

Government of India Launches Bharat Atta Initiative to Provide Affordable Wheat Flour to Consumers

The Indian government, led by Union Minister for Consumer Affairs, Food, and Public Distribution, Shri Piyush Goyal, has initiated a significant effort to make wheat flour more affordable for consumers through the 'Bharat Atta' brand. This initiative aims to offer a cost-effective alternative to market prices, contribute to price moderation, and support the welfare of ordinary consumers. In this news analysis, we will explore the key aspects of this initiative and its implications for both farmers and consumers.



(Source: PIB)

Subsidized Wheat Flour for Public Welfare

Under the 'Bharat' brand, the government has launched the sale of wheat flour (Atta) at prices not exceeding ₹27.50 per kilogram. This move is aimed at alleviating the financial burden on consumers, as market prices often range between ₹40-45 per kilogram.

Increased Supplies and Price Moderation

The introduction of retail sale of 'Bharat' brand Atta will increase supplies in the market at affordable rates. This approach contributes to the continued moderation of prices for this essential food item, easing the financial burden on consumers.



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(Source: The Economic Times)

Wide Availability Through Cooperative Outlets

'Bharat' Atta is made available through a wide network of cooperative outlets, including Kendriya Bhandar, the National Agricultural Cooperative Marketing Federation (NAFED), and the National Cooperative Consumers' Federation (NCCF). The availability of affordable wheat flour is expanded to various co-op and retail outlets to ensure access for consumers.

Government's Ongoing Efforts to Benefit Farmers and Consumers

Shri Piyush Goyal emphasized that the government's intervention in stabilizing essential commodity prices has benefited both farmers and consumers. He highlighted the measures taken in the past, such as providing subsidies to maintain affordable prices for items like tomatoes and onions, demonstrating the government's commitment to supporting the agricultural sector.

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(Source: Shiksha News)

Supporting Farmers Through Minimum Support Prices

The government supports farmers by fixing Minimum Support Prices (MSP) for food grains, pulses, and other crops, alongside nationwide procurement operations. These initiatives ensure that farmers receive fair prices for their produce, thus promoting their welfare.

Subsidized Essential Items for Consumers

The government also extends its support to consumers by providing essential items like Bharat Dal (pulses) at subsidized rates, offering relief while facilitating fair and affordable prices for these commodities.

Government Initiatives to Stabilize Essential Food Items



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The government is closely monitoring domestic retail prices of edible oils to ensure that the benefits of decreasing international prices are passed on to consumers. Measures include adjustments in import duties and agri-cess to control and ease the prices of edible oils in the domestic market.

Enhancing Supplies and Market Stability

The Indian government has taken multiple measures to ensure the availability and stability of essential food items, benefiting both farmers and consumers. The 'Bharat Atta' initiative is one of the latest steps in this ongoing commitment to the welfare of ordinary consumers.

Price Stabilization Fund and Its Role

The Price Stabilization Fund (PSF) has been instrumental in maintaining stability in food prices. It aims to promote direct purchases from farmers and maintain a strategic buffer stock to discourage hoarding and speculation. This fund benefits both consumers and farmers.

Budgetary Support for Agri-Horticultural Commodities

Since the inception of the Price Stabilization Fund (PSF) corpus in 2014-15, the Government has provided budgetary support of Rs.27,489.15 crore for providing working capital and other incidental expenses for the procurement and distribution of agri-horticultural commodities.

Buffer Stocks for Pulses and Onions

Under the PSF, dynamic buffer stocks of pulses and onions are maintained. The calibrated release of stocks from these buffers ensures the availability and affordability of these commodities to consumers, while also providing remunerative prices to farmers.

Procurement of Tomatoes to Stabilize Prices

In a bid to stabilize tomato prices and make them affordable, the government has procured tomatoes under the Price Stabilization Fund. These tomatoes are made available at highly subsidized rates to consumers, benefiting those in major consumption centers.

Enhanced Onion Buffer to Tackle Price Fluctuations

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The government has increased the onion buffer size year after year, from 1.00 LMT in 2020-21 to 2.50 LMT in 2022-23. Further enhancements are planned for the onion buffer target in 2023-24. This increased buffer helps in maintaining stable onion prices in the market.



(Source: PIB)

Support for Pulses Availability

To augment domestic availability and moderate the prices of pulses, the import of tur and urad has been kept under the 'Free Category' till 31.03.2024 and import duty on masur has been reduced to zero till the same date. Stock limits have also been imposed on tur and urad under the Essential Commodities Act to prevent hoarding.

Consumer-Focused Approach

The government's multi-pronged approach ensures that consumers, especially those not covered under the Targeted Public Distribution System (TPDS), receive essential items at fair and affordable prices. Initiatives like 'Bharat Atta,' 'Bharat Dal,' and the distribution of tomatoes and onions play a vital role in this effort.

The 'Bharat Atta' initiative and the broader measures taken by the Government of India reflect a commitment to the welfare of both farmers and consumers. By addressing the availability and affordability of essential commodities, the government aims to ease the financial burden on the common man while supporting the agricultural sector. As the 'Bharat Atta' initiative is launched to provide affordable wheat flour to consumers, it aligns with the government's vision to ensure a stable and secure food supply chain for the benefit of all.



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