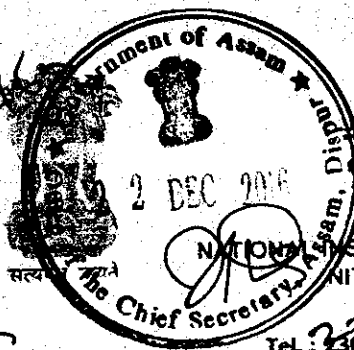


अमिताभ कान्त

मुख्य कार्यकारी अधिकारी
Chief Executive Officer



भारत सरकार
निति आयोग संसद मार्ग
नई दिल्ली-110 001
Government of India
NITI Aayog, Parliament Street,
New Delhi 110001
Tel : 23096570, 23096574 Fax : 23096575
E-mail : ceo@niti.gov.in, amitabh.kant@nic.in

~~Amritabh Kant~~

Addl CS, Dispur

MOST URGENT

D.O.No. 76262/2016/O/o CEO

December 21, 2016

Dear Shri Vinod Pipersania,

Government of India has launched two Schemes namely- Lucky Grahak Yojana (LGY) for consumers and Digi Dhan Vyapar Yojana (DVY) for merchants w.e.f. 25th December, 2016 to drive Digital Payments in India. The schemes envisage offering vast number of cash rewards to those consumers and merchants who are doing digital transactions for expenditure. It entails giving away cash awards on a daily basis. Awardees are to be identified through a random digital method. National Payment Corporation of India (NPCI) has been designated as the implementing agency for the draw and is responsible for maintaining the technical integrity and security of the process.

2. The Lucky Draw is being undertaken in several cities across the country. We would request the State Governments to use the occasion of the lucky draw to spread the message of adoption of digital payment methods and assist/facilitate/educate the people in utilising digital payment technology.

3. It is requested that the Secretary handling the Information Technology in the State Government be assigned the role of coordinating all such functions in your State and the District Magistrate/Collector of the cities in which such functions are being organized be requested to ensure that the functions are organized in an efficient and professional manner.

4. We are ensuring that the State Level coordinators of the oil marketing companies, Lead Banks and the Representative of the fertilizer companies in charge of the State shall offer all assistance to the State machinery in organizing the event. A detailed Standard Operating Procedure (SOP) for organising the Digi Dhan Mela is enclosed.

5. The event would be held in the Assam State in Guwahati on 11th January, 2017.

6. I am sure that under your leadership and guidance these programmes will enable digital payments to get a major impetus in your State.

Warm Regards,

Yours sincerely,

(Amitabh Kant)

Office of the Addl. CS
P.O. RD/ Agriculture Dept., Dispur

Dy. No. 1510

Date 22/12/16

To 2. Finance unit

PL. upload the D.O. letter in Min Deptt (IT) website by 10-day itself

22/12/16
28/12/16
29/12/16
28/12/16

List of Cities

Serial No	Date	State/ UT	City
1	25 December, 2016	Delhi	New Delhi
2	26 December, 2016	Uttar Pradesh	Lucknow
3	27 December, 2016	Punjab	Ludhiana
4	28 December, 2016	Goa	Panaji
5	29 December, 2016	Uttarakhand	Dehradun
6	30 December, 2016	Delhi	New Delhi
7	31 December, 2016	Maharashtra	Mumbai
8	1 st January, 2017	Jharkhand	Ranchi
9	2 nd January, 2017	Chhattisgarh	Raipur
10	3 rd January, 2017	Andhra Pradesh	Vijayawada
11	4 th January, 2017	Uttar Pradesh	Meerut
12	5 th January, 2017	Uttarakhand	Nainital
13	6 th January, 2017	Punjab	Amritsar
14	7 th January, 2017	Maharashtra	Pune
15	8 th January, 2017	Bihar	Patna
16	9 th January, 2017	Chhattisgarh	Bhillai
17	10 th January, 2017	Chandigarh	Chandigarh
18	11 th January, 2017	Assam ✓	Guwahati
19	12 th January, 2017	Kerala	Kochi
20	13 th January, 2017	Chhattisgarh	Bilaspur
21	14 th January, 2017	Madhya Pradesh	Bhopal
22	15 th January, 2017	Haryana	Faridabad
23	16 th January, 2017	Karnataka	Bengaluru
24	17 th January, 2017	Jammu & Kashmir	Jammu
25	18 th January, 2017	Telangana	Hyderabad

**Standard Operating Procedure
for**

**Digi-

EO	EO
03	04

 Mela/ Fair**

under

Lucky GrahakYojana

&

**Digi-

EO	EO
03	04

 VyaparYojana**

1 Objective

The Government of India seeks to promote digital payment methods to encourage consumers and merchants to increasingly shift to these payment modes. The present two schemes, namely Lucky Grahak Yojana for Consumers and Digi-Dhan Vyapar Yojana for Merchants, seek to nudge people towards significantly higher usage of digital transactions through the offer of incentives.

