



# **FAI- EASTERN REGION Fertilizer Management Development Programme**

**September, 11-13, 2024**

**Digha, West Bengal**



**THE FERTILISER ASSOCIATION OF INDIA (EASTERN REGION)**

**Ganapati Building, 3, Lake Road, Kolkata – 700 029**

**Phone : 033-24638256, Mob : 9984438704**

## INTRODUCTION

The need for food security has governed the policies of the Government, which in turn have influenced the development of fertilizer industry in India. Apart from NPK, Indian soils are suffering from micro nutrient deficiency, secondary and micro nutrients also. Deficiency of a nutrient in soil has its reflection on human nutrition which must be addressed through formation and creation of congenial policy environment. Currently not only Food security but Food and Nutrition security is much more relevant and talked upon. Fertilizer have played havoc to increase food grain production in the country and will continue to play a bigger role in food and nutrition security in future. With time Indian Fertilizer industry turned into one of the best in the world in terms of capacity utilization, energy efficiency and services to the farming community through its continuous efforts for improvement.

The sustainability of agriculture production system largely depends on adequate plant nutrient supply. By 2050 the requirement of fertilizer nutrient would increase to 45 million tonnes from the present level of 30 million tonnes to produce 400 million tonnes of foodgrains for 1.7 billion populations. To achieve this the efforts would be required to foster the vertical growth by using newer technologies and innovative products which are user friendly, economically viable, socially acceptable and environmentally friendly.

In this context, FAI – Eastern Region is organizing a residential training **Fertilizer Management Development Programme** during September 11-13, 2024 at **Pride Biznotel Canopus Hotel**, Plot No. 12, Block F, Sector-B1, New Digha (Near Nursing Home) Dist : East Medinipur, West Bengal, Pin – 721428.

## NEED FOR TRAINING

Fertilizer sector is vital for Indian agriculture. Sensible use of fertilizers in balanced proportion is inevitable to improve farm productivity, farmer's income and soil health. Professional of different areas of work places are involved in entire chain from production / import o supply of fertilizers upto the last mile delivery. These areas inter alia are related to management of raw materials and production of fertilizers, import of raw materials / finished fertilizer products 'logistics; marketing, extension services; finance; quality of fertilizers 'human resource development etc. There is a need of upgradation of knowledge and skills of personnel in all these functional areas. It also helps to know the crucial issues involved, to develop concepts, to interact with others for knowledge sharing and act for the organization.

This training programme has been specially designed for the officials / employees working in production, sales, distribution / logistics, material management, finance, HR, purchase / procurement, agricultural services / promotions and information & communication. It is expected that the officials after undergoing this programme participants will gain valuable insight the entire value chain of fertilizers and will be discharge their duties with more ease and confidence in this sector.

## TARGET AUDIENCE

The officials / employees in the fertilizers companies connected with the departments such as logistic, materials management, marketing, finance, HR, commercial, procurement, production technology, agricultural services / promotions, information and communication technology etc. to enhance their professional and personal skills related to this vital sector of the Indian economy.

## PROGRAMME CONTENT

The topics to be covered include

1. Indian Fertilizer Scenario – An Overview,
2. Innovations in Fertilizer Production – The Salient Features of Technologies
3. Fertilizer Policy – Key Initiatives and Desired Interventions,
4. Port Operations and Management
5. Improving Logistics Operations
6. An overview of FCO 1985 and Recent Development
7. Salient Features of iFMS / DBT in Fertilizer Sector
8. Giving Boost of Promotion of SSP in Indian Agriculture
9. Role of Specialty Fertilizer and Micronutrients in Indian Agriculture
10. Nano fertilizers in Agricultural & Marketing Strategy and Drone Spray technology
11. Government Initiatives for Promotion of Balanced and Efficient Fertilizer Use (PM PRANAM, PMKSK, GOBARDHAN Scheme etc.)
12. Fertilizer Marketing Strategies in the Changing Environment
13. Precision Agriculture – Tech based Solutions
14. Soft skills for success \* Team building \*Time Management \*Stress Management \* Effective Leadership

## FACULTY

Faculty will consist of resource person from Fertilizer Industry, Management Institutes, International Institute, Department of Agriculture, Agricultural Universities, Department of Fertilizers and FAI.

