



MANAGEMENT DEVELOPMENT PROGRAMME

(by FAI-Western Region)



April 10-12, 2024
Hotel Regenta Central, North Goa
(By Royal Orchid Hotels)

Dear Friends,

Fertilizer is a key agri-input for food and nutritional security of the country. With the growing population, there is always concern to grow more and more food from the same piece of land. Fertilizers have played significant role in meeting the growing food requirement so far and will continue to do so in future as well. Therefore, fertilizer for food and nutritional security would continue to be important policy objective for the Government of India.

As we all know that India is heavily dependent on import of raw materials, intermediates and finished products for meeting its fertilizer requirement. In the recent past, we have witnessed that due to geopolitical situation, the prices of raw materials, intermediates and finished products has touched to a new high and thereby adversely affected the availability. This has also led to increased outgo on account of the fertilizer subsidy as government decided to protect the farmers from the price rise in the international market by keeping the MRP intact.

The 'Make in India' initiative of the GoI has led to increased urea production and reduced our dependence on its import. However, there are challenges before the Urea industry to remain viable due to policy constraints. Also, the Urea is not yet covered under NBS policy. Similarly, in P&K sector, the NBS policy is not implemented in true spirits as MRP is regulated by GoI and there is no price parity among the various nutrients leading to imbalanced fertilizer use. There is also a need to incentivize domestic production.

The various policy and programmes of the GoI like PM PRANAM to curtail the use of chemical fertilizers and promote alternate fertilizers; PMKSK to convert existing retail shop as 'One Stop Shop' for all the agriculture related inputs and services under one roof and GOBARdhan scheme to improve the soil health will go a long way in addressing various issues related to our dependence on imports, subsidy burden and imbalanced fertilizer use.

In view of emerging agriculture and fertilizer scenario, the Management Development Programme has been specifically designed for the executives working in production, sales and marketing, distribution/logistics, material management, finance/commerce, purchase/procurement, agricultural services/promotions and information & communication. We are confident that the participants will gain valuable insight into the entire value chain of fertilizers and will be better prepared to understand & face the challenges in this sector.

With this background, FAI-Western Region is pleased to announce '**Management Development Programme**' to be held during April 10-12, 2024 at Hotel Regenta Central, North Goa.

We request you to avail this opportunity by nominating officers from your organization.

We look forward to your early and favorable response.

S.P. Shete

ABOUT FAI

The Fertiliser Association of India (FAI), set up in 1955, is the national representative body of all fertilizer industry in India comprising membership across public, private, joint and cooperative sectors. It is a non-profit, non-trading organization of fertilizer manufacturers/importers, technologists, plant/equipment manufacturers, research institutes and others interested in fertilizers.

The main objective of FAI is to bring together all concerned with the production, import, marketing and use of fertilizers with a view to promote solution of industry problems, to assist industry in improving its operational efficiency and to promote the balanced fertilization for raising agricultural productivity.

To cater to the need of the officials working in different disciplines of the industry, FAI has been regularly conducting programs in the areas of fertilizer policy, marketing, technology, agriculture, environment, management development, forecasting of fertilizer demand, etc. Realizing the need of the industry, we have planned '**Management Development Programme**' wherein the experts from the Government, FAI, Agricultural Institutions and the Industry would be sharing their thoughts & ideas in making the deliberations interesting and meaningful.



TRAINING APPROACH

The training approach aims at stimulating individual thinking and maximum participation of the officers working in the fertilizer industry. Emphasis is on participative approach rather than merely lectures so that participants become intimately involved in the learning process.

BACKGROUND

Fertilizer industry by and large operates under regulated environment including production, distribution and product pricing. The despatches of fertilizers i.e. only 50% of indigenously produced Urea and 20% of the Indigenous / Imported Phosphatic & Potassic fertilizers (DAP, MOP and NPK) are regulated under Fertiliser (Control) Order, 1985. The Department of Fertilizers (DoF) continues to draw monthly supply plan of all the fertilizers in consultation with the manufacturers and importers as per Fertilizer (Movement) Control Order, 1973. DoF ensures availability of fertilizers at the State level, while the State Governments are responsible for equitable distribution as per District / Block level requirement.

In spite of the exhaustive policies and guidelines laid down by the government, there are pressing concerns and challenges that continue to disrupt the adequate availability of desired fertilizers as well as smooth functioning and viability of the fertilizer industry. Further, there are issues related to production, marketing and usage of fertilizers that needs to be understood and addressed properly. For fertilizer production, India is heavily dependent on import of raw materials and intermediates. A significant quantity of finished fertilizer is also being imported. The volatility in international market adversely impacts the availability of fertilizer in our country. As far as marketing and distribution of fertilizers is concerned, timely availability of fertilizers to farmers is at times affected particularly during peak season due to heavy burden on railways. The alternate mode of transport such as Coastal and

Inland Waterways is being promoted by GoI but has not yet made any significant contribution in the movement of fertilizers.

The overall objective of all the stake holders is to get the right product, in right quantity, in right condition, at right time and at right price to ensure food and nutritional security of the country. The strategy is to strike a right balance between 'Make in India' and 'The Imports' to ensure the adequate and timely availability to the end users at affordable price. This can only happen by economizing the cost by bringing in more and more efficiency in production or imports.

Further, at usage level, there is a need for renewed efforts to increase the fertilizer use efficiency by balancing nutrient use, adoption of better agricultural practices, use of newer technologies (drone spraying, nano-biotechnology, use of AI) and innovative products (Efficient fertilizers, Nano – fertilizers, Sulphur Coated Urea, etc.). All these efforts should be aimed to improve the crop productivity, soil health and the environment as well.

