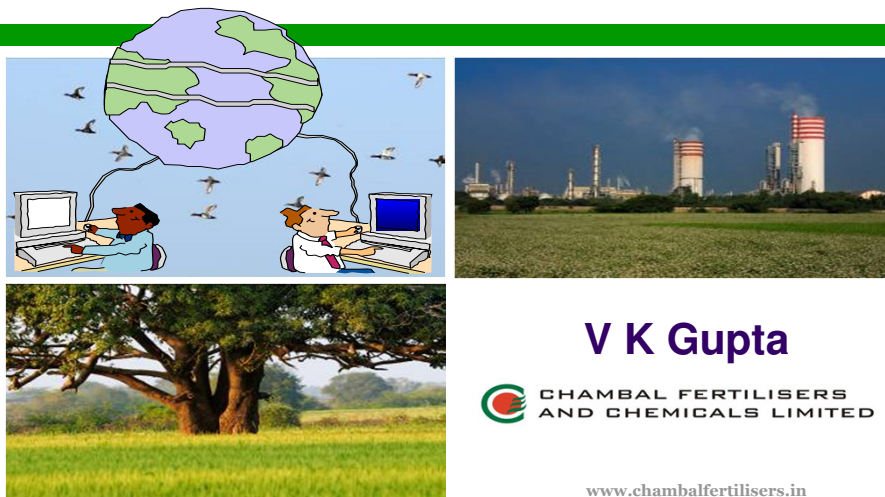


Industry Programmes for Sustainable Fertiliser Management



V K Gupta

**CHAMBAL FERTILISERS
AND CHEMICALS LIMITED**

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 **CHAMBAL FERTILISERS
AND CHEMICALS LIMITED**

Fertiliser Industry Efforts aimed at :

- Ensuring fertilizer availability
 1. Through self production
 2. Through imports / handling
 3. Through tie ups with MSME units
- Imparting knowledge to make best use of it

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Availability through Production

('000 MT)

Fertiliser	2010-11	2011-12	2012 -13	2013-14	Installed capacity
DAP	3546	3951	3647	3628	14000
NP/NPK	8760	7802	6208	6946	
SSP	3713	4324	4435	4172	9600
Urea	21873	21992	22587	22719	23464

Production constraints exist

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Availability thru Import

('000 MT)

Fertiliser	2010-11	2011-12	2012 -13	2013-14
DAP	7411	6905	5702	3261
NP/NPK	981	3675	405	362
MOP	6357	3985	2496	3180
Urea	6610	7834	8044	7788

Import likely to increase

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Ensuring Fertiliser availability

('000 MT)

Fertiliser	2010-11	2011-12	2012 -13	2013-14
DAP	10870	10191	9154	7357
NP/NPK	9764	10395	7527	7263
MOP	3932	3029	2211	2280
Urea	28112	29565	30002	30600
SSP	3825	4746	4030	3879

Demand expected to increase

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Ensuring Plant Nutrient Consumption

Year	NPK kg/ha	NPK in million MT
1971-72	16.08	2.66
1981-82	34.33	6.07
1991-92	69.84	12.73
2001-02	92.33	17.36
2011-12	142.33	27.79
2013-14	125.39	24.48

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Availability through MSME tie ups:

- Almost all fertiliser manufacturers / importers are offering
 1. SSP
 2. Micro-nutrients like Zinc, micro-mixtures

Thus provide

- Market reach to the products
- Ensure financial support and viability of these units

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Challenges Industry faces:

Vast area and diversified farmstead base

Financial crunch – Industry is limping

Policy constraints / Extension gaps

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Diversified farm base

Category of holdings	Numbers (000)	Area (000 ha)	Average size of operational holdings (ha)
Marginal (< 1 ha)	83694 (64.8)	32026 (20.2)	0.38
Small (1-2 ha)	23930 (18.5)	33101 (20.9)	1.38
Semi medium (2-4 ha)	14127 (10.9)	37898 (23.9)	2.68
Medium	6375 (4.9)	36583 (23.2)	5.74
Large	1096 (0.8)	18715 (11.8)	17.11
Total	129222	158323	1.23

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Ensuring last mile delivery through

Large distribution/ sales network

- Sales points - 3,04,435
- Private share -77%
- Co-operative share -23%

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Reason for Declining Soil Health

- Low fertiliser use
- Imbalanced fertiliser use
- Lack of location and crop specific fertiliser recommendations
- Less use of organic manures
- Increased deficiencies of secondary and micro nutrients
- Declining response ratio

Do not ask for whom the bell tolls.

