

GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS AND FERTILIZERS
DEPARTMENT OF FERTILIZERS
RAJYA SABHA

UNSTARRED QUESTION NO. 1462 TO BE ANSWERED ON: 20.12.2022

Single brand name 'Bharat' for subsidized fertilizers

1462: SHRI DHANANJAY BHIMRAO MAHADIK:

Will the Minister of **CHEMICALS AND FERTILIZERS** be pleased to state:

- (a) Whether Government has launched a new scheme for farmers under which Companies must market all subsidized fertilizers under a single brand name 'Bharat';
- (b) If so, the details thereof and the aims and objective behind the move;
- (c) Whether the new scheme will help farmers in overcoming the problem of shortage/getting quality fertilizer at cheaper rate and if so, the details thereof; and
- (d) The other steps taken by Government to create awareness among farmers for the balanced use of fertilizers?

ANSWER

MINISTER OF STATE OF CHEMICALS & FERTILIZERS
(SHRI BHAGWANTH KHUBA)

(a) to (c): Yes sir. Government of India, vide notification dated 24th August, 2022, has decided to implement One Nation One Fertilizers by introducing Single Brand for Fertilizers and Logo under Fertilizer subsidy scheme namely "**Pradhanmantri Bhartiya Janurvarak Pariyojana**" (PMBJP). The objective of the scheme is to increase the availability basket of fertilizers; take care of dilemma among farmers in choosing from plethora of brands available in the markets, reduce the crisscross movement and further ensure timely supply of fertilizers.

(d) : Government has been implementing Soil Health Card (SHC) scheme to check the soil nutrient status of the farmer's soil and to provide soil test based balanced fertilizer use recommendations to the farmers as per General Fertilizers recommendations developed by respective State Agricultural Universities. Soil Health Card provides information to farmers on soil nutrient status of their soil and recommendation on appropriate dosage of nutrients to be applied for improving soil health and its fertility. During 2015-17 and 2017-19, 10.74 crore SHCs and 12 crore SHCs respectively were distributed to farmers.

Further, Indian Council of Agricultural Research (ICAR) promotes soil test based balanced and integrated nutrient management through conjunctive use of both inorganic and organic sources (manure, bio fertilizers etc.) of plant nutrients to preserve soil health and fertility. In addition, growing leguminous crops and use of Resource Conservation Technologies (RCTs) are also advocated. ICAR also imparts training to educate farmers on all these aspects as and when required.

Also, vide notification dated 24th August, 2022, it has been decided to convert the existing village, block/sub district/ taluk and district level fertilizer retail shops into Model Fertilizer Retail Shops, namely Pradhan Mantri Kisan Samridhi Kendra (**PMKSK**). These PMKSK act as a one-stop –shop for farmers for multiple products such as seeds, fertilizers, pesticides etc and also avail multiple services related to agriculture sector like fertilizer/seed/soil testing, drones & other farm equipments under one single roof. At PMKSK, Agriculture Scientists from KVK/Subject Matter Specialist/Retired Agriculture Experts are being engaged for imparting training to the retailers on Promotion of Balance use of Fertilizers.