Awards will be given out on a daily and weekly basis under the Lucky Grahak Yojana and weekly basis under the Digi-Dhan Vyapar Yojana. Detailed guidelines will be made available on the NITI Aayog website. The scheme will be implemented by National Payments Corporation of India (NPCI).

Only those transactions that take place through RuPay Cards, USSD, UPI and AEPS are eligible for this scheme. The draws for these events will be taken out in 100 different cities around the country, in a ceremony accompanied by a digital payments adoption fair called DigiDhan Mela. This event should be used to as a platform to promote digital payments.

This document is aimed to provide guidance to the State organising committee/ District Collector for the organization of the event in their cities.

Dates of Scheme: The scheme will become operational with the first draw on 25th December, 2016 (coinciding with Christmas) leading up to 14th April 2017 (coinciding with Babasaheb Ambedkar Jayanti) with a Mega Draw.

Details of Events: The event in each city will have three components:

- a. One hour inauguration function: At a one hour event, the draw of the day will be carried out, in the presence of a dignitary and a national-level celebrity, preferably belonging to the state (sportsperson, film personalities, etc). A broad agenda of the function is detailed in next section 3a.
- b. Day Long DigiDhan Mela: To encourage adoption of digital payments by local residents, this event will have a daylong DigiDhan Mela where local residents can interact with banks and other stakeholders, get apps downloaded and learn how to do digital transactions.

- c. Lead up contests: Contests to encourage local community participation in the initiative leading up to the day of draws. Certificates will be given out during the one hour award ceremony for (i) best slogan (ii) best jingle (iii) best poster on digital payments in local language. States may further consider giving awards/ cash prizes to winners, as deemed fit. States may like to organise their own creative contests through local sponsorships. This will be coordinated by Shri Gaurav Dwivedi, CEO, MyGov.in(Contact Details: Tel. No. 011-24364706, E-mail :ceo@mygov.in)

Organizing Committees of Local EventsThe event will be organized by the District Collector, and coordinated by Secretary, IT of the State as the Nodal Officer, under the supervision of Chief Secretary of respective states. Advisor, NITI Aayog of the relevant state will provide all help and assistance. The committee will comprise the following functionaries. The indicative responsibilities are listed out in the table below. However, the local state administration will have the requisite flexibility to invite the cooperation of any agency they deem suitable to make the event successful.

State Organising Committee:

1. Chief Secretary
2. Secretary Finance
3. Secretary IT
4. District Collectors of all the cities in the list where function is being organised
5. Convener of the State Level Bankers' Committee (SLBC)(attached at Annexure 1)
6. State level Coordinator of the Oil Marketing Companies
7. State Representative of the Fertilizer Companies nominated by the Department of Fertilizers

Task	Responsibility
Venue Finalization and venue management (including audio and videoinfrastructure) on the day of the event	District Collector
Invitation to Chief Guest and State Celebrity	Chief Secretary/ Secretary IT
Invitation to all banks, banking	State Lead Bank/ State Finance Secretary, to be

correspondents and private players	coordinated by State Secretary (IT). (Invitations to include Telcos and PoS providers)
Promotion and publicity of the event	State government. Assistance may be taken from local PIB office, as and when required.
Technical support for the live draw under the scheme, including case studies (videos, etc) of winners from prior days.	NPCI, with guidance from Advisor of NITI Aayog in charge of the State.
DigiDhan Mela, including equipment such as LCD screens, Wi-fi for all participants and exhibitors, electricity supply, etc.	State Secretary IT Dept. of Telecom, Govt. of India has been asked provide WiFi connectivity
Transport and accommodation of celebrities	Oil marketing companies(List attached Annexure 2)
Mobilization of farmers and setting up of fertilizer stalls	Fertilizer companies(List attached Annexure 3)
Hosting contests and events leading up to the DigiDhan Mela	District Collector/ District Magistrate/ Deputy Commissioner, with assistance from CEO, MyGov.in (Contact Details: Gaurav Dwivedi Tel. No. 011-24364706, E-mail :ceo@mygov.in)

Member of the Union Council of Ministers and a celebrity are expected to attend the event. This coordination will be done with State Advisors of NITI Aayog.

