Dear

As you are aware, Government of India has decided to implement DBT Pilot in the following 16 districts in the country in the coming Rabi & kharif Season (2016-17) to capture authenticated retailer sales and buyer's details as a precursor to DBT in fertilizer sector.

<table>
<thead>
<tr>
<th>S. No</th>
<th>State</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bihar</td>
<td>Kishanganj</td>
</tr>
<tr>
<td>2.</td>
<td>West Bengal</td>
<td>Malda</td>
</tr>
<tr>
<td>3.</td>
<td>Madhya Pradesh</td>
<td>Hoshangabad</td>
</tr>
<tr>
<td>4.</td>
<td>Haryana</td>
<td>Karnal</td>
</tr>
<tr>
<td>5.</td>
<td>Haryana</td>
<td>Kurukshetra</td>
</tr>
<tr>
<td>6.</td>
<td>Andhra Pradesh</td>
<td>Krishna</td>
</tr>
<tr>
<td>7.</td>
<td>Andhra Pradesh</td>
<td>West Godavari</td>
</tr>
<tr>
<td>8.</td>
<td>Maharashtra</td>
<td>Nasik</td>
</tr>
<tr>
<td>9.</td>
<td>Himachal Pradesh</td>
<td>Una</td>
</tr>
<tr>
<td>10.</td>
<td>Kerala</td>
<td>Kannur</td>
</tr>
<tr>
<td>11.</td>
<td>Telangana</td>
<td>Rangareddy</td>
</tr>
<tr>
<td>12.</td>
<td>Karnataka</td>
<td>Tumkur</td>
</tr>
<tr>
<td>13.</td>
<td>Maharashtra</td>
<td>Raigarh</td>
</tr>
<tr>
<td>14.</td>
<td>West Bengal</td>
<td>Murshidabad</td>
</tr>
<tr>
<td>15.</td>
<td>Rajasthan</td>
<td>Pali</td>
</tr>
<tr>
<td>16.</td>
<td>Gujarat</td>
<td>Chhota Udaipur</td>
</tr>
</tbody>
</table>

To make the pilot successful, concrete actions are required to be taken by various stakeholders, which are being disseminated separately to each stakeholder. The key action points for State Governments & District Collectors are as under:

1. **Installation of PoS Devices**: One of the key component of the entire project is installation of Point of Sale (PoS) or Tablet devices at each retailer outlet, responsibility of which rests upon the concerned fertilizer company. The Lead Fertilizer Supplier (LFS) of each state is required to procure, test and install devices at all retailer locations in close cooperation with District Collector and NIC. The specification of compatible PoS and Tablets devices issued by NIC are available at [http://mfms.nic.in/](http://mfms.nic.in/) (This is required to be completed by 30th September 2016 as agreed during meeting of DoF held with concerned Fertilizer Companies on 19-08-2016)
2. Ensure 100% Aadhaar penetration in DBT districts.
3. Seeding of Aadhaar number in soil health card data base. In case issuance of Aadhaar enabled soil health card is likely to take more time, ensure district soil profile is prepared which would enable districts to issue generalized “fertilizer use” recommendation to farmers.
4. Seeding of Aadhaar in Land Record Database.
5. Constitute “DBT working group” comprising of all stakeholders at District Level.
6. Ensure through fertilizer companies/State Agriculture Department that dealer’s list uploaded on mFMS is latest/ correct. (This is important as sale through retailers who are not registered on mFMS may not be accounted for subsidy calculation).
7. Ensure that the stock position at company warehouse and retailers are always updated in mFMS.
8. Provide details of district/block/mandal officer to NIC along with mobile number, so that login can be created for them to access their mFMS portal.
9. Set up grievance redressal mechanism.

District Collectors, District Agriculture Officer and NIC are requested to monitor closely the progress of implementing DBT by the fertilizer Company through LFS on the following points:

1. Preparation & Deployment of PoS devices/tablets at retail points. (by 10th October 2016)
2. Depute a nodal officer for each district for coordination with the District Collector and DoF.
3. Training to be organized at district level for all retailers. (by 25th October 2016)
4. Complete a network survey of all retail points for connectivity assessment.
5. It is to be ensured that all operators at retail points have Aadhaar number. (by 15th September 2016)
6. All sale transactions (Company to wholesaler or retailer) must be entered online on real time basis.
7. Proper Coordination with device vendor and NIC to sort out hardware/software issues.

Respective Fertilizer Companies are being separately requested to provide full support to state governments in implementation of DBT system under overall supervision of respective District Collectors.

