufacturers and rigorous checks. The future of generic medicines in India is highly promising. According to a report, the Indian generic drugs market was valued at USD 24.91 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 6.02%, reaching USD 35.62 billion by 2030.

Original Research Article

Research Objectives:

1. To evaluate how awareness influences perceptions and trust in generic medicines.

2. To analyze the relationship between perceptions of generic medicines and consumer satisfaction.

3. To investigate the impact of consumer satisfaction on the acceptance of generic medicines.

4. To examine how trust in generic medicines affects their acceptance by consumers.

5. To evaluate the effectiveness of PMBJP in addressing barriers to generic medicine adoption and fostering trust in their quality and efficacy

Hypothesis:

Greater awareness of PMBJP and generic medicines positively influences perceptions of generic medicines.

(H1: Awareness → Perception)

Greater awareness of PMBJP and generic medicines positively influences trust in generic medicines.

(H2: Awareness → Trust)

Positive perceptions of generic medicines significantly enhance consumer satisfaction with them.

(H3: Perception → Satisfaction)

Positive perceptions of generic medicines significantly enhance trust in their quality and efficacy.

(H4: Perception → Trust)

Higher consumer satisfaction with generic medicines leads to greater acceptance of generic medicines.

(H5: Satisfaction → Acceptance)

Trust in generic medicines significantly influences their acceptance by consumers.

(H6: Trust → Acceptance)

Review of Literature:

The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), launched by the Government of India, aims to provide affordable, high-quality generic medicines through dedicated outlets called Janaushadhi Kendras. This seeks to reduce the financial burden of healthcare by promoting cost-effective alternatives to branded medicines. While PMBJP has made significant strides in improving access to essential medicines, its success hinges on the awareness, perception, and acceptance of generic medicines among patients, pharmacists, and medical professionals.

Awareness and Knowledge of Generic Medicines:

Awareness about PMBJP and generic medicines varies significantly across stakeholder groups, influenced by socioeconomic factors and regional disparities. A pilot study conducted at Banaras Hindu University found that 72.73% of participants recognized the safety of generic medicines; however, 40% of doctors were unaware of nearby PMBJP outlets (Sharma et al., 2022). Similarly, a qualitative study in Odisha highlighted regional inequalities with economically backward areas facing significant barriers to accessing information about PMBJP (Mishra et al., 2024). Conversely, younger populations, when adequately informed, demonstrated higher receptivity to generic medicines (Rao & Reddy, 2020). These findings emphasize the importance of targeted awareness campaigns to bridge knowledge gaps among stakeholders

Perceptions and Attitudes :

Patients often perceive generic medicines as inferior to branded ones due to mistrust in their quality and efficacy. However, when informed about their bioequivalence to branded drugs, patients are more willing to accept generics. For example, a survey conducted in Pune revealed that customers preferred generics prescribed by doctors or approved by regulatory agencies (Patil et al., 2022). This highlights the critical role of education and healthcare provider recommendations in shaping patient perceptions.

Pharmacists play a pivotal role in influencing patient decisions regarding generics. A qualitative study in Odisha revealed that pharmacists at PMBJP outlets generally viewed generics positively but faced challenges such as stock shortages and low profit

OPEN ACCESS   **Original Research Article**

margins, which affected their motivation to promote these medicines (Mishra et al., 2024). Pharmacists emphasized the need for better communication strategies to address patient concerns about generics, underscoring their role as trusted intermediaries in the healthcare system.