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Imparting knowledge through

- Farm advisory services/extension services
- Service centres / Retails outlets / Stores
- Websites /e-Portals / Kiosks / e-Chaupals
- Call centres / Mobile phone services
- Soil testing labs / Mobile Soil Testing labs
- Technology transfer / product demonstration
- FAI Programmes
- Government Initiatives

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Input and knowledge centres

- Enable farmers to access the inputs they require
- Reaching farmers with appropriate and timely advice
- Delivering the latest, need based and improved area specific farm technology to the farmers in time
- Knowledge transfer to farmers in the most effective way

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Chambal's Efforts - Making all inputs available



सम्पूर्ण कृषि समाधान

चम्बल फर्टिलाइजर्स एण्ड केमिकल्स लिमिटेड

1800 180 5550

- Fertilisers
- Agro-chemicals
- Seed

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Soil Testing Laboratory

Testing and training centre



Promoting Balanced Plant Nutrient Use

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Mobile Soil Testing Laboratory



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Mobile Soil Testing Laboratory



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Soil Sampling Demonstration



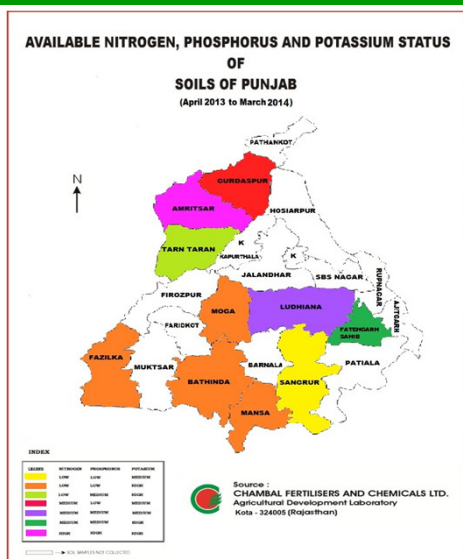
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Soil Fertility Map



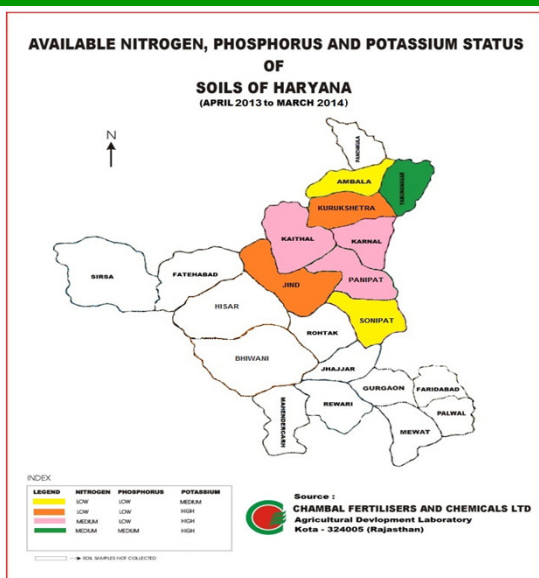
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Soil Fertility Map



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Soil Fertility Map


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Laboratory Services

Analytical Services

- Soil Analysis- Marco and micro
- Fertilizer Analysis
- Plant / Organic manure Analysis
- Irrigation water Analysis

Soil Fertility Maps

- State wise Nutrient Status

Advisory Services

- Hello Uttam-Farmer Helpline
- Demonstrations on Farmers' Field
- Farmer Meetings
- Farmer Trainings

Uttam Helpline-Farmer Life Line

6 working Hello Uttam centres across North India

Handle average 200 calls per working day



1800-180-5550

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Uttam Helpline-Farmer Life Line

- Best On-line Farm solutions support
- Promotes Brand and Corporate Image
- Knowledge-sharing led to increase Farm Productivity/ Income - Improved Quality of Life
- Success of Helpline helps Branding

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Filed Demonstration on

- Role of various micro-nutrients in Balanced Fertilization
- Crop Productivity Improvement Programs
- Role of Sulphur in Balanced Fertilization
- P - Fertilizer Use Efficiency Trials

Demonstration on Farmers' field



Demonstration on Farmers' field



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Demonstration on Farmers' field



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Farmer Meeting



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Laboratory Visit and Training



Farmer Meeting



Farmer Meeting



Farmer Training Programme



Fertiliser Orientation Programme



Crop Seminar



Retailer Training





Thank you