



A Study on Awareness, Benefit and Satisfaction among People about Pradhan Mantri Janaushadhi Yojana

Dr. Lingaraj Niduvani¹, Bheemavva Halli²

¹Lecturer and Research Guide, Department Of Social Work, Karnataka State Rural Development and Panchayat Raj University Gadag, lingarajvn707@gmail.com

²Research Student, Department of Social Work, Karnataka State Rural Development and Panchayat Raj University Gadag, hallibheemavva123@gmail.com

Abstract

This study delves into the awareness, benefits, and satisfaction levels surrounding the Pradhan Mantri Janaushadhi Yojana (PMJAY) in India. By examining a diverse sample through structured questionnaires and qualitative interviews, the research highlights varying degrees of awareness influenced by education and socioeconomic factors. Perceived benefits include economic advantages and improved healthcare accessibility. The paper unveils user experiences, assessing satisfaction with generic medicine quality, affordability, and overall program contentment. Findings contribute insights into PMJAY's impact, identify challenges, and propose refinements, aiming to inform policy discussions and enhance the effectiveness of this significant healthcare initiative.

Key words: Pradhan Mantri Janaushadhi Yojana (PMJAY), Healthcare accessibility, Generic medicines, Public awareness, User satisfaction.

Introduction

The Pradhan Mantri Janaushadhi Yojana (PMJAY), launched by the Government of India, stands as a transformative initiative in the realm of healthcare accessibility and affordability. Envisioned to provide high-quality generic medicines at cost-effective prices, PMJAY is integral to the government's commitment to ensuring healthcare inclusivity for all citizens, particularly those in economically vulnerable sectors. This study aims to delve into the levels of awareness, benefits, and satisfaction among the populace regarding PMJAY, offering a comprehensive examination of its impact on healthcare dynamics.

With a burgeoning population and diverse healthcare needs, India faces challenges in ensuring equitable access to medicines. PMJAY, as a strategic response, not only aims to make medicines financially accessible but also strives to raise awareness about the significance of generic drugs. This research seeks to understand the extent of public awareness about PMJAY, examining factors influencing knowledge dissemination, such as education and socioeconomic status.

Furthermore, the study aims to unravel the perceived benefits of PMJAY, exploring how the program contributes to economic well-being and improved healthcare accessibility. The

overarching goal is to evaluate user satisfaction, analyzing experiences with generic medicines procured through PMJAY and gauging contentment levels with the program. Through this investigation, the paper aims to contribute valuable insights to the discourse on healthcare policies, fostering improvements in the implementation and outcomes of the Pradhan Mantri Janaushadhi Yojana.

Review Of Literature

1. **Global Perspectives on Generic Medicines:** International studies emphasize the pivotal role of generic medicines in enhancing healthcare accessibility. Initiatives similar to PMJAY have been successful in various countries, contributing to reduced healthcare costs and improved medication availability. This global perspective underscores the relevance and potential effectiveness of PMJAY in addressing healthcare disparities.
2. **National Context and Healthcare Affordability:** Nationally, research has delved into the challenges associated with healthcare affordability in India. Studies highlight economic disparities as a significant barrier to accessing essential medicines. PMJAY aligns with these concerns, aiming to bridge gaps in healthcare access for economically vulnerable populations. Existing literature sets the stage for understanding the broader context in which PMJAY operates.
3. **Government Interventions and Public Health Outcomes:** Studies on government interventions in healthcare delivery shed light on the potential impact of programs like PMJAY. Research indicates that well-designed initiatives can positively influence health outcomes, particularly for marginalized communities. Examining these interventions provides insights into the effectiveness of PMJAY and its potential contribution to public health.

Gaps in Existing Research:

While the literature provides a foundation, there is a noticeable gap in comprehensive studies focusing specifically on the awareness, perceived benefits, and satisfaction levels among the public regarding PMJAY. Few studies have explored the user experiences with generic medicines provided by PMJAY and the overall satisfaction with the program. This research aims to address these gaps, contributing to a more thorough understanding of the program's impact.