Doctors exhibit mixed attitudes toward prescribing generics. While many acknowledge their affordability and potential to reduce healthcare costs, concerns about bioavailability and bioequivalence persist. A study in Varanasi reported that 60% of doctors believed generics were as safe as branded medicines but hesitated to prescribe them due to limited clinical trial data (Sharma et al., 2022).Confidence-building measures, such as workshops and guidelines, are essential for encouraging doctors to prescribe generics more frequently

Impact of PMBJP on Perceptions:

The PMBJP has significantly improved access to affordable medicines across India. A pilot survey conducted in Bengaluru found that PMBJP outlets enhanced drug availability across various therapeutic categories while reducing out-of-pocket expenditures for patients (Reddy et al., 2024). However, systemic

barriers such as inadequate public awareness campaigns and logistical issues like stock-outs hinder the program's full potential. These findings highlight the dual impact of PMBJP—while it has achieved notable progress in affordability and accessibility, persistent challenges limit its effectiveness.

Barriers to Acceptance:

Mistrust in Quality:Mistrust in the quality and efficacy of generic medicines persists among both patients and healthcare professionals. This skepticism often stems from insufficient public awareness campaigns and variability in manufacturing standards (Patil et al., 2022).

Limited Prescriptions by Doctors:Many doctors continue to prescribe branded drugs due to concerns over generics clinical efficacy or pressure from pharmaceutical companies (Sharma et al., 2022). This reluctance limits patient exposure to cost-effective alternatives.

Supply Chain Issues:Stock shortages at Jan Aushadhi Kendras discourage pharmacists and patients from relying on these outlets consistently (Mishra et al., 2024). Strengthening supply chains is essential for ensuring consistent availability of generic medicines.
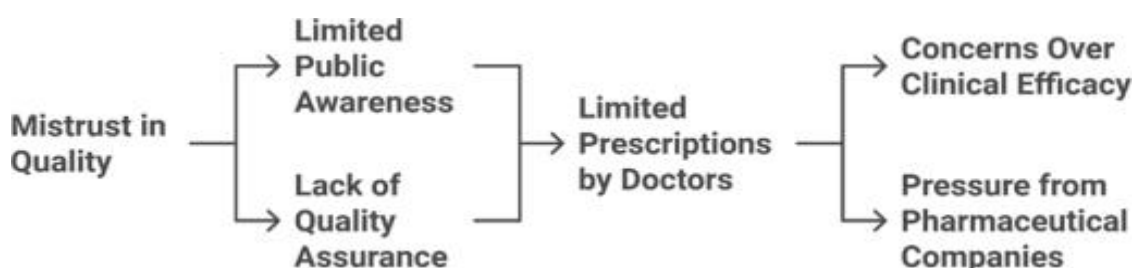
Source- Own research work

Research Methodology:

This research adopts a mixed-methods approach to understand the implementation and impact of PMBJP. The methodology includes the following elements:

1. **Research Design:** A mixed-methods research design has been utilized, combining exploratory

qualitative and descriptive quantitative approaches to gain insights into the PMBJP implementation and stakeholder experiences.

2. **Sample Size and Sampling Technique:** The study involves 124 participants (30 for qualitative and 94 for quantitative) selected through purposive

sampling. The participants include patients with various health conditions, pharmacists from different settings, and doctors with diverse qualifications.

3. **Data Collection:** Data has been collected using two primary methods:

Qualitative: Key Informant Interviews with 30 participants (12 patients, 8 doctors, 10 pharmacists) covering key areas like awareness, trust, accessibility, affordability, and satisfaction Quantitative: Structured online questionnaire administered to 94 respondents, designed to gather data on awareness levels, perceptions, trust, and satisfaction with PMBJP services.

Data Analysis:

Qualitative Analysis:

Thematic analysis was employed to analyze qualitative data collected through Key Informant Interviews with 30 participants. The process involved:

● Transcription: Audio recordings of interviews were transcribed into text for analysis.

● Initial Coding: Key phrases and concepts were identified and categorized into initial codes.

● Theme Development: Codes were grouped into broader themes to identify patterns and insights.