## DURATION

The duration of the programme is 3 (Three) working days from **11-13 September, 2024**. On 11<sup>th</sup> September, 2024 the Inaugural session will start after Lunch and on 13<sup>th</sup> September, 2024 programme will end after at 4.00 pm.

## REQUEST FOR NOMINATIONS

We trust your organization 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 **26<sup>th</sup> August, 2024**. Early communication on nomination will be highly appreciated as the Hotel has a limited number of rooms.



## **DATES AND VENUE**

The dates for the residential training programme are September, 11-13, 2024. The programme will be held at

**Pride Biznotel Canopus Hotel,  
Plot No. 12, Block F, Sector-B1, New Digha (Near Nursing Home) Dist.: East Medinipur,  
West Bengal, Pin – 721428.  
Tel: 033-40259999, Mob: 8420050733**

The programme will start on 11<sup>th</sup> September, 2024 and will be over on 13<sup>th</sup> September, 2024.

The participants can check-in in the Hotel on 11<sup>th</sup> September, 2024 after 1200 hours and will be required to check out on the 13<sup>th</sup> September, 2024 by 1000 hours.

Participants desiring to stay in the Hotel before 1200 hours of 11<sup>th</sup> September, 2024 and or after 1000 hours of 13<sup>th</sup> September, 2024 will be required to pay directly to the Hotel as per the tariff rates of the Hotel. For stay of additional person(s) if any, the participant will have to pay directly to the Hotel for all the expenses to be incurred for such stay.

## **ABOUT THE HOTEL**

Pride Biznotel Canopus Digha is a great choice for travelers looking for a 3-star hotel in Digha. This Hotel stands out as one of the highly recommended hotel in Digha. Pride Biznotel Canopus Digha is strategically located as is just a km from New Digha Sea Beach and Digha Railways Station.

The Pride Biznotel Canopus Digha is a sophisticated hotel that offers comfortable accommodations in a prime location with an array of amenities. Hotel have well-appointed rooms, multi-cuisine restaurant, an open terrace specialty restaurant and a swimming pool.



## ABOUT DIGHA

Digha is a seaside town located in the East Midnapore district of West Bengal state and approximately 187 km from Kolkata. It is one of the most popular tourist destinations in West Bengal and is known for its beautiful beaches, serene environment, and natural beauty. Digha is also known for its delicious seafood and traditional Bengali cuisine.

Digha is a seaside resort town in West Bengal, India, known for its beautiful beaches.  
Places to Visit in Digha

- >> Marine Aquarium
- >> New Digha Beach
- >> Shankarpur Beach
- >> Amarabati Park
- >> Dheu Sagar Park
- >> Odisha Border
- >> Digha Mohona (confluence of River Champa and the great Bay of Bengal)
- >> Old Digha Beach
- >> Udaipur Beach
- >> Talsari Beach
- >> Chandaneswar (Siva) Temple
- >> Tajpur Beach
- >> Jagannath Temple (under construction)

## HOW TO REACH VENUE

### By Air

The nearest Domestic Airport is Netaji Subash Chandra Bose International Airport, The Airport has regular domestic and international flights to many major cities. Distance is around 210 km by road from Airport to Digha.

### By Road

Digha is at a distance: 184 Km. (4.30 hours).

