

FAI/NR/TP  
15<sup>th</sup> January, 2024

Dear Sir,

**Sub: FAI-NR Training Programme on  
"Improving Professional and Personal Effectiveness" at Jaisalmer**

FAI-Northern Region is organising a residential training programme on "Improving Professional and Personal Effectiveness" during February 17-20, 2024 at Hotel Desert Tulip, 4, Hotel Complex, Jodhpur Road, Jaisalmer, Rajasthan.

The programme is designed for the officers working in various disciplines including Marketing, Finance, Production, Promotion, Material Managements, Logistics, Agricultural Services, Public Relations, Secretarial, HRD and Information & Communication Technology.

To take advantage of this unique learning opportunity, kindly arrange to send the nominations from your organisation. We would appreciate to receive your nomination(s) by 7<sup>th</sup> February, 2024. A copy of the programme brochure containing the details is attached.

Thanking you,

Yours faithfully,



Dr. D.S. Yadav  
Director (Publications & Public Relation)

Encl: a/a

**FAI-Northern Region**  
**Training Programme**  
**on**  
**Improving Professional and**  
**Personal Effectiveness**

**February 17-20, 2024**

**Jaisalmer, Rajasthan**

**Hotel Desert Tulip**



**THE FERTILISER ASSOCIATION OF INDIA**  
**NEW DELHI**

## INTRODUCTION

Fertilizer sector is vital for Indian agriculture. Use of farm nutrients improves farm productivity and farmers' income. Professionals of various disciplines are involved in entire chain from production/import to supply of fertilizers upto the last mile delivery. These disciplines *inter-alia* are related to management of raw materials and production; import of raw materials/finished fertilizer products; logistics; marketing; extension services; finance; quality of fertilizers; human resource development, etc. There is a need for upgradation of knowledge and skills of personnel engaged in all these functional areas.

This training programme has been specifically designed to provide suitable opportunity to the officers to update with recent developments in the areas of pricing and subsidy policies, production technology, international trade, iFMS/DBT, logistics, marketing, use of new fertilizer products, FCO, etc. Programme also includes topics on improving soft skills for personal effectiveness. It is expected that the executives after undergoing this programme will be able to discharge their duties more efficiently.

In this context, **FAI-Northern Region** is organising a residential training programme on **"Improving Professional and Personal Effectiveness"** during **February 17-20, 2024** at Hotel Desert Tulip, 4, Hotel Complex, Jodhpur Road, **Jaisalmer**, Rajasthan.

## TRAINING APPROACH

The training approach aims at stimulating individual thinking through presentations by experts and participative discussion. Case studies, group discussions and role playing are some of the techniques that will be used to stimulate and sustain the interest of the participants.

## PROGRAMME CONTENTS

- An update of Pricing and Subsidy Policies for the Sector
- Fertilizer and Raw Material Scenario in India
- Salient Features of iFMS/DBT in Fertilizer Sector
- Improving Logistics Operations
- Fertilizer Marketing Strategies in the Changed Environment
- Development Strategy for Brand Equity
- Importance of Water Soluble Fertilizers in Indian Agriculture
- Role of Organic-based Fertilizers, Bio-fertilizers and Bio-stimulants in Indian Agriculture
- Promotion of SSP in Indian Agriculture – Key Areas
- Nano Fertilizers in Agriculture and Marketing Strategy
- Prominent Features of FCO 1985 and Recent Developments
- International Trade and Port Operations
- Improving Productivity and Cost Optimization of Fertilizer Plants
- Soft Skills for Success
  - *Interpersonal Skills*
  - *Team Building*
  - *Time Management*
  - *Stress Management*
  - *Effective Leadership*

## **FACULTY**

Faculty will consist of resource persons from the Fertilizer Industry, Government of India, the FAI and the Management/Professional Institutes.

## **TARGET AUDIENCE**

The programme is designed for officers of the Marketing, Finance, Production, Material Managements, Logistics, Agricultural Services/Promotions, Public Relations, Secretarial, HRD and Information & Communication Technology in order to enhance their professional and personal skills related to this vital sector of the Indian economy.

## **DATES & VENUE**

The dates for the residential training programme are **February 17-20, 2024**. The venue of the programme is:

**Hotel Desert Tulip**  
**4, Hotel Complex, Jodhpur Road, Jaisalmer, Rajasthan**  
**Phone: 9001083081**

**Email: [bdm@shreevinayakevents.com](mailto:bdm@shreevinayakevents.com)**

**Website: [www.deserttuliphotel.com](http://www.deserttuliphotel.com)**

The participants can check-in in the hotel on the 17<sup>th</sup> February, 2024 after 1200 hours and will be required to check out on the 20<sup>th</sup> February, 2024 by 1100 hours. Participants desiring to stay in the hotel before 1200 hours of 17<sup>th</sup> February, 2024 and or after 1200 hours of 20<sup>th</sup> February, 2024 will be required to pay directly to the hotel as per the tariff rates agreed between the hotel and the concerned participants.