Quantitative Analysis:

The quantitative analysis was conducted using Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software to examine relationships between awareness, perception, trust, satisfaction, and acceptance of generic medicines under PMBJP. Data was collected through structured online questionnaires administered via Google Forms. The analysis process included model estimation, where path coefficients were calculated to assess direct and indirect relationships between constructs. Reliability and validity were confirmed using Cronbach's alpha and Composite Reliability (CR), both exceeding the threshold of 0.70, while convergent validity was established through Average Variance Extracted (AVE), with values above 0.50. Discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT), with most values below 0.90. Additionally, direct and mediating effects were analyzed to identify key pathways influencing acceptance, and R^2 values were used to indicate the variance explained in constructs such as trust, satisfaction, and acceptance.

Findings:

Qualitative Findings:

Theme 1: Awareness of Generic Medicines and PMBJP

Awareness of generic medicines and the PMBJP varied across stakeholder groups. Most patients were moderately aware of Jan Aushadhi Kendras and the PMBJP scheme but were unfamiliar with the Sugam app. One patient said, *"I've heard of Jan Aushadhi Kendra but I don't know about the app."* Patients who were aware of generic medicines often highlighted affordability as a key benefit. Pharmacists demonstrated moderate awareness of PMBJP, acknowledging its role in increasing the popularity of generics. Doctors showed high awareness of PMBJP and Jan Aushadhi Kendras, recognizing the growing acceptance of generics but noting that, *"Generic medicines are fine, but not all patients trust them."*

Theme 2: Trust in Quality and Efficacy

Trust in the quality and efficacy of generic medicines varied across stakeholder groups and emerged as a significant concern.

While most patients who used generics found them effective, some expressed doubts about their quality compared to branded medicines. One patient remarked, *"Branded medicines feel safer."*. Patient trust was often influenced by recommendations from doctors or pharmacists.

Pharmacists generally trusted the efficacy of generics but noted variability in quality across manufacturers. Some preferred selling generics from selective

companies, with one stating, *"I only trust a few generic medicine manufacturers whose medicine I sell."* Another added, *"I believe generic medicines are as effective as branded ones, and if stricter regulations are well-communicated to everyone, people would trust them more."*

Doctors expressed concerns about prescribing generics for certain conditions due to doubts over manufacturing standards. One doctor explained, *"It would be unethical to use a drug that does not have sufficient evidence to demonstrate equivalence with branded drugs."* They also noted that patients often requested branded alternatives even when generics were suggested: *"Even when I suggest a generic drug, patients would most likely ask for a branded alternative too."*

Theme 3: Accessibility and Affordability

Accessibility and affordability emerged as key drivers for adopting generic medicines across all stakeholder groups.

Patients appreciated the significant cost savings offered by generics, often reporting savings of up to 50–60% compared to branded alternatives. One patient shared, *"My family and I have saved a significant amount of money by using generic medicines over the past seven years."* However, some faced challenges in finding specific generics at Jan Aushadhi Kendras. For instance, one patient noted, *"Sometimes generic medicine does not have stock readily available, and one has to wait for days,"* while another added, *"I can always find generics nearby, but online delivery takes time."*

Pharmacists emphasized that generics have made healthcare more accessible for low-income groups. They also highlighted the better profit margins associated with selling generics but acknowledged occasional restocking issues. One pharmacist remarked, *"Generic is accessible for people as so many stores have been set up to sell generic medicine."*

Doctors acknowledged affordability as a major

advantage of generics, particularly for economically disadvantaged patients. One doctor stated, *"Generic has made getting treatment accessible for a huge section of our society."*

Theme 4: Role of Healthcare Professionals

The role of doctors and pharmacists significantly influenced patients' decisions regarding generic medicines

Patients largely trusted their doctors' recommendations when choosing between generic and branded medicines. One patient stated, *"If my doctor recommends it, I'll use it,"* while another added, *"It would be stupid of me to not save money by using generics after a doctor's recommendation."* Pharmacists also played an advisory role in influencing patient decisions.

Pharmacists believed that doctors should actively promote generics to build patient trust and reduce doubts about their effectiveness. One pharmacist remarked, *"Doctors should promote generic medicines more so that patients don't doubt its effectiveness."* They also emphasized the importance of better communication with patients about the equivalence of generic drugs.