2. Prior Preparation/ Communication Strategy

- ✓ a. Ads for the event will be published in local newspapers/ radio/ posters & banners prior to the event.
- ✓ b. Local commercial organisations, vendor associations and chambers of commerce may be engaged to mobilize participation of merchants
- ✓ c. Press conference to be held by Secretary IT at the State Capital two days prior to the event
- d. Announcement of local contest for (i) slogan (ii) posters (iii) jingle/ songs etc.

- e. All event related social media activity to use #DigiDhanMela
- f. Installation of electricity supply with back up, public WiFi, and stall arrangements at the venue, including furniture.

3. On the day of the Event

The event will begin with a one-hour ceremony which will introduce the audience to different modes of digital transactions. The one hour event will be held at 3.30 pm every day in the designated city. The DigiDhan Mela should be preferably organised in the same premises/ in the vicinity of the venue of the one hour ceremony.

a. Agenda of One Hour Award Ceremony:

Time Length	Activity	Responsibility
3 mins	Introduction and welcome	Secretary IT/ DC
10 mins	Digital Payment Video	Material provided to State in-charge by NITI Aayog
10 mins	Announcement/ Inauguration of Transaction IDs of Winners	Chief Guest; NPCI to provide web-link for lucky draw; Technical support by State IT
5 mins	Inauguration of a local Government institution going cashless	State/ DC
5 mins	Celebrity makes a digital transaction	Celebrity
10 mins	Awards given to local contest winners	State/ DC/ MyGov
15 mins	Speeches by Chief Guest/ Guest of Honour	Invited by State/ DC
2 mins	Vote of Thanks	Secretary IT/ DC

- b. DigiDhan Mela: The DigiDhan Mela will be a day-long event where banks, Common Service Centres (CSCs), private digital payment service providers etc. will provide services to consumers and merchants to adopt digital payments. All such providers will be provided space at venue for their stalls/ counters where customers and merchants will be able to get information and handholding. Multiple players in each of the services may be invited to ensure broad participation.

I. Services by Banks

- i. Registration of Merchants for PoS machines/ Sale of PoS or AEPS devices
 - ii. Opening of Bank Accounts
 - iii. Registration/ Distribution of Debit/ Pre Paid Cards
 - iv. Seeding of Aadhar & Mobile Numbers with Bank Accounts
 - v. Assistance and training in the installation/ usage of UPI Apps & Bank Wallets
- II. Aadhar Services
- i. Enrolment for Aadhar
 - ii. Updation & Correction in Aadhar details

- III. Common Service Centres
- i. Assistance to the public on digital payment mechanism
 - ii. Communication regarding E-Governance Services

- IV. Private Service Providers
- i. E-Wallet Services
 - ii. Mobile Wallets

- V. Other goods and service providers may also be invited to start selling their products through digital payments, such as:
- i. Fertilizer stalls
 - ii. Milk cooperative stalls
 - iii. Farmers' cooperatives
 - iv. Agricultural Stalls
 - v. Seed companies
 - vi. Local PDS
 - vii. Department outlets such as Forest Produce, KhadiStore, etc.

c. The overall coordination from the Government of India will be done by State Advisors of NITI Aayog. The list of NITI Aayog Advisors in-charge of the states along with their email ids and phone numbers is attached at Annexure 4. All publicity content for the event is available on the NITI Aayog website, www.niti.gov.in. In case of any assistance please contact, Ms Pavithra Rangan Communications Officer NITI Aayog, at pavithra.rangan@niti.gov.in

d. The coordinating officer from NPCI is Mr. S.K.Gupta, Chief Project Officer, NPCI. The contact details are email: skgupta@npci.org.in, Tel No. 022 40009107, 08108108673

e. The details of overall coordinating officers are:

i. NITI Aayog:

a. Mr Alok Kumar Adviser NITI Aayog, email id : alokkumar_up@ias.nic.in, Mobile Number 0 8953477777

ii. Ministry of Electronics and IT

a. Ms Radha Chauhan, CEO, NEGD, email id: ceo@electerindia.gov.in, Mobile Number 0 9910571264.

