

FERTILIZER BUSINESS MANAGEMENT

GST

Energy Norms Under Recovery

Profit Reasonableness Regulated MRP of P&K Sector

Soil Health Climate Change ONOF DBT to Farmers, AI

Price Disparity Logistics Challenges Volatile Intl. Market

NPK Distortion Decontrol of Sector ...

September 12-14, 2024
Hotel Regenta Central
Udaipur, Rajasthan

FAI has been conducting various training programs for the fertilizer industry personnel on the subjects of topical importance. The response in all these programmes from the Industry as well as the feedback from the participants has been quite encouraging. It is now proposed to organize a programme on '**Fertilizer Business Management**' at Hotel Regenta Central, Udaipur during September 12-14, 2024.

Fertilizer is the key to food security. 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 population. 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 spite of ensuring food security for the nation, fertilizer sector is facing various challenges. The significant dependence on imports either for the raw materials or the finished products is one of the major challenge. There is a need to have long-term agreement with the resource rich countries for uninterrupted supply. The viability of P&K sector either manufacturer or importer is under question. In the emerging scenario, green ammonia would play a crucial role in transitioning towards a low-carbon economy by decarbonizing the industrial sector and supporting renewable energy integration. The Govt is advocating the increased usage of alternate/ organic fertilizers. PM-PRANAM scheme aims to reduce the use of chemical fertilizers by incentivizing states to adopt alternative fertilizers and to encourage the balanced use of fertilizers in conjunction with bio-fertilizers and organic fertilizers. With the introduction of ONOF, there is shift in the marketing strategy of fertilizers. With the increased usage of digital application, the efficiency of fertilizer and agriculture would be driven by AI intervention in times to come.

In view of the above, the program has been specifically designed for the executives working in production, sales, 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 face the challenges in this sector.

With this background, it is therefore thought to organize a programme on **Fertilizer Business Management** to provide a complete understanding of the domain to the participants.

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





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.



VENUE

The programme will be held at

**Regenta Central Udaipur by
Royal Orchid Hotels Ltd.**

8, Hazareshwar Colony
Court Circle, Udaipur, Rajasthan
M +91- 8000250146 / 8000250153
T +91 – 294-2678888
E: fom.rcu@royalorchidhotels.com

TIMELINE

The programme will start on
September 12, 2024 with lunch and
will be over after lunch on
September 14, 2024

The participants may check into the
hotel any time after 1400 hrs. on
September 12 and will be required
to check out by 1100 hrs. on
September 14, 2024.



FACULTY

- Subject Matter Specialists
- Agriculture Scientists
- Fertilizer Industry Professionals
- Commodity Experts
- Shipping Syndicates
- FAI House

COURSE FEE

Types of Occupancy	Fee
Single Occupancy	INR 28,000 + 18% GST
Double Occupancy (per participant)	INR 24,000 + 18% GST
Non-Resident Participants	INR 17,000 + 18% GST

The course fee covers reading material, conference facilities, programme kit and boarding & lodging, etc. It does not include travel expenses of the participants to Udaipur and back. It also does not include the pick-up and drop facility from Airport/ Railway Station/ Bus Stand.

Fee Payment

The payment of fee in INR can be remitted through a Banker's cheque / draft payable at New Delhi in favour of **The Fertiliser Association of India**. The payment also can 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



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 August 30, 2024. Early communication on nomination will be highly appreciated, as the Hotel has a limited number of rooms.



REGISTRATION/ INFORMATION

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

Dr. Naresh Prasad
Director (Marketing)
The Fertiliser Association of India
FAI House
10, Shaheed Jit Singh Marg
New Delhi – 110067, India
Tel : +91-11-46005205 (D),
26567144
mktg@faidelhi.org
www.faidelhi.org

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.



SPONSORSHIP

Dinner
(Branding will be done during the Dinner)

INR 1.0 lakh

Lunch
(Branding will be done during the Lunch)

INR 0.75 lakhs

High Tea
(Branding will be done during the High Tea)

INR 0.50 lakhs

Programme on
Fertilizer Business Management

September 12-14, 2024, Udaipur

To,
The Director (Marketing)
The Fertiliser Association of India
FAI House
10, Shaheed Jit Singh Marg
New Delhi – 110067, India

Please register the following for the programme :

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

Sponsored by (Name)..... Designation

Email Signature and Date :

For raising invoice in INR, please provide following information:

GST Number :..... Billing Address :

Contact Person Name and Phone :

Photocopies can be used, if additional forms are needed.
You may also email the filled in nomination form to mktg@faidelhi.org