

कृषक सेवा केन्द्र

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Urvarak Dashboards –
Implementation of DBT 2.0

DBT in Fertilizers is a complex, IT driven initiative which has enabled the department to monitor the availability of fertilizers across the country on a real time basis. It is an e-hub for a wide range of stakeholders viz., 173 Fertiliser manufacturing companies, 23 thousand wholesalers, 2.26 Lakh retailers, 14 Crore farmers and State Agriculture Departments.

Challenges in implementing traditional DBT system in Fertilizers were many. Beneficiary and his entitlement were not defined. Subsidy in Urea is thrice of subsidized MRP. Raising prices of Urea would have put considerable financial burden on the farmers, which could invite resistance. Subsidy in case of Urea varies from plant to plant, even for the same fertilizer company. In case of traditional DBT, like LPG, there is only one product but in fertilizers, there are many products with varying subsidy. These challenges were overcome by redesigning the DBT system in fertilizers:-

THE LAUNCH OF DBT 2.0 INITIATIVES (DASH BOARDS, DESKTOP / LAPTOP-BASED POS APPLICATION, POS VERSION 3.0)

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- a) Fertilizers continue to be sold through PoS at existing MRP.
- b) Farmer is identified on the basis of Aadhaar biometric authentication through PoS. In absence of Aadhaar, EPIC or KCC details are used.
- c) After entering Soil Health Card No. in PoS (Point of Sale), fertilizer recommendations are shown to farmer.
- d) On the basis of quantity selected for purchase by the farmer, system automatically calculates subsidy, which is transferred to Fertilizer Company on behalf of farmers by the Government. Farmer pays only subsidized MRP.

The project followed an inclusive approach in identifying the stakeholders and their roles in planning, capacity building design and in its implementation. 4 workshops

were held with all 4 stakeholders to finalize the DBT model and system design of DBT in Fertilizers. As a precursor to the nation-wide rollout of DBT, a project management unit (PMU) was set up at HQs. State level DBT coordination committee under Principal Secretary Agriculture and District level coordination Committee under District Collectors were set up.

A number of preparatory activities were undertaken for Pan India roll out of DBT. After finalization of PoS specifications, PoS devices were procured (by fertilizer companies) and PoS software developed and installed. The IT infrastructure created includes 86 state-of-the-art servers. Training of master-trainers, wholesalers, retailers, company officials and State Government officials were carried out. About 11,200 Training programmes have been organised so far. 2.26 Lakh devices were deployed after extensive training. The existing process was re-engineered, modified and notified in March, 2017. Software modules like PoS software, Release Order module, DBT Payment Module etc. were prepared and upgraded from time to time to accommodate specific needs of stakeholders. 24 State DBT Coordinators were appointed to oversee PAN-India roll out in States. DBT Cell was set up at HQs to oversee Pan-India roll out of DBT. A fifteen member multilingual helpdesk (1800115501) has been set up

at headquarters to handle day to day issues and grievances. The software developed with the help of NIC includes:-

- a) PoS Software to record sale transaction after biometric authentication
- b) Release Order(RO) Module to track end-to-end (from port/plant to retail outlet) movement of fertilizers on real time basis
- c) Bill Payment Module for generation of and payment of subsidy on weekly basis on the basis of quantity sold through PoS.
- d) Bill Tracking Module to track processing of subsidy bills on real time basis.

Since internet connectivity was critical for success of the DBT, Collectors were asked to conduct network survey in their Districts and buy SIM cards with best network for retail outlets. All PoS devices were provided with external root-top antenna. Use of such antenna resolved connectivity issue in 90% - 95% cases. PoS devices have multiple connectivity options (Wifi, PSTN, LAN, etc.). In difficult locations in Orissa and J&K, VSAT terminals were used for connectivity.

Previous POS software was operating only in English. POS 2.0 software launched in July 2019 has new user interface with 16 major languages of the country. New software is faster and has brought many improvements in the DBT system.



To overcome challenges posed by PoS devices (such as lack of timely support by PoS vendors, limited number of vendors, connectivity issues etc.), PoS Desk-Top Software has been developed and launched on 10th July 2019. The DBT system is device agnostic now.

Following successful PAN-India roll out, system started generating large volume of data on daily basis. The data has been analysed and organized in different dashboards for stakeholders like Kisan Corner, Department of Fertiliser's Movement Division, States Agriculture Departments, District Collector/District Agriculture Officer, Fertilizer companies, and Marketing Federation. Dashboards have been designed on the basis of need assessment and requirement of each stakeholder after extensive consultation.

Earlier subsidy was paid to fertilizers companies on the basis of receipt of fertilizers at District HQ. In DBT, Fertilizers Subsidy is paid to manufacturers on weekly basis electronically on the basis of actual sale of fertilizers to farmers. No physical bills are required to be submitted.

DBT 2.0 uses latest technologies which makes system more user friendly, secured and platform independent. System uses aadhar based e-sign technology for bill verification and electronic signing of bills instead of physical submission of companies' subsidy bills.



DBT has brought significant benefits by improving governance. Some of which are as under:-

- a) Creation of Aadhaar seeded data base of beneficiaries.
- b) Real time availability of Fertilizer data at State, District, wholesaler & retailer level through stakeholder specific Dashboards.
- c) Real Time, online tracking of fertilizer Movement and availability, along the plant/port-rake point-district-wholesaler-retailer chain.
- d) Real time tracking of sale of fertilizers to farmers through PoS devices.
- e) Provision of Soil Health Card recommendations to farmers
- f) Weekly Subsidy bill generation for improving governance. It has made the subsidy payment process more dynamic and faster as compared to earlier monthly cycle.
- g) Reduction in dependency on companies and dealers for Reports.
- h) Minimized diversion of fertilizers.

