

Summer Training at



IFFCO Organization
(April 9 – June 1 2012)

Impact of IFFCO Programmes on IFFCO Sales

By
Mukhtar Ahmed

Under the guidance of
Dr. Tanjul Saxena

Post Graduate Diploma in Rural Management
2011-2013



Institute of Health Management Research,
Jaipur
2012

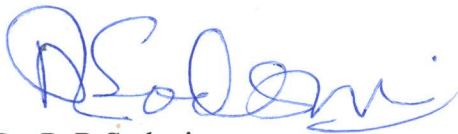
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Certificate

This is to certify that Mukhtar Ahmed has undergone summer training in “IFFCO” from 9th April to 02st June, 2012. The candidate carried out all the studies related to summer training himself. His approach to the studies has been sincere, scientific, and analytical. This summer training in partial fulfillment of the course requirement is recommended for the award of Post Graduate Diploma in Rural Management.

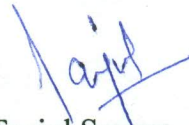
I wish his success in all future endeavors.



Dr .P. R.Sodani

(Dean Academics and student affairs)

IIHMR ,Jaipur



Tanjul Saxena

(Assistant Professor)

IIHMR, Jaipur



इंडियन फार्मर्स फर्टिलाइजर कोऑपरेटिव लिमिटेड
INDIAN FARMERS FERTILISER COOPERATIVE LTD.

Ref: MKCO/Trg./06/2012-13

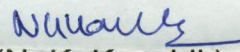
09 August, 2012

TO WHOMSOEVER IT MAY CONCERN

Certified that Sh. Mukhtar Ahmad, pursuing Post –graduate Programme in Rural Management from Institute of Health Management Research, Jaipur has undergone Summer Training in IFFCO during 11th April – 01st June 2012.

He was assigned the project entitled 'Impact of Promotional Programs in IFFCO and its Role in Increasing Sales' which he has completed successfully under the guidance of Mr. Sudhir Maan, Field Manager, Kota, Rajasthan.

We wish him very best in his professional career.


(N. K. Kaushik)
Deputy Manager (HR)

ACKNOWLEDGEMENT

I feel great pleasure to submit my summer training report to the H.R. Department of IFFCO (INDIAN FARMERS FERTILIZERS CO-OPERATIVE) NEW DELHI .First & foremost I feel privileged to express my gratitude & heartfelt thanks to my advisors **Mr. Sher Singh Sir (Area manager kota) , Mr. Sudhir Mann Sir (Field Officer Kota) and Mr. Sharma Sir** for their valuable suggestions, constant encouragement & personal attention, insightful guidance, tireless editing, willingness to listen & provide help to me despite his engagements & busy schedule, which helped me to complete this report successfully.

I sincerely acknowledge **Mr.Gautam Sadhu**, Associate Dean (IIHMR) for his precious advice & support, affection, encouragement & help in various aspects of my work.

Submitted By:

MUKHTAR AHMED

(PGDRM 02)

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Acronyms/Abbreviations

IFFCO	- INDIAN FARMERS FERTILISER COOPETIVE LIMITED.
KRIBHCO	- KRISHAK BHARATI COOPERATIVE LIMITED.
CORDET	- CO-OPERATIVE RURAL DEVELOPMENT TRUST.
CSR	- CORPORATE SOCIAL RESPONSIBILITY.
IKST	- IFFCO KISAN SEWA TRUST.
IFFDC	- INDIAN FARM FORESTRY DEVELOPMENT COOPERATIVE LIMITED.
IKSL	- IFFCO KISAN SANCHAR LIMITED.
JIFCO	- JORDAN INDIA FERTILIZER COMPANY.
ICPL	- IFFCO CHATTISGARH POWER LIMITED

INTRODUCTION

Indian Farmers Fertilizers Co-operative Limited :

(IFFCO) was registered on November 3, 1967 as a multi-unit Co-operative Society. On the enactment of the Multi-unit co-operative society. The society is primarily engaged in production and distribution of fertilizers. The byelaws of the society provide a broad frame work for the activities of the IFFCO as a Co-operative society. IFFCO commissioned an ammonia – urea complex at Kalol and the NPK/DAP plant at Kandla both in the state of Gujarat in 1975. The Amonia-urea complex was set up at Phulpur in the state of Utter Pradesh in 1981. The ammonia-urea unit at Aonla, was commissioned in 1988.

IFFCO has made strategic investment in several ventures. Godavari fertilizers and chemicals Ltd (GFCL) & Indian Potash Ltd (IPL) in India, Industries Chimiquesdu Senegal (ICS) and Oman India fertilizer Company (OMIFCO) in Oman are important fertilizer joint ventures. Indo Egyptian fertilizer Co (IEFC) in Egypt is under implementation. As a part of strategic diversification, IFFCO has entered into several key sectors.

