

FAI- SOUTHERN REGION

MANAGEMENT DEVELOPMENT PROGRAMME (NON RESIDENTIAL)

“Need for Paradigm Shift in Fertiliser Policy”

19-21 March, 2025

VENUE

Tangerine Grand Hall, Lemon Tree Hotel

Sri Vijaya Puram (Formerly Port Blair) – 744 103

Andaman Nicobar Islands

Mobile: 77193 72396



THE FERTILISER ASSOCIATION OF INDIA
SOUTHERN REGION

16, Garment Complex, Industrial Estate,
Guindy, Chennai – 600 032

Mobile: 9239756785/8977703999, Phone: 044-22501862

INTRODUCTION

The need for food security has governed the policies of the Government, which in turn have influenced the development of fertiliser industry in India. Government of India adopted favourable policies until 80s, which attracted good investments and helped in increasing the indigenous production. The consumption of fertilisers and food grain production has also increased during this period. Indian Fertiliser industry turned into one of the best in the world in terms of capacity utilization and energy efficiency, due to its continuous efforts.

Current Challenges confronting Agriculture and Fertiliser Industry in India

- (a) India has become the highest populated country in the world, surpassing China. Further about 2/3rd of Indian population is dependent on agriculture for livelihood. This underlines the importance of agriculture in Indian economy.
- (b) Indian agriculture is not growing at the desired pace in the last few years, Government has taken several measures to improve agriculture growth and farmer's income.
- (c) Fertilisers are crucial inputs for improving agriculture production and productivity. As per estimates, among agriculture inputs, fertiliser alone contributes about 50% in total increase of food grain production. Indian fertiliser industry has played a stellar role in making fertilisers available to Indian farmers especially since the launch of Green Revolution in mid 60s. This has helped the country in achieving food security.
- (d) Indian fertiliser sector, however, is currently passing through a critical phase. No major investment has been made in the fertiliser sector for the past two and a half decades, primarily due to rigid controls and lack of conducive policies.
- (e) Stagnation of domestic capacity and production against continuous growth in consumption of fertilisers has increased India's import dependence. Even in the case of urea where we achieved self sufficiency around the year 2000-2001 with negligible imports, our import dependence has increased to more than 25% of our requirement and it will continue to increase further till new capacities are set up.
- (f) For phosphates, we are import dependent to the extent of more than 90% either in the form of finished fertilisers or raw materials / intermediates due to lack of domestic natural resources. However, there is large production base which can meet the entire phosphatic requirement if raw materials are available. For potash needs, India is 100% import dependent due to absence of any commercially exploitable natural resources in the country.
- (g) There are issues of imbalanced use of fertiliser nutrients, deteriorating soil health, declining nutrient use efficiency and declining crop response ratio to fertiliser use. High International prices of fertiliser and raw materials, weakening of Indian Rupee, non availability of funds for subsidy and delays in processing and payment of fertiliser subsidy bills pose many challenges to the industry in ensuring availability of fertilisers to the farmers. Further, the pricing policies and ad-hoc tinkering with such policies are making the matters worse both for industry and agriculture.
- (h) Delay in bringing reforms in the sector as per stated policy of the Government, limitations in gas availability and pipeline connectivity are impeding growth and investment in the sector.

Against the above background this Fertiliser Management Development Programme **is devoted to the theme of “Need for Paradigm Shift in Fertiliser Policy”**.

NEED FOR TRAINING

Officers and Managers/Senior Executives working in Production, Marketing, Finance, Logistics, Materials Management and HR disciplines playing a pivotal role in the growth of the industry must understand the challenges posed by the recent policy announcements. Such an understanding requires wider exposure to the system by providing an opportunity to know what others are doing. To know which are the crucial issues involved, to develop concepts, to interact with others and act for the organization.

OBJECTIVES

- To expose participants to the latest developments on the fertiliser policy front.
- Develop an understanding of the conditions affecting the organizational performance and steps for improving the same.
- To provide a useful forum to the participants for sharing their experiences and cross Fertilization of ideas.

PROGRAMME CONTENT OUTLINE

The programme envisages coverage of all essential areas which include General Fertiliser Scenario in India and Abroad, Latest Government policy announcements, Policy for new investments in urea sector, Latest updates on Nutrient Based Subsidy Policy, Cost Optimization and Productivity Improvement in Nitrogenous, Phosphatic and Complex fertiliser plants, Production of fortified, coated and customized fertilisers etc., Implementation of DBT in Fertiliser Sector, Financial Aspects of Inventory Management, logistics management, Contracts finalization, Cost analysis for decision making, Specialty and Next Generation fertilisers, An over view of Port operations, Fertiliser Control Order Provisions and latest amendments, Performance management, etc,

ELIGIBILITY

The programme is designed for Officers/Managers working in areas of Production, Training, Marketing, Finance, Logistics, Materials Management, Promotion, Agricultural services, Public relations, Secretarial, HR, Information and Communication Technology etc. working all over India.

FACULTY

A team of experts from fertiliser industry, Management institutes, Ministry of Agriculture and Farmers Welfare, Department of Fertilisers, Agricultural universities, and FAI will conduct the sessions.