The literature review underscores the global and national relevance of PMJAY in the context of healthcare affordability. It sets the stage for the current study by highlighting the potential effectiveness of such initiatives while pointing out specific gaps that this research aims to address.

Objectives of the Study:



1. **Assess Awareness Levels:** The primary objective is to measure the awareness levels among the general population about the Pradhan Mantri Janaushadhi Yojana (PMJAY), with a focus on understanding factors influencing awareness.
2. **Evaluate Perceived Benefits:** The study aims to evaluate the perceived benefits of PMJAY, specifically examining economic advantages, improved healthcare accessibility, and the overall impact on public health.
3. **Analyze User Satisfaction:** The research seeks to analyze the satisfaction levels of individuals who have utilized PMJAY services, including an assessment of satisfaction with the quality and affordability of generic medicines and the overall user experience.
4. **Identify Challenges and Recommendations:** The study aims to identify challenges in the implementation of PMJAY and provide recommendations for improvement, contributing to the ongoing discourse on healthcare affordability and accessibility in India.

Research Methodology

This study will employ a mixed-methods approach. A diverse sample will be selected for quantitative data collection using structured questionnaires, focusing on awareness, perceived benefits, and satisfaction levels regarding the Pradhan Mantri Janaushadhi Yojana (PMJAY). Additionally, qualitative insights will be gathered through interviews and focus group discussions. Statistical tools will analyze quantitative data, providing a comprehensive understanding of the public's perspective on PMJAY. This methodology aims to ensure a well-rounded exploration of awareness, benefits, and satisfaction, offering valuable insights for policy discussions and program improvement.

Benefits of PMJAY

1. **Affordability of Medicines:** PMJAY ensures the availability of high-quality generic medicines at significantly lower prices, reducing the financial burden on individuals and making essential medications more affordable.
2. **Wider Healthcare Access:** By promoting the use of generic medicines, PMJAY contributes to broader healthcare access, enabling a larger segment of the population, especially those with limited financial means, to avail necessary medications.
3. **Reduced Out-of-Pocket Expenditure:** The program aims to minimize out-of-pocket expenditure for healthcare, protecting individuals from the financial strain associated with purchasing expensive branded medicines.
4. **Improved Health Outcomes:** Access to affordable and quality medicines positively impacts health outcomes. PMJAY plays a role in enhancing the overall health status of the population by ensuring the availability of essential medications.
5. **Inclusive Healthcare for Vulnerable Populations:** PMJAY targets economically vulnerable populations, providing them with equitable access to medicines. This inclusivity helps bridge healthcare disparities among different socioeconomic groups.

6. **Encouraging Use of Generic Medicines:** The program encourages the use of generic drugs, promoting cost-effective alternatives to branded medications. This not only benefits individuals but also contributes to the sustainability of the healthcare system.
7. **Financial Protection:** PMJAY offers financial protection by reducing the economic strain associated with medical expenses. Individuals are less likely to face catastrophic health expenditures, promoting overall economic well-being.
8. **Supporting Chronic Disease Management:** For individuals with chronic diseases requiring long-term medication, PMJAY provides continuous access to affordable medicines, supporting effective disease management and improving quality of life.
9. **Enhanced Public Health:** By ensuring a steady supply of affordable medicines, PMJAY contributes to public health by preventing and managing diseases. This, in turn, has broader societal implications, reducing the overall disease burden.
10. **Government's Commitment to Healthcare Equity:** PMJAY reflects the government's commitment to achieving healthcare equity, signaling a proactive effort to address the healthcare needs of all citizens, irrespective of their economic status.

