

GOVERNMENT OF INDIA  
MINISTRY OF CHEMICALS AND FERTILIZERS  
DEPARTMENT OF FERTILIZERS

LOK SABHA

**UNSTARRED QUESTION NO. 850 TO BE ANSWERED ON: 26.07.2024**

ONE NATION ONE FERTILIZER SCHEME

850: DR. SHASHI THAROOR:

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

- (a) whether the One Nation One Fertilizer (ONOF) scheme, which mandates that all subsidized 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, is likely to have the same name;
- (b) if so, the details thereof;
- (c) whether the Government had conducted any stakeholder consultation with the private manufacturers before introducing this scheme;
- (d) if so, the details thereof;
- (e) whether the introduction of a single brand under the One Nation One Fertilizer scheme ensure a timely supply of fertilizers as the supply chain streamlining does not depend on packaging only; and
- (f) if so, the details thereof?

ANSWER

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

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(a) & (b) : 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.

(c) & (d): Yes. Department of Fertilizers had consulted all stake holders, including public and private fertilizer companies, before launching PMBJP.

(e) & (f): There is no impact of ONOF on timely supply of fertilizers.

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