



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Pradhan Mantri Bharitya Janurvarak Pariyojna (PMBJP)

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The Ministry of Chemicals and Fertilisers announced on Wednesday (August 24) that it has been decided to implement One Nation One Fertiliser by introducing a “**Single Brand for Fertilisers and Logo**” under the fertiliser subsidy scheme named “**Pradhanmantri Bhartiya Janurvarak Pariyojna**” (PMBJP).

The Pradhanmantri Bharitya Janurvarak Pariyojna (PMBJP) scheme mandates that

All fertiliser products being sold under the PMBJP scheme should carry a **single brand name ‘Bharat’**, irrespective of if it is produced by the public or private sector

Different types of fertiliser products will carry Bharat brand name i.e., ‘**Bharat Urea**’, ‘**Bharat DAP**’, ‘**Bharat MOP**’ and ‘**Bharat NPK**’

All bags or packaging material used for fertilisers should carry “a logo indicating Fertiliser subsidy scheme namely Pradhanmantri Bhartiya Janurvarak Pariyojna in two-thirds space.

Companies are allowed to display their name, brand and logo and other relevant product information in the rest of one-third space only.

The new provisions of PMBJP will come into **effect from 2nd October 2022 onwards**.

Fertiliser production companies are not allowed to procure old design bags from 15th Sept 2022 onwards and will have to exhaust all bags of old design by 12th December 2022.

Criticism: Takes away Marketing and Branding Opportunities, Reduce Fertiliser Companies to Contract Firms, etc.

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