

F.No. 15011/19/2017-DBT
Government of India
Ministry of Chemicals & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi
Dated 15th November, 2022

To,
MDs /CMDs of all fertilizer companies

Subject: Model Fertilizer Retail Shop - regarding.

Sir (s),

I am directed to refer to the above cited subject matter and to state that vide DOF's OM F no. 20-9/2022-FI dated 24th August, 2022 (copy enclosed), it has been decided to convert the existing village, block/sub district/ taluk and district level fertilizer retail shops into Model Fertilizer Retail Shops that will act as **"One Stop Shop"** for all the agriculture related inputs and services. The name of Model Fertilizer Retail Shops would be **"PRADHANMANTRI KISAN SAMRIDHI KENDRA" (PMKSK)**.

2. Reference is also invited to this Department letter of even No. dated 20.05.2019 (copy enclosed) wherein it had been clarified that cost of installation of IT related equipments such as POS devices, scanners and their AMCs etc would be borne from Rs. 50/MT allowed vide Cabinet decision dated 11.10.2012 and D/o Fertilizers notification dated 12.10.2012 for acknowledgement through mFMS.

3. It has now been decided that the cost towards conversion of existing village, block/sub district/ taluk and district level fertilizer retail shops into **"PRADHANMANTRI KISAN SAMRIDHI KENDRA" (PMKSK)** is also to be met by the fertilizer companies from the retailer margin / incentives of Rs. 50/MT allowed for acknowledging the receipt of fertilizer through mFMS.

4. This issues with the approval of Hon'ble Minister (C&F).

Encl.: As above

Your's faithfully,


(M Subramanian)

Director (DBT)

Ph No. 011 2338 2552

Copy to,

1. PPS to Secretary (F), DoF
2. PPS to JS (NA)/PPS to JS (AS)/PPS to JS (AM)/PA to EA/PA to JS (KG)

F. No 20-9/2022-FI
Government of India,
Ministry of Chemicals & Fertilizers,
Department of Fertilizers,
(Fertilizer Innovation Division)

Shastri Bhawan, New Delhi,

Dated : 24th August, 2022

OFFICE MEMORANDUM

Subject: Standard Operating Procedure (SOP) for opening of Pradhanmantri Kisan Samridhi Kendra (PMKSK) across the Nation.

With the approval of competent authority it is decided to convert the existing village , block / sub district/ taluk and district level fertilizer retail shops into Model Fertilizer Retail Shops or to establish new ones , if required, that will act as **one stop shop** for all agriculture related inputs and services. The name of Model Fertilizer Retail Shop would be "**PRADHANMANTRI KISAN SAMRIDHI KENDRA**" (PMKSK). Consequent upon the several rounds of discussion with all the stakeholders the following SoPs have been prepared for operating PMKSK across the country.

1. **Objectives of PMKSK :** PMKSK will be acting as *one stop shop* for farmers
 - a. To provide quality agri-inputs like fertilizers, seeds, pesticides at reasonable prices under one roof
 - b. To provide Soil/Seed/Fertilizer testing facilities (or) connecting the farmers to those facility centres
 - c. To ensure availability of small and large farm implements through sale or Custom Hiring centres
 - d. To create awareness among farmers regarding good agriculture practices
 - e. To provide information regarding various Government schemes related to farmers etc.
 - f. To ensure regular capacity building of retailers at block/ district level outlets
2. **Modalities of PMKSK conversion/ creation:** As on date there are 3.3 lakh fertilizer retail shops at district, block/ sub-district and village levels. Conversion of these into model shops will be taken up in phased manner as mentioned below:

	Category	Nos. of PMKSKs	Timelines
a	Pilot Phase	864 –district level	2 nd October ,2022
b	First Phase	31,460-remaining at district level	November 2022

c	Second Phase	1,82,126- remaining block level	January 2023
d	Third Phase	1,16,049- village level	February 2023
	Total Nos of PMKSs	3,30,499	

3. Design of Façade: Each PMKSK should have a Glow Sign Board/Flex sign Board with uniform design and colour combination in the front facing of the shop. The designs of gates in Hindi and Regional (with English) language are placed at **Annexure-I & II** respectively. Frontage design should be similar across the nation except the usage of region specific farmers' images, languages & messages. The name of retailer's shop, address and GST Number etc. may be written in specified area of frontage design in appropriate language with concerned companies' logos.

