

**F. No.21-3/2016-FM-Pt.
Government of India,
Ministry of Chemicals & Fertilizers,
Department of Fertilizers,
(Movement Division)**

Shastri Bhawan, New Delhi,
Dated the 26th July, 2016

OFFICE MEMORANDUM

Subject: Opening of Model Fertilizer Retail Shops across the country -reg.

The undersigned is directed to refer to the guidelines for opening of Model Fertilizer Retail Shops and to say that the Competent Authority has desired that Model Fertilizer Retail Shops are to be opened under the brand name "KISHAN SUVIDHA KENDRA" across the country. It has also been desired that the month-wise targets for opening of these shops set-up for each company as intimated earlier should be strictly adhered to. It is, therefore, requested that updated status regarding the subject matter should be informed regularly.


(Major Rana Vikram Singh)
Director (FM)

To:

MD/CMD of all manufacturers and importers of fertilizers.