Annexure 1 –List of State-wise SLBC Lead Banks

STATE	LEAD BANK	SLBC-CONVENOR	EMAIL	MOBILENO	LANDLINE	ADDRESS
Andaman & nicobar islands	State Bank of India	Sh. VIJAY RONJAN	gm2.lhokol@sbi.co.in	9674710012	03322435743	Samriddhi Bhavan, 1, Strand Road, State Bank of India, Local Head Office, KOLKATA-700 001.
Andhra pradesh	Andhra Bank	Mr. GM Ranganath	slbc@andhrabank.co.in	8790431201	08662562522	Andhra Bank, Head Office, Saifabad, Hyderabad-500004, Telangana State
Arunachal pradesh	State Bank of India	Sh. Om Prakash Mishra	gm1.lhoguw@sbi.co.in	8795527111	03612237556	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Assam	State Bank of India	Sh. Om Prakash Mishra	gm1.lhoguw@sbi.co.in	8795527111	03612237556	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Bihar	State Bank of India	Sh. ABHIJIT DUTTA	gm1.lhopat@sbi.co.in	9955991636	06122209005	5th Floor, West Gandhi Maidan, State Bank of India, Local Head Office, PATNA
Chandigarh	Punjab National Bank	Mr. Ashok Kumar Dargan	akdargan@pnb.co.in	7042510022	01722704176	PNB House, Zonal Office, Bank Squire, 1st Floor, Sector 17 B, Chnadigarh
Chhattisgarh	State Bank of India	Sh. Brahm Singh	slbcell.zorai@gmail.com	9650560400	07714040158	Hoshangabad Road, State Bank of India, Local Head Office, BHOPAL - 462011
Dadra & nager haveli	Dena Bank	Mr. VIKRAMADITYA SINGH KHICHI	vskhichi@denabank.co.in	9687345999	07926594130	3rd Floor, FGM Office Dena Laxmi Building, Dena Bank, Ashram Road, Ahmedabad - 380009
Daman & diu	Dena Bank	Mr. VIKRAMADITYA SINGH	vskhichi@denabank.co.in	9687345999	07926594130	3rd Floor, FGM Office Dena Laxmi Building,

		KHICHI				Dena Bank, Ashram Road, Ahmedabad - 380009
Goa	State Bank of India	Sh. M K DUTTA	gm4.lhomum@sbi.co.in	7045804648	02267514502	Plot No.C6, G Block, Bandra Kurla Complex, Bandra East, State Bank of India, Local Head Office, MUMBAI - 400051.
Gujarat	Dena Bank	Mr. VIKRAMADIT YA SINGH KHICHI	vskhichi@denabank.co.i n, slbcahm@denanank.co.i n	9687345999	07926594130	3rd Floor, FGM Office Dena Laxmi Building, Dena Bank, Ashram Road, Ahmedabad - 380009
Haryana	Punjab National Bank	Mr. Ashok Kumar Dargan	akdargan@pnb.co.in	7042510022	01722704176	PNB House, Zonal Office, Bank Square, 1st Floor, Sector 17B, Chandigarh
Himachal pradesh	UCO Bank	Mr. U C Sharma	fgm.chng@ucobank.co.i n	8289079130	01772625956	UCO BANK Zonal Office Hotel Himland Annex Circular Road Shimla 171001
Jammu & kashmir	Jammu & Kashmir Bank Ltd	Mr. Surjeet Singh Sehgal	ss.sehgal@jkbmail.com	9820381411	01942502607	JK Bhak Corporate Headquarters, M A Road Srinagar
Jharkhand	Bank of India	Mr. Prasad Joshi	prasad.joshi@bankofindi a.co.in	9146075577	06516569888	6th floor Ishwari Arcade, 5 Main Road opp. Hotel Redison Blue, Ranchi, Jharkhand, Pin 834001
Karnataka	Syndicate Bank	Mr. Mooravapalle Mohan Reddy	copsodgm@syndicateba nk.co.in	9449860113	08022340236	Corporate Office, Syndicate Bank, Gandhi Nagar, Bengaluru, Karnataka- 560009
Kerala	Canara Bank	Mr. SVASANKAR AN N	slbkerala@canarabank. com	8281991501	04712331302	SLBC CELL, CANARA BANK CIRCLE OFFICE, PB.NO 159, M G ROAD, TRIVANDRUM - 695001
Lakshadwe ep	Syndicate Bank	Mr. Mooravapalle Mohan Reddy	copsodgm@syndicateba nk.co.in	9449860113	08022340236	Corporate Office, Syndicate Bank, Gandhi Nagar,

