

GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS AND FERTILIZERS
DEPARTMENT OF FERTILIZERS

RAJYA SABHA

STARRED QUESTION NO. 169# TO BE ANSWERED ON: 04.08.2026

One Nation, One Fertilizer

169 # Smt. Seema Dwivedi:

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

- (a) whether Government has launched the Bharat brand under the 'One Nation One Fertilizer' initiative;
- (b) if so, the objectives and main features thereof;
- (c) the manner in which the farmers have benefited and unnecessary criss-cross movement of fertilizers has been reduced through the Bharat brand; and
- (d) the details of the fertilizers being marketed under the Bharat brand?

ANSWER

THE MINISTER IN THE MINISTRY OF CHEMICALS AND FERTILIZERS
(SHRI JAGAT PRAKASH NADDA)

(a) to (d) A statement is laid on the table of the House.

STATEMENT REFERRED TO RAJYA SABHA STARRED QUESTION NO. 169# FOR 04.08.2026 REGARDING “One Nation, One Fertilizer” TABLED BY SMT. SEEMA DWIVEDI:

(a) to (d) One Nation One Fertilizer scheme stands implemented under “Pradhanmantri Bhartiya Janurvarak Pariyojna” (PMBJP) with effect from 24th August, 2022. All fertilizers companies viz Public sector, Cooperative and Private sector are required to sell subsidized fertilizers under brand name “BHARAT” across the country.

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 manufactured by various companies available in the markets, reduce the crisscross movement and further ensure timely supply of fertilizers across the country. By consolidating branding under a single “BHARAT” brand, the scheme fosters transparency, combats malpractices, and ensures equitable access to essential nutrients for crops. Presently, all the subsidized fertilizers viz. Urea, DAP, MOP and NPKS grades are marketed under the Bharat Brand.
