

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 2613
TO BE ANSWERED ON 11.12.2024

'BHARAT' BRAND

2613. SHRI BALASHOWRY VALLABHANENI:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government has expanded 'Bharat' brand basket by including Chana whole and Masur dal to check the rising prices;
- (b) if so, the details of pulses, foodgrains, etc. brought under 'Bharat' brand;
- (c) the details of sale of various items under 'Bharat' brand since its introduction, product-wise;
- (d) whether the Government is planning or proposes to supply items under 'Bharat' brand through PDS, e-commerce platforms, etc. since NCCF, NAFED and Kendriya Bhandar are not accessible to many people; and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री बी.एल. वर्मा)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)

(a) : Yes Sir.

(b) & (c) : The government introduced Bharat Dal in July, 2023 by converting Chana stock from the price stabilisation buffer into Chana Dal for retail sale to consumers at maximum retail price (MRP) of Rs.60 per kg for 1 kg pack and Rs.55 per kg for 30 kg pack, till 30 September, 2024. Bharat Chana Dal has been extended and expanded by allocating another 3 lakh tonnes of Chana stock for retail sale in the form of Chana Dal and Chana Whole at MRP of Rs.70 per kg and Rs.58 per kg, respectively. Bharat Brand has also been extended to Moong and Masur dals. Moong stock has been converted into Moong Dal (Dhuli) and Moong Sabut for retail sale under Bharat Brand at MRP of Rs.107 per kg and Rs.93 per kg, respectively. Bharat Masur Dal is sold at Rs.89 per kg. A total of 12.35 lakh tonnes of Bharat Chana Dals, 5,663.07 tonnes of Bharat Moong Dals and 118 tonnes of Bharat Masur Dal have been sold to consumers, till date.

Bharat Atta and Bharat Rice were launched on 06.11.2023 and 06.02.2024 respectively, to provide Atta (wheat flour) and rice to general consumers at subsidized rates. During Phase I, Bharat Atta and Bharat Rice were sold at MRP of Rs.27.50 per kg and Rs.29 per kg, respectively, till 30.06.2024. In Phase II, these products are now being sold at an MRP of Rs.30 per kg for Bharat Atta and Rs.34 per kg for Bharat Rice. A total of 15.20 LMT of Bharat Atta and 14.58 LMT of Bharat Rice were made available to consumers during Phase I until 30.06.2024. In current Phase-II, 2,952.25 MT of Bharat Atta and 3,413.35 MT of Bharat Rice have been sold to general consumers.

(d) & (e) : Bharat Brand of food items are distributed through own retail outlets and mobile vans of National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED), Kendriya Bhandar and National Cooperative Consumers' Federation of India Limited (NCCF), e-commerce platforms and big chain retailers.
