

F. No. 11026/14/2015-M&E
Government of India
Ministry of Chemical & Fertilizers
Department of Fertilizers

Shastri Bhawan, New Delhi

Date: 10th February 2016

OFFICE MEMORANDUM

Subject: Policy on Promotion of City Compost - regarding

The undersigned is directed to convey the approval of Government of India for Policy on Promotion of City Compost as given below:

- i. Market development assistance in the form of fixed amount of Rs. 1500 per tonne of City Compost will be provided for scaling up production and consumption of the product.
- ii. Initially, marketing and promotion of city compost will be done through the existing fertilizer companies. In due course, compost manufacturers and other marketing entities recognized by the concerned State Government may also be included for the purpose with the approval of Department of Fertilisers. The market development assistance shall be routed through the entity which is marketing it.
- iii. The Fertilizer marketing companies shall be eligible for on account payment up to 50% only on the basis of first point sale (to the dealer/retailer) at the district level. The balance shall be released on receipt of retailer's acknowledgement in mFMS as well as issue of required certificates relating to quantity and quality issued by the respective State Governments in prescribed forms. In case of other marketing entities including compost manufacturers, if they are involved in promotion and sale of city compost and are duly recognized by concerned State Governments, the modalities for release of subsidy to them may be decided by Department of Fertilisers.
- iv. Fertilizer companies and marketing entities will also co-market City Compost with chemical fertilizers through their dealers' network. The mechanism, extent and mode of implementation of such co-marketing depending on levels of compost production, demand generation and other relevant factors shall be decided by the Department of Fertilizers. The provision of Market Development Assistance as proposed in para (i) to (iii) above, shall, however, not be linked to the issue of co-marketing mentioned above.
- v. The companies will also adopt villages for promoting the use of compost.
- vi. Government Departments and Public Sector undertakings will also use City Compost to the extent possible for their horticulture and related use.

vii. Department of Agriculture, Cooperation and Farmers Welfare will carry out IEC campaigns to educate farmers on the benefits of city compost. The Agricultural Extension Machineries including KVKs of ICAR will also make special efforts in this regard. Agriculture Universities and KVKs will also take up field demonstration activities to the extent possible using City compost to make it popular amongst the farmers. Department of Agriculture, Cooperation and Farmers Welfare will assign targets to the KVKs in this regard.

viii. Ministry of Urban Development will take steps to increase setting up of compost plants across all States.

ix. An appropriate BIS standard/ Eco-Mark will also be developed in consultation with BIS for enabling better market acceptance. It shall be branded appropriately in a way that reflects clearly that particular initiative is part of Swachh Bharat Mission.

x. A joint mechanism will be set up by Department of Fertilizers, Ministry of Urban Development and Department of Agriculture to monitor and facilitate availability of adequate quantity of City Compost at terms mutually agreeable between compost manufacturers and Fertilizer Marketing companies. They will also be authorised to resolve any co-ordination related issue that may arise.

xi. The expenditure towards market development assistance for scaling up production and consumption of City Compost will be met out from the budget provisions for Department of Fertilisers.

2. The policy will be effective from the date of issue of the O.M.


(D P Srivastava)

Director to the Government of India
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- i. All Secretaries of the Central Ministries/Departments
- ii. All Chief Secretaries of the State Government
- iii. Director General, Bureau of Indian Standard, Manak Bhawan, ITO, New Delhi
- iv. Director General, Fertilizer Association of India, 10-Shaheed Jit Singh Marg, New Delhi – 110067
- v. President, Waste Management Association, 4th Floor, Gopal Das Bhawan, 28, Barakhamba Road, New Delhi
- vi. All fertilizer Companies
- vii. All Officers/Sections in the Department of Fertilizers and Office of FICC, RK Puram, New Delhi.
- viii. Director (NIC)

Copy to: Shri Anurag Jain, Joint Secretary, Prime Minister's Office, South Block,
New Delhi