Doctors generally recommended generics whenever available but avoided prescribing them in certain conditions due to concerns about efficacy. One doctor explained, *"I know doctors are the primary decision-makers while prescribing medicine, but how can I do so when I don't believe in the efficacy of all generic medicines."* Some doctors also noted that certain generics still lack sufficient testing to prove their effectiveness. This version integrates the coded statements effectively while maintaining clarity and flow.

Theme 5: Perceptions of Packaging and Presentation

Packaging played a crucial role in shaping perceptions of quality among all stakeholder groups. Many patients

associated poor packaging with lower quality, which affected their trust in generic medicines. One patient remarked, *"Even if they're cheap, the packaging does not feel good,"* while another shared, *"Once the overall packing of a generic medicine looked like a knockoff, so I did not purchase it."* Some pharmacists suggested improving packaging during delivery to avoid damage, while others were satisfied with the current packaging. One pharmacist noted, *"Better packaging during delivery is needed as sometimes the box is damaged while transporting."*

Doctors agreed that improved presentation could help reduce skepticism among patients. One doctor stated, *"Consumers associate better packaging with higher quality,"* while another added, *"Even if the packaging is not as good as branded drugs, there is still a lot of improvement needed."*

Quantitative Findings:

The Measurement Model :

Reliability and validity of the measurement model were

assessed to ensure robustness. Table 2 presents the results, showing that all constructs demonstrated strong internal consistency reliability with Cronbach's alpha values ranging from **0.730 to 0.930**. Composite Reliability (CR) values exceeded the recommended threshold of **0.70**, ranging from **0.830 to 0.956**, confirming internal consistency (Nunnally, 1978).

Furthermore, the Average Variance Extracted (AVE) values ranged from **0.559 to 0.878**, surpassing the minimum threshold of **0.50**, wthereby establishing convergent validity (Fornell & Larcker, 1981).Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) Table 2 . While most HTMT values were below the threshold of **0.90**, certain relationships—Trust ↔

Perception (HTMT = 1.259), Satisfaction ↔ Perception (HTMT = 0.928), and Trust ↔ Acceptance (HTMT = 0.904) exceeded the threshold, indicating potential overlap

Table 1(Source- Own research work)

Constructs	Items	Loadings	Cronbach's Alpha	Composite Reliability(rho_c)	AverageVariance Extracted (AVE)

ACCEPTANCE AD1 0.962 0.919 0.949 0.861

	AD2	AD2	
	AD3	0.933	
AWARENESS	A1	0.914	0.829 0.879 0.710
	A2	0.875	
	A3	0.727	

PERCEPTION	P1	0.705	0.730 0.830 0.559
	P2	0.917	
SATISFACTION	P3 P4 S1 S2	0.516 0.795 0.965 0.879	0.930 0.956 0.878
	S3	0.965	
TRUST	T1	0.736	0.772 0.868 0.688
	T2	0.889	
	T3	0.855	

Table 2 Heterotrait-monotrait ratio (HTMT) - Matrix

	ACCEPTANCE	Awareness	PERCEPTION SATISFACTION	TRUST
ACCEPTANCE				

Awareness	0.337			
PERCEPTION	0.893	0.661		
SATISFACTION	0.922	0.332	0.928	
TRUST	0.904	0.495	1.259 0.778	

Table 3(*Source- Own research work*)

Model Fit Index	Value	Threshold Interpretation
SRMR (Standardized Root Mean Square Residual)	0.061	Indicates a good fit; small residuals between observed and < 0.08 predicted correlations
R² Values (Variance Explained)		
Perception	0.193	Awareness explains 19.3% of the variance in Perception.
Trust Satisfaction	0.949 0.585	Awareness and Perception together explain 94.9% of the variance in Trust. Perception explains 58.5% of the variance in Satisfaction.
Acceptance	0.817	Satisfaction and Trust together explain 81.7% of the variance in Acceptance.

