

F. No 20-1/2022-FI
Government of India,
Ministry of Chemicals & Fertilizers,
Department of Fertilizers,
(Fertilizer Innovation Division)

Shastri Bhawan, New Delhi,
Dated : 24th August, 2022

OFFICE MEMORANDUM

Subject: Implementation of One Nation One Fertilizers (एक राष्ट्र एक उर्वरक)-
Pradhanmantri Bharitya Janurvarak Pariyojna - reg.

With the approval of Competent Authority, it is decided to implement One Nation One Fertilizer (एक राष्ट्र एक उर्वरक) by introducing Single Brand for Fertilizers and Logo under Fertilizer subsidy scheme namely "Pradhanmantri Bhartiya Janurvarak Pariyojna" (PMBJP).

2. The single brand name for UREA, DAP, MOP and NPKs etc. would be BHARAT UREA, BHARAT DAP, BHARAT MOP and BHARAT NPK etc. respectively for all Fertilizer Companies, State Trading Entities (STEs) and Fertilizer Marketing Entities (FMEs). A logo indicating Fertilizer subsidy scheme namely Pradhanmantri Bhartiya Janurvarak Pariyojna will be used on said fertilizer bags.

3. The print will be done on one side of Fertilizer's bag. Two-third of the Fertilizer's bag will be used for new brand name and logo with Pradhanmantri Bhartiya Janurvarak Pariyojna and one-third will be used for using Fertilizer companies' name, logo and other information as required in different Rules & Regulations etc. The designs of new bags and logo are placed at Annexure-I, II, III, IV and V respectively for ready reference.

4. The Fertilizer Companies are advised to adhere to the other terms and conditions of Metrology Act, Packaged Commodities Act and order No. 1-2/87-Fert Law dated 09th November, 1987 issued by Department of Agriculture and Cooperation under FCO-1985 etc.

5. Fertilizer Companies are advised not to procure old designed bags w.e.f 15.09.2022. The new bags under One Nation One Fertilizer concept will be introduced w.e.f 02.10.2022. A lead time of four months i.e upto 31.12.2022 has been given to exhaust old designed bags from the market.

P.T.O

6. This issues with the approval of the Competent Authority.



(Neeraja Adidam)
Joint Secretary to Government of India
Tele: 23386800

To:
CMDs/MDs of Fertilizer Companies.

Copy to :

- i. JS (AM), DoF
- ii. JS(AS), DoF
- iii. ED, FICC, DoF
- iv. JS (INM), DA&FW









* The Brand name of Fertilizer (Bharat NPK) may be written in six regional languages on each side (Right and Left side of the bag) of Fertilizer Bag.

