

GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF FERTILIZERS

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 3062 TO BE ANSWERED ON: 28.03.2023**

**Introduction of New Fertilizer Bags**

**3062: DR. SANTANU SEN:**

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

- (a) whether it is a fact that Pradhan Mantri Bharatiya Janurvarak Pariyojna (PM-BJP) logo will cover two-thirds of the front of new fertiliser bags, if so, the details thereof, and if not, the reasons therefor;
- (b) the number of new fertiliser bags introduced and in circulation since October 2022 with the said logo, State-wise and district-wise for West Bengal; and
- (c) whether Government is aware of the fact that since all bags will look same, dealers will push what they choose and the years of investment in creating a brand is at risk, if so, the details thereof; and
- (d) whether Government has conducted any review/study before taking this decision?

**ANSWER**

MINISTER OF STATE FOR CHEMICALS AND FERTILIZERS

**(SHRI BHAGWANTH KHUBA)**

---

(a) to (d): Vide notification dated 24<sup>th</sup> August, 2022 Government of India has decided to Implement of One Nation One Fertilizers scheme called Pradhanmantri Bhartiya Janurvarak Pariyojna (PM-BJP). As per the said Notification, Two-Third of the Fertilizer's bag will be used for new brand name and logo with Pradhanmantri Bhartiya Janurvarak Pariyojna and One-Third will be used for using Fertilizer companies name, logo and other information as required in different rules and regulations etc. Further, the Department of Fertilizers had consulted the stake holders including fertilizer companies before launching the scheme. The objective of the scheme to increase the availability basket of fertilizers & takes care of dilemma among farmers in choosing from plethora of brands available in the markets and to reduce the crisscross movement of fertilizers. Fertilizers are highly subsidized and nutrient specifications/standards of a particular fertilizer is same irrespective of the brand.

With effect from January 2023, all the Fertilizer viz. UREA, DAP, MOP & NPKS both Indigenous as well Imported are being dispatched across the country under the Bharat Brand. As per the data received from fertilizer companies number of new fertilizer bags introduced & in circulation since October'22 is as follows:-

< Figures in Crores >

<b>INDIGENOUS UREA</b>	<b>IMPORTED UREA</b>	<b>DAP</b>	<b>MOP</b>	<b>NPKS</b>	<b>TOTAL</b>
<b>13.52</b>	<b>7.96</b>	<b>2.84</b>	<b>0.19</b>	<b>2.13</b>	<b>26.64</b>

\*\*\*\*\*