You are kindly requested to issue necessary instructions to all field level officers especially Collectors to facilitate implementation of DBT pilot in all 16 Districts in a time bound manner.

with regards,

Yours sincerely,

[Vijay Shankar Pandey]

Sd/-

To:
The Chief Secretaries of Andhra Pradesh, Bihar, Haryana, Himachal Pradesh, Gujarat, Karnataka, Kerala, Maharashtra, Madhya Pradesh, Rajasthan, Telangana and West Bengal.
Copy to:
Respective District Collectors

[Signature]

(Dharam Pal)
Joint Secretary
D.O.No. D(FA)/DBT/2016(Pt.1)

Dear

Please refer to our earlier D.O letter No.D(FA)/DBT/2016(Pt.1) dated 22nd August, 2016 regarding implementation of DBT pilot in 16 districts in the coming Rabi & Kharif Season (2016-17). The detailed Action Plan has already been communicated vide above mentioned letter. Most of the districts have already formed a Joint Working Group to monitor pre pilot activities. However, certain concrete actions need to be undertaken immediately to launch Dry Run & the Live Run of the DBT Pilot as per the scheduled timelines.

The key action points and the timelines for District Collectors are as under:

1. Department of Fertilizers has already appointed/is in the process of appointing District Consultants for each district, the details of which are enclosed herewith as Annexure-I. District Consultants would assist the District Administration in rolling out the pilot project and their job profile is at Annexure-II. From your side please appoint a District Nodal Officer, a senior functionary of District Administration (preferably ADM, FD, DRDA, etc) to whom the District Consultant may be attached. You may make necessary arrangements for his smooth functioning for this pilot.

2. Training within the District: A one day training Program was conducted for the Master Trainers and the District Consultants on 06-Oct-2016. It is also requested to organize training programs for retailers at district Headquarters under your close supervision taking the services of these Master trainers. In addition 15-20 resource persons may also be identified for imparting rigorous training within the district.

3. Preparation and Deployment of PoS devices: The Lead Fertilizers Companies are in advance stage of Procurement of PoS Devices for Pilot Districts. It is requested to closely monitor the Deployment of these devices in consultation with the companies.

4. Aadhaar related issues:
   a. Ensure 100% Aadhaar penetration in DBT districts.
   b. Seeding of Aadhaar number in soil health card data base. In case issuance of Aadhaar enabled soil health card is likely to take more time, ensure district soil profile is prepared which would enable districts to issue generalized “fertilizer use” recommendation to farmers.
   c. Seeding of Aadhaar in Land Record Database.
5. Dealers/ Retailers related issues:
   a. Ensure that all operators at retail points have Aadhaar number.
   b. Ensure through fertilizer companies/State Agriculture Department that dealer’s list uploaded on mFMS is latest/ correct.
   c. Ensure that the stock position at company warehouse and retailers are always verified & updated in mFMS.

6. Complete a network survey of all retail points for connectivity assessment.

7. The activity wise timelines are as under:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training of Master Trainers</td>
<td>06 Oct 2016 (Completed)</td>
<td>DoF &amp; NIC</td>
</tr>
<tr>
<td>Procurement of devices</td>
<td>15 Oct 2016</td>
<td>Company</td>
</tr>
<tr>
<td>Preparation of devices</td>
<td>20 Oct 2016</td>
<td>Company and NIC &amp; District Administration</td>
</tr>
<tr>
<td>Deployment of devices in field</td>
<td>25 Oct 2016</td>
<td>Company &amp; District Administration</td>
</tr>
<tr>
<td>Training of retailers</td>
<td>29 Oct 2016</td>
<td>Company, District Administration</td>
</tr>
<tr>
<td>Dry run</td>
<td>01 Nov 2016</td>
<td>District Administration &amp; Companies</td>
</tr>
<tr>
<td>Go Live</td>
<td>01 Dec 2016</td>
<td>District Administration &amp; Companies</td>
</tr>
</tbody>
</table>

It is reiterated once again to closely monitor the implementation the DBT Pilot in your district as per the given timelines. This may be accorded “Top Priority”.