IFFCO-Tokyo GeneralInsurance Ltd (ITGI) is a foray into general insurance sector. Through ITGI, IFFCO has formulated new services of benefit to farmers. 'Sankat Haran Bima Yojana' provides free insurance cover to farmers along with each bag of IFFCO fertilizer purchased. To take the benefits of emerging concepts like agriculture commodity trading, IFFCO has taken equity in National Commodity and derivative Exchange (NCDEX) and National Collateral Management Services Ltd (NCMSL). IFFCO Chhattisgarh Power Ltd (ICPL) which is under implementation is yet another foray to move into core area of power. IFFCO is also behind several other companies with the sole intention of benefiting farmers. The distribution of IFFCO's fertilizer is undertaken through over 38155 co-operative societies. The entire activities of distribution, sales and promotion are coordinated by Marketing Central Office (MKCO) at New Delhi assisted by the marketing offices in the field. In addition, essential agro-inputs for crop production are made available to the farmers through a chain of 158 farmers services center (FSC). IFFCO has promoted several institutions and organizations to work for the welfare of farmers, strengthening co-operative movement, improve Indian agriculture. Indian Farm Forestry Development Co-operative Ltd (IFFDC), Co-operative Rural Development Trust(CORDET),IFFCO foundation, Kisan Sewa Trust belongs to this category. An ambitious project 'ICT Initiatives for formers and co-operatives is launched to promote e-culture in rural India. IFCCO obsessively nurtures its relations with farmers and undertakes a large number of agricultural extension activities for their benefit every year .

At IFFCO the thirst for ever improving the services to farmers and members co-operatives is insatiable, commitment to quality is insurmountable and harnessing of mother

earth's bounty to drive hunger away from India in an ecologically sustainable manner is the prime mission. All that IFFCO cherishes in exchange is an everlasting smile on the face of Indian farmers who form the moving spirit behind this mission.



IFFCO today is a leading player in India's fertilizer industry and is making substantial contribution to the efforts of Indian Government to increase food grain production in the country.

LITERATURE REVIEW

In this chapter an attempt has been made to critically review the past literature that is relevant to the present study. The review would help to keep the research on proper lines and to bring refinement in the study. The research work carried out by various researchers related to the problem under study has been reviewed under the following heads.

2.1 Production and pattern of consumption of chemical fertilizers

2.2 Factors influencing use of chemical fertilizers

2.3 Demand for chemical fertilizers

2.1 PRODUCTION AND PATTERNS OF CONSUMPTION OF CHEMICAL FERTILIZERS

Desai and Singh (1973) examined the data on fertilizer consumption for 286 districts in India over the period between 1960-61 and 1968-69. They identified inter district variability in fertilizer consumption. More than 80 per cent of nitrogen (N) and phosphorus (P_2O_5) was consumed in less than 1/3 of third of the districts all through the period. At the other extreme, more than 50 per cent of the districts accounted for only 10 per cent of total fertilizer consumption. They further observed variation in compound growth rates in consumption across the districts. In general the districts with high growth rate of both N and P_2O_5 were with low levels of fertilizer use. However in the central and eastern zone the districts with low level of fertilizer consumption in the base year had low growth rates.

A study on changing patterns of fertilizer consumption (Anon 1982) reported that fertilizer consumption in India had increased at the compound growth rate of 9.3 percent per annum during the period from 1971 to 1981. There was a violent fluctuation in the consumption from year to year region to region and across the states. Fertilizer consumption increased more rapidly in the states like Punjab, UP, W.B. and Haryana. These states were followed by Gujarat and Bihar where only Marketing Federations

dominated In fertilizer distribution. Balanced growth in fertilizer consumption was influenced by pricing mechanism and policies for fertilizer.

2.2 FACTORS AFFECTING THE USE OF CHEMICAL FERTILIZERS

John and George (1991) conducted the study on factors influencing the fertilizers use for sustainable a agriculture in west coast plain and Ghat regions of India considering the six regions. They found that relatively high cost of fertilizer low benefit cost ratio and lack of awareness of recommended does of fertilizer for specific crops were there reasons behind the low use of fertilizer

Singh and Nasir (2003) observed inadequate agricultural credit flow in Bihar. They inferred that the agricultural credit flow had positive influence on fertilizer consumption. In general, economic factors viz., irrigation, cropping pattern, area under HYVs, prices of fertilizers, certainty and size of income capital rationing and labour cost were the important determinant of fertilizer use on the farms. It was also pointed out that the natural factors like temperature and frequency of drought influenced fertilizer use.

2.3 DEMAND FOR CHEMICAL FERTILIZERS

Bal and Bal (1999) studied the fertilizer demand for wheat crop in Punjab. The study revealed that if the farmers were motivated to use the optimum does of fertilizer, the demand for N will be 3499.82 thousand quintals as against the estimated consumption of 1882.82 thousand quintals for the wheat crop during 1971-72. The consumption of P for this crop was 528.31 thousand quintals against the demand of 1454.23 thousand quintals the same period. Dholakia(1995) estimated of price elasticity fertilizer demand at macro level in India using both static and dynamic models with annual data for 1966-67 to 1991-92. The results indicated that fertilizer demand is price inelastic in both the short and long runs.

