



(An ISO 14001 & OHSAS 18001 Company)

P. O. Narmadanagar - 392 015, Dist. Bharuch, Gujarat, India

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PRESS RELEASE

Date: 08.12.16

GNFC (Gujarat Narmada Valley Fertilizers & Chemicals Limited) BECOMES FIRST FERTILIZER COMPANY IN THE COUNTRY TO UNDERTAKE MASSIVE CASHLESS TRANSACTION DRIVE AT 1000 RETAIL CENTRES.

- GNFC has started adopting following methods for cashless transactions:
 - (i) **Card Swipe Machines**
 - (ii) **Fertilizer sale through GNFC Web-site**
 - (iii) **Fertilizer sale through new GNFC Mobile App.**
 - (iv) **Sale through e-Wallet (SBI buddy)**
- GNFC has already completed 45 Training Camps involving 2000 fertilizer retail centers, consisting of 2500 officers and other private retailers.
- In the first phase 600 fertilizer centers falling in all Gujarat districts have started fertilizer sales by above mentioned four cashless methods from 3rd December, 2016 and the number shall be increased to 1000 by this weekend. For this purpose, Card Swipe Machines have been procured and sent to these centers by working day and night.
- Presently centres like Halvad, Wadhwan, Dehgam, Bavla, Sidhpur, Anklav, Vaso, Vijapur, Mangrol and Sadhli are most active in Gujarat for cash less transactions and other centers of Gujarat are also gearing up.
- Around 4 to 5 lakh farmers shall be involved in the first phase of promoting cash-less transactions.
- GNFC has started a Call-Centre (No-1800 419 8100) for helping the farmers and fertilizer dealers with respect to any problems/ guidance in cashless transactions.
- GNFC has also declared a special rebate scheme to encourage farmers and retailers to adopt cashless transactions. Under this rebate scheme, farmers are given rebate of Rs 32/ Narmada Urea bag and Rs 84/bag for Narmada Phos. For retailers, rebate of 5% is declared for cashless transactions.



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- 1000 students of various ITIs are trained as Master Trainers for further disseminating the digital literacy about cashless transactions amongst the farmers. These students are further training the farmers in various villages,
- So far during last three days around 3100 farmers have purchased 45400 bags of fertilizers to the tune of around 157 lakhs using cashless transactions by swipe machines over and above more than 155 transactions through online web portal and mobile app.
- GNFC is the first fertilizer company in the country to start online fertilizer sales through “GNFC Mobile App” and “On line web portal” base on such a massive scale.

DEVANG THAKORE
SR. PRO