

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

LOK SABHA
UNSTARRED QUESTION NO. 4122
TO BE ANSWERED ON 12TH AUGUST, 2026

BHARAT ATTA INITIATIVE

4122 SHRI ASHISH DUBEY:
SHRI RAHUL SINGH LODHI:

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

- (a) the details of the 'Bharat Atta' initiative and the Government's long-term vision with regard to the said welfare initiative;
- (b) whether the retail price of wheat flour supplied under the said framework is subsidised in comparison with the prevailing market price so as to ensure affordability for the general public;
- (c) if so, the details thereof; and
- (d) the details of measures taken by the Government to maintain adequate buffer stocks to meet nationwide demand and the strategy adopted to address bottlenecks in the last-mile distribution network?

A N S W E R
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,
FOOD & PUBLIC DISTRIBUTION
(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)

(a) to (c): Bharat Atta was launched on 06.11.2023 with a view to provide atta (wheat flour) to general consumers at subsidized rates under Open Market Sale Scheme (Domestic) [OMSS (D)] policy. Under the Bharat Atta initiative, FCI supplies wheat under OMSS (D) policy to the three Central Cooperative agencies namely, National Cooperative Consumers' Federation of India Ltd. (NCCF), National Agricultural Cooperative Marketing Federation of India Limited (NAFED) and Kendriya Bhandar at the reserve price fixed by Government of India from time to time. The agencies mill the wheat into atta and sell it under the brand name 'Bharat Atta' at the subsidized retail price fixed by Government of India. Further, Government has decided to continue Price Stabilisation Fund (PSF) support @ Rs. 2.35 per kg on sale of wheat for Bharat Atta during OMSS (D) policy 2026-27.

(d): The Government maintains adequate buffer stock to meet nation-wide demand and has, presently, allocated 0.5 LMT of wheat for retail sale of Bharat Atta under OMSS (D) policy 2026-27. Further, the allocation of wheat under the Bharat Atta initiative is reviewed time to time, keeping in view the prevailing market conditions and demand. Bharat Atta is allowed through NAFED/ NCCF/ Kendriya Bhandar own stores, mobile vans and E-commerce/ big chain retailers.
