

Reminder

No. 13-2/2021-M&T (I&P)

Government of India

Ministry of Agriculture & Farmers Welfare

Department of Agriculture, Cooperation & Farmers Welfare

(Mechanization and Technology Division)

492, Krishi Bhawan, New Delhi

Dated : 16th February, 2022

To

Additional Chief Secretary / Principal Secretaries of the respective State Agriculture Departments.

Subject: Mandatory Display of “MRP (Maximum Retail Price)” for all Agricultural Machines and Equipments - Regarding

Sir /Madam

I am directed to refer to this division letter of 13-24/2020-M&T (I&P) dated 11th May 2021 on the subject mention above and to inform that, this Department has received number of representations regarding Maximum Retail Price (MRP) of tractors and agricultural machines. The issues have been examined in this Department and it has been decided that the display of ‘MRP’ on the products itself and on the websites as well as in Dealers Shop is made mandatory requirement for all the Manufacturers/Dealers of the Tractors, Power tillers, Combine Harvesters and other Agricultural Machine/equipments while empanelment in the agricultural mechanization subsidy programmes/schemes.

In view of above, kindly issue necessary directions to the concerned Nodal Officers of the Agriculture Department at State, District and Block levels to verify the compliance by the manufacturers/dealers of the tractors, power tillers, combine harvesters and all other agricultural machines and equipment, with reference to the following:

- i. The manufacturers/dealers participating in the agricultural mechanization subsidy programmes/schemes have clearly indicated the product MRP on the product itself at prominent places and are clearly visible. This shall be mandatory only for the products they want subsidy for.
- ii. The manufacturers/dealers participating in the agricultural mechanization subsidy programmes/schemes have displayed the product MRP on the websites and the MRP displayed on the website and the product is same. This shall be mandatory for the products they want subsidy for.
- iii. The dealers of the manufacturers have properly displayed the product-wise “MRP” in their showroom and the MRP displayed in the showroom is in

conformity with the MRP displayed on the website and the product itself. This shall be mandatory for the products they want subsidy for.

- iv. MRP rates should also be displayed on the State Agriculture Department websites. While doing empanelment, rates should be compared with GeM and other online e-market place like Amazon, etc.
- iv. In case, any manufacturer fails to comply with the above directives, such manufacturers shall not be allowed to be empanelled for supply of machines under the Subsidy programme/Schemes of the DAC&FW, Government of India.

Yours faithfully



(C.R.Lohi)

Deputy Commissioner (M &T)

Copy to:

1. Shri Hemant Sikka, President, Tractor Manufacturers Association & President, Farm Equipment Sector, M/s Mahindra & Mahindra Ltd.	With the request to convey the above requirements to all the manufacturers and members of the associations for necessary action & compliance
2. Shri Amar Singh, President, All India Combine Manufacturers Association, M/s. Dashmesh Mechanical Works, Raikot Road, Malerkotla – 148023.	
3. Mr. S. V. Raju, Chairman, Agricultural Machinery Manufacturers Association (AMMA-India), Varsha Associates 35, 1st Main, Lower Palace Orchards, Sadashivanagar, Bangalore – 560080 (Karnataka)	
4. Mr Ravi Todi, President, Power Tiller Association of India, BTL EPC Ltd.(Agro), Shrachi Tower, 7th Floor, 686 Anandapur, EM Bypass, Kolkata - 700 107.	