						Bengaluru, Karnataka- 560009
Madhya pradesh	Central Bank of India	Mr. AJAY VYAS	zmbhopzo@centralbank. co.in	9406900134	07552674022	9, ARERA HILLS, JAILROAD, BHOPAL
Maharashtra	Bank of Maharashtra	Mr. CHARUDATTA BHIKAJ ARKATKAR	dgmfisbco@mahabank.c o.in	9730000658	02025614247	BANK OF MAHARASHTRA, LOKMANGAL BUILDING,1501, SHIVAJI NAGAR, PUNE-411005
Manipur	State Bank of India	Sh. PANNA LAL DAS	gm2.lhogu@sbci.co.in	8133014444	03612237531	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Meghalaya	State Bank of India	Sh. PANNA LAL DAS	gm2.lhogu@sbci.co.in	8133014444	03612237531	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Mizoram	State Bank of India	Sh. PANNA LAL DAS	gm2.lhogu@sbci.co.in	8133014444	03612237531	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Nagaland	State Bank of India	Sh. PANNA LAL DAS	gm2.lhogu@sbci.co.in	8133014444	03612237531	Opp Assam Sachivalaya, State Bank of India, Local Head Office, Dispur, GUWAHATI - 781006
Nct of delhi	Oriental Bank of Commerce	Mr. Krishna Kumar Acharya	slbc.del@obc.co.in	9821080407	01149270902	Oriental Bank of Commerce State Level Bankers Committee E- Bloc Harsha bhawan, Fourth Floor Connaught Place New Delhi - 110001
Orissa	UCO Bank	Mr. Anil Kumar	fgmoffice.bbsr@ucobank .co.in	9472070407	06742392553	UCO BANK Circle Office C2-Ashok Nagar UNIT 2 BHUBANESWAR 751009

Puducherry	Indian Bank	Mr. DEVARAJ D	ldmpondy@indianbank.co.in	9488366780	04132251807	Indian Bank, Zonal Office, 66/4 East Coast Road, Pakkamudayanpet, Puducherry. PIN 605 008
Punjab	Punjab National Bank	Mr. Ashok Gupta	guptaak@pnb.co.in, slbcpunjab@pnb.co.in	7087034004	01612550120	PNB, Zonal Office, Ferozepur Road, Ludhiana (Punjab)
Rajasthan	Bank of Baroda	Mr. Radha Kant Mathur	gm.slbcrajasthan@bankofbaroda.com	7506640191	01412374833	Baroda Bhawan, Plot No. 13, Airport Plaza, Durgapur, Jaipur-302018
Sikkim	State Bank of India	Sh. CHANDRA SHEKHAR KRISHNAMURTHY	gm3.lhokol@sbi.co.in	9674710013	03322624480	Samridhi Bhawan, 1 Strand Road, State Bank of India, Local Head Office, KOLKATA - 700 011.
Tamil nadu	Indian Overseas Bank	Mr. Manoj Mohan Sarangi	mmsarangi@obnet.co.in	8939655755	04428519444	Indian Overseas Bank Central Office, Anna Salai, Chennai-2
Telangana	State Bank of Hyderabad	Mr. THYAGARAJA N V	slbctelangana@sbyhd.co.in	8589003932	04023387976	STATE BANK OF HYDERABAD, HEAD OFFICE, GUNFOUNDRY, HYDERABAD 500001
Tripura	United Bank of India	Mr. Manas Dhar	gmfips@unitedbank.co.in	9831021619	0332248771	United Tower, 11 Hemanta Basu Sarani, Kolkata-700001
Uttar pradesh	Bank of Baroda	Mr. BSDhaka	zm.upu@bankofbaroda.com	9839076446	05226677607	Baroda House, V-23, Vibhuti Khand, Gomti Nagar, Lucknow-226010
Uttarakhand	State Bank of India	Sh. A. Thakur	gm2.lhodel@sbi.co.in	9004441083	01123746944	11, Sansad Marg, State Bank of India, Local Head Office, NEW DELHI - 110 001
West* bengal	United Bank of India	Mr. Manas Dhar	gmfips@unitedbank.co.in	9831021619	0332248771	United Tower, 11 Hemanta Basu Sara

