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Govt launches 'Bharat Atta' at subsidised rate of Rs 27.50/kg

# Govt launches 'Bharat Atta' at subsidised rate of Rs 27.50/kg

*Will be sold through cooperatives NAFED, NCCF and Kendriya Bhandar via 800 mobile vans & 2K outlets*

## OUR CORRESPONDENT

**NEW DELHI:** Ahead of Diwali festival, the Centre on Monday formally launched the sale of wheat flour at a subsidised rate of Rs 27.50 per kg under the brand name 'Bharat Atta' across the country to provide relief to consumers from high prices.

'Bharat Atta' will be sold through cooperatives NAFED, NCCF and Kendriya Bhandar via 800 mobile vans and 2,000-odd outlets spread across the country.

The subsidised rate is lower than the prevailing market rate of Rs 36-70 per kg, depending on the quality and location.

In February, the government had carried out a pilot sale of 18,000 tonnes of 'Bharat Atta' at Rs 29.50 per kilogramme through these cooperatives in few outlets as part of the Price Stabilisation Fund scheme.

Flagging off 100 mobile



**Piyush Goyal hands over a packet to a beneficiary at the launch of 'Sale of Bharat Atta' in New Delhi on Monday**

PTI

vans of 'Bharat Atta' at the Kartavya Path here, Union Food and Consumer Affairs Minister Piyush Goyal said: "Now that we have tested and been successful, we decided to do a formal launch so that everywhere in the country can get atta at Rs 27.50 per kg."

The sale of wheat flour during the test run was less as it was retailed only through a few outlets. However, there will be

a better pick up this time as the product will be sold via 800 mobile vans and 2,000 outlets of these three agencies across the country, he said.

Goyal said about 2.5 lakh tonnes of wheat will be allocated from the Food Corporation of India (FCI) at Rs 21.50 per kg to Nafed, NCCF and Kendriya Bhandar. They will convert it into wheat flour and sell it at Rs 27.50 per kg under the brand 'Bharat Atta'.

The minister further said that the government's intervention of selling few essential commodities -- chana dal, tomato and onion -- at a subsidised rate is yielding good results in controlling the price rise.

Consumer Affairs Secretary Rohit Kumar said out of total 2.5 lakh tonnes of wheat, about one lakh tonnes each will be offered to Nafed and NCCF, while 50,000 tonnes to Kendriya Bhandar.

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Relief: Central government started selling cheaper India flour at the rate of Rs 27.50 per kg

## राहत : केंद्र सरकार ने 27.50 रुपये प्रति किलो की दर से सस्ता भारत आटा की बिक्री शुरू की केंद्रीय मंत्री गोयल ने 100 मोबाइल वैन को किया खाना

नई दिल्ली। केंद्र सरकार ने दिवाली से पहले उपभोक्ताओं को महंगाई से राहत देने के लिए सोमवार से देशभर में गेहूं से तैयार 'भारत आटा' की बिक्री शुरू कर दी है। आम उपभोक्ताओं को यह 27.50 रुपये प्रति किलोग्राम की दर पर उपलब्ध होगा।

'भारत आटा' सहकारी समितियों नेफेड, एनसीसीएफ और केंद्रीय भंडार के माध्यम से देशभर में 800 मोबाइल वैन तथा 2,000 से अधिक दुकानों के जरिये बेचा जाएगा। गुणवत्ता और स्थान के आधार पर सब्सिडी वाली दर मौजूदा बाजार दर 36-70 रुपये प्रति किलोग्राम से कम है। फरवरी में सरकार ने मूल्य स्थिरीकरण कोष योजना के तहत कुछ दुकानों में इन सहकारी समितियों



मोबाइल वैन को खाना करते गोयल।

के माध्यम से 29.50 रुपये प्रति किलोग्राम की दर से 18,000 टन 'भारत आटा' की प्रायोगिक बिक्री की थी। केंद्रीय खाद्य एवं उपभोक्ता मामलों के मंत्री पीयूष गोयल ने नई दिल्ली में कर्तव्य पथ पर 'भारत आटा' की 100 मोबाइल वैन को हरी झंडी दिखाकर खाना किया। ब्यूरो