Yours sincerely,

(S.K. Lohani)

To
District Collectors of 16 Pilot Projects (List Attached)

Copy to :

Principal Secretary (Agriculture) with a request to issue necessary instructions to District Collector for extending necessary cooperation in this regard and review the implementation from time to time.
Annexure -I

List of District Consultants appointed by Department of Fertilizers

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>State</th>
<th>District</th>
<th>Name</th>
<th>Mobile number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BIHAR</td>
<td>KISHANGANJ</td>
<td>PRADEEP KUMAR</td>
<td>9031010475</td>
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<tr>
<td>2</td>
<td>W.BENGAL</td>
<td>MALDAH,</td>
<td>PRAVIN KUMAR</td>
<td>8862911203</td>
</tr>
<tr>
<td>3</td>
<td>MP</td>
<td>HOSHANGABAD</td>
<td>RAJENDRA KUMAR PATEL</td>
<td>9200255211</td>
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<td>4</td>
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<td>KARNAL</td>
<td>RAJNEESH ANIL RAI</td>
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<tr>
<td>5</td>
<td>HARYANA</td>
<td>KURUKSHETRA</td>
<td>MAYANK BAHUGUNA</td>
<td>9899494796</td>
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<tr>
<td>6</td>
<td>AP</td>
<td>KRISHNA</td>
<td>REGULAGADDAA RAJAVARDHAN</td>
<td>8500470058</td>
</tr>
<tr>
<td>7</td>
<td>AP</td>
<td>W. GODAVARI</td>
<td>KORUPOLU SANTHOSH KUMAR</td>
<td>9550698893</td>
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<tr>
<td>8</td>
<td>MAHARASTRA</td>
<td>NASHIK</td>
<td>ANKUSH RAI</td>
<td>9920374082</td>
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<td>9</td>
<td>HP</td>
<td>UNA</td>
<td>SOURBH SHARMA</td>
<td>9501252236</td>
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<tr>
<td>10</td>
<td>KERALA</td>
<td>KANNUR</td>
<td>Recruitment under process</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>TELANGANA</td>
<td>RANGAREDDY</td>
<td>SHEETAL KUMAR GAUTAM</td>
<td>8447246253</td>
</tr>
<tr>
<td>12</td>
<td>KARNATAKA</td>
<td>TUMKUR</td>
<td>Recruitment under process</td>
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</tr>
<tr>
<td>13</td>
<td>MAHARASTRA</td>
<td>RAIGARH</td>
<td>Recruitment under process</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>W.B.</td>
<td>SOUTH 24 PARGANAS</td>
<td>Recruitment under process</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>RAJASTHAN</td>
<td>PALI</td>
<td>Recruitment under process</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>GUJARAT</td>
<td>NARMADA</td>
<td>PRIYANKAR KUMAR</td>
<td>8226938905</td>
</tr>
</tbody>
</table>
Annexure-II

**District Consultant Job Profile**

1. Ensure collection of the data of the sale transactions/buyers data which may capture Bank accounts, KCC, mobile number, land records, soil health card etc in addition to Aadhaar number at field level and compilation of data base.

2. Undertake field visits/coordinate with all stakeholders like buyers/ District administration/ Fertilizer companies/ dealers/ Wholesalers/ Retailers to enable compilation of database;

3. Any other responsibility related to the project assigned.
**CORRIGENDUM**

**Notification under Section-7 of Aadhaar Act, 2016**

Subject: Notification for requirement of Aadhaar under Section 7 of Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016 ("Aadhaar Act") for Fertilizer subsidy benefits.

Kindly refer to Circular No. D(FA)/DBT/2016 (Pt. I) dated 21.10.2016 on the subject noted above and to say that para no. 3 of the above notification may be read as follows:-

<table>
<thead>
<tr>
<th>Existing Para</th>
<th>To be read as</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. This notification shall take effect immediately in the 16 DBT Pilot Districts. This notification shall be applicable to all States except Assam, Meghalaya and Jammu &amp; Kashmir upon DBT rollout in all states.</td>
<td>3. This notification shall take effect immediately in the DBT Pilot Districts.</td>
</tr>
</tbody>
</table>

(Dr. Kavitha Gotru)
Director to the Government of India
Tel. No. 011-23062608
e-mail: dirfa-fert@nic.in

To
1. Chief Secretaries of all States/Union Territories
2. CMDs/MDs of all Fertilizer Companies
3. District Collectors of DBT Pilot Districts
F. No. D(FA)/DBT/2016 (Pt. I)  
Government of India  
Department of Fertilizers  
(Concession Wing)  

*****  

Udyog Bhawan, New Delhi  
Dated: 21st October, 2016

CIRCULAR

Notification under Section-7 of Aadhaar Act, 2016

Subject: Notification for requirement of Aadhaar under Section 7 of Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016 (“Aadhaar Act”) for Fertilizer subsidy benefits.

1. The use of Aadhaar as identifier for delivery of services/benefits/subsidies simplifies the Government delivery processes, brings in transparency and efficiency, and enables beneficiaries to get their entitlements directly to them in a convenient and hassle free manner. Aadhaar obviates the need for producing multiple documents to prove one’s identity. The provisions of the Aadhaar Act and Regulations under the Act have come into effect from 14th September, 2016 and notifications to this effect have been published in the Official Gazette. UIDAI has issued a circular no. 23011/Gen/2014/Legal-UIDAI dated September 15, 2016 giving guidelines for issue of notification under Section 7 for use of Aadhaar (attached).