ISSN–2278-5655

AMIERJ **Aarhat Multidisciplinary International Education Research Journal**

Volume–XIV, Special Issues– I

Jan – Feb, 2025

OPEN ACCESS

Original Research Article

The structural model demonstrated good fit with an SRMR value of 0.061, indicating alignment between the hypothesized relationships and observed data. The R² values show that Awareness explains 19.3% of the variance in Perception, while Awareness and Perception together explain 94.9% of Trust's variance. Satisfaction is explained by Perception (58.5%), while Acceptance is strongly predicted by Satisfaction and Trust (81.7%). Structural model
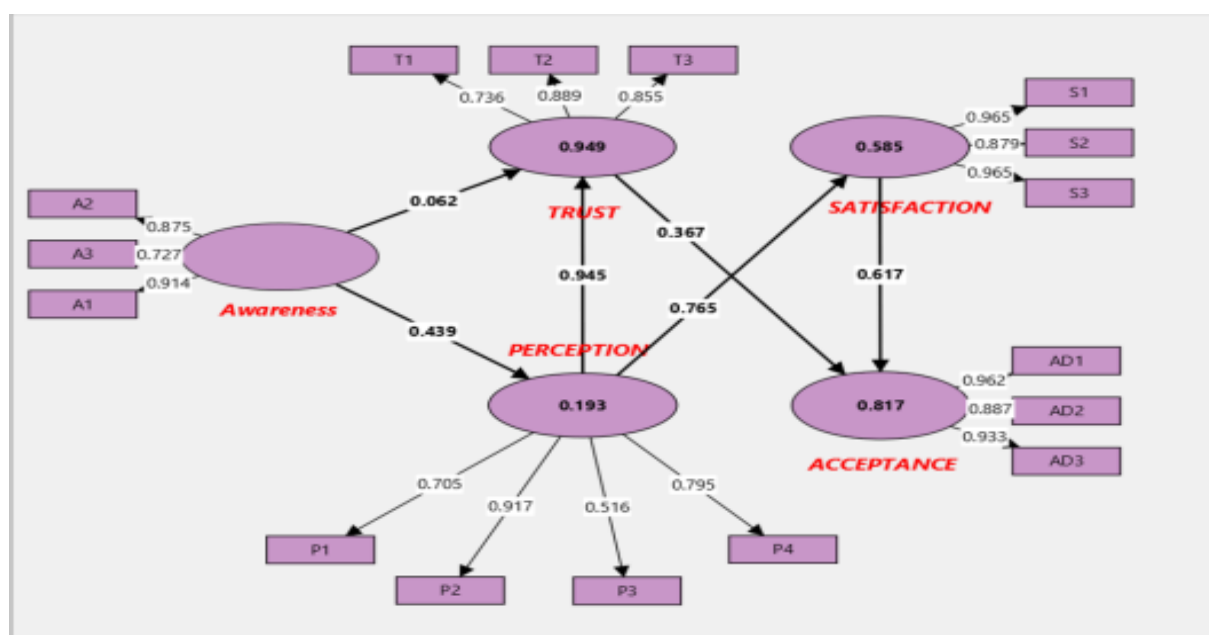
(*Source- Own research work*)

Table 4 (*Source- Own research work*)

Hypotheses	Path Effect Critical Ratio Std. Regression P Value (T) Weight	Decision
H1 H2	Awareness -> Perception 5.954 0.439 0.000 AWARENESS → TRUST 2.536 0.062 0.011	Supported Supported
H3	PERCEPTION→ SATISFACTION 14.857 0.765 0.000	Supported
H4	PERCEPTION → TRUST 82.288 0.945 0.000	Supported
H5	SATISFACTION → ACCEPTANCE 11.416 0.617 0.000	Supported
H6	TRUST → ACCEPTANCE 6.603 0.367 0.000	Supported

Results of the Structural Model:

- **Awareness → Perception (H1):** The path coefficient for the influence of awareness on perception is 0.439, with a critical ratio of 5.954 at a significance level of p < 0.001. This indicates that greater awareness of PMBJP and generic medicines significantly enhances perceptions of generic medicines. • **Awareness → Trust (H2):** The path coefficient for the effect of awareness on trust is 0.062, with a critical ratio of 2.536 at a significance level of p = 0.011. Hence, greater awareness of PMBJP and generic medicines significantly influences trust in generic medicines.

