

'One Nation One Fertilizer'



Decoding India's

“One Nation One Fertiliser”

Single brand name **‘Bharat’**

What's the Change ?

- Single brand and logo for all fertilisers
- To be used by all Fertiliser Companies, State Trading Entities (STEs) and Fertiliser Marketing Entities (FMEs)
- Centre's fertiliser subsidy scheme newly renamed as a Prime Minister's scheme - "Pradhanmantri Bhartiya Janurvarak Pariyojna" (PMBJP).
- Single brand name for UREA, DAP, MOP and NPKS etc. would be BHARAT UREA, BHARAT DAP, BHARAT MOP and BHARAT NPK etc.
- One Nation One Fertiliser to start from October 2.



Why One Nation One Fertilizer ?

- Government spends over 2 Lakh Cores on Fertilizer Subsidy annually.
- 80% to 90 % of the cost of production to the manufacturers in the form of a subsidy.
- One Brand will help farmers understand the financial aspect it incurs in providing fertilizers by Government.
- Besides, its important to tell your audience that your paying a lion share in the fertilizer production.



One More Angle?

- Opportunity to reduce transport subsidies of over 6,000 crore per year.
- Generally farmers prefer a certain brand in a region. Which is making Govt spend more money while transporting the fertilizers.
- Under one brand, this movement of brand specific fertilizers to one area can be minimized. This means no need for Indian Farmers Fertiliser Cooperative (IFFCO) to move fertilisers across regions.
- Prior 2019 average Fertilizer movement from factory to market over the years was around 900-1000 KM.
- In 2019/20 the movement came down to 850-900 KM.
- During 2020-21, the fertilizer movement is 700 to 750 KM

