

## **Agri. Input Sales Management Cell**

### **Vision :**

- To provide agri inputs viz. fertilizers, pesticides and seeds to the primary agriculture cooperative credit societies (PACS) and Farmer producer companies (FPC).
- To provide agri inputs at reasonable price

### **Mission :**

- To implement “Prime Minister Kisan samruddhi Kendra” in 12,000 primary agriculture cooperative credit societies (PACS).
- To improve soil texture, reduce expenditure on fertilizers, to create publicity regarding use of drones for spraying Nano Urea and Nano DAP, to increase efficiency of fertilizers and saving of time.
- To provide publicity and guidance for the use of fertilizers on the basis of soil test reports.

### **Service :**

- To provide support and guidance to the primary agriculture cooperative credit societies and Farmer producer companies regarding obtaining the licence as ‘Distributor’ for the sale of fertilizers, pesticide and seeds.
- To provide timely supply of fertilizers at reasonable rates from the various fertilizer producing companies to the primary agriculture cooperative credit societies and farmer producer companies.

### **Achievements :**

- Corporation has been recognised as “State Distributor” for fertilizer producing companies viz.RCF,IFFCO, KRIBHCO, COROMANDAL, Deepak Fertilizer.
- Fertilizer business commenced in 650 PACS and FPCs with the help of the Corporation.

The farmers need the fertilizer for undertaking the activity of farming. Previously, purchase sale cooperative federations and primary agriculture cooperative credit societies used to provide the fertilizers to the farmers. However, due to a majority of purchase sale cooperative federations facing difficulties, the sale of fertilizers from them became negligible. Further, PACs also faced problems, as a result, farmers faced difficulties in obtaining the fertilizers. In the recent past, farmer producer companies have been established in a big way. However, very few of such FPCs are financially sound. Similarly, very few PACs are financially sound. Hence, Corporation has adopted the policy of providing agri inputs viz. fertilizers, pesticides and seeds to the PACs and FPCs. Accordingly, the Corporation has started agri input branch in June 2020 to provide fertilizers to PACs and FPCs. Corporation has obtained the licence of State Distributor for the sale of fertilizer from RCF,IFFCO,KRIBHCO,COROMANDAL,Deepak Fertilizer,Arti Fertilizer. Corporation has adopted the policy of undertaking such business on cash and carry basis for the PACs and FPCs. Regional Managers have been appointed at the regional level for the same. Regional manager gives publicity and creates awareness amongst PACs and FPCs regarding the business of fertilizers.

The Regional manager provides the details of the availability of railway rake of fertilizer producing companies to the PACs and FPCs within each district of their division. The PACs and FPCs place their orders of purchase of fertilizers with the requisite cost to the Corporation which is forwarded by the Corporation to the concerned companies. The supply of fertilizers is carried out by the companies directly to the concerned PACs and FPCs. The Corporation has taken a policy of ensuring that the PACs and FPCs generate profits out of the business of sale of fertilizers by them for their member farmers. This has resulted in an additional avenue of revenue generation in such PACs and FPCs.

The Corporation provides various grades of fertilizers viz. Urea, DAP, Complex,10:26:26, 12:32:16,20:20:0:13, Sulphate,15:15:15 etc. Corporation further provides various water soluble, fertilizers viz. nano urea, nano DAP,12:61:0, 19:19:19, 0:52:34, 0:0:50 etc.

The PACs and FPCs who are interested in undertaking the business of fertilizers are required to obtain the necessary licence for it and the Corporation provides the

necessary guidance for seeking the same. Further, it also provides the Mobile Fertilizer Management System (MFMS) which is required for the said activity.

The Corporation performed the business of Rs. 37 cr and Rs. 31 cr for the years 2021-22 and 2022- 23 respectively on account of sale of fertilizers.

It is an appeal to the PACs and FPCs within the State to undertake the business of fertilizers for the benefit of its member farmers.