

इस हाशिप में केवल प्रश्न संख्या लिखें।
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①. Do you think one nation one fertilizer scheme help farmers in utilizing fertilizers effectively? Critically Analyse.

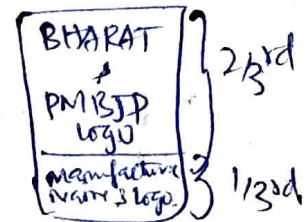
Mo chemicals & fertilisers announced 'one nation one fertilizer' scheme under PM Bhaskara Januswaka ~~Scheme~~ program (PMBJP) with single brand name and logo

One nation and one Fertiliser

under this scheme, all the fertilizer manufacturing companies, state traders must manufacture under a

single brand name 'BHARAT' & a logo.

eg: UREA \rightarrow BHARAT UREA



Why INIF?

Centre has fixed the Urea price i.e. fixed price.

\rightarrow 10-20% \Rightarrow fixed price (i.e. production cost)

\rightarrow 80-90% \Rightarrow Manufacturer production cost \Rightarrow compensated by the Government

Huge spike in the fertiliser subsidy. \Rightarrow accounting

₹ 21 cr (2nd largest after Food subsidy)

Also centre also pays for the Manufacturers

freight subsidy. So the rationale behind this is to

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Reduce the transport cost of the subsidy, as it amounts to ₹ 6000 cr, which will reduce the Centre's burden on subsidy.

Criticisms.

① Commodification of fertilizer

Impacts the quality and demotivate the efficient manufacturers with little scope for New product.

② Exit of private players

Government also pushing for Atmanirbhar (self sufficiency) in fertilisers. giving more preference to Indian firms.

Private players like Tata, ICI, etc, have existed exited was business.

③ Reluctance

Manufacture due to zero brand identity will be reluctant, to improve the quality as it and it is also difficult for them to invest in advertisement as they is zero cost for an identity.

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④ Buysen

Since since there is one brand, if there is any quality concern, full concern will transfer to the centre itself.

Expert suggestion

urea was not included in the NBS of Centre subsidy scheme, 2010. i.e. ^{price is} controlled.

CEA ~~is~~ citing Economic survey 2016 to show the diversion of urea for purpose other than intended for small farmers.

24.1. to low quality, urea to non-agri purposes

24.1. to benefit rich farmers

way forward

DBT to farmers → will provide wide

choices to farmers to choose fertilizers

Decentralized price to maintain the nutrient (fertiliser) balance. DBT in pilot basis can be a solution. It also motivates the

Industries to bring new products