Bus services frequently available from Esplanade (Kolkata) Bus Stand for Digha

### By Rail

The nearest Railway Station is Digha Railway Station and distance is around 186 Km (3 hours) from the Howrah Rly Station by Train

#### Train : Howrah to Digha

Train No.	Train Name	From	Departure	To	Arrival	Travel Time	Days available
12858	Tamrolipta Exp	Howrah	6.45 am	Digha	10.05 am	3 Hrs. 20 Min	All days
22897	Kandari Exp	Howrah	2.25 pm	Digha	5.50 pm	3 Hrs. 20 min	All days

#### Train : Digha to Howrah

Train No.	Train Name	From	Departure	To	Arrival	Travel Time	Days available
12858	Tamrolipta Exp	Digha	10.35 am	Howrah	1.55 pm	3 Hrs. 20 Min	All days
22898	Kandari Exp	Digha	6.25 pm	Howrah	9.45 pm	3 Hrs. 20 min	All days

## PROGRAMME FEE & PAYMENT OPTIONS

### I. The participation fee

The programme is **Residential** and fee per Participant is **Rs. 20,000/- (Rupees Twenty thousand only) plus 18% GST**

The course fee covers Conference Facilities, Training Kit, Food including Breakfast, standard Lunch, Dinner and Tea/Coffee, Boarding & Lodging on **double (sharing) occupancy basis** for three (3) days from 11<sup>th</sup> September, 2024 after 1200 hours and to check out on the 13<sup>th</sup> September, 2024 by 10.00 hours. We also arranged for one-day field visit and one-day cocktail with dinner.

It does not include travel expenses of the participants to Digha and back. It also does not include the pick-up and drop facility from Airport / Railway Station / Bus Stand.

### II. Payment Options

- The Demand Draft / at par Cheque may please be made in favour of **“The Fertiliser Association of India, Eastern Region” payable at Kolkata.**
- Payment can also be made through electronic transfer by NEFT/RTGS. The bank details are given below for transfer of funds. *(after transfer the fund please communicate through email)*

Beneficiary Name	:	THE FERTILISER ASSOCIATION OF INDIA , EASTERN REGION
Name of Bank	:	CANARA BANK
Branch	:	SARAT BOSE ROAD, KOLKATA – 700 029
Account Number	:	<b>95031010003972</b>
Type of Account	:	<b>Current Account</b>
Indian Financial System Code (IFSC):	:	<b>CNRB0000323</b>

FAI GSTIN : 19AAACT0097M1ZY

## REGISTRATION FORM

We trust your organization will be interested in nomination the officials to this importance programme. Registration form duly filled in along with the Programme fee may please be sent **positively by August 26, 2024 to the following address.** Early decision on nominations will also facilitate the participants to make their travel plan well in advance.

To  
**Mr. Subodh Kumar Singh**  
Regional Executive  
The Fertilizer Association of India- Eastern Region  
Flat 1R, Ganapati Building, 3, Lake Road, Kolkata – 700 029, West Bengal  
Phone : 033-2463-8256, Mob : 9984438704.  
Email : er@faidelhi.org, faicalcutta@gmail.com

## REGISTRATION FORM

To  
**The Regional Executive**  
The Fertiliser Association of India – Eastern Region  
Ganpati Building, Flat 1R, 3, Lake Road,  
Kolkata – 700029.  
Mobile: 9984438704, Tel.: 033-24638256,  
E-mail: [er@faidelhi.org](mailto:er@faidelhi.org); [faicalcutta@gmail.com](mailto:faicalcutta@gmail.com)

Dear Sir,

Please register following officers from our organization for FAI – ER Fertilizer Management Development Programme to be organized during **September 11-13, 2024** at **Pride Biznotel Canopus Hotel**, Plot No. 12, Block F, Sector-B1, New Digha (Near Nursing Home) Dist : East Medinipur, West Bengal, Pin – 721428. Tel: 033-40259999, Mob : 8420050733

S. No.	Name of Participant	Designation	Mobile No.	E-mail ID	Place of Posting
1					
2					
3					
4					
5					
6					
7					

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

Bank Name: Canara Bank, Branch: SARAT BOSE ROAD, KOLKATA – 700 029, Branch Code: 000323, Bank Account No: 95031010003972, IFS Code: CNRB0000323, Account Type: Current

### Registration Fee is as below:

- (i) Double (sharing) occupancy @ **Rs. 20,000/-** (Rupees Twenty thousand only) plus 18% GST per participant.

### Details of Nominating Officer:

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

Organization: .....

Billing Address: .....

Mobile: .....GST No.: .....

E-mail ID: .....