

“Door step Delivery” of Fertilizers at Farmer’s place – A novel approach of GSFC



GSFC, through its retail arm GATL providing quality agro products & services to the farming community through its more than 200 outlets spread all across the state, has started with the unique concept of extending “Door step delivery” of fertilizers at farmer’s place. Under the arrangement, company is organising direct delivery of its fertilizers from plant/port at its own cost to the farmers of designated village as per the pre-registered orders booked by the company. Under this initiative so far about 400 truck-load deliveries are made in various parts of the state. Besides, saving on logistic cost, farmers are getting fresh stocks at their door step in time. At instances, even deliveries of more than one fertilizer products are arranged to facilitate such piece-meal requirement of multi products under the D2D scheme.

Large section of the farmers of Gujarat has appreciated this cost effective & unique delivery approach extended by the company in the interest of the farmers.

With a view to intensify this scheme and make it more effective, company is also working on extending D2D delivery of other agro products in the time to come.