

② Do you think that the one nation one fertilizer scheme help farmers in utilizing the fertilizers effectively?

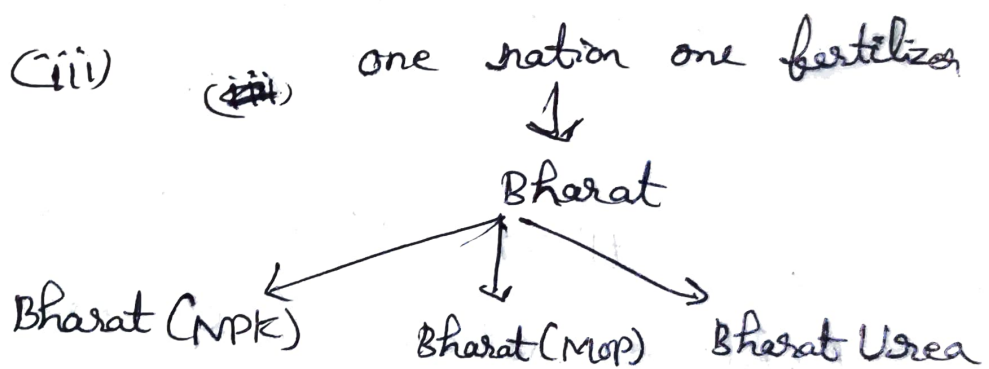
Introduction -

Min of chemicals & fertilizers has been decided to introduce "one nation one fertilizer" scheme under a single brand for fertilizer & logo.

"One nation one fertilizer scheme"

(i) This scheme will be implemented under "Pradhan Mantri Bharatiya Janumarak Pariyojana" (PMBJP)

(ii) on the fertilizer bag $\frac{1}{3}$ rd of space allocated for the manf. Company to display their logo remaining $\frac{2}{3}$ rd of the space is displayed ~~the~~ under "Bharat logo".



(iv) The scheme applies to both public & private company & brings uniformity in fertilizer brands across the country.

Govt's rationale behind this scheme

① govt spends (2 Lakh Crore)

annually to provide subsidy to ^{fertilizer} manufacturer

& the company sells in their name & not that of the govt.

② Transport subsidies for Manufacturing fertilizers to reach every corner of the country thereby ~~is~~ [6,000 crore] per year expenditure incurred by the govt.

③ Govt wants ~~to~~ people to realize burden of fertilizers subsidies.

Criticism :-

(i) It will disorientise the fertilizer companies from undertaking promotion & marketing -

(ii) The companies will now reduced to contract manufacturers & imports for the govt.

(iii) In case of any quality fault in fertilizers burden lies on govt unlike before on individual companies (manufacturers)

Conclusion - Thus within 3 month of implementation govt & policy framers should ^{get} output of the scheme wheather it benefits both govt & people (consumers).