METHODOLOGY

It represents a systematic method of exploring actual persons and groups, focused on including with social attitudes and values. It covers search for retrieval for specific purpose. Basically its aim is to get knowledge about problem.

Location of study: Study was conducted at Kota Area Office Of IFFCO.

Selection of Respondents: All farmers (IFFCO FERTILIZERS USERS) and members of Co-operative societies constituted population of this study.

Tools of Data collection: Data was collected by being done F.G.D.(Focus Group discussionsurvey and Questionnaire (Primary data)and for secondary data collection IFFCO old report, records, Journals related material were used.

Sampling Unit: Farmers of Kota District and Employees of Cooperative Societies of IFFCO Kota

Sampling Method: Convenient sampling method is used it depending upon information provided by field officer. Information was mainly collected by going to villages, between communities .Personal interview of some farmers was conducted to get in depth knowledge about cooperative societies and satisfaction level of farmers.

OBJECTIVES: IFFCO has following objective

1. Farmers development .
2. Make knowledgeable about right fertilizer selection.
3. Get trained about new agriculture techniques
4. Get involved in farmers welfare activities.
5. Organized conference for farmers to give training about new agriculture techniques

6. Get trained about vermi compost, Green Manure and other compost.
7. Organized farmers meeting
8. Give knowledge about how to maintain animal healthy and prevent from diseases.
9. Trained about how to get support price on lose condition.
10. Get awareness about govt. scheme.

Mission :

IFFCO mission is to enable Indian farmers to prosper through timely Supply of reliable high quality agriculture inputs in an environmentally sustainable manner and to undertake other activities to improve their welfare.

Approach :

To achieve their mission, IFFCO as a Cooperative society undertakes several activities covering a broad spectrum of areas to promote welfare of member Cooperative and farmers.

VISION '2012'

1. Expand main business by downstream value additions and forward/backward Integration.
2. Adopt world best process and modern industrial techniques to competitively.
3. Produce integrated nutrient management for increasing using capacity of fertilizers.
4. Increased own presence in international market by joint Strategies.
5. Every year get target of 15 million ton fertilizer production and achieved R.30,000 Crore annual turnover.
6. Help cooperative society to make economic strong and expert from business perspective and also help agricultural group to adopt new Agri techniques better production.
7. Use Backward Integration to meet feed stock requirements such as Phosphoric acid.
8. Involved in IFFCO's vision in marketing and producing Bio-fertilizers and pesticides

Programmes:

Several programmes held by IFFCO in villages for farmers welfare some are related their empowerment and some are related get introduced new Agriculture techniques. Some are related Women empowerment and get introduced new chemical fertilizers using techniques.

Soil testing:

Objectives: There are following objective of this programe :

- 1.To get knowledgeable about land humidity .
- 2.To get knowledge about how much balance fertilizers should mix during harvesting.
- 3.How farmers can get healthy crops
- 4.Besides from this IFFCO also get trained of them which seeds are best after soil testing.
- 5.IFFCO also get trained them how can they get much production.
- 6.To get able of farmers to treat of those crops are suffering from insecticides.

Bottle Necks: Although IFFCO do all activity with fully efforts yet some bottle neck has. These are followings:

1. Illiteracy is main obstacle to implement of this programme .
- 2.Many farmers are not much able to understand about chemical terms.Which is used for soil testing.
- 3.Lack of interest for soil testing
- 4.Many farmers are want to do agriculture on his own ways.
- 5.Soil testing is done at IFFCO lab which is not always available .

Suggestions: There may be some suggestions to solve this problem.

- 1.Since major problem is farmers Illiteracy and not knowledge about chemical related before starting soil testing IFFCO should have meeting with farmers related to soil testing technique and chemical terms to overcome this problem.
- 2.IFFCO have to motivated farmers to do soil testing and get understand them how much importance of soil testing.

Women Empowerment:

Objectives:

- 1.To make empower of women IFFCO motivates villagers women to made S.H.G. (self help group).
- 2.To development of women at socio economic area.
3. To male self dependable.
- 4.To get involved in govt. schemes related to women empowerment.
- 5.To assist whenever women needed Ex.How they can take loan and in which condition loan hasbeen given.
6. To get trained them about food processing technique, how to make soya products and sell them.

Bottle Necks:

- 1.Due to unawareness about (S.H.G.) Self help group in rural areas, women are hesitate to make Self help group.
- 2.In rural areas women education is low So they are in some condition face problems related to bank terms.
- 3.Those women are involved in soya making products these products are not available at theM.N.C.s.

Suggestions:

- 1.IFFCO have to regular monitoring of their activities after that conclusions IFFCO have to decides that what can be done.
- 2.IFFCO have to assist them as a corporate level and get trained then(to overcome this condition).
- 3 IFFCO have to make new strategy and policies to overcome this condition.

Seeds treatment:

Objective:

- 1.To get trained how should they have treatment of unhealthy seeds.

- 2.To get aware about using method of different types of chemicals (those seeds have got insects)
3. To get trained about prevent disease of seeds.
- 4.To get knowledgeable about healthy seeds .