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Shah will address seminar on organic products

## जैविक उत्पादों पर संगोष्ठी को संबोधित करेंगे शाह

जागरण ब्यूरो, नई दिल्ली : जैविक उत्पादों एवं किसानों को प्रोत्साहित करने के लिए नई दिल्ली में बुधवार को राष्ट्रीय संगोष्ठी का आयोजन किया जाएगा, जिसे केंद्रीय गृह एवं सहकारिता मंत्री अमित शाह संबोधित करेंगे। संगोष्ठी में छोटे एवं सीमांत किसानों के उत्थान में सहकारी समितियों की भूमिका के साथ-साथ जैविक उपज के महत्व पर विमर्श किया जाएगा। आयोजन नेशनल को-ऑपरेटिव ऑर्गेनिक्स लिमिटेड (एनसीओएल) करेगा। इस दौरान अमित शाह संस्थान के लोगो, वेबसाइट एवं ब्रोशर की शुरुआत करेंगे।

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Amit Shah will address Nat'l Symposium on POP today

## Amit Shah will address Nat'l Symposium on POP today

BK NEWS SERVICE

New Delhi, Nov 6: Union Home Minister and Minister of Cooperation, Amit Shah will address National Symposium on Promotion of Organic Produce, organised by National Cooperative Organics Limited (NCOL), at ICAR Convention Centre, Pusa, New Delhi on Wednesday, 08th November, 2023. Amit Shah will also launch the logo, website and brochure of NCOL and distribute the membership certificates to NCOL members. During the one-day symposium, objectives of NCOL, importance of organic produce along with role of cooperative societies in the upliftment of small and marginal farmers will be discussed.

In line with the Prime Minister Narendra Modi ji's vision of "Sa-hakar Se Samridhi", NCOL has been established as a national-level multi-state cooperative society to make India global leader in organic products. Under the leadership of Prime Minister Narendra Modi and able guidance of Minister of Cooperation, Amit Shah, Ministry of Cooperation has taken 54 initiatives in the last 27 months to strengthen cooperative movement in the country. Establishment of a national-level Cooperative to promote organic products is a significant step towards boosting rural economy, promoting "Make in India" along with paving way for "Aatmanirbhar Bharat" and "Local to Global".

NCOL aims at increasing the return on produce while giving organic farmer and producer organisations direct access to the



market. By having access to national and international market under a strong brand, the members will get better return for their organic produce. NCOL will act as an umbrella organisation by managing the entire supply chain of organic products produced by various cooperative societies and related institutions across the country in collaboration with the concerned Ministries of the Government of India, following the "Whole of Government Approach". It will undertake and promote the aggregation, branding and mar-

keting of organic products produced by cooperatives. Any Cooperative Society or an association of persons (as may be permitted by the Central Registrar) can become a member of NCOL. As on date, around 2,000 cooperative societies have already become member of NCOL or applied for its membership.

The objective of NCOL will be achieved through the facilitation of various activities, including creation of a knowledge repository and conducting research & development. NCOL will also

provide support to the cooperative sector and associated companies involved in the production of organic products. This will include financing, capacity building, technical guidance, establishment and maintenance of market intelligence systems, among others.

The Symposium will also have technical sessions on topics like Organic Production - need of the hour, certification process and criteria for organic products, importance of organic certification laboratories etc. More than 1000 participants are going to attend the Symposium, including members of NCOL, officials from Government of India/States/UTs, MSCS/FIs/Cooperative Unions/District Cooperative Unions/Organic Certification Bodies and testing laboratories, experts from organic sector and other stakeholders from across the country. Large number of participants will also join the event through virtual medium.

NCOL was registered under the Multi-State Cooperative Societies Act, 2002 on 25 January, 2023. Three major cooperative societies of the country- National Cooperative Consumers' Federation of India Ltd (NCCF), Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF) and National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) and two major statutory bodies of Government of India National Dairy Development Board (NDDB) and National Cooperative Development Corporation (NCDC) have jointly promoted NCOL.

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