

No. 23011/10/2014-MPR

(भारत सरकार)

Government of India

(उर्वरक विभाग)

Department of Fertilizers

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Shastri Bhawan, New Delhi

Dated the 12<sup>th</sup> January, 2018.

**OFFICE MEMORANDUM**

Sub: Streamlining of Policy relating to SSP-the policy for marketing arrangement of SSP units with other fertilizer companies.

The undersigned is directed to state that Department of Fertilizers is allowing the SSP manufacturers to enter into marketing arrangement with indigenous urea producers registered under NPS and P&K Fertilizers manufacturers/importers registered under NBS policy to sell their SSP through the marketing network of the registered fertilizer companies with the purpose to promote the use of SSP. The Department has received various representations from the Industry for the change in the present marketing policy of the Department. The representations have been examined in the Department in light of the meetings held with the industry and the impact of GST on the provisions of the existing policy, it has been decided by the Competent Authority to revised the existing policy, in supersession to the OMs of even number dated 29.12.2014, 02.06.2016 and 11.08.2017 as under: -

- i. An SSP unit shall be eligible for sale of its product by entering marketing arrangement with any one or more urea manufacturers or P&K fertilizer companies (both manufacturers/importers), which are registered under NPS or NBS Scheme with the approval of the Department of Fertilizers.
  - ii. In case of marketing arrangement with registered Fertilizer Company, product should be in the brand name of the manufacturer and the subsidy will be eligible for the SSP unit itself. The SSP unit shall be liable for fulfilment of all the conditions such as quality of the product, uploading/entering of data of production, sale, dispatch, etc.
  - iii. The name of Manufacturer should be prominently displayed on the bags of SSP sold under the marketing arrangements issued by the Department of Fertilizers. The font size of the name of manufacturer on the bag shall not be smaller than 35 Arial black. The font size of the name of marketer shall not exceed the font size of 25 Arial black.
  - iv. Sale of SSP under the marketing arrangement is permissible with the approval of Department of Fertilizers, any sale under marketing arrangement without approval of DoF shall not be eligible for subsidy under NBS Scheme.
2. The above changes will be applicable w.e.f. 01.04.2018.



3. This has concurrence of IFD vide diary No 704 dated 03.01.2018 and the approval of Hon'ble Minister (C&F and PA).



(Kulwant Rana)

Under Secretary to the Govt of India

Tel: 23387197

To,

1. All SSP manufacturers under NBS Scheme.
2. All Urea and P&K manufacturers/importers.
3. CCA, PAO, DoF, Janpath Bhawan, New Delhi.
4. Director of Agriculture, All States.
5. Director (FA)/ Director (Finance), DoF, Shastri Bhawan, New Delhi.
6. DS(INM), DAC&FW, Krishi Bhawan, New Delhi
7. Addl GM (SSP & QC), PDIL, PDIL Bhawan, A-14, Sector 1, Noida.
8. GM(Process), FEDO, Udyogmandal, Cochin.
9. Hindi Section to provide Hindi version.
10. NIC for uploading the same on the website of DoF.