

Balanced Nutrition Selling Guide

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an approach to sell balanced crop nutrition — moving farmers beyond just urea/DAP to soil-test-based NPK, micronutrients and complexes — improving farmer yields and dealer margin. Use it to drive value nutrition sales. For the fertilizer range use the Fertilizer Range Planner.

Purpose of this tool & output

Promote balanced, soil-test-based fertilizer use

How the output is used

Use it to promote balanced, soil-test-based fertilizer use to farmers — better crop results and a shift away from urea-only buying that lifts your complex and micronutrient sales.

Important cautions

Recommend balanced nutrition based on soil tests/soil health cards, not blanket product pushing — it genuinely lifts yields and happens to carry better margin than subsidised urea. Avoid over-recommending; base doses on crop need and soil status.

Companion documents

- Fertilizer DBT & PoS Compliance Guide
- PoS & iFMS Stock Reconciliation
- Fertilizer Movement & O-Form Guide
- Fertilizer Subsidy & NBS Explainer
- Fertilizer Buffer & Availability Planner
- Fertilizer Inspection Readiness

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