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THE FERTILISER ASSOCIATION OF INDIA WESTERN REGION

3, NEW COMMONWEALTH SOCIETY, 229, LINKING ROAD, BANDRA (W), MUMBAI-400 050
CIN : U85300DL1955NPL002999

FAI-WR/7.5/Goa
August 04, 2017

To,

All members of FAI-Western Region

Dear Sir,

Sub : FAI-WR Training Programme on “Dynamics of Fertiliser Marketing” at Baywatch Resort, Goa

FAI-Western Region is organizing a four day residential training programme on “Dynamics of Fertiliser Marketing” during 12-15 September, 2017 at Baywatch Resorts, Sernabatim Beach Road, Taluk Salcette, Colva, Goa-403708 (Telephone No.0832-6697744/77, Fax -0832-6697799 , email : reservations@baywatchresort.in)

The programme is designed for the officers working in various disciplines such as Marketing, Agricultural Services, Finance, Promotion, Material Management, Logistics, Public Relations, Secretarial, HRD, Information & Communication Technology, etc.

We would be grateful if you kindly send the nominations from your organization for this important programme. We would appreciate to receive your nomination(s) by **31st August, 2017**. A copy of the programme brochure containing the details is attached.

Thanking you,

Yours faithfully,
For THE FERTILISER ASSOCIATION OF INDIA

A handwritten signature in blue ink, appearing to be 'D.D. Khose', is written over the typed name.

(D.D.KHOSE)
REGIONAL EXECUTIVE (WR)



DYNAMICS OF FERTILISER MARKETING

SEPTEMBER 12 - 15, 2017
Baywatch Resort, GOA



The Fertiliser Association of India
Western Region, Mumbai.

ABOUT THE PROGRAMME

The Government of India initiated the process of reforms through implementation of Nutrient Based Subsidy (NBS) policy on P and K fertilisers. Implementation of NBS policy on P and K fertilisers has resulted in reduction in subsidy, adequate availability of these fertilisers, removal of uncertainty on subsidy rates and competitive environment. However, the full benefit of NBS policy could not accrue as urea, the most important fertiliser, was left out of the policy. Urea sector continues to remain fully under control with unrealistically depressed MRP of urea. A variety of fertiliser grades, customized fertilisers, niche products like water soluble fertilisers and micro-nutrient fertilisers are also available in the market for the farmers. In view of this, the fertiliser marketing is undergoing a change.

Fertiliser marketing is becoming more competitive as the market has been witnessing a change from seller's market to buyer's market. The price of P&K fertilisers with respect to urea is quite imbalanced. Imbalance in price ratio has been tempting the farmers to use more urea at the cost of P&K fertilisers resulting in imbalance in nutrient use. There are also many issues related to payment of subsidy and mFMS/iFMS, *RO module*, etc. Fertiliser marketing should be more focused to improve its operations at every level from the time of production at the plant and import at the port to the application of fertilisers in the field. Various topics related to many vital areas of marketing with regard to fertiliser products and services made available to the farmers will be the part of the programme for the benefits of the participants. The training programme would also be useful for executives who have undergone in-house training in their respective organization.

The session will be conducted by eminent resource persons drawn from the industry as well as professionals specialized in their respective field for disseminating the concept to the participants about the present marketing scenario, distribution, warehousing, logistics, changing government policies, motivation aspects, marketing communication skills to meet various challenges from time to time.

CONTENTS

1. *Fertiliser Policies and payment procedures*
2. *Future trends in agriculture and challenges in fertiliser marketing*
3. *Role of marketing personnel and ways to improve their personal effectiveness.*
4. *Customer orientation & marketing communication skills.*
5. *Fertiliser logistics, distribution and inventory management*
6. *Important aspects of port operations and import*
7. *Marketing information systems and market research*
8. *Role of LFS in emerging marketing environment*
9. *Cost optimization in fertiliser marketing*
10. *Reorientation of sales promotional programme in emerging situation*
11. *Specialty fertilisers*
12. *Customized fertilisers - Present status and future needs*
13. *FMs, mFMS and iFMS and RO-module*
14. *Understanding legal aspect of fertiliser marketing*

In addition a half day is being kept reserved for site seeing and an evening on boat cruise wherein folk dance and entertainment is performed by local artistes.