Annexure 2 –List of Oil Marketing Companies

Sr. N o.	Oil Co.	State	Name of the SLC	Mobile No.	Office Tel.N o.	email id	
1.	IOC	Punjab	Shri Sandeep Jain, GM Punjab State Office	9417414141	0172 - 2549 166	sandeep.jain@indianoil.co.in	Indian Oil Corpn. Ltd(MD), Punjab State Office, IndianOil Bhavan, Plot No.3A, Sector 19A, Madhya Marg, Chandigarh - 160019
2.	IOC	Haryana	Shri Naveen Singh, SDRSM, Panipat	9654126633	0180 - 2578 074	naveen.singh@indianoil.co.in	Indian Oil Corpn. Ltd(MD), Panipat Divisional Office, Panipat Marketing Complex, Baholi, PO Panipat Refinery, Panipat - 1332140 Haryana.
3.	IOC	Jammu & Kashmir	Shri Anupam SDRSM, Jammu	9419144370	0191 - 2474 961	anupamb@indianoil.co.in	Indian Oil Corpn. Ltd(MD), Jammu Divisional Office, 22-O/B, JDA Commercial Complex, Rail Head, Jammu - 180 012
4.	IOC	Rajasthan	Shri Sunil Mathur, ED, Rajasthan State Office	9414010800	0141 - 2601 234	sunil.mathur@indianoil.co.in	IndianOil Corpn.Ltd.(MD) Rajasthan State Office IndianOil Bhavan, Ashok Chowk, Near Radha Swamy Satsang Bhavan, Adarsh Nagar, Jaipur-302 004
5.	IOC	Uttar Pradesh	Shri A.K. Verma, Executive Director, Uttar Pradesh State Office I	9415019124	0522 - 2305 707	ak.verma@indianoil.co.in	Indian Oil Corpn. Ltd(MD), Uttar Pradesh State Office-I, IndianOil Bhavan TC-39/V, Vibhuti Khand, Gomti Nagar, Lucknow -226010
6.	IOC	Himachal Pradesh	Shri Santosh Kumar Gupta, SDRSM, Shimla	9469210970	0177 - 2625 768	santoshk@indianoil.co.in	Indian Oil Corpn.Ltd.(MD), Shimla Divisional Office, Block No.21, Commercial Complex, SDA, KSUMPATI, Shimla- 171009
7.	IOC	Uttarakhand	Shri Nagendra Singh, SDRSM, Dehradun	9412268441 9418007002	0135 - 2104 573	nagendra.singh@indianoil.co.in	Indian Oil Corpn.Ltd.(MD), Dehradun Divisional Office, 25, Nimbuwala Garhi Cantt., Dehradun - 248003.

8.	IOC	Bihar	Shri R.S. Dey, General Manager, Bihar State Office	9771439911	0612 - 2234 754	rsd@iocindia.com	Indian Oil Corpn. Ltd(MD), Bihar State Office, Loknayak Bhavan, Dak Bunglow Rd, Patna- 800 001
9.	IOC	Assam	Shri Dipankar Ray, Executive Director IOAOD State Office	9435594917	0361 - 2550 604	dray1@iocindia.com	Indian Oil Corpn. Ltd(MD), North East Integrated State Office, East Point Tower, Bamuni Maidan, Guwahati - 781021
10	IOC	Manipur	Shri S.L. Singh, SDRSVI, Imphal DO	9402678561	0385 - 2449 802	singh@iocindia.com	Indian Oil Corpn. Ltd, (MD) Silchar Divisional Office, Jagannath Aptt., N.S. Avenue, Hospital Road, Silchar - 788 005.
11	IOC	Jharkhand	Shri Sudhansu Debnath, SDRSM Ranchi	9771455955	0765 - 4044 000	sdebnath@iocindia.com	Indian Oil Corpn. Ltd, (MD) Ranchi Divisional Office, 2nd floor, S.P.G. Mart, Bahu Bazar Chowk, Old H.B. Road, Ranchi - 834010.
12	IOC	Odisha	Shri P. Bharat, GM, Orissa State Office	9437028794	0674 - 2745 830	pbarat@iocindia.com	Indian Oil Corpn. Ltd(MD), Odisha State Office, 304, Bhoi Nagar, Bhubaneswar - 751022
13	IOC	West Bengal	Shri K. Mohapatra , General Manager, West Bengal State Office	8336932356	033 - 2414 5564	mohapatrak@iocindia.com	Indian Oil Corpn. Ltd(MD), West Bengal State Office, IndianOil Bhavan 2, Garihat Road (South) Dhakuria, Kolkata - 700068
14	IOC	Gujarat	Shri S.K. Jain, ED, Gujarat State Office.	9409308421	079 - 2970 3051	sjk@iocindia.com	Indian Oil Corpn. Ltd(MD), Gujarat State Office, Indian Oil Bhavan, 205, Near Sola Fly Over, S.G. Highway, Ahmedabad - 380060
15	IOC	Meghalaya	Shri S.S. Thangkhiew, SM(RS) Guwahati DO	9436116686	0361 - 2650 185	stangkhiew@iocindia.com	Indian Oil Corpn. Ltd.(MD) Guwahati Divisional Office, Sector-III, P.O.Noonmati, Guwahati -781 020 Assam.
16	IOC	Madhya Pradesh	Shri Vigyan Kumar General Manager, Madhya	9425027392	0755 - 2557 157	vkm@iocindia.com	Indian Oil Corpn. Ltd(MD), Madhya Pradesh State Office, 16 Area Hills, Jail Road, Bhopal - 462011