It is therefore, thought to be appropriate to discuss the challenges and the way forward for the managers of the fertilizer industry so that they can effectively execute their business strategies.

TOPICS TO BE COVERED

1. Indian Fertilizer Scenario – An Overview
2. Fertilizer Policy – Key Initiatives and Desired Interventions
3. Government Initiatives for Promotion of Balanced and Efficient Fertilizer Use (PM PRANAM, PMKSK, GOBARdhan Scheme etc.)
4. Fertilizer Use under Climate Smart Agriculture
5. Innovative Fertilizer Products
6. E-Commerce in Agri-Input Marketing
7. Risk Management
8. New Ways and Means to Reduce Fertilizer Marketing Cost including Logistics
9. Fertilizer Use – Myth & Reality
10. Latest Amendments in Fertiliser Control Order and its Implication
11. AI application in Fertilizer and Agriculture Sector
12. Improving Personal Effectiveness
13. Importance of Soft Skills in Career Development

TARGET AUDIENCE

The middle and senior level officials in the fertilizer companies connected with the departments such as logistics, material management, marketing, finance, commercial, procurement, production technology, agricultural services/promotions, information & communication technology, etc., will find this programme very useful.

FACULTY

Subject matter specialists from the Government, Agriculture Institutions, FAI, Fertilizer Industry will act as the faculty.

DURATION AND DATE

The duration of the programme is April 10-12, 2024.

ABOUT THE VENUE OF THE PROGRAMME

Goa, a tiny emerald land on the west coast of India, the 25th state of the Union states of India, was liberated from Portuguese rule in 1961. It was a part of Union Territory of Goa, Daman & Diu till 30th May 1987 when it was carved out to form a separate state. Goa covers an area of 3702 square kilometers and comprises two Revenue district viz. North Goa and South Goa. Boundaries of Goa State are defined in the North by Terekhol river which separates it from Maharashtra, in the East and South by Karnataka State and West by Arabian Sea.

The programme will be held at:

Hotel Regenta Central, North Goa

(By Royal Orchid Hotels)

Arpora, Saligao, Goa

Telephone: +91 832 2958800,

Hand Phone: 8669938002

fom.rcng@royalorchidhotels.com



The participants may check into the hotel any time after 13.00 hrs. on April 10, 2024 and will be required to check out by 12.00 noon on April 12, 2024. Anyone desiring to stay in the hotel before April 10th or after the lunch of April 12th, 2024 will be required to settle the matter regarding availability of accommodation & tariff directly with the hotel and make payment to the hotel as per the terms agreed between the hotel and the individual concerned.

COURSE FEE

Type of Occupancy	Course Fee (in INR)
<i>Single Occupancy Basis</i>	25,000/- + 18% GST
<i>Double Occupancy Basis</i> (per participant)	20,000/- + 18% GST
Non-Resident Participants	15,000/- + 18% GST

The course fee covers reading material, conference facilities, programme kit, boarding and lodging expenses, breakfast, lunch, morning & afternoon tea/coffee, and dinner for participants. It does not include travel expenses of the participants to Goa. Expenses on extra person, room service and items like laundry charges, telephone calls, etc. will have to be paid by the participants themselves directly to the hotel at the time of check-out.

The fee can be remitted through a Banker's cheque/draft payable at Mumbai in favour of The Fertiliser Association of India. The payment also can be made by NEFT/RTGS transaction through Punjab National Bank; Branch: Linking Road, Bandra (West), Mumbai; Saving Bank A/c.No.: 0082002100061929; SWIFT / IFSC / RTGS: PUNB0008200 under intimation to us. FAI-WR GSTIN: 27AAACT0097M1Z1

REQUEST FOR NOMINATION

We have to be absolutely specific with the hotel about the number of participants. It is, therefore, requested that nomination of the participants should reach us latest by the April 05, 2024. Early communication on nominations will be highly appreciated, as the hotel has got only a limited number of rooms.

REGISTRATION

Registration form duly filled in along with the fee by Demand Draft/Bankers' Cheque may please be sent to:

S P Shete
Regional Executive
The Fertiliser Association of India (Western Region)
3, New Commonwealth Society, 229, Linking Road Bandra (West), Mumbai – 400 050, India
Contact No : 9594131210
faiwrmumbai@gmail.com; wr@faidelhi.org, www.faidelhi.org

REGISTRATION FORM

MANAGEMENT DEVELOPMENT PROGRAMME
April 10-12, 2024,
Hotel Regenta Central North Goa (By Royal Orchid Hotels)

To:
The Regional Executive
The Fertiliser Association of India (WR)
3, New Commonwealth Society, 229, Linking Road Bandra (West), Mumbai – 400 050

Please register the following for the above programme:

S. No.	Name in Capital Letters (Dr./Mr./Ms.)	Designation	Organization and Postal Address	Mobile / Phone (O)	Email / Fax	Occupancy (Single/ Double/ Non-Resident)
1.						
2.						
3.						
4.						

Sponsored by : Name : Designation :

Email : Signature : Date :

For raising invoice, please provide following additional information:

PAN Number : GST Number :

Billing Address : Contact Person :

.....
.....

Photocopies can be used, if additional forms are needed.

You may also email the filled in nomination form to wr@faidelhi.org / faiwrmumbai@gmail.com