Bottle Necks:

- 1.Some farmers are not use adequate quantity for seeds treatment
- 2.Some farmers are not keep cautions despite of IFFCO get trained them.
- 3.Some farmer are not able to purchase chemicals for seeds treatment.

Suggestions :

- 1.IFFCO should give knowledge how much quantity is beneficial and harmful of chemical for seeds
- 2.IFFCO should get available of reasonable cost chemicals within their limit .

Making of vermin compost:

Objectives:

- 1.To get trained how can they get good crops by using vermin compost.
- 2.To get aware about fake chemicals which has sold for increase crops production.
- 3.To get knowledgeable how can their land fertility maintain long time by using vermin compost.

Bottle Necks:

- 1.Lack of interest of farmers.
- 2.Processing of vermi compost takes long time so farmers do ignore this techniques.

Suggestions:

- 1.IFFCO should have research on other alternatives due to ignorance of this techniques.

Animal Husbandry:

Objectives:

- 1.To get knowledgeable about animals diseases.
- 2.To get trained about animals diseases treatment .
- 3.To get trained about caution during rainy season.

4.To get knowledgeable about by which methods they can get more milk by animals.

Bottle Necks:

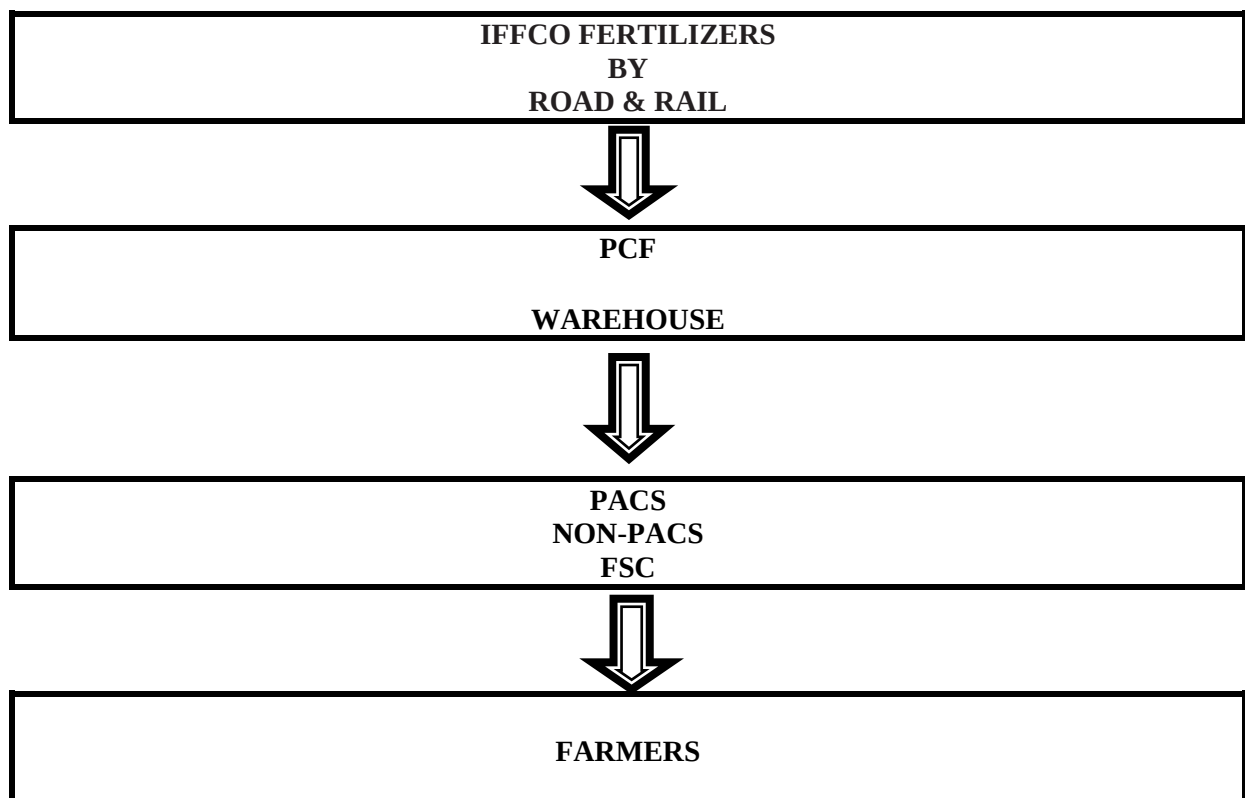
- 1.Some farmers are using traditional methods that's why they are hesitate to adopt IFFCO treatment methods .
- 2.They believe traditional methods are more effective.

Suggestions:

- 1.IFFCO should have meeting with farmers about animal treatment method and take their feedback on this issues.

Marketing Strategies: IFFCO has been following distribution process (channels) to marketing and sells their product.