- **Perception → Satisfaction (H3):** The path coefficient for the influence of perception on satisfaction is 0.765, with a critical ratio of 14.857 at a significance level of p < 0.001. This shows that positive perceptions of generic medicines strongly enhance consumer satisfaction.

- **Perception → Trust (H4):** The path coefficient for the effect of perception on trust is 0.945, with a critical ratio of 82.288 at a significance level of p < 0.001. This demonstrates that positive perceptions of generic medicines significantly improve trust in their quality and efficacy.

- **Satisfaction → Acceptance (H5):** The path coefficient for the influence of satisfaction on acceptance is 0.617, with a critical ratio of 11.416 at a significance level of p < 0.001. This indicates that higher consumer satisfaction with generic medicines leads to greater acceptance.

- **Trust → Acceptance (H6):** The path coefficient for the influence of trust on acceptance is 0.367, with a critical ratio of 6.603 at a significance level of p < 0.001. This highlights that trust in generic medicines significantly impacts their acceptance among consumers.

Table 5 (*Source- Own research work*)

	Direct effect	Indirect effect	Total effect	Conclusion

	Direct effect	Indirect effect	Total effect	Conclusion
Awareness -> Perception	0.439	-	0.439	Significant
Awareness -> Acceptance	-	0.383	0.383	Significant
Awareness -> Satisfaction	-	0.336	0.336	Significant
Awareness -> Trust	0.062	0.415	0.478	Significant
Perception -> Satisfaction	0.765	-	0.765	Significant
Perception-> Acceptance	-	0.819	0.819	Significant

OPEN ACCESS

Original Research Article

Satisfaction-> Acceptance	0.617 -0.617 Significant
Perception -> Trust	0.945 -0.945 Significant
Trust -> Acceptance	0.367 -0.367

The above table presents the significant relationships among the constructs in the structural model, highlighting both direct and indirect effects. Awareness has a strong direct effect on perception (0.439) and a smaller direct effect on trust (0.062), while it indirectly influences satisfaction (0.336) and acceptance (0.383) through mediators like perception and trust. Perception emerges as a central construct, with a strong direct impact on satisfaction (0.765) and trust (0.945), and an indirect influence on acceptance (0.819) through these mediators. Satisfaction directly affects acceptance (0.617), indicating that satisfied individuals are more likely to accept generic medicines, while trust also plays a significant role in acceptance with a moderate direct effect (0.367). Overall, the findings emphasize the critical roles of awareness and perception in building trust, enhancing satisfaction, and driving the acceptance of generic medicines under the PMBJP initiative.

Suggestions:

Personalized Patient Outreach: Use AI-driven algorithms to create personalized health awareness campaigns targeting specific demographics, ensuring tailored information about the benefits and availability of generic medicines under PMBJP.

Quality Assurance Transparency: Install QR codes on medicine packaging that, when scanned, provide details of the manufacturing process, certifications, and quality checks, thereby boosting consumer confidence.

Collaborative Workshops: Organize interactive workshops involving doctors, pharmacists, and patients to emystify generic medicines, enhance trust, and address misconceptions. Incorporate virtual reality (VR) simulations to demonstrate the manufacturing and quality assurance processes of generics

Mobile Janaushadhi Units: Introduce mobile Janaushadhi Kendras to serve remote and underserved areas, ensuring accessibility in regions where establishing physical outlets is challenging.

