

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO.3195
TO BE ANSWERED ON 19.03.2025

BHARAT DAL BRAND

3195. SHRI MUKESHKUMAR CHANDRAKAANT DALAL:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) the details of the Bharat Dal brand, including its introduction, objectives and key features ensuring affordability of essential food items like Chana, Moong and Masoor;
- (b) the year and State-wise quantity of Bharat Dal distributed since its introduction;
- (c) the steps taken to ensure transparency, quality control and fair pricing in the retail sale of Bharat Dal;
- (d) the outreach measures adopted to increase consumer awareness and access to the Bharat Dal brand in urban and rural areas including through Government schemes; and
- (e) the details of plans formulated to expand the product range or distribution network under this initiative?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L. VERMA)

(a) to (e) : To make dals available to consumers at affordable prices, Bharat Dal was launched in July, 2023 by converting Chana stock in the PSF into Chana dal for retail disposal. The Bharat Chana Dal was made available to consumers at subsidized rates of Rs.60 per kg for 1 kg pack and Rs.55 per kg for 30 kg pack. 12.32 lakh MT of Bharat Chana Dal has been sold to retail consumers in Phase- I of Bharat Chana Dal. Distribution of bharat chana dal was made through 25023 Stationary outlets and mobile vans in 1732 cities across the country by Bharat dal implementing agencies.

Further, additional quantity of 3 LMT has been allocated for retail distribution under Bharat (Chana) dal phase-II. The allocated Chana stock being sold in Dal form and Whole form in 1 kg pack at MRP of Rs. 70/kg for Chana Dal and Rs.58/kg for Chana Whole. A quantity of 1.18 LMT chana dal and 13,495 MT of Chana whole have been sold till 12-03-2025. Under phase-II of Bharat dal, the distribution of bharat dals are ensured through 3051 stationary outlets, 8939 mobile vans across 26 States/UTs and 9 major e-commerce platforms.

The Bharat Dal has been extended to include Bharat Moong Dal by converting Moong stock in the PSF buffer into Moong Dal for retail sale to consumers at subsidized prices. Further, the Bharat Dal has also been extended to include Masur Dal by converting Masur stock in the PSF buffer into Masur Dal for retail sale to the consumers at price of Rs.89 per kg.

Assessment of Bharat Chana Dal phase-I has been undertaken by Quality Council of India. To ensure **maximum traceability** in the distribution of **Bharat Dal**, agencies are regularly directed to maintain real time distribution **photos** of bharat dal and share the sale progress with the department on daily basis. Regular **meetings with NCCF, NAFED, and Kendriya Bhandar** are conducted to monitor stock movement, sales progress, and address operational challenges.

Bharat Brand dals under Phase –II are distributed by three central cooperative organizations such National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED), Kendriya Bhandar, and National Cooperative Consumers' Federation of India Limited (NCCF) through their Own Outlets, Mobile vans, e-commerce platforms and big Chain Retailers.
