

**F. No.13035/21/2013-PP-I (vol. iii) (e 71703)**  
Government of India  
Ministry of Agriculture and Farmers Welfare  
Department of Agriculture, Cooperation and Farmers Welfare

Krishi Bhavan, New Delhi  
Dated: the 31<sup>st</sup> December, 2020

To,

All major Pesticides Associations

**Subject: - Information to be provided under QR Code on labels of the insecticides -  
regarding**

Sir / Madam,

The Government of India, Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation and Farmers Welfare had, in exercise of the powers conferred to it by section 34 of the Insecticides Act, 1968 (46 of 1968), issued a notification GSR 782 (E) dated 14.10.2019 regarding printing of QR Code (Quick Response Code) on the label of the insecticides, containing information to be provided on labels of the products. The measure has been aimed for traceability of crop protection products and to keep check on supply of spurious insecticides to ensure the availability of quality and genuine insecticides to the farmers of the country, keeping in view the objects of the Insecticides Act, 1968 and the Insecticides rules, 1971 framed there under.

2. The various aspects of implementation of the measure have been discussed with various stakeholders and their views taken into account.

3. The following information will be given in encoded form through the QR code on the label:

- a. Unique Identifier or GTIN
- b. Batch number
- c. Date of manufacture
- d. Expiry date
- e. Web link/URL

4. On scanning of the QR Code by scanning equipments like the mobile phones, a web-link or link for opening the URL of the manufacturing company will appear, on pressing / clicking of which will take the user / farmer to the entire unique information of label and leaflet.

5. It is requested that the above provision may be widely disseminated among the manufacturers, dealers/retailers and farmers.

Yours faithfully,



(Sudhir Kumar)  
Deputy Secretary  
Tel: 011-23383980

Copy to:

1. The Plant Protection Adviser, DPPQ&S, NH-IV Faridabad-121 001 (Haryana)
2. Secretary (CIB &RC), Dte. PPQ&S, NH-IV, Faridabad (Haryana)