

File No. 15011/16/2013-MPR
Government of India
Ministry of Chemicals and Fertilizers
Department of Fertilizers

Shastri Bhavan, New Delhi
Dated 13th June 2013

To

P&K fertilizer (including SSP) companies/importers

Subject:- Monitoring of advertisement given by P&K Fertilizer companies regarding reduction of MRP of P&K fertilizers.

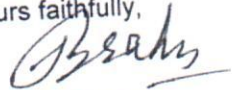
Sir,

I am directed to refer to this Department's O.M. No. 23011/5/2013-MPR dated 7.5.2013 in which record discussion of the meeting held on 6.5.2013 under the chairmanship of Secretary (Fertilizers) with fertilizer companies was circulated. In the above said meeting it was assured by the fertilizer companies that they will give wide advertisement/publication in the vernacular press and use all means of communication for educating the farmers about the reduction in prices of Fertilizers.

2. It has been observed that most of the fertilizer companies have not given wide publication/advertisement regarding reduction of prices of fertilizers produced/imported by them.

3. All the P&K fertilizer (including SSP) companies/importers are requested to furnish the copies/clipping of advertisement given by their companies regarding reduction of prices of fertilizers applicable from April 2013. If the copies/clipping of advertisement given by the companies are not received within 10 days from issue of this letter it will be presumed that the companies have failed to issue such advertisement and the Department will take action against the erring companies without further communication. The companies who have already furnished the copies of advertisement need not to furnish again.

Yours faithfully,



(P.B. Sahu)

Under Secretary to the Government of India
Tele & Fax 2338 7492

Copy to :

DG (FAI) with a request to kindly pass on this information to P&K fertilizer (including SSP) companies/importers through their network for necessary action.

NIC for uploading on DoF's website.