Enhancing the Sugam App with AI Integration: Upgrade the existing Sugam app by integrating an AI-powered virtual assistant capable of addressing common patient queries, such as dosage instructions, potential side effects, and the benefits of generic medicines. This assistant can also guide users on navigating the app and finding relevant information effortlessly.

Incorporating a Rating and Review System: Introduce a comprehensive rating system within the app, allowing feedback from local doctors, specialists, and patients who have used specific generic medicines. This system would build trust by providing evidence-based insights and real-world experiences about the efficacy and quality of medicines available under PMBJP.

Conclusion: The findings of this study highlight the significant strides made by PMBJP in improving healthcare affordability through the promotion of generic medicines. While awareness among stakeholders has increased, challenges such as mistrust in quality, stock shortages, and poor packaging persist. The study highlights the critical roles of awareness, perception, trust, satisfaction, and accessibility in driving acceptance of generics.

To achieve Viksit Bharat (Developed India), it is

OPEN ACCESS

Original Research Article

essential to address these barriers through targeted interventions. Digital literacy campaigns, improved packaging standards, strengthened supply chains, and stakeholder collaboration can significantly enhance the acceptance of generic medicines under PMBJP. By fostering trust among patients, healthcare professionals, and policymakers. Ultimately, overcoming these challenges is essential for achieving the vision of a Viksit Bharat (Developed India) and ensuring that affordable healthcare reaches every corner of India.

Limitations: While the study provides valuable insights into the adoption of generic medicines under PMBJP, it is limited by its sample size and geographic scope, which may affect the generalizability of findings across different regions or populations. Additionally, some HTMT values exceeded the recommended threshold (e.g., Trust ↔ Perception = 1.259), indicating potential overlap between constructs that could be addressed in future research through refined measurements or alternative modeling techniques. Future studies could explore longitudinal data or include a larger, more diverse sample to validate these findings further

References:

1. Mishra, S., Patnaik, P., & Das, R. (2024). *Awareness and accessibility of generic medicines in economically backward regions: A qualitative study in Odisha. Journal of Public Health Policy and Practice, 12(3), 45–58.*

2. Patil, A., Singh, R., & Kulkarni, M. (2022). *Perceptions of generic medicines among patients: A survey in Pune. Indian Journal of Pharmaceutical Research, 10(2), 89–97.*

3. Sharma, P., Verma, N., & Singh, T. (2022). *Awareness and prescribing practices of generic medicines among doctors: A pilot study at Banaras Hindu University. Journal of Medical Practice and Policy, 6(3), 78–85.*

4. Reddy, P., Thomas, J., & Menon, S. (2024). *Evaluating the impact of PMBJP on drug availability and affordability: Insights from Bengaluru. South Asian Journal of Health Economics and Policy, 15(4), 101–112. Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP). (2023). Annual report on the impact of PMBJP initiatives. Government of India Publications.*

5. World Health Organization (WHO). (2018). *Addressing the global shortage of, and access to, medicines and vaccines: Report by the Director-General. Retrieved from https://apps.who.int/gb/ebwha/pdf_files/EB142/B142_13-en.pdf*

6. Rao, S., & Reddy, P. (2020). *Challenges and opportunities in the promotion of generic medicines in India. Asian Journal of Medicine and Public Health, 8(2), 145–153.*

7. Tripathi, S., & Bhattacharya, A. (2018). *Patient perception about generic vs branded medicines prescribed at government hospitals in India: A cross-sectional study. Indian*

8. Kumar, A., & Singh, P. (2023). *The growth of generic medicines in India: A review of policy initiatives and their impact. Journal of Health Economics, 39(2), 200-220. https://doi.org/10.1016/j.jhealeco.2023.02.004*

9. Sharma, S., & Gupta, R. (2023). *Awareness and perceptions of generic medicines among Indian consumers. Indian Journal of Medical Research, 158(4), 351-359. https://doi.org/10.4103/ijmr.ijmr_123_23*

Original Research Article