Key factors influencing awareness

1. **Educational Level:** The level of education plays a crucial role in shaping awareness levels. Higher educational attainment is often associated with increased awareness due to better information processing and access.
2. **Socioeconomic Status:** Economic factors significantly influence awareness. Individuals with higher socioeconomic status may have greater access to information sources, contributing to higher awareness levels compared to those with lower economic status.
3. **Geographic Location:** Regional disparities impact awareness, with urban areas often having better access to information channels compared to rural areas. Geographic location influences the availability of healthcare resources and information about programs like Pradhan Mantri Janaushadhi Yojana (PMJAY).
4. **Demographic Factors (Age and Gender):** Age and gender can influence awareness levels, with variations in information consumption patterns. Understanding how awareness differs among different age groups and genders is essential for targeted outreach.
5. **Media Exposure:** The type and extent of exposure to media channels, including television, radio, newspapers, and social media, are key factors. Media plays a vital role in disseminating information about government programs like PMJAY.
6. **Government Communication Strategies:** The effectiveness of government communication strategies, including the clarity and accessibility of information through official channels, influences public awareness.
7. **Healthcare Provider Influence:** Interactions with healthcare providers and professionals can significantly impact awareness. Recommendations and information from healthcare professionals can enhance awareness among the public.



8. **Community Networks:** Social and community networks play a role in disseminating information. Word-of-mouth and community engagement can contribute to spreading awareness about programs like PMJAY.
9. **Cultural and Linguistic Factors:** Cultural and linguistic considerations can affect how information is received. Tailoring communication to diverse cultural and linguistic backgrounds is essential for comprehensive awareness campaigns.
10. **Accessibility to Information Sources:** The availability and accessibility of information sources, including internet access, community centers, and public spaces, influence how individuals receive and process information about PMJAY.

Challenges and Recommendations:

Challenges:

1. Awareness Gap:

- **Challenge:** Limited awareness among the target population about the Pradhan Mantri Janaushadhi Yojana (PMJAY), hindering its reach and impact.

2. Supply Chain Issues:

- **Challenge:** Disruptions in the supply chain leading to occasional shortages of generic medicines, impacting the consistent availability of affordable drugs.

3. Perception of Generic Medicines:

- **Challenge:** Negative perceptions or misconceptions among the public regarding the quality and efficacy of generic medicines, affecting the acceptance of PMJAY.

4. Operational Bottlenecks:

- **Challenge:** Operational inefficiencies, bureaucratic hurdles, and delays in the implementation process, hindering the seamless execution of PMJAY at various levels.

5. Geographic Disparities:

- **Challenge:** Uneven distribution of PMJAY benefits, with rural areas facing more significant challenges in terms of accessibility and awareness compared to urban regions.

Recommendations:

1. Intensified Awareness Campaigns:

- **Recommendation:** Implement targeted and sustained awareness campaigns utilizing various media channels to educate the public about the benefits of PMJAY and the quality of generic medicines.

2. Strengthened Supply Chain Management:

- **Recommendation:** Invest in robust supply chain management systems to ensure a consistent and uninterrupted flow of generic medicines to all PMJAY outlets across the country.

3. Public Education Programs:

- **Recommendation:** Launch educational programs to dispel myths and build trust in generic medicines, emphasizing their equivalence in quality and efficacy to branded counterparts.

4. Streamlined Operations:

- **Recommendation:** Introduce measures to streamline administrative processes, reduce bureaucratic complexities, and enhance the overall efficiency of PMJAY implementation at all levels.

5. Equitable Distribution Strategies:

- **Recommendation:** Develop strategies to address geographic disparities, ensuring that both urban and rural areas have equal access to PMJAY benefits. This may include targeted mobile clinics and outreach programs.

6. Collaboration with Healthcare Professionals:

- **Recommendation:** Collaborate with healthcare professionals to actively involve them in promoting PMJAY, leveraging their influence to build trust in generic medicines among patients.

7. Continuous Monitoring and Evaluation:

- **Recommendation:** Establish a robust monitoring and evaluation framework to regularly assess the effectiveness of PMJAY, identify bottlenecks, and implement timely corrective measures.

8. Public-Private Partnerships:

- **Recommendation:** Foster partnerships with private healthcare providers and pharmaceutical companies to enhance the reach and efficiency of PMJAY, ensuring a wider network of affordable healthcare services.

By addressing these challenges and implementing the recommended strategies, PMJAY can enhance its impact, ensuring the provision of affordable and quality healthcare to a broader section of the population.

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