

GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF FERTILIZERS

**LOK SABHA**

**UNSTARRED QUESTION NO. 3162 TO BE ANSWERED ON: 09.08.2024**

**ONE NATION ONE FERTILIZER SCHEME**

3162: DR. SHASHI THAROOR:

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

- (a) whether a policy under the "One Nation, One Fertilizer" (ONOF) scheme which mandates that all subsidised fertilizers are to be sold in uniform bags carrying the 'Bharat' brand name has led to dilution of brand value in the market as all bags, regardless of the manufacturer likely to have the same name;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government has conducted any stakeholder consultation with the private manufacturers before introducing this scheme;
- (d) if so, the details thereof; and
- (e) the manner by which the introduction of a single brand under the 'One Nation One Fertilizer' scheme ensure a timely supply of fertilizers as streamlining of supply chain does not depend on packaging only?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF CHEMICALS & FERTILIZERS  
(SMT. ANUPRIYA PATEL)

---

(a) to (e): Government of India vide notification dated 24<sup>th</sup> August, 2022, has decided to implement One Nation One Fertilizers (ONOF) by introducing Single Bharat Brand for Fertilizers and Logo under Fertilizer subsidy scheme namely "Pradhanmantri Bhartiya Janurvarak Pariyojna" (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, to reduce the crisscross movement and further ensure timely supply of fertilizers. The uniform bags carrying the Bharat brand name has not led to the dilution of the brand value of the manufacturer as the name of the manufacturer and company's logo is printed on the fertilizer bag. Further, Department of Fertilizers had consulted all stake holders, including public and private fertilizer companies, before launching PMBJP.

\*\*\*\*\*