

C I R C U L A R

PMBI/06/Circular/74/2024-25

Dated: 29th August, 2024

- Sub: (i) Removal of capping of Rs. 5 lakh on purchase based incentive of *Janaushadhi* medicines by *Kendras*.**
(ii) Enhancement in incentive for *Janaushadhi Kendras* from 15% to 20% (Maximum limit of Rs. 20,000 per month)

1. PMBI is committed to ensure viability of Jan Aushadhi Kendras while ensuring sufficient availability of medicines for which the circular dated 25th June, 2024 may refer.

2. In continuation of the above circular dated and the current Policy of disbursement of Normal Incentives to any *Janaushadhi Kendras* run by entrepreneurs which are linked with PMBI headquarters through POS software the **monthly incentive is hereby enhanced from 15% to 20% or from Rs. 15,000/- to Rs. 20,000/- per month, whichever is less and the overall cap of Rs. 5 Lakhs of incentive is also removed.**

3. Further, the revised procedure for disbursement of monthly incentives will be as follows:

- a) The monthly incentive will be linked to the stocking mandate of 200 medicines.
- b) The stocking mandate will include 200 medicines, which includes top 100 selling PMBJP products and 100 fast selling medicines in the market and which are available in the product basket of PMBJP and the list has already been circulated with 25.06.2024 Circular.
- c) The monthly incentive will be disbursed on 50:50 basis. 50% of the total incentive will be disbursed on the basis of purchase made by the *Kendra* in a month and remaining 50% incentive will be on the basis of stocking mandate or if the *Kendra* has maintained the sufficient stock of 200 medicines during the month.
- d) The monthly stocking mandate of the *Kendras* will be monitored by PMBI for the disbursement of 50% of monthly incentive. *Jan Aushadhi*

Ravi Dandekar

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Kendras will have to use PoS software to update stocking details on weekly basis, for which a specific day in the week may be designated. The reference date will be the last day of the respective month.

e) Those *Janaushadhi Kendras* which have already received the maximum of Rs. 5 lakhs as incentive and whose incentive were discontinued in the past due to the maximum limit reached on account of capping and will again start receiving the purchase-based incentive w.e.f. 01.09.2024.

4. Accordingly, **w.e.f. 1st September, 2024** the incentive will be calculated as under:

a) 10% incentive on Purchase (Max. Rs. 10,000) will be auto calculated by PoS system as per monthly purchase done by Kendra.

b) Remaining 10% incentive on Stocking Mandate (Max. Rs. 10,000) will be calculated on the basis of below- mentioned product ranges availability:

- i) **100% Payment if Product Range is 200 to 180**
- ii) **80% Payment if Product Range is 179 to 150**
- iii) **50% Payment if Product Range is 149 to 100**
- iv) **No Payment if Product Range is less than 100.**

5. The provisions of special incentive of Rs. 2 lakh for special categories will remain same as before.

6. All the *Jan Aushadhi Kendras*, are therefore, directed to comply with the stocking mandate advisory, to avail higher incentive benefit.



(Ravi Dadhich)
Chief Executive Officer

To,

- **All Jan Aushadhi Kendras**
- **All Officials of PMBI**