4. The size and infrastructure suggested at different levels of PMKSK are as follows:

Village level	Block/ sub-divisional level	District level
<ul style="list-style-type: none"> • Preferable size-150 sq feet 	<ul style="list-style-type: none"> • Preferable size-200 sq feet 	<ul style="list-style-type: none"> • Preferable size 2000 sq feet
	In Addition to Facilities at Village level, the shops will have	In Addition to Facilities at Block level, these shops will have
<ul style="list-style-type: none"> • Racks for inputs • Sitting Arrangements • PoS Machine • QR Code/ Bar Code Scanner • Product Display • Display Boards Showing Stock Position, Subsidy and MRP • Crop Literature • Leaf charts • Soil Fertility Map • Display of Messages from Govt Authorities 	<ul style="list-style-type: none"> • Smart TV with Internet Facility * • Help Desk • Linkage with common Service center • Soil Testing Facility and Sample Collection for Seed & Pesticide Testing • Custom Hiring Facilities for farm implements, Drones etc. 	<ul style="list-style-type: none"> • All Facilities at Larger Scale • Bigger display area showcasing entire product range • Large sitting arrangements • Testing facility for Soil, Seed, Water and Pesticides or linkages with testing centres. • Common Service Centre

*The smart TV can be used for various purposes like showing films on Best Agriculture practices, success stories of progressive farmers, latest technology/products and their scientific application. It can also be used for Tele Fertilizer Information System to connect Agri Experts with farmers in Regional languages.

5. The inside area of PMKSK should be "U/C/L" shape for better visibility to customers/farmers. It is advised to install an ATM and solar energy panels for power related need in PMKSK wherever possible.

6. Agri-inputs:

- a. PMKSK will sell all kinds of Quality Fertilizers such as Nitrogenous/ phosphatic/ potassic fertilizers, secondary and micro-nutrients, water soluble fertilizers, Alternative, Bio and Organic. It is advised to achieve a share of 20% alternative fertilizer in total sale of fertilizers through PMKSK.
- b. In addition, other agri-inputs like pesticides/ insecticides, seeds and small farm implements such as spades, sickles, sprayers etc. should also be sold to farmers. PMKSM shall also provide linkages to custom hiring centres for hiring large/ small farm equipments including drones for spraying of liquid fertilizers/ pesticides.

7. **Testing facilities:** PMKSK will have testing facilities for Soil, and fertilizer quality testing especially at block/ sub district and district levels

8. Advisory Services:

- a. PMKSK will help farmers to adopt of package and practices of various crops as recommended and good agriculture practices (GAP) advocated by concerned state agriculture university (SAU).
- b. They will also provide information on various government schemes available for farmers
- c. PMKSK will assist farmers through help desks/common service centres for (i) soil analysis and application of nutrients based on soil test, (ii) promotion of integrated and balanced use of nutrients, (iii) adoption of package of practices of various crops, (iv) information on farm commodities with respect to their arrivals and price levels in different mandies (v) Weather forecast, (vi) Crop insurance (vii) purchasing of Drones and (viii) training to fly the Drone etc.
- d. **Kisan-Ki-Baat:** Interaction of farmers from nearby areas will be conducted etc. on monthly Basis at PMKSK. Besides other activities, DoF will put up their views in form of "KISAN-KI-BAAT" to the farmers. This meeting will be held on second Sunday of the every Month. The month-wise calendar of topics will be provided by DoF in the month of January of every year.

9. Capacity Building of Retailers:

- a. Training of Retailers will be conducted in every six months time span by concerned Fertilizers Companies.
- b. Agricultural Scientist from KVK/Subject Matter Specialists/Retired agriculture Experts will be engaged for imparting the training to the retailers on the important topics such as Promoting balance use of fertilizers; Role of essential plant nutrients in plant growth and metabolism and deficiency symptoms ;Soil testing, fertilizer recommendation on the basis of soil

nutrient status; Use and advantages of Organic fertilizers, Bio-fertilizers, New age fertilizer solutions such as Nano Fertilizers etc.

- c. It should be ensured that at least 10-15 retailers attend the programme. The review of outcome of meeting & training shall be shared with DoF by Fertilizer Companies.

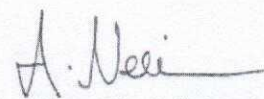
10. PMKSK operators shall comply with all the statutory requirements including registration/licensing with various Government/Local Authorities for running the fertilizer, pesticide, seed business, GST and other commercial activities to be carried in PMKSK.

11. PMKSK Operators shall be actively associated with Fertilizer Company/KVK/State Universities/Agri. Department officials in organizing various programmes/activities from time to time.

12. Use of Information and Communication Technology/ Creation of WhatsApp group namely "किसान समृद्धि समूह (KISAN SAMRIDHI SAMUH)" of the progressive farmers associated with PMKSK for dissemination of updated information on advancement in agriculture inputs, package of practices of crops, new innovative agricultural technologies, weather forecasting, crop pest infestation warning, Mandi Rates etc.

13. **Miscellaneous:** In addition to above, fertilizer companies are advised to ensure minimum two Indicator Boards are to be installed at a strategic location for easy access to the farmers ; Mobile Soil Testing Van for collection of soil samples from the Area falling in the vicinity of the shop; Seed analysis facility from nearby govt. seed testing lab or university.

All Fertilizer Companies should aim to ensure the above mentioned infrastructure and services at PMKSKs across the nation.


(Neeraja Adidam)

Joint Secretary to the Govt. of India

Tele: 23386800

To:
CMDs/MDs of Fertilizers Companies.