			prades State Office				
17	IOC	Tamil Nadu	Shri U.V. Mondur Executive Director, Tamil Nadu State office	9444065760	044- 2833 0121	uvmondur@indianoil.in	IndianOil Corpn. Ltd.(MD) Tamil Nadu State Office IndianOil Bhavan, 139, Mahatma Gandhi Road, Chennai - 600 034
18	IOC	Goa	Shri Neeraj Rathore, SDRSM, Goa	9423585419	0832 - 2522 012	neerajrathore@indianoil.in	Indian Oil Corpn.Ltd.(MD) Goa Divisional Office Bogda Road, P.O. Harbour, Mormugao, Goa-403803
19	IOC	Chhatti sgarh	Shri R.M. Tamrakar SDRSM, Raipur	9425212262	0771 - 4054 841	rmtamrakar@indianoil.in	Indian Oil Corpn.Ltd.(MD) Raipur Divisional Office, Indianoil Bhawan, Rajiv Gandhi Marg, VIP Road, Telibandha, Raipur (CG) - 492 006
20	IOC	Karnat aka	Shri S Vardachari ED, Karnataka State Office.	9448289900	080- 2227 8996 / 2235 0909	swardachari@indianoil.in	Indian Oil Corpn. Ltd(MD), Karnataka State Office, IndianOil Bhavan, No.29, P. Kalinga Rao Road (Mission Road), Bangalore - 560 027
21	IOC	Kerala & Laksha dweep	Shri P.S. Mony, GM Kerala State Office.	9497723231	0484 - 2825 601/ 2319 898	psmony@indianoil.in	Indian Oil Corpn.Ltd(MD), Kerala State Office, Panampilly Nagar, Panampilly Avenue, Cochin - 682036
22	IOC	Sikkim	Shri Sharad Mathur, SDRSM, Siliguri DO	9434035511	0353 - 2571 511	sharadmathur@indianoil.in	Indian Oil Corpn.Ltd.(MD) Siliguri Divisional Office, Indian Oil Bhavan, Paribahan Nagar, Matigara, Siliguri - 734428, Dist. Darjeeling, West Bengal.
23	IOC	Andam an & Nicoba r	Shri Prakash Tiwari, TMA, Portblair	9007889947	0319 2- 2304 73, 2331 76	prtiwari@indianoil.in	Indian Oil Corpn.Ltd.(MD) P.O. Haddo, Port Blair, A&N Islands - 744102
24	IOC	Arunac hal Prades h	Shri M.K.K. Pegoo CDRSM, Guwahati DO	9435545333	0361 - 2652 164	mkppegoo@indianoil.in	Indian Oil Corpn.Ltd.(MD) Guwahati Divisional Office, Sector-III, P.O.Noonmati, Guwahati -781 020 Assam.

25	IOC	Mizoram	Shri Pulin P. Buragohain, Manager (Retail Sales), Silchar DO	9435738162	0384 2-2205 13	silchar@iocindia.com	Indian Oil Corpn.Ltd, (MD) Silchar Divisional Office, Jagannath Aptt., N.S. Avenue, Hospital Road, Silchar - 788 005.
26	IOC	Nagaland	Shri Dipak Kumar Pathak, SDRSM, Tinsukia DO	9435047630	0374 - 2340 228	pathak@iocindia.com	Indian Oil Corpn.Ltd.(MD) Tinsukia Divisional Office, Sripuria Road, Tinsukia - 786 125 Assam.
27	IOC	Tripura	Shri Rajkumar Mohan Singh, SDRSM, Silchar DO	9854029628	0384 2-2206 34		Indian Oil Corpn.Ltd, (MD) Silchar Divisional Office, Jagannath Aptt., N.S. Avenue, Hospital Road, Silchar - 788 005.
28	HPC	Delhi	Shri Dhruv Kapur, Chief Regional Manager - Delhi Retail RO	7042176665	011 - 2240 8451	delhi@hpcindia.com	Hindustan Petroleum Corpn.Ltd., 7th floor, North Tower, Cpre-2, Scope Minar, District Centre, Laxmi Nagar, Delhi - 110 092
29	HPC	Andhra Pradesh	Shri GKKV Umashankar, Chief Manager, S.C. (AP), South Central Zone, Retail	9100954869	040-2325 1632	ap@hpcindia.com	Hindustan Petroleum Corpn.Ltd., Parishram Bhawan, 7th floor, Fateh Maidan Rd, Basheer Bagh, Hyderabad - 500 004
30	HPC	Telangana	Shri C.H. Srinivas, Chief Regional Manager, Secunderabad Retail RO	9703444206	040-2770 5072	ap@hpcindia.com	Hindustan Petroleum Corpn.Ltd., 130/1, Sebastian Street, Sarojini Devi Road, Secunderabad-500 003
31	HPC	Chandigarh	Shri Gagandeep Singh Soochi, Sr. Regional Manager - Chandigarh Retail RO	9915716688	0172 - 5046 503	chandigarh@hpcindia.com	Hindustan Petroleum Corpn.Ltd., Plot No.6A, 19 B, UT Chandigarh - 160 019