- 1.By cooperative societies it is a big distributor as a suppliers.
- 2.Ware house
- 3.Ware house to SWC (state warehousing cooperation) and CWC (central ware housing cooperation).
- 4.Whole sellers.
- 5.Farmers.
- 6.IFFCO-NCDC Co-operatives societies.



Distribution Networks: IFFCO distributes its fertilisers in 29 States/UTs in the country through the cooperative system. As a matter of policy, IFFCO is channelising its entire production and imports through the cooperative network.

IFFCO sells its fertilisers through a network of about 39,862 cooperative societies in different States. Nearly 60 per cent of the material was sold directly to Societies whereas 35 per cent was routed through Federations.

About 5 per cent fertilisers are sold through 158 Farmers Service Centres run by IFFCO. The Member Societies are well spread out, reaching out to most of the villages in the country and thus constitute the backbone of the cooperative network. Being a largest Co-operative societies IFFCO has large network to market and sell their products all over India. IFFCO sells their products by large 39,862 Co-operatives societies and various mediums. IFFCO has been achieved highest ever sale of 125.88 Lakh during 2010-11. In 2009-10 it was 118.27 Lakh. Society has been achieved highest ever sale of urea which was 68.23 Lakh MT and another products like NP,NPK,DAP sell was 57.65 Lakh MT in 2009-10 urea and NP,NPK, DAP product selling was low to comparison of 2010-11.

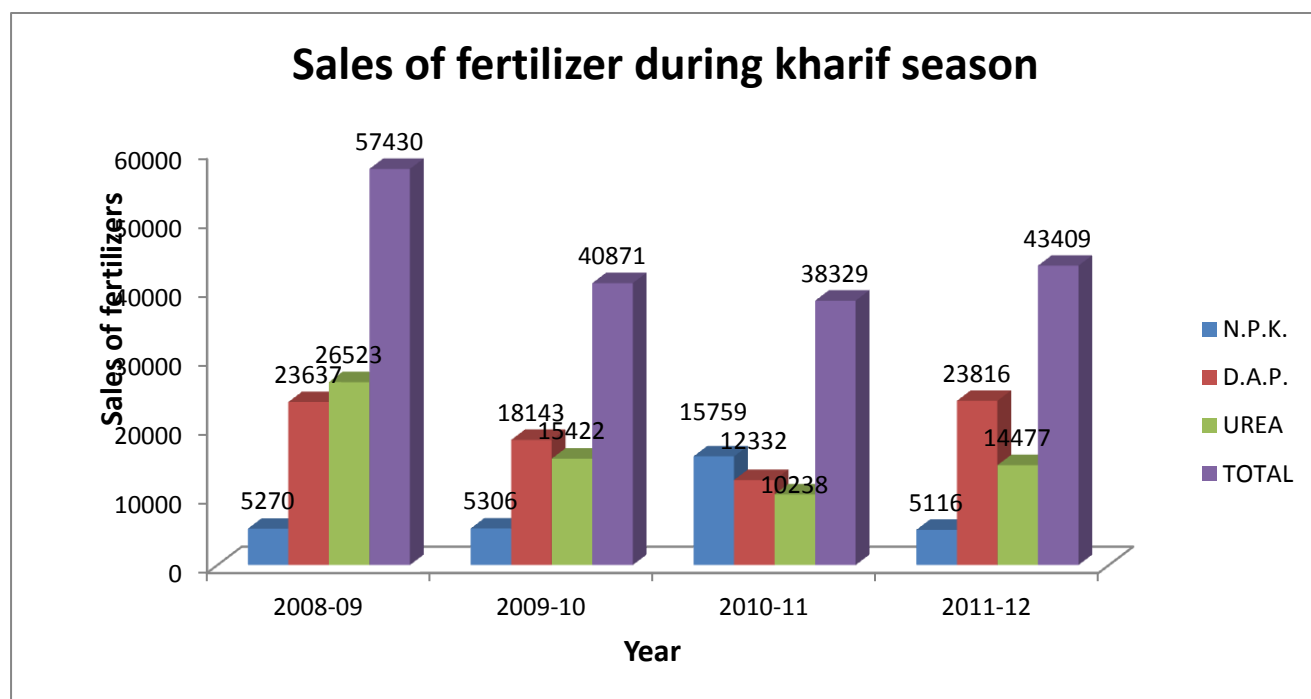
Selling Procedure: The three concerns involved in the sale procedure of IFFCO are the field officer, the societies and the agencies. IFFCO does not sell its product directly to farmers except FSC. Sale is made through the societies (PACS OR NONPACS) or the Farmers Service Centre (FSC). The sale procedure for all the three societies are different. IFFCO sells its product to PACS through G.P. cheques (GOODS FOR PAYMENT) to NON-PACS Societies through D.D. i.e. DEMAND DRAFT and FSC in cash.

IFFCO sells its fertilizers through a network of more than 38150 cooperative societies in different states of marketing territory. This societies are well scattered, covering almost all village in the country and are the backbone of the cooperative system nearly 62% of the societies are getting fertilizers directly from IFFCO whereas 29% are getting through the state federation.