The Fertilizer subsidy benefit is an expenditure incurred from consolidated fund of India. Accordingly, Ministry of Chemicals and Fertilizers, Government of India in exercise of its powers under Section 7 of the Aadhaar Act, hereby notifies the following:

1.1 Individuals desirous of availing subsidized Fertilizers are hereby required to furnish proof of possession of Aadhaar or undergo Aadhaar authentication.

1.2 An individual desirous of availing subsidized Fertilizers who is not yet enrolled for Aadhaar is hereby required to make application for Aadhaar enrolment by 30th November, 2016 in case he is entitled to obtain Aadhaar as per Section 3 of Aadhaar Act. Such individuals may visit any Aadhaar enrolment center (list available at www.uidai.gov.in) to get enrolled for Aadhaar. As per the regulation 12 of the Aadhaar (Enrolment and Update) Regulations, 2016, Ministry through the retail outlets of manufacturer/importers of fertilizers are required to offer enrolment facilities for the beneficiaries who are not yet enrolled for Aadhaar. Therefore, in case there are no Aadhaar enrolment centers located within Block/Tehsil/Taluka, manufacturers/importers of fertilizers may provide enrolment facilities at convenient locations in coordination with the existing Registrars of UIDAI or may provide Aadhaar enrolment facilities by becoming UIDAI Enrolment Agency as the case may be.
1.3 Till the time Aadhaar is assigned to the individual, subsidized Fertilizers shall be given to the individual based on the following alternate and viable means of identification:

a. Aadhaar enrolment ID slip if he has enrolled, otherwise his voter ID card or Kisan Credit Card along with copy of his request made for Aadhaar enrolment, as specified in para 2.2 below

The above documents shall be checked by the retailers or an officer specifically designated by the fertilizer companies.

2. In order to provide convenient and hassle free subsidized Fertilizers to beneficiaries, fertilizer manufacturing/importing Companies through their retail outlets shall make all the required arrangements including following:

2.1 Wide publicity through media and individual notices through Fertilizer retailers shall be given to applicants/beneficiaries to make them aware of the requirement of Aadhaar to receive the subsidized Fertilizers. In case they are not enrolled, they may be advised to get themselves enrolled at the nearest enrolment centers available in their Block/Tehsil/Taluka. The list of locally available enrolment centers should be made available to them.

2.2 In case, beneficiaries are not able to enrol due to non availability of enrolment centers in the Block/Tehsil/Taluka, the fertilizer manufacturers/importers are required to create enrolment facilities at convenient locations. The applicants/beneficiaries can be requested to register their request for enrolment by giving their names with other details such as address, mobile number on their web portal. Such requests can also be registered with the Fertilizers retailers/distributors.

3. This notification shall take effect immediately in the 16 DBT Pilot Districts. This notification shall be applicable to all States except Assam, Meghalaya and Jammu & Kashmir upon DBT rollout in all States.

Encl.: As above

(Dr. Kavitha Gotru)
Director to the Government of India
Tel. No. 011-23062608
e-mail: dirfa-fert@nic.in

To
1. Chief Secretaries of all States/Union Territories
2. CMDs/MDs of all Fertilizer Companies
3. District Collectors of 16 Pilot Districts
Dear Shri

You may be aware that the two fertilizer monitoring systems, FMS & mFMS have been integrated and operating under Integrated Fertilizer Monitoring System (iFMS) from Sept. 2016. The Government has also decided to move away from the present subsidy payment system by implementing DBT, under which the subsidy will be paid to the fertilizer companies on the basis of actual sales at retailers’ end. The DBT is already under implementation in the 16 pilot districts and after stabilisation of the system the DBT will be implemented throughout the country.

2. Under the erstwhile and existing fertilizer monitoring systems i.e. FMS, mFMS and iFMS, the fertilizer companies have been entering data in the online system within specific time frame viz. production data : 2 days, primary road dispatch: 24 hours, receipts: 5 days etc. After the stipulated period, the system is automatically locked and any further modifications require approval of DOF for unlocking so as to enable the companies to update/modify/delete the wrong entries. It is also observed that companies are in the habit of requesting for unlocking the iFMS/FMS systems for carrying out corrections.

3. However, under the proposed DBT system, it is essential that the fertilizer companies make data entry on a real time basis especially with respect to movement of stocks within the district (district warehouse-wholesaler-retailer). NIC has developed a Release Order (RO) module/Truck Challan module so as to enable online tracking of stock movement on a real time basis. This will ensure stock reconciliation up to the last point of sale i.e. from the retailers to the buyer. This information would be essential while processing the weekly bills generated by the companies under DBT framework as subsidy is released on the basis of actual sales.