32	BPC	Maharashtra	Smt. P. V. Krishnan, Dy. General Manager	9869282948	022-23717680	State Level Coordinator Office, Bharat Petroleum Corpn.Ltd., 10, P D'Mello road, Wadibunder, Mumbai - 400 010.
----	-----	-------------	---	------------	--------------	---

Annexure 3 –List of Lead Fertilizer Companies

States	Lead Fertilizer Supplier	Name	Contact
Andhra Pradesh	NFCL	P SRINIVAS	9866394921
Arunachal Pradesh	BVFCL	Chinmoy Dutta	9435034803
Assam	BVFCL	Pavitra Sharma	9864295626
Bihar	NFL	Sh. Shiv Singh	9314210043
Chandigarh	NFL	Sh. Dilbag Sigh	9316205545
Chhatisgarh	NFL	Sh. R.K.Jain	7712431653
Dadra & Nagar Haveli	GSFC	PM Patel	9979853380
Daman & diu	GSFC	SV Baraiya	9687672476
Delhi	NFL	Sh. Dilbag Sigh	9316205545
Goa	ZIL	Mr. Tendulkar	9881338383
Gujarat	GNVFC	K.B.PATEL	9898905933
Haryana	* KRIBHCO	Mr. Sant Kumar	9915717501
Himachal Pradesh	NFL	Sh. Sushil Kumar	9541286633
J&K	NFL	Sh. O.K.Kaul	9419197994
Jharkhand	IFFCO	Sh.R.K. Singh	9102996678
Karnataka	MCF	Mr. Satheesha K S	9481648257
Kerala	FACT	Shri. S. Sreekumar	9895991618
Madhya Pradesh	NFL	Sh. V.S. Chaurasia	9111107131
Maharashtra	RCF	Atul Patil	8605656622
Manipur	BVFCL	Chinmoy Dutta	9435034803
Meghalaya	BVFCL	Pavitra Sharma	9864295626
Mizoram	BVFCL	Promad Kumar Singh	9401948737
Nagaland	BVFCL	Chinmoy Dutta	9435034803
Orissa	NFCL	ARUN PANIGRAHI	9437024358
Pondicherry	SPIC	Mr.K.Adaikalam	9443311935
Punjab	NFL	Sh. Dilbag Sigh	9316205545
Rajasthan	CHAMBAL	Mr. C.L.Parmar	9829015574
Sikkim	BVFCL	Chinmoy Dutta	9435034803
Tamil Nadu	SPIC	Mr.K.Adaikalam	9443311935
Telangana	NFCL	J NARENDER REDDY	9866394964
Tripura	BVFCL	Promad Kumar Singh	9401948737
Uttar Pradesh	IFFCO	Sh.Rishi Pal	9956083335
Uttaranchal	IFFCO	Dr.D.H.S. Bist	9956391228
West Bengal	NFCL	DEVIKANTH PARIDA	9433035071

Annexure 4 –List of Advisors, NITI Aayog in-charge of States

S. No.	States	Name	Mobile No.	Email-id
1	Uttar Pradesh & Tamil Nadu	Shri Alok Kumar	8953477777	alokkumar.up@nic.in
2	Jharkhand & Bihar	Smt. Alka Tiwari	9599035086	tiwari.alka@gov.in
3	Gujarat & Uttrakhand	Dr. J P Mishra	9953955852	Adviser.agri-pc@nic.in
4	Karnataka & Kerala	Shri Yogesh Suri	9810032852	yogesh.suri@nic.in
5	Madhya Pradesh & Chattisgarh	Shri Anil Kumar Jain	9899313027	anilk.jain@nic.in
6	J & K, and Himachal Pradesh	Dr. Manoj Singh	8527832856	manoj.singh04@nic.in
7	NE States, Sikkim, Goa and UTs	Shri Jitendra Kumar ✓	9868115150	j.kumar@nic.in
8	Andhra Pradesh & Telangana	Shri Ashok Kumar Jain	9910083505	ashok.jain59@nic.in
9	Maharashtra & Rajasthan	Shri V. S. Gaur	9899971200	vikramsingh.g@gov.in
10	Punjab and Haryana	Smt. Sunita Sanghi	9968458500	ssanghi@nic.in
11	West Bengal and Odisha	Shri Srikara Naik	9868850169	srikara@gov.in