Sale Through Farmers Centers: FO supervises the FSCs of his area. It is the duty of FO to assess the demand of fertilizers in the concerned district. After assessing the demand, FO issues the release order gives it to the transporter. The transporter goes to the PCF and PCF gives the delivery order to the transporter. He takes the delivery to the godown and godownkeeper gives the fertilizer to the transporter and makes challan. The godownkeeper gives the two copies of challan to the transporter. He supplies the fertilizers to the FSC. He take the receiving on one copy of challan from

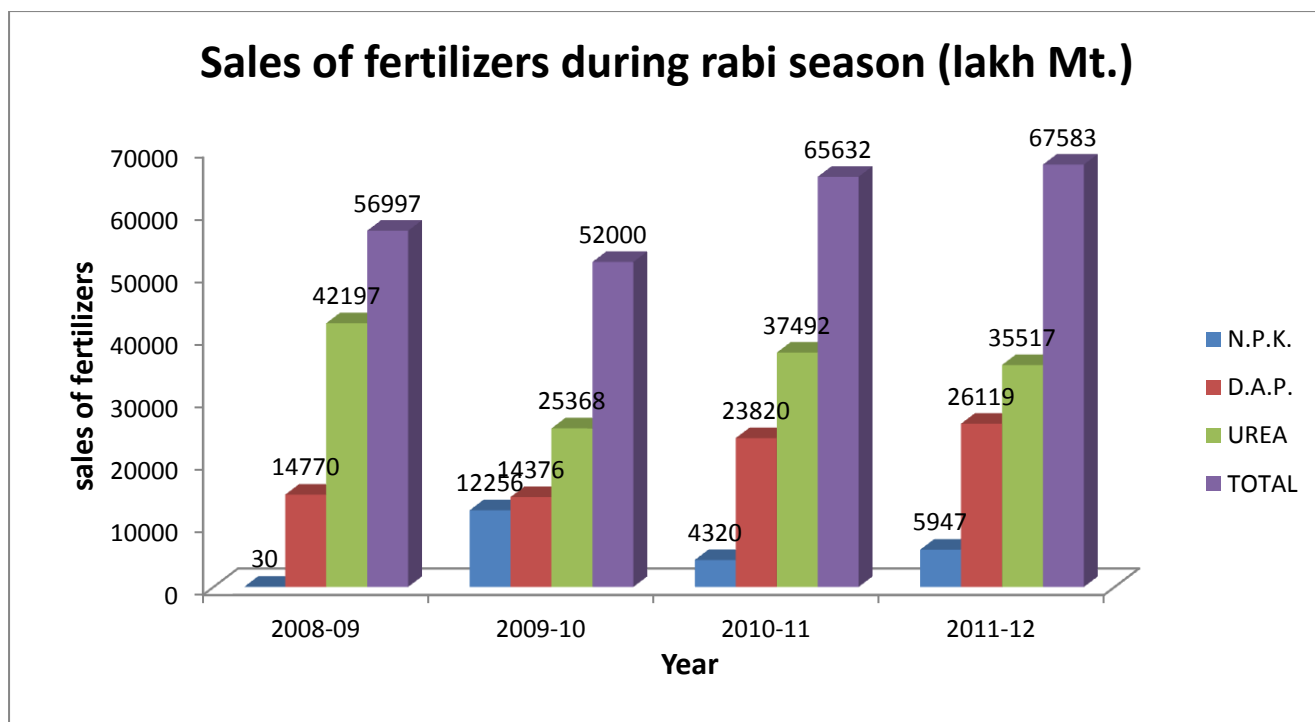
the sales of the FSC and give the other copy to him. Then the transporter submit the receipt copy of challan in the Area Office along with bill verified by the salesman of FSC.

Sales Performance:



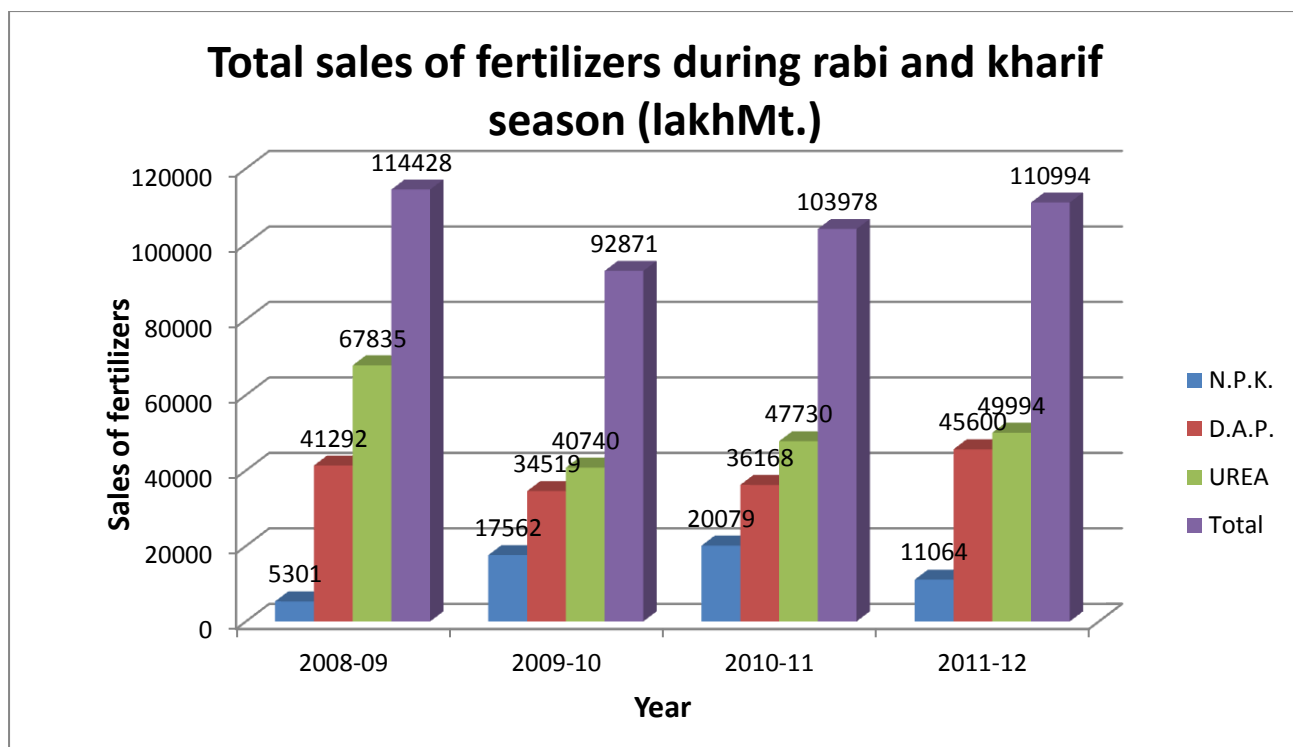
Above figure depicts during Kharif season sales of fertilizers decreased rather than increased as a Figures shows that in year 2008-09 total sales during kharif season was 57430 lakh metric ton but it decreased in 2011-12 and it was 43049 lakh metric ton.

SALES OF FERTILIZERS DURING KHARIF SEASON(Metric ton)				
YEAR	N.P.K.	D.A.P.	UREA	TOTAL
2008-09	5270	23637	26523	57430
2009-10	5306	18143	15422	40871
2010-2011	15759	12332	10238	38329
2011-2012	5116	23816	14477	43409



The above figure illustrates that sales of fertilizers during the rabi season are higher. Sales of urea and NPK and DAP in the year 2008-09 were about 30 lakh metric tons, 14,770 lakh metric tons, and 42,197 lakh metric tons respectively, whereas in 2011-12 sales of urea were 35,517 and NPK/DAP was about 5,947 and 26,119 lakh metric tons. As we compare sales of 2008-09 from 2011-12, we will find that sales have increased too much.

SALES OF FERTILIZERS DURING RABI SEASON(Lakh Metric Ton)				
YEAR	N.P.K.	D.A.P.	UREA	TOTAL
2008-09	30	14770	42197	56997
2009-10	12256	14376	25368	52000
2010-2011	4320	23820	37492	65632
2011-12	5947	26119	35517	67583



As above figures shows that sales of fertilizers increasing and decreasing year by year. In this condition Farmers requirement may be low so by this condition creates low demand. If compare year of 2008-09 total sales we will find that in year 2008-09 total sales was 114428 lakh metric ton and in year 2011-12 it was 110994 lakh metric ton.

TOTAL SALES OF FERTILIZERS DURING RABI AND KHARIF SEASON (Lakh MT)				
YEAR	N.P.K.	D.A.P.	UREA	TOTAL
2008-09	5301	41292	67835	114428
2009-10	17562	34519	40740	92871
2010-11	20079	36168	47730	103978
2011-12	11064	45600	49994	110994

INDIAN FARMER FERTILIZERS COOPERATIVE LIMITED
MONTHLY CONSOLIDATED REPORT ON PROMOTIONAL ACTIVITIES FOR THE
YEAR MONTH 2012-13

OFFICE:KOTA AREA OFFICE

DATE:30-3-2012

BENEFIT TO FARMERS

	2010-11	2011-12
Veterinary Camp	2	10
Medical Camp	2	9
Social scheme	2	7
PSN Pit	60	67
Two Plot	12	26

DEMONSTRATION:

BIO FERTILIZERS	6	8
TREE PLANTATION	6	10
SALES CAMPAIGN	2	7
FARMERS MEETING	48	44
FIELD DAY	12	14
WOMEN TRAINING	5	6
CROP SEMINAR	6	8
TRAINING AND VISIT	5	7
SOIL TEST	6	5

FINDINGS

1. Majority of the farmers are using IFFCO product and rest are using other including Tata, Narmada & others.
2. 60% of the farmers are waiting for a particular brand of fertilizers
3. Most of the farmers are selecting the fertilizers on brand basis and second major criteria to select the fertilizers is availability
4. 90% of the farmers desired for the plastic bag and only 10% for the jute bag
5. 70% of farmers desires 50kg pack & rest 30% prefer 25kg pack.
6. In a village about 60% farmers meetings, 15% Field Day, 10% Socioeconomic & 15% Other Programmes were organized by IFFCO
7. Farmers are satisfied with the IFFCO fertilizers even in unadopted villages.
8. There are a number of reasons to prefer the plastic bag:
9. Moisture control
10. Reused and strong
11. They are using silos for the storage of finished goods in a case of uncertainty (strike, machine failure, transportation problem)
12. IFFCO's promotional activities are very good.

