



# मद्रास फ़र्टिलाइज़र्स लिमिटेड Madras Fertilizers Limited

(भारत सरकार का उपक्रम / A Government of India Undertaking)

पोस्ट बैग नं. 2, मणलि, चेन्नै - 600 068, भारत दूर : 2594 1001 / फ़ैक्स सं. 044-25941010  
Post Bag No. 2, Manali, Chennai - 600 068, INDIA. Tel : 2594 1001 / Fax No. 044-25941010  
कार्मिक / Per 25945210 संयंत्र / Plant 25941133 विप. / Mktg 25941285 विप/Fin 25941072  
Website : [www.madrasfert.nic.in](http://www.madrasfert.nic.in) email : [gmpasec@madrasfert.co.in](mailto:gmpasec@madrasfert.co.in)

CIN : L3220 1TN 1966 GO1005469

GSTIN - 33AAACM5198E1ZK



November 15, 2018

Ms. Geeta Mishra  
Under Secretary (IT)  
Ministry of Chemicals & Fertilizers  
Department of Fertilizers  
Shastri Bhawan  
New Delhi

Dear Sir,

Sub: **Promotion of Digital Payments – Reg.**

Please refer to your letter F.No.15017/1/2016-Coord (pt), dated Nov 9, 2017 on the subject.

As requested, we submit herewith report in Proforma I & II in respect of Madras Fertilizers Limited for the month of October 2018.

Further, as directed, the details have also been uploaded in our website [www.madrasfert.co.in](http://www.madrasfert.co.in) – under Resources a folder has been created for Digital Payment Mission details.

This is for your information please.

Thanking you,

Very truly yours,

**H D Sadashiva**  
Deputy General Manager (a/c)  
(Distribution & Sales)

Encl. As above

**Status of PoS machines availability in respect of Madras Fertilizers Limited,  
Manali, Chennai - 600 068 : 2018-19**

Dealer Status (active dealers only)

Total no. of active dealers : 2780  
No. of dealers with PoS machines as on date : 2780

Against MFL share of 1827 PoS machines, distributed 1827 as of date.

Around 80% of the dealers are located in Rural and semi Urban areas and have internet connectivity. However, the quality of the networking needs improvement. Frequent network down and poor signal quality are observed.

- \*\* Promoting the cashless transactions and educating the dealers and farmers on the above subject continuously
- \*\* MFL transactions with dealers on RTGS mode and 100% of our transactions are through RTGS mode only

The information regarding the number of transactions made by each dealer / retail outlet is not available with MFL. The data may be collected from the DBT server which is monitored by State level DBT coordinator.

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**Details of Digital Transactions (month-wise) in respect of Madras Fertilizers Limited, Manali, Chennai - 600 068  
2018-19**

Month	No. of Digital Transactions (not amount) relating to Fertilizer Business on the following four subtitles				No. of Digital Transactions relating to staff of the PSU / Fertilizer companies	No. of Digital Transactions relating to Welfare measures (such as canteens / hospitals / shops etc.) provided by the PSUs / Fertilizer companies	Consolidated number of digital transactions
	Raw material purchased	Fertilizer sold to wholesalers	Fertilizer sold by wholesaler to retailers *	Fertilizers sold at the level of retails (i.e. to farmers / public/colonies etc) *			
	(A)				(B)	(C)	(A+B+C)
Apr-18	5	1227	--	--	152	--	1384
May-18	0	833	--	--	168	--	1001
Jun-18	17	891	--	--	167	--	1075
Jul-18	20	1455	--	--	160	--	1635
Aug-18	21	2120	--	--	115	--	2256
Sep-18	42	2016	--	--	141	--	2199
Oct-18	14	2303	--	--	158	--	2475

(\*) Not available with MFL



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November 15, 2018

Ms. Geeta Mishra  
Under Secretary (IT)  
Ministry of Chemicals & Fertilizers  
Department of Fertilizers  
Shastri Bhawan  
New Delhi

Dear Sir,

Sub: **Promotion of Digital Payments – Reg.**

Please refer to your letter No.97/03/2018-IT, dated 12.6.2018 on the subject.

As requested, we submit herewith report in prescribed format in respect of Madras Fertilizers Limited up to month of October 2018.

This is for your information please.

Thanking you,

Very truly yours,

**H D Sadashiva**  
Deputy General Manager (a/c)  
(Distribution & Sales)

Encl. As above

**Details of Digital Transactions (month-wise) in respect of Madras Fertilizers Limited,**

Manali, Chennai - 68

**Period : 2018-19**

Sl.No.	Name of the PSU/Fertilizers company	Target of digital transaction given	No. Of Digital Transactions made in						Total No. of Digital Transactions	No. of total transactions from April 2018- Oct 2018	% of digital transactions over total no. of transactions	
			Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18				Oct-18
1	MFL	5508919	1743	1417	1525	2117	2554	2550	2849	14755	14755	100%

Information on Special Drive by Government Department to adopt Digital Payment Method

Sl.No.	NAME OF DEPARTMENT (INCLUDING ASSOCIATED OFFICE/CPSE, ETC)	MONTH	TOTAL NO. OF PAYMENT TRANSACTIONS (RTGS/NEFT)	NO. OF TRANSACTIONS THROUGH DIGITAL PAYMENT MODE (RTGS/NEFT)	NO. OF TRANSACTIONS THRU DIGITAL RECEIPT MODE FROM DEALER / RETAILER	ADVOCACY MEASURES UNDERTAKEN DURING THE MONTH
1	2	3	4	5	6	
1	Madras Fertilizers Limited	Oct-18	546	546	2296	NIL

PRIYA RANJAN PANDA  
DGM - FINANCE

Date : November 7, 2018