4. In view of the above, I would like to request you to take immediate steps in respect of your company and train the concerned staff for using the R.O./Truck Challan Module for all fertilizer movements in iFMS with effect from 1st December, 2016 onwards so as to facilitate smooth functioning of pilot DBT.

With regards,

Yours sincerely,

(Dharam Pal)

To All CMDs/Chairman of all fertilizer companies
Dear Dr. Ravi Prasad,

You may be aware that the two fertilizer monitoring systems, FMS & mFMS have been integrated and operating under Integrated Fertilizer Monitoring System (iFMS) from Sept. 2016. The Government has also decided to move away from the present subsidy payment system by implementing DBT, under which the subsidy will be paid to the fertilizer companies on the basis of actual sales at retailers’ end. The DBT is already under implementation in the 16 pilot districts and after stabilisation of the system the DBT will be implemented throughout the country.

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With regards,

Dr. Ravi Prasad,
President,
Coromandel International Ltd.
Kakinada.
No. 15011/6/2016-DBT  
Government of India  
Ministry of Chemicals & Fertilizers  
Department of Fertilizers  

Shastri Bhawan, New Delhi  
Dated the 21st December, 2016  

To  

Chief Secretaries of all State Governments  

Subject: Plan of action for rollout of DBT in fertilizer subsidy payment in the whole country.  

Sir,  

The Department of Fertilizers has decided to introduce Direct Benefit Transfer (DBT) system for fertilizer subsidy payments. Under the proposed system, 100% subsidy on various fertilizer grades shall be released to the manufacturers and importers on the basis of actual sales made by the retailer to the beneficiaries. Initially, the modified subsidy procedure under DBT system will be introduced on pilot basis in 16 select districts and after its due stabilization, the new payment system would be rolled out in all states in the second phase. At present the pilot DBT is under way in 16 districts.  

2. Implementation of the DBT pilot project for fertilizer subsidy payments inter alia depends on active participation of State Agriculture Departments and District Administration in each districts. The Department is in the process of ensuring the requisite infrastructure such as providing of PoS machines, training for use of PoS machines etc.  

3. In order to coordinate with State Authorities, the State Government is required to appoint Nodal Officers both at State level and District levels for better coordination. It is however, suggested that the Principal Secretaries, Dept. of Revenue and Dept. of Agriculture may be designated as Nodal Officers at the State level and the District Collectors as Nodal Officers at each district. Detailed plan of action for DBT rollout in all states is enclosed.  

4. Accordingly, all State Governments are requested to please see the detailed plan of action and nominate nodal officers both at State and Districts level at the earliest.  

5. This has the approval of Secretary (Fert.)  

Yours faithfully,  

[Signature]  
(Dharam Pal)  
Joint Secretary to the Govt. of India
ACTION POINTS FOR STATE GOVERNMENTS & DISTRICT COLLECTORS

The key action points for State Governments & District Collectors are as under:

i. **Installation of PoS Devices:** One of the key component of the entire project is installation of Point of Sale (PoS) or Tablet devices at each retailer outlet, responsibility of which rests upon the concerned fertilizer company. The Lead Fertilizer Supplier (LFS) of each state is required to procure, test and install devices at all retailer locations in close cooperation with District Collector and NIC. The specification of compatible PoS and Tablets devices issued by NIC are available at [http://mfms.nic.in/](http://mfms.nic.in/)

ii. Ensure 100% Aadhar penetration in DBT districts.

iii. Seeding of Aadhar number in soil health card data base. In case issuance of Aadhar enabled soil health card is likely to take more time, ensuring preparation of district soil profile, which would enable districts to issue generalized “fertilizer use” recommendation to farmers.

iv. Seeding of Aadhar in Land Record Database.

v. Constitution of “DBT working group” comprising of all stakeholders at District Level.

vi. Ensure through fertilizer companies/ State Agriculture Department that dealer’s list uploaded on mFMS is latest/ correct. (This is important as sale through retailers who are not registered on mFMS may not be accounted for subsidy calculation).

vii. Ensure that the stock position at company warehouse and retailers are always updated in mFMS.

viii. Provide details of district/block/mandal officer to NIC along with mobile number, so that login can be created for them to access their mFMS portal.

ix. Set up grievance redressal mechanism.

