

No. G (1)3665/08

Office of the Registrar of Co-operative Societies
Thiruvananthapuram, Dated: 25-03-08

Circular No.16/08

Sub:- Co-op Department –Empowering Rural India through Mobile Telephony and strengthening the Co-operative Net work - IFFCO's initiative –permission to the Co-operative Societies in the state to enter into the business of IKSL initiated by IFFCO-Reg

Ref:- 1. Representation Dated 21st March 2007 from IFFCO
2. Government. Letter No. 7384/C2/07 Co-op dtd 11-2-08

Indian Farmers Fertilizer Co-operative Ltd (IFFCO) requested the Government for giving permission to the co-operative societies in the state to enter into business of Telecom & other ICT products. IFFCO Kissan Sanchar Ltd (IKSL) is a subsidiary promoted by IFFCO and the IKSL has tied up with a mobile service provider. They stated that the service provider has prepared a unique sim card known as 'Green Card' in order to provide information to the farmers, and this Green card would enable them to receive up to 5 voice messages per day of a maximum duration of 1 minute each, free of cost. The facility would also be provided to retrieve this information as and when required, and for this purpose IKSL and the Co-operative Societies would assess the local information need of the farmers and jointly collect information from various sources- such as:-

1. Mandi rates
2. Availability of fertilizer and other inputs
3. Cane harvest, Weather
4. Pest attack
5. Vet disease, soil testing camps
6. Pesticides/Insecticides
7. Best yield & Best farming practices
8. Various Government agriculture Schemes
9. Cash Crop Economics
10. Interest rates of various Banks

The IFFCO further stated that the societies can become the agents of IFFCO-Kissan Sancher Ltd by which they can build up better and stronger relationship with the members/Farmers.

In the circumstances, considering the various facts stated above and on the basis of the representation of IFFCO, and decision on the meeting held on 21/01/2008 and the Government letter referred as 2nd above, permission is granted to the PACS in the state to enter in to the business of IKSL initiated by IFFCO.

The Joint Registrar,(General) in the districts are requested to bring the contents of the information to the notice of the PACS in the districts which are interested to take up this business and permission may be accorded to those PACS interested in the scheme.

Sd/-
RANI GEROGGE IAS
REGISTRAR OF CO-OPERATIVE SOCIETIES

Copy to:-

1. Managing Director, Kerala State Co-op. Bank, Thiruvananthapuram
2. President, Kerala State Co-operative Bank, Thiruvananthapuram
3. Managing Director/President District Co-operative Banks
4. Managing Director/President, KSCARDB
5. All Joint Registrars (General) & (Audit)
6. The State Marketing Manager, IFFCO, State Office, 57/1486, Sargamaya, M.G. Road, Cochin
7. All Assistant Registrars (Through Joint Registrars)
8. All Primary Agricultural Co-operative Banks
9. Editor, Co-operative Journal
10. Editor, Sahakarana Veedhi
11. Stock File/Spare

//Forwarded by order //



For Registrar of Co-operative Societies