CONCLUSIONS:

Farmers are satisfied by the IFFCO fertilizers but they face lots of problem when the demand of UREA, NPK and DAP is more in the beginning of Rabi and Kharif season. IFFCO promotional activities are also playing an important role in motivating farmers to use fertilizer in balanced manner. In this study an attempt has been made to find out the distribution channels of fertilizers from plants to farmers and to know the level of satisfaction by the use of fertilizers.

This report discusses the existing distribution channels of IFFCO and the role of the farmer service center in the distribution of the product and also to find out the distribution policies as well as the performance of the distribution channel on the sale of the product of the company.

For this purpose all the data has been collected by interaction with the officials of the marketing department of IFFCO and visited the adopted as well as non adopted villages of the IFFCO to know about the satisfaction level of the performance and the problems faced by them.

RECOMMENDATION:

- Selecting weak Cooperative Societies and provide their Financial, Management and Technical
- support like MIS facilities in Marketing Division as well as all delivery centers.
- Launch the program like constructing storage community center in the area of direct
- need. The company should organize availability promoting the fertilizer and also serve the technical need.
- IFFCO should also help in forming new cooperative societies so as to increase sales of IFFCO fertilizer.
- IFFCO should also adopt direct supply system to provide fertilizer to farmer.
- In Direct Supply system IFFCO should give the facilities of credit for selling the fertilizer.
- Price of urea should be reasonable, and easy mode of payment should design.
- To promote research and training on the application of present management system,
- technology and global experience for cooperative development.
- To Promote, assist and encourage development of cooperatives with special power on suitable agricultural and social economic and cultural development of the members through cooperative bodies, voluntary institutions and other entities

ANNEXURE

ANNEXURE A. TIME SCHEDULE

S.no.	Name of Department	Date(s) of visit	% of time spent	People met (with designation)
1	IFFCO Delhi	09/04/12		N.K.Kaushik (H.R.)
2	IFFCO Kota	11/04/12		Sher singh(Area manager)
3	IFFCO Kota	12/04/12 to 20/04/12		Mr. Rameshwar Sharma Marketing manager senior
4.	IFFCO Kota	21/04/12 to 25/05/12		Mr. Sudhir Mann Field Officer

ANNEXURE B.

Sales During Kharif Season : (In lakh MT.)

SALES OF FERTILIZERS DURING KHARIF SEASON(Metric ton)				
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Sales During Rabi Season

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2010-2011	4320	23820	37492	65632
2011-12	5947	26119	35517	67583

Total sales During Rabi And kharif Season

TOTAL SALES OF FERTILIZERS DURING RABI AND KHARIFSEASON (Lakh MT)				
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BENEFIT TO FARMERS

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Veterinary Camp	2	10
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TREE PLANTATION	6	10
SALES CAMPAIGN	2	7
FARMERS MEETING	48	44
FIELD DAY	12	14
WOMEN TRAINING	5	6
CROP SEMINAR	6	8
TRAINING AND VISIT	5	7
SOIL TEST	6	5

DEMONSTRATION

Performance for the Year 2010-11

	85.83 Lakh MT
Highest Production of fertilizer	(Previous Best 81.98 Lakh MT in 2009-10)
	44.02 Lakh MT
Highest Production of Urea	(Previous Best 43.24 Lakh MT in 2009-10)
	41.81 Lakh MT
Production of NPK/DAP/NP	(Previous Best 38.74 Lakh MT in 2009-10)
	125.88 Lakh MT
Highest Sale of Fertilisers	(Previous Best 118.27 Lakh MT in 2009-10)
	68.23 Lakh MT
Highest Sale of Urea	(Previous Best 63.35 Lakh MT in 2009-10)
	57.65 Lakh MT
Highest Sale of NPK/DAP/NP	(Previous Best 54.92 Lakh MT in 2009-10)
	Rs. 1025.78 Crore
Profit before Tax	(Best PBT Rs. 807.09 Crore in 2002-03)
	Rs. 791.49 Crore
Profit after Tax	(Best PAT Rs. 557.2 Crore in 2002-03)

Rs. 21,195.16 Crore

Total Turnover (Previous Best Rs. 32,933 Crore in 2008-09)

1,710 MT per employee

Plant Productivity (Previous Best 1,669 MT in 2005-06)

8,622 MT per employee

Highest Marketing Productivity (Previous Best 7,885 MT in 20011-12)