

MOST IMMEDIATE

NO. 16-5/2012-FM(June'12)
GOVERNMENT OF INDIA
MINISTRY OF CHEMICALS & FERTILISERS
DEPARTMENT OF FERTILISERS

NEW DELHI, THE 19th June, 2012.

FAX

FROM: SHRI SHAM LAL GOYAL, JS(FM), DEPTT. OF FERTILIZES, NEW DELHI.

TO: CMD/MD - ALL INDIGENOUS/IMPORTED DAP/NPK/MOP FERTILIZERS.

AS ADVISED DURING THE MEETING TAKEN BY SECRETARY(F) ON DATE, COMPANIES SHOULD TAKE NECESSARY STEPS TO EDUCATE THE FARMERS AS WELL AS DEALER NETWORK GIVING WIDE PUBLICITY THAT FERTILIZER SHOULD ONLY BE SOLD AT THE MRPs PRINTED ON THE BAGS (.) THE COMPANIES ARE REQUIRED TO GIVE THE MRP-WISE STOCK AVAILABLE IN VARIOUS STATES AND ADVISE FARMERS/THEIR DEALERS/RETAILERS/SHOPKEEPERS THAT FERTILIZERS MAY ONLY BE SOLD AT PRINTED MRP (.)

THE WIDE PUBLICITY THROUGH ALL POSSIBLE LOCAL MEDIA SHOULD BE GIVEN IN STATES/DISTRICTS/TALUKA LEVEL FOR MAXIMUM AUDIENCE REACH (.) REGARDS (.)


(SHAM LAL GOYAL)
JOINT SECRETARY(F&M)