DURATION

The duration of the programme is from **19-21, March 2025 and is being organised on NON RESIDENTIAL BASIS**. Each working day is divided into suitable sessions with lunch and tea breaks. Programme starts at 9 AM on 19th March 2025 and closes at 6 PM on 21st March 2025.

METHOD OF INSTRUCTION

Emphasis is on workshop approach rather than on lectures. Case studies, Group discussions are some of the techniques that will be used to stimulate and sustain interest of the participants

VENUE

Tangerine Grand Hall,
The Lemon Tree Hotel,
Opposite : Airport Exit Gate, Lamba Line,
Junglee Ghat.
Sri Vijaya Puram (PORT BLAIR) – 744103,
Andaman & Nicobar Islands
Phone : 77193 72396

Officials nominated for the programme are requested to **report at the venue at 9 AM on 19th March 2025** (Wednesday) for registration and other formalities to be completed.

PROGRAMME FEE (NON RESIDENTIAL)

Kindly note that the programme is being organised on **Non-Residential basis**. The participation fee for the programme is Rs. 17,000/- (Rupees Seventeen thousand only) plus 18% GST per participant.

Payment by NEFT can be made to FAI bank account at Chennai and the details are given below:

Name of the Bank : Central Bank of India
Branch : Alandur Branch, Chennai
Beneficiary Name : The Fertiliser Association of India - Southern Region
Current Account Number : 1452317608
IFS CODE : CBIN0280885

Payment can also be made in the form of demand draft / at par Cheque payable in favour of *“The Fertiliser Association of India – Southern Region” payable at Chennai.*

Since the programme is organised on Non Residential basis, The participants are requested to make their own arrangements for stay.

REGISTRATION FORM

Nominations in the attached registration form may please be mailed **positively** by 14th March 2025, to .

sr@faidelhi.org;
with copy to
srchennai2@gmail.com;

REGISTRATION FORM

To
Regional Head
The Fertiliser Association of India- Southern and
Western Region
Module 16, Garment Complex, Industrial Estate
Guindy, Chennai – 600 032

Dear Sir,

Sub: FAI-Southern Region Fertiliser Management Development Programme during
19 - 21 March 2025 at Lemon Tree Hotel, Sri Vijaya Puram (Port Blair) –
(Non Residential) - Nominations submitted - Reg.

Please register the following personnel of our organization for the above programme
to be held at Lemon Tree Hotel, Sri Vijaya Puram (Port Blair) during 19–21, March
2025.

Sl. No.	Name of Participant	Designation and Address	Mobile No.	E-Mail
1				
2				
3				
4				
5				
6				

Demand draft/Cheque No. _____ dated _____ for Rs. _____ drawn on
_____ in favour of **The Fertiliser Association of India**, Payable at
Chennai is enclosed (OR) NEFT payment done on _____ vide UTR No. _____

Encl.: as above

SPONSORING AUTHORITY

ABOUT THE CITY

Sri Vijaya Puram (Port Blair): The capital and the entry point to the Andaman and Nicobar Islands is a bustling city, which offers a blend of history and modernity.

How to reach: Port Blair is accessible by Air from many major Indian cities like Kolkata, Mumbai, Chennai, and Delhi. The island city is just around 2.5 hours from Kolkata and Chennai.



TENTATIVE PROGRAMME SCHEDULE

19-03-2025 (Wednesday)

09.00 to 10.00 - Registration

10.00 to 11.00 - Inaugural Session

11.00 to 13.00

SESSION I : FERTILISER POLICY

(a) Fertiliser scenario in India and abroad

(b) Emerging issues of Urea Sector

13.00 – 14.00 LUNCH

14.00 – 17.00

(c) Impact of NBS Policy on P and K Sector

(d) Global price trends of Fertilisers and raw materials

(e) Rejuvenating Indian Fertiliser Industry – Way Forward

20-03-2025 (Thursday)

10.00 to 13.00

SESSION II : TECHNOLOGICAL DEVELOPMENTS

(a) Digital Technologies to support plant operations

(b) Revamp of Urea plants for higher capacity and efficiency

(c) Improving efficiency of DAP and Complex fertiliser plants

13.00 to 14.00

LUNCH

14.00 to 17.00

SESSION III - RESOURCE MANAGEMENT AND FARM INCOME

(a) Soil Health Management for Sustainable Agriculture

(b) Making Indian Agriculture Climate Smart

(c) Latest Developments in Fertiliser Control Order

(d) Enhancing Farmer's Income – Methods and Means

(e) Artificial Intelligence applications in Agriculture and Fertiliser Sector

21-03-2025(Friday)

10.00 – 13.00

SESSION IV - FERTILISER MARKETING

(a) DBT/iFMS issues and Suggested Measures

(b) Efficient Logistics Operations in Fertiliser Industry

(c) Dynamics of Specialty Fertilisers in the Current Marketing Scenario

(d) Effective Marketing for innovative fertilizer products

(e) Cost Management in Fertiliser Marketing

(f) Nano Technology Products Usage – Industry Perspective

13.00 -14.00

LUNCH

14.00 – 15.00

Performance Management

15.00 – 16.00

Personality Development

16.00 – 17.00

Valedictory Session