## **REQUEST FOR NOMINATIONS**

We trust your organisation will be interested in nominating the officials to this important programme. Being a residential programme, we need to be very specific with the hotel about the number of participants. It is, therefore, requested that your nominations should reach us **latest by 7<sup>th</sup> February, 2024**. Early decision on nominations will also facilitate the participants to make their travel plan well in advance.

## **REGISTRATION**

**The registration fee is Rs. 25,000/-** per participant on double occupancy (sharing) basis and **Rs. 33,000/-** per participant on single occupancy basis. GST @ 18% will be applicable on the given rates. **Registration form** duly filled in along with the fee by Demand Draft / Bankers' Cheque in favour of **The Fertiliser Association of India** may please be sent to:

**Mr. Harinder Kaushik**

The Fertiliser Association of India – Northern Region  
FAI House, 10, Shaheed Jit Singh Marg, New Delhi - 110 067  
CIN U85300DL1955NPL002999

*Mobile: 9818918688 • Phone: 011-46005226, 26567144 • Fax: 011-26960052, 46005213  
E mail: [nr@faidelhi.org](mailto:nr@faidelhi.org), [fainr2@gmail.com](mailto:fainr2@gmail.com) • Website: [www.faidelhi.org](http://www.faidelhi.org)*

The payment can also be made by NEFT/RTGS transaction through Canara Bank; Branch: Jit Singh Marg, New Delhi; Saving Bank A/c. No.: 1484101006029; SWIFT / IFSC / RTGS: CNRB0001484 under intimation to us. FAI GSTIN: 07AAACT0097M1Z3



**The registration fee** for the participants covers programme fee, conference facilities, registration kit, reading materials, boarding & lodging. Expenses on room services are not the part of the package and the meal items in room, laundry charges, telephone calls, etc., will have to be paid by the participants themselves directly to the hotel before check out.

### **ADDITIONAL PERSON**

Additional person(s), if any, staying with the participant will have to pay directly to the hotel for all the expenses to be incurred for such stay. The room availability is likely to be very tight during the programme in view of desert festival (February 22-24, 2024). Therefore, participant intended to bring any additional person(s) is requested to inform us well in advance to enable us to make necessary arrangements and avoid any inconvenience.

### **ABOUT THE HOTEL**

It is an oasis of warmth and hospitality in the heart of the enigmatic Thar. A towering sandstone wonder synonymous with romance, chivalry, culture and beauty. The hotel embraces intricate carvings on the yellow sand stone made by the local craftsman, blending with contemporary elegance.

The amicable and tranquil environment of the hotel, along with its beautifully landscaped gardens surrounding the pool lends itself to mystical evenings. It offers a glimpse into the rich culture of the rural Rajasthan with traditional dances and rustic music by local artists.



## ABOUT THE CITY

The 'DESERT CITADEL' is a real legend amidst the vast barren desert of western Rajasthan. The Golden city 'JAISALMER' was founded by **Rawal Jaisal**, a Bhati Rajput in 1156 A.D. The glory of Jaisalmer blooms with intricately carved palaces, havelis and temples. The important places of interest are the fort (**Sonar Kila**), **Jain Temple**, **Gadisar Lake**, **Badal Vilas Mandir Palace**, **Patwon Ki Haveli**, **Amar Sagar**, etc.

## CONNECTIVITY

**By Air** - Daily flights available from **New Delhi, Mumbai, Ahmedabad, Surat** and **Jaipur**.

**By Rail** - Jaisalmer is well connected by rail mode. The train schedule is given below:

### Delhi to Jaisalmer

Train No.	Train Name	From	Departure	To	Arrival	Distance (Km)	Travel Time (hrs)	Days
15014	RANIKHET EXP	DLI	04:30	JSM	22:30	979	18:00	Daily
14087	RUNICHA EXP	DLI	08:55	JSM	04:00	849	19:05	Daily

### Jaisalmer to Delhi

Train No.	Train Name	From	Departure	To	Arrival	Distance (Km)	Travel Time (hrs)	Days
15013	RANIKHET EXP	JSM	03:00	DLI	21:50	979	18:50	Daily
14088	RUNICHA EXP	JSM	19:00	DLI	10:35	849	15:35	Daily

**By Road** - Rajasthan State Road Transport Corporation (RSRTC) runs comfortable deluxe & air conditioned buses from Delhi, Jaipur, Jodhpur, Ajmer, Bikaner. The roads are good and fairly comfortable.

## WEATHER

Weather in Jaisalmer during mid of February is normally pleasant. Temperature would be **10°C – 26°C** and light woolen clothes would be required in the night.

