



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

**February, 3-5, 2025**

**Puri, Odisha**



**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 **February 3-5, 2025** at **Pride Ananya Resort**, 12/411 Bankimuhan VIP Road, Puri 752001 Odisha Phone : 0675 222 0031-32

## 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 / Global 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 Logistics Operations Management
5. An overview of FCO 1985 and Recent Development
6. Giving Boost of Promotion of SSP in Indian Agriculture
7. Role of Specialty Fertilizer and Micronutrients in Indian Agriculture
8. Nano fertilizers in Agricultural & Marketing Strategy and Drone Spray technology
9. Government Initiatives for Promotion of Balanced and Efficient Fertilizer Use (PM PRANAM, PMKSK, GOBARDHAN Scheme etc.)
10. Fertilizer Marketing Strategies in the Changing Environment
11. Precision Agriculture – Tech based Solutions
12. Soft skills for success \* Team building \*Time Management \*Stress Management \* Effective Leadership
13. Digitization of Indian Agriculture AI Driven inclusive agriculture extension
14. Yoga and Meditation

## 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 **3-5 February, 2025**. On 3<sup>rd</sup> February, 2025 the Inaugural session will start after Lunch and on 5<sup>th</sup> February, 2025 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 **22nd January, 2025**. 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 3-5 February, 2025. The programme will be held at the following venue :

**Pride Ananya Resort**  
**12/411 Bankimuhan VIP Road, Puri 752001 Odisha**  
**Near Subash Chandra Bose Statue**  
**Phone: 0675 222 0031-32 Mob : 77 52 00 2908**

The programme will start on 3<sup>rd</sup> February, 2025 and will be over on 5<sup>th</sup> February, 2025. The participants can check-in in the Hotel on 3<sup>rd</sup> February, 2025 after 9.00 am and will be required to check out on the 5<sup>th</sup> February, 2025 by 9.00 am.

Participants desiring to stay in the Hotel before 9.00 am of 3<sup>rd</sup> February, 2025 and or after 9.00 of 5th February, 2025 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**

Unwind in the Finest Luxury Resort In Puri - The Pride Ananya Resort. Experience a heartwarming stay at the finest luxury resort, the Pride Ananya Resort, Puri. Strategically located in close proximity to Golden Beach and the famous Lord Jagannath Temple, this resort offers a scintillating view of the beach which is the ideal pick for a blend of leisure, spiritual and business travellers. This luxury resort in Puri provides the finest accommodation, state-of-the-art amenities and gracious hospitality that is sure to capture the hearts of tourists that step in this resort.

Pride Ananya Resort Puri houses magnificent rooms and suites that are embellished with contemporary designs and provide an elevated level of comfort and style. Experience our heart-winning hospitality and local experiences that is sure to leave you in awe and splendor. Discover our wide selection of modern amenities, mouth-watering cuisines and make your stay at one of the best Puri resorts a memorable one. Hotel have well-appointed rooms, multi-cuisine restaurant, an open terrace specialty restaurant and a swimming pool.



## ABOUT PURI

In the state of Odisha, Puri is famous for the world famous Shri Jagannath Temple & Longest Golden Beach. It is one of the Dharmas (Holiest of the holy place) out of four Dharmas i.e. Puri, Dwarka, Badrinath & Rameswar, in India.. Attire such as half pants, shorts, torn jeans, skirts, and sleeveless dresses are not permitted.

Puri Sea Beach, a stunning destination. Soft golden sand, crystal-clear waters, and a soothing breeze create a tranquil atmosphere. The beach is clean and well-maintained, perfect for sunbathing, swimming, and relaxation. The beach is considered among the safest in the country. The scenic views of the Bay of Bengal are breathtaking, especially during sunrise and sunset. The Sand here is majestically golden and the Sea has multiple changing hues throughout the day ranging from Blue Green to greenish grey to dark blue

**Weather :** In the month of February in Puri continues to offer pleasant weather, with temperatures ranging between approximately 20.1C to 30.3C.

### Top Attractions in Puri

>>Shree Jagannath Temple. >>Puri Beach, Popular Family-Friendly Beach, >> Chilika Lake. >>Konark Temple >>Swargadwar Sea Beach Market, >>Gundicha Mandir, >>Sakshigopal Temple.

## HOW TO REACH PURI

### By Air

Biju Patnaik International Airport at Bhubaneswar is the only nearest airport to reach Puri..

### By Road

The bus stand of Puri is located near the Famous Gundicha temple and it connects to all the major cities of the state

### By Rail

Puri is a terminus on the East Coast Railway which has direct express and super fast train linked with several major cities of country like New Delhi, Mumbai, Kolkata, Okha, Ahmedabad, Tirupati and many more.

## PROGRAMME FEE & PAYMENT OPTIONS

### I. The participation fee

The programme fee per Participant is as below:

- (i) Residential Double occupancy @ **Rs. 22,000/-** plus 18% GST per participant
- (ii) Residential Single occupancy @ **Rs. 25,000/-** plus 18% GST per participant
- (iii) Non-residential @ **Rs. 16,000/-** plus 18% GST per participant

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 3<sup>rd</sup> February, 2025 after 9.00 am and to check out on the 5<sup>th</sup> February, 2025 by 9.00 am. We also arranged for one-day cocktail with dinner.

It does not include travel expenses of the participants to programme venue and back. It also does not include the pick-up and drop facility from Airport / Railway Station / Bus Stand. Therefore, the meal items in room, laundry charges, telephone calls, etc., any other personal expenses will have to be paid by the participants themselves directly to the hotel before check out.

## 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	:	95031010003972
Type of Account	:	Current Account
Indian Financial System Code (IFSC):	:	CNRB0000323

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 22nd January, 2025. 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 / employees from our organization for **FAI – ER Fertilizer Management Development Programme** during **February 3-5, 2025** at **Pride Ananya Resort, 12/411 Bankimuhan VIP Road, Puri 752001 Odisha.**

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

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. 22,000/- plus 18% GST per participant
- (ii) Single occupancy @ Rs. 25,000/- plus 18% GST per participant
- (iii) Non-residential @ Rs. 16,000/- plus 18% GST per participant

### Details of Nominating Officer:

Name & Designation: .....Signature: .....  
Organization: .....  
Billing Address: .....  
Mobile: .....GST No.: .....  
E-mail ID: .....

You may also e-mail the filled in Registration Form to [er@faidelhi.org](mailto:er@faidelhi.org), [faicalcutta@gmail.com](mailto:faicalcutta@gmail.com)