2. District Collectors, District Agriculture Officer and NIC will monitor closely the progress of implementing DBT by the fertilizer Company through LFS on the following points:

   i. Preparation & Deployment of PoS devices/tablets at retail points.

   ii. Deputing a nodal officer for each district for coordination with the District Collector and DoF.

   iii. Organisation of training to all retailers at district level in a time bound manner.

   iv. Completion of a network survey of all retail points for connectivity assessment.

   v. To ensure that all operators at retail points have Aadhaar number.

   vi. All sale transactions (Company to wholesaler or retailer) must be entered online on real time basis.

   vii. Proper Coordination with device vendor and NIC to sort out hardware/software issues.
To

All Urea and P&K fertilizer companies.

Subject: Nationwide rollout of modified fertilizer subsidy payment system under Direct Benefit Transfer (DBT) system – procurement/deployment of Point of Sale (PoS) devices.

Sir,

I am directed to state that the Department of Fertilizers has decided nationwide rollout of the modified fertilizer subsidy payment system next financial year in the process of introduction of Direct Benefit Transfer (DBT) of subsidy to beneficiaries. Under the proposed revised subsidy payment system, 100% subsidy on various fertilizer grades shall be released to the manufacturers and importers on the basis of actual sales made by the retailers to the beneficiaries. All sales by the retailers to beneficiaries shall mandatorily be made through Point of Sale (PoS) machines installed at retailer shops by the fertilizer companies.

2. As per the action plan for deployment of PoS devices, Lead Fertilizer Supplier (LFS) of each State has been identified to arrange the required number of PoS machines as per the number of retailers in the state and share of sales of each fertilizer company in the respective state. The details of PoS machines to be arranged by each LFS is given in the Annexure.

3. However, despite constant monitoring of the status of procurement of PoS machines, no tangible progress has been made. As under the revised payment system all sale transactions from the next financial year are to be made through PoS machines, all the LFSs are advised to ensure that the orders for PoS machines placed by them are executed immediately and the machines are deployed at the retailers. The LFSs are also requested to advise the respective fertilizer companies to either procure PoS machines as per the required specifications themselves and deploy at the retailers earmarked to them or the LFS may procure for the fertilizer companies and supply to the retailers immediately. It may please be noted that if any fertilizer company fail to arrange its share of machines in time, the Department may request the LFS to supply the said machines and deploy at the earmarked retailers and the cost of the said machines shall be recovered from the subsidy bill of the company and paid to LFS.

4. It is clarified that any sale transaction other than through PoS machines by retailers will not be eligible for subsidy from next financial year and hence, the fertilizer companies are requested to ensure that the PoS machines are procured in a time bound manner so that the retailers are trained well in time and sale transaction are made through PoS machines.

Yours faithfully,

(P. B. Sahu)
Under Secretary to the Govt. of India
Phone No.23387492

Copy information to: DG, FAI, New Delhi.
12012/7/2012-FPP
Government of India
Ministry of Chemicals & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi
Dated the 5th December, 2016

To
CMD/MDs
All Lead Fertilizer Suppliers

Subject: Submission of Action plan for installation of PoS machines—regarding.

Sir/Madam,

It may be recalled that during the meeting held on 16th September, 2016 regarding installation of PoS devices at retail points to acknowledge receipt and issuance of sale of receipts to farmers, all the Lead Fertilizer Suppliers (LFS) were directed that installation of PoS devices by all fertilizer companies may be done by 31.12.2016. In furtherance to the aforementioned meeting, during the workshop organized on 11th November, 2016 at Constitution Club of India (Speaker Hall), Rafi Marg, New Delhi 110001, JS (DP) had categorically stated that the Lead Fertilizer Suppliers (LFS) have to strictly adhere to the timeline prescribed by DoF and further directed that the installation of PoS machines must be done by 31st January, 2017 and should go live/online on 1st February, 2017. In this regard, all LFS are advised to expedite the process and submit their revised action plan in the light of the discussion held on 11th November, 2016.

2. This issues with the approval of JS (DP).

Yours sincerely,

(Sunita Bansal)
Under Secretary to the Government of India
Ph: 23388891
12012/7/2012-FPP
Government of India
Ministry of Chemicals & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi
Dated the 6th January, 2017

To
CMD/MDs
All Lead Fertilizer Suppliers
(NFL/RCF/GNFC/FACT/IFFCO/NFCL/SPIC/CFCL/MCFL/KRIBHCO/ZACL)

Subject: Submission of Action plan for installation of PoS machines—regarding.

Sir/Madam,

I am directed to refer to this department’s letter of even number dated 5th December, 2016 on the subject mentioned above and to state that during the meeting held on 16th September, 2016 and workshop held on 11th November, 2016, all Lead Fertilizers Suppliers (LFS) were directed to install Point of Sale (PoS) devices at retail points to acknowledge receipt of fertilizers and issue sale receipts to farmer. They were given the time period upto 31st January, 2017 for installation of PoS devices and 1st February, 2017 to go live/online. In this regard, all LFS were advised to submit their revised action plan. However, till date no action plan has been submitted by your company.