### Some Photographs from earlier Jaisalmer Training Programmes



**FAI-Northern Region Training Programme on  
Improving Professional and Personal Effectiveness  
February 17-20, 2024, Jaisalmer, Rajasthan  
Tentative Programme**

Date & Time (hrs.)	Topics
<b>17<sup>th</sup> February, 2024 (Saturday)</b>	
1300-1400	<i>Lunch</i>
1430-1500	<i>Registration</i>
1500-1600	<b>Inaugural Session</b>
1600-1630	<i>Tea</i>
1630-1730	<b>An Update of Pricing and Subsidy Policies for the Sector</b>
1730-1830	<b>Fertilizer and Raw Material Scenario in India</b>
1900-2200	<i>Dinner</i>
<b>18<sup>th</sup> February, 2024 (Sunday)</b>	
0900-1000	<b>Salient Features of iFMS/DBT in Fertilizer Sector</b>
1000-1100	<b>Improving Logistics Operations</b>
1100-1130	<i>Tea</i>
1130-1230	<b>Fertilizer Marketing Strategies in the Changed Environment</b>
1230-1315	<b>Development Strategy for Brand Equity</b>
1315-1400	<i>Lunch</i>
1400-1445	<b>Importance of Water Soluble Fertilizers in Indian Agriculture</b>
1445-1545	<b>Role of Organic-based Fertilizers, Bio-fertilizers and Bio-stimulants in Indian Agriculture</b>
1545-1615	<i>Tea</i>
1615-1700	<b>Promotion of SSP in Indian Agriculture – Key Areas</b>
1900-2200	<i>Dinner</i>
<b>19<sup>th</sup> February, 2024 (Monday)</b>	
0900-0945	<b>Nano Fertilizers in Agriculture and Marketing Strategy</b>
0945-1100	<b>Prominent Features of FCO 1985 and Recent Developments</b>
1100-1115	<i>Tea</i>
1115-1215	<b>International Trade and Port Operations</b>
1215-1300	<b>Improving Productivity and Cost Optimization of Fertilizer Plants</b>
1300-1400	<i>Lunch</i>
1430-1800	<b>Sight Seeing</b>
1700-1830	<i>Camel Safari &amp; Sun Set in Sand Dunes at Sam Desert</i>
1830-2130	<i>Folk Dance, Cocktails &amp; Dinner at Sam Desert</i>
<b>20<sup>th</sup> February, 2024 (Tuesday)</b>	
0900-1030	<b>Soft Skills for Success</b>
	• <i>Interpersonal Skills</i> • <i>Time Management</i> • <i>Effective Leadership</i>
1030-1045	<i>Tea</i>
1045-1215	• <i>Team Building &amp; Stress Management</i>
1215-1300	<b>Valedictory Session</b>
1300	<i>Lunch</i>



## **ADVISORY FOR PARTICIPANTS REGARDING COVID-19**

1. Government of India/State Government guidelines of COVID-19 to ensure health & safety of the participants will be adhered to in every respect. Participants are required to adhere to the Guidelines to ensure safety & health of their own and fellow participants.
2. Participants must maintain social distance starting from point of check-in the hotel till his/her check-out from the hotel.
3. Participants must bring their own mask, gloves, hand sanitizer.
4. The temperature of participant will be checked at the entry (check-in) to the hotel and conference hall (daily) via Thermo Gun. Further, if any participant has cough, fever, breathing problem, etc. he will immediately inform reception staff of Hotel and staff of FAI.
5. Participants need to follow directions given by the hotel/organisers during the programme.
6. Participants will be required to wash their hand frequently with soap and also with hand sanitizer before entry in conference hall/restaurant. Hand sanitizer will be available at various locations in the hotel.



## REGISTRATION FORM

### Mr. Harinder Kaushik

The Fertiliser Association of India - Northern Region

FAI House, 10, Shaheed Jit Singh Marg

New Delhi – 110 067

CIN U85300DL 1955NPL002999

Mobile: 9818918688, Tel.: 011-46005226; 26567144 Fax: 011-26960052, 46005213

E-mail: nr@faidelhi.org; fairn2@gmail.com

Dear Sir,

Please register following officers from our organisation for FAI – NR Training Programme on **“Improving Professional and Personal Effectiveness”** to be organised during **February 17-20, 2024** at Hotel Desert Tulip, 4, Hotel Complex, Jodhpur Road, **Jaisalmer**, Rajasthan.

S. No.	Name	Designation	Occupancy (Single/ Double)	Mobile/ Phone	E-mail ID	Address
1.						
2.						
...						
...						
10.						

Enclosed please find a banker's cheque / draft No. ....dated ..... for Rs. ....in favour of **The Fertiliser Association of India**, payable at New Delhi towards registration fee.

NEFT/RTGS details: Bank Name: Canara Bank; Branch: Jit Singh Marg, New Delhi; Saving Bank A/c. No.: 1484101006029; SWIFT / IFSC / RTGS: CNRB0001484

### Registration Fee is as below:

- (i) Double (sharing) occupancy @ Rs. 25,000/- plus 18% GST per participant
- (ii) Single occupancy @ Rs. 33,000/- plus 18% GST per participant

### Details of Nominating Officer:

Name & Designation: ..... Signature: .....

Organisation: .....

Address: .....

Mobile / Phones: .....

GST No.: .....

E-mail ID: .....

Photocopies can be used, if additional forms are needed.

You may also e-mail the filled in Registration Form to **nr@faidelhi.org; fairn2@gmail.com**