

No 23011/10/2014-MPR  
Government of India  
Ministry of Chemicals & Fertilizers  
Department of Fertilizers  
-----

Shastri Bhavan, New Delhi  
Dated the 29<sup>th</sup> December, 2014

**OFFICE MEMORANDUM**

Subject: 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 under normal procedure SSP manufacturers registered under the subsidy scheme, produce SSP under their brand name and sell it through their network of distributors, dealers, retailers etc and become eligible for subsidy. However, since SSP units are relatively small and operate in limited areas particularly in rock phosphate available places (mainly Rajasthan, MP) and near ports and also to promote use of SSP in all parts of the country, the SSP manufacturers have been allowed to enter marketing arrangement with indigenous urea producers registered under NPS and P&K fertilizer manufacturers/Importers registered under NBS policy to sell their SSP.

2. The procedure and conditions for existing marketing arrangement for SSP units to sell their product through the dealership network of other registered fertilizer companies have been reviewed and the conditions and procedure for marketing arrangement from financial year 2015-16 onwards shall be 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 one registered fertilizer company, the subsidy will be eligible for the marketer and the marketer shall be liable for fulfilment of all the conditions such as minimum production criteria, quality of the product, uploading/entering of data of production, sale, dispatch, etc.
- iii. In case of marketing arrangement with more than one 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 minimum production criteria, quality of the product, uploading/entering of data of production, sale, dispatch, etc.
- 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.



3. The interested SSP units, who registered under NBS Scheme and willing to enter marketing arrangement are required to submit a request letter well before the commencement of financial year to the Joint Secretary (P&K), Department of Fertilizers, Shastri Bhawan, New Delhi alongwith a copy of the MOU entered into with the marketer and a consent letter from the marketer with justification for the marketing arrangement. The Department of Fertilizers will examine the request and based on the justification will issue permission letters for such marketing arrangement.

4. This issues with the concurrence of IFD vide their Diary No.923/SS&FA dated 15.10.2014.



(P.B. Sahu)

Under Secretary to the Govt. of India  
Tele: 23387492

**Copy to:**

1. All SSP manufacturers under NBS Scheme.
2. All State Directors of Agriculture.
3. Director (FA)/Director (Movement), Dept. of Fertilizers
4. Principal Account Officer, Dept. of Fertilizers, Janpath Bhawan, New Delhi.
5. AGM (Process), PDIL, PDIL Bhawan, A-14, Sector 1, NOIDA.
6. GM (Process), FEDO, Udyogmandal, Cochin.