



KAMARAJ IAS ACADEMY
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Pradhan Mantri Kisan Samruddhi Kendras

Published On: 15-08-2023

Why is in news? Pradhan Mantri Kisan Samridhi Kendras are game-changer for economy and farmer welfare: PM

The Government to **develop more than 3.25 lakh fertiliser shops** across the country as **Pradhan Mantri Kisan Samruddhi Kendras**.

PM Sammridhi Kendras are the **sales centres for fertiliser**.

These will be centres where farmers can buy fertilisers and seeds.

These centres **will provide soil testing and avail useful information** about farming techniques.

It will **ensure the quality of the fertiliser and its availability**, as urea will be available only under the 'Bharat' brand name in the entire country".

Bharat Urea Bags:

The fertilizer companies will have to sell their products **under the brand name of "Bharat"**, as the government of India makes it necessary under the aegis of One Nation One Fertilizer (ONOF).

The aim is to **standardize the brand of the fertilizers all over the country**, irrespective of the company that manufactures them.

The development of this **single brand "Bharat"** for all fertilizers will lessen the crisscross movement of fertilizers that leads to high freight subsidies.

The single brand name for UREA, DAP, MOP and NPK etc. would be **BHARAT UREA, BHARAT DAP, BHARAT MOP and BHARAT NPK etc.** respectively for all Fertiliser Companies, State Trading Entities (STEs) and Fertiliser Marketing Entities (FMEs).

The Ministry of Chemicals and Fertilisers has decided to brand all fertilizers as **"One nation, one fertilizer"** under the name **Pradhanmantri Bhartiya Januvarak Pariyojna** (PMBJP).

The government said a logo using the PMBJP fertilizer scheme will be placed on the side of the fertilizer packs.

Under the **new "One Nation One Fertiliser" scheme**, companies are allowed to display their name, brand, logo and other relevant product information only on one-third space of their bags.

On the remaining two-thirds space, the "Bharat" brand and Pradhanmantri Bharatiya Jan Urvarak Pariyojana logo will have to be shown.

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