2. The delay, in the installation of PoS devices as per the instructions of DoF, will affect the smooth implementation of ifms. Further, the installation of PoS devices at all retail points is a pre-requisite for introduction of Direct Benefit Transfer (DBT) in all the districts/states. In view of the above, it is stated that it is mandatory for all the LFS to install PoS devices at all the retailer points within the prescribed time/period. Hence, all LFS are directed to expedite the process and submit the revised action plan to this department within 3 days i.e. by 09.01.2017, failing which the retailer margin of Rs 50 per MT payable for acknowledging the receipt of fertilizers, will be withheld.

3. This issues with the approval of JS (DP).

Yours sincerely,

(Prabhas Kumar)
Director (F)
Ph: 23386398
12012/7/2012-FPP
Government of India
Ministry of Chemicals & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi
Dated the 27th January, 2017

To

CMD/MDs
All Lead Fertilizer Suppliers
(NFL/RCF/GNFC/FACT/IFFCO/NFCL/SPIC/CFCL/MCFL/KRIBHCO/ZACL)

Subject: Submission of Action plan for installation of PoS devices—regarding.

Sir/Madam,

I am directed to refer to this department’s letter of even number dated 5th December, 2016 and 6th January, 2017 on the subject mentioned above and to state that during the meeting held on 16th September, 2016 and workshop held on 11th November, 2016, all Lead Fertilizers Suppliers (LFS) were directed to install Point of Sale (PoS) devices at all retail points to acknowledge receipt of fertilizers and issue sale receipts to farmer. They were given the time period upto 31st January, 2017 for installation of PoS devices and 1st February, 2017 to go live/online in all the districts. In this regard, all LFS were advised to submit their revised action plan. It is mentioned that as per the action plan for deployment of PoS devices LFSs of each State have been identified to arrange the required number of PoS devices as per the number of retailers in the state and share of sales of each fertilizer company in the respective state. However, despite constant monitoring of the status of procurement of PoS devices, no tangible progress has been made.

2. It needs iteration that under the proposed revised subsidy payment system, 100% subsidy on various fertilizer grades shall be released to the manufacturers and importers only on the basis of actual sales as recorded in PoS devices by retailers to the beneficiaries. Since under the revised payment system, all sale transactions from 2017-18 are to be made through PoS devices, therefore, all the LFSs are again advised to ensure that the purchase orders for PoS devices placed by them are executed immediately and deployed at the retail points. The LFSs are further requested to advise the respective fertilizer companies to either procure PoS devices as per the required specifications themselves and deploy the same with retailers earmarked to them or the LFS may procure for the fertilizer companies and supply to the retailers immediately. It may be noted that if any fertilizer company fails to arrange its share of devices
on time, LFS has to supply and deploy the said devices at the retail points and the cost of the same shall be recovered from the subsidy bills of the errant fertilizer company and paid to LFS.

3. It is noted that any sale transaction other than through PoS devices by retailers will not be eligible for subsidy from 1st June, 2017 onwards and hence, the fertilizer companies may ensure that the PoS machines are procured in a time-bound manner so that the retailers are trained well in time and sale transactions are made through PoS devices.

4. This issues with the approval of Secretary (Fertilizers).

Yours sincerely,

(Prabhas Kumar)
Director (F)
Ph: 23386398

Copy for information to:

i. Secretary (Agriculture) of all the states with a request to facilitate the installation of PoS devices at all retail points in the respective states.

ii. DG, FAI, New Delhi.
MEETING NOTICE

To

Director-General, FAI and MD/CMDs of all fertilizer companies

Subject: Incentives to the retailers for acknowledging the receipt of fertilizer in m-FMS regarding.

I am directed to refer to CCEA’s decision which was notified vide notification No.F.D(FA)/CCEA/2011 dated 12th October, 2012 vide which an incentive of Rs. 50 per MT was provided to the retailers for installment of IT related equipments for acknowledging the receipt of fertilizers in the m-FMS w.e.f. 1st November, 2012.