TARGET AUDIENCE

The programme will be of immense use to the officers working in various disciplines such as personnel, senior Marketing, agricultural services, fertiliser promotion, MIS, logistics, finance and commercial or material management or any other department needing exposure to marketing/logistics/import and distribution.

FACULTY

The team of experts from the fertiliser industry, the Department of Agriculture, reputed management institutions, port trusts, Quality Control Laboratory & FAI will act as a faculty & interact with the participants on the final topics as discussed.

DURATION and DATE

It is a residential programme. *The duration of the programme is four working days. The dates are September 12 – 15, 2017.*

VENUE

The Programme will be organized at :

**Baywatch Resorts,
Sernabatim Beach Road, Colva
Salcette,
Goa -403515, India
TEL : (0832) 6697744 / 77
FAX: (0832) 6697799
Email : reservations@baywatchresorts.in**



Discover sugar sand beach of Sernabatim in Colva coastline and its glistening waters with Baywatch Resort. Nestled in Goa's most serene locale where every guest is welcomed in true Goan hospitality style. With the spacious deluxe rooms and elegant family suites, Baywatch Resort is equipped with amenities to make the stay enjoyable in Goa.

The programme will start with lunch on the 12th September, 2017 and will be over with lunch on the 15th September,2017. The participants may check into the resort any time after 1200 noon on 12th September,2017 and will be required to check out by 1300 hours on the 15th September,2017. If anybody desiring to stay in the resort before 12th lunch of 12th September,2017 or after lunch of 15th September,2017 will be required to settle the matter directly to the resort authority.

ABOUT GOA

Goa popularly known as the 'Riviera of the East', this fairy tale getaway abounds in both, natural scenic splendor and exquisite works of man. A veritable treasure trove of golden sands and picturesque local homes, sparkling turquoise seas and wondrous ancient architecture, gently swaying palms and lush emerald fields. Plunge into the soothing waters of the large pool or soak in the sunshine on the little island that embraces it while all around sandy shores serenade the dancing waves.



NOMINATION

*Nomination letters may please be sent to the following address preferably on or before **31st August,2017** to enable us to make proper arrangements for the participants:*

THE REGIONAL EXECUTIVE
THE FERTILISER ASSOCIATION OF INDIA
WESTERN REGION
3, NEW COMMONWEALTH SOCIETY,
1st FLOOR, 229 LINKING ROAD,
BANDRA (W), MUMBAI –400 050
Tel No. : 022- 26518162 Fax : 022-26416174
E-mail : wr@faidelhi.org; faiwrmumbai@vsnl.net

We would appreciate to send us the nominations well before the due date. This will enable to us to place the firm order of room booking to the Hotel. New the participant intending to bring any additional person is requested to inform us well in advance to enable us to make necessary arrangements and avoid any inconvenience. For additional person, participants will have to pay directly to the hotel.

REGISTRATION FEES

*Double Occupancy Basis = Rs.18,000/- + 18% GST = Rs.21,240/- per participant
Single Occupancy Basis = Rs.24,000/- + 18% GST = Rs.28,320/- per participant*

This programme fees cover accommodation in elegant A/c rooms, conference facility, reading materials, buffet breakfast, lunch and dinner, forenoon / afternoon tea / coffee and sight-seeing. The fees can be remitted through Demand Draft / Local Cheque drawn in favour of 'The Fertiliser Association of India' payable at Mumbai.

REGISTRATION FORM
TRAINING PROGRAMME ON
“DYNAMICS OF FERTILISER MARKETING”

12-15 September,2017
 Baywatch Resorts
 Semabatim Beach Road, Colva Salcette
 Goa-403515, India
 Tel: (0832)6697744/77 Fax : (0832) 6697799
 Email : reservations@baywatchresorts.in

To,
 The Regional Executive (WR)
 3, New Commonwealth Society
 229, Linking Road, Bandra (West)
 Mumbai-400050

Please register the following for the above programme

Sl. No.	Name in Capital Letters (Dr./Mr./Ms.)	Designation	Postal Address	Mobile/ Phone (O)	Email/ Fax	Occupancy Single/ Double
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						

Organization address

Sponsored by :

Name: Designation:

Email: Signature:

Photocopies can be used, if additional forms are needed.
 You may also email the filled in nomination form to wr@faidelhi.org