

**From**  
**Smt Anita Ramachandran, I.A.S.,**  
**Mission Director,**  
**MEPMA,**  
**HYDERABAD - 500 004**

**To**  
**The Project Directors**  
**The Commissioner of GHMC,**  
**GVMC & VMC**  
**All Municipal Commissioners**  
**in the State.**

**Lr.Roc.No. 956 / MEPMA/2012/C(H) /C2 Dated .07.2013**

Sir,

**Sub:-** MEPMA-CH- Grounding of Units - Generic Medicine Pharmacy Stores ( Jeevana Dhara ) – Municipal Corporations – By SHG Member /SLFs/ TLFs/TVSs under (USEP/UWSP/Other –Collection of applications from the Eligible Beneficiaries through SLFs/ TLFs Resolution by Aug 31<sup>st</sup> - Certain instruction – Reg.

**Ref: -** 1. G.O.Ms.No.54 Health, Medical and Family Welfare (L2) Dept and dated 14.03.2011.

2. Rc. No. 956/2012/C/Dated 16.07.2012 Circular from MD MEPMA to District PDs.

3. Lr Dt 17.08.2012 from MD APMSIDC from along with draft MOU Between APMSIDC and –Dated 17.08.2012.

4. This office Lr.Roc.No. 257/2010/USEP/C dated:- 21.05.2012

5. This office Lr.Roc.No 256/2010/CH/C/Dated 20/09.2012

It is to inform that the Government have issued orders vide G.O.MS.NO.54.dt.14.03.2011 in improving Access of Quality Generic medicines at Fair Prices for establishment of Generic Medicines Retail stores in the name of Jeevanadhara / Jana Aushadhi Stores .

As per the ref 5<sup>th</sup> cited that all PDs are requested to ground the Generic medicine Pharmacy stores in all ULBs, But as per the record only four ULBs of Kurnool, Jammalamadugu of Kadapa District and Kothagudem of Khammam and Kapra Circle of GHMC grounded Generic Pharmacy units are grounded.

In this connection, Project Directors (IKP-URBAN) are directed to ground the Generic medicine Pharmacy units by SLFs/ TLFs/TVS through District Collector approval in all the Municipal Corporations By 31<sup>st</sup> August 2013 by following the process

- **Identify the SHGs/CRPS/SLFS/TLFs/TVS** who are having related B-Pharmacy and D-Pharmacy qualification certificates to open Generic medicine Pharmacy Stores in all Municipal Corporations.
- **Collect the Application** on above said unit through SLF/TLF resolution.
- **Collector Approval :-** Submit the Proposal to District Collector requesting for approval of grounding the units in the premises of District Hospital/ Area Hospital/ Urban Health Centers at free of cost .

- **Budget Allocation:** As per the submitted application from SLF/TLF allocate the funding from USEP or UWSP as per the requirement.
- **Drug License:** - Shall obtain retail drug licenses from Drug Control Administration before starting the stores.
- Shall appoint registered pharmacist and other staff install computer with suitable software for issue of sale bills.
- Shall use the list of drugs suppliers and rates of Jeevanadhara Pharmacy of Osmania General Hospital Hyderabad as a guideline for procurement unit a proper system is established.


Therefore, the Project Director, MEPMA and the Municipal Commissioners of the respective Districts are requested to take this task on special drive on grounding of Generic medicine Pharmacy stores by SLFs/TLFs/TVSs in the name of Jeevana Dhara Unit, duly utilizing the available subsidy under USEP & UWSP component and complete the grounding by 31<sup>st</sup> August 2013.

  
Mission Director

**Copy to**

The Municipal Commissioners for taking necessary action.

The Managing Director of APMSIDC for taking necessary action.

  
23/7/13 