2. As is evident from the data provided by NIC given in table below that despite the lapse of more than four years, acknowledgement of receipt at retailer shop through m-FMS have been negligible:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total transactions</th>
<th>Transactions acknowledged through mobile</th>
<th>% (Acknowledged through Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13 (Nov 12 onwards)</td>
<td>34964</td>
<td>24678</td>
<td>7.13%</td>
</tr>
<tr>
<td>2013-14</td>
<td>2805759</td>
<td>37859</td>
<td>1.35%</td>
</tr>
<tr>
<td>2014-15</td>
<td>2677968</td>
<td>7159</td>
<td>0.27%</td>
</tr>
<tr>
<td>2015-16</td>
<td>2395632</td>
<td>305</td>
<td>0.01%</td>
</tr>
<tr>
<td>2016-17 (Till date)</td>
<td>688365</td>
<td>58639</td>
<td>8.52%</td>
</tr>
</tbody>
</table>
3. Further, as per the clause 5 of the Schedule 1 of the Fertilizer Control Order (FCO), every dealer is required to issue credit memo to the purchaser of the fertilizer. The feedback from the field suggests that this provision is not being followed properly by the retailers. Therefore, in order to comply with the decision of the CCEA dated 12th October, 2012 and the provision of Clause 5 of Schedule 1 of the FCO-1985, it becomes imperative to impress upon the fertilizer companies to install Point-of-Sale (PoS) devices as per the NIC specifications available at www.mfms.nic.in in a time-bound manner at all the detailer shops in order to enable the retailers to not only acknowledge the receipt of fertilizers but also issue sale receipt to the farmers.

4. To finalize a time-bound action plan, Secretary(F) has convened a meeting on 13.09.2016 at 11.30 A.M. in the conference Room of Department of Fertilizers, Room No. 220, A-Wing, Shastri Bhawan, New Delhi. You are kindly requested to bring Action Plan for installation of such devices as per the NIC specification at all the retail shops at the earliest possible.

5. You are kindly requested to make it convenient to attend the meeting.

Yours sincerely,

(Sunita Bansal)
Under Secretary to the Government of India
(Tel: 23388891)

Copy to:
1. JS(DP), DOF
2. JS(SKL), DOF
3. JS(AKP), DOF
4. Director(FA), DOF
5. Director (NIC)

Copy also to: PPS to Secretary(F) / SO(Admn), SOF
To

CMD/MDs
All Lead Fertilizer Suppliers
(NFL/RCF/GNFC/FACT/IFFCO/NFCL/SPIC/CFC/MCFL/KRIBHCO/
ZACL)

Subject: Submission of Action plan for installation of PoS devices-
regarding.

Sir/Madam,

I am directed to refer to this department’s letter of even number dated 5th
December, 2016 and 6th January, 2017 on the subject mentioned above and to
state that during the meeting held on 16th September, 2016 and workshop held
on 11th November, 2016, all Lead Fertilizers Suppliers (LFS) were directed to
install Point of Sale (PoS) devices at all retail points to acknowledge receipt of
fertilizers and issue sale receipts to farmer. They were given the time period
upto 31st January, 2017 for installation of PoS devices and 1st February, 2017
to go live/online in all the districts. In this regard, all LFS were advised to submit
their revised action plan. It is mentioned that as per the action plan for
deployment of PoS devices LFSs of each State have been identified to arrange
the required number of PoS devices as per the number of retailers in the state
and share of sales of each fertilizer company in the respective state. However,
delete constant monitoring of the status of procurement of PoS devices, no
tangible progress has been made.

2. It needs iteration that under the proposed revised subsidy payment
system, 100% subsidy on various fertilizer grades shall be released to the
manufacturers and importers only on the basis of actual sales as recorded in
PoS devices by retailers to the beneficiaries. Since under the revised payment
system, all sale transactions from 2017-18 are to be made through PoS devices,
therefore, all the LFSs are again advised to ensure that the purchase orders for
PoS devices placed by them are executed immediately and deployed at the
retail points. The LFSs are further requested to advise the respective fertilizer
companies to either procure PoS devices as per the required specifications
themselves and deploy the same with retailers earmarked to them or the LFS
may procure for the fertilizer companies and supply to the retailers immediately.
It may be noted that if any fertilizer company fails to arrange its share of devices
on time, LFS has to supply and deploy the said devices at the retail points and the cost of the same shall be recovered from the subsidy bills of the errant fertilizer company and paid to LFS.

3. It is noted that any sale transaction other than through PoS devices by retailers will not be eligible for subsidy from 1st June, 2017 onwards and hence, the fertilizer companies may ensure that the PoS machines are procured in a time bound manner so that the retailers are trained well in time and sale transactions are made through PoS devices.

4. This issues with the approval of Secretary (Fertilizers).

Yours sincerely,

(Prabhas Kumar)
Director (F)
Ph: 23386398

Copy for information to:

i. Secretary (Agriculture) of all the states with a request to facilitate the installation of PoS devices at all retail points in the respective states.

ii. DG, FAI, New Delhi.