

Dr. Suresh Kumar Chaudhari
Director General

THE FERTILISER ASSOCIATION OF INDIA



FAI/NR/TP
21 March 2025

Sub: FAI-NR Training Program on Improving Professional and Personal Effectiveness at Kufri


Dear Sir,

FAI-Northern Region is organising a residential training program on **Improving Professional and Personal Effectiveness** during 21-24 May 2025 at **Hotel Sterling Kufri**, Village Gallu, **Kufri**, NH 22, P.O. Fagu, Teh. Theog, District Shimla, Himachal Pradesh.

2. The program is designed for the officers working in various disciplines including Marketing, Finance, Production, Promotion, Material Managements, Logistics, Agricultural Services, Public Relations, Secretarial, HRD and Information & Communication Technology.
3. To take advantage of this unique learning opportunity, kindly arrange to send the nominations from your organisation. We would appreciate to receive your nomination(s) by 5 May, 2025. A copy of the program brochure containing the details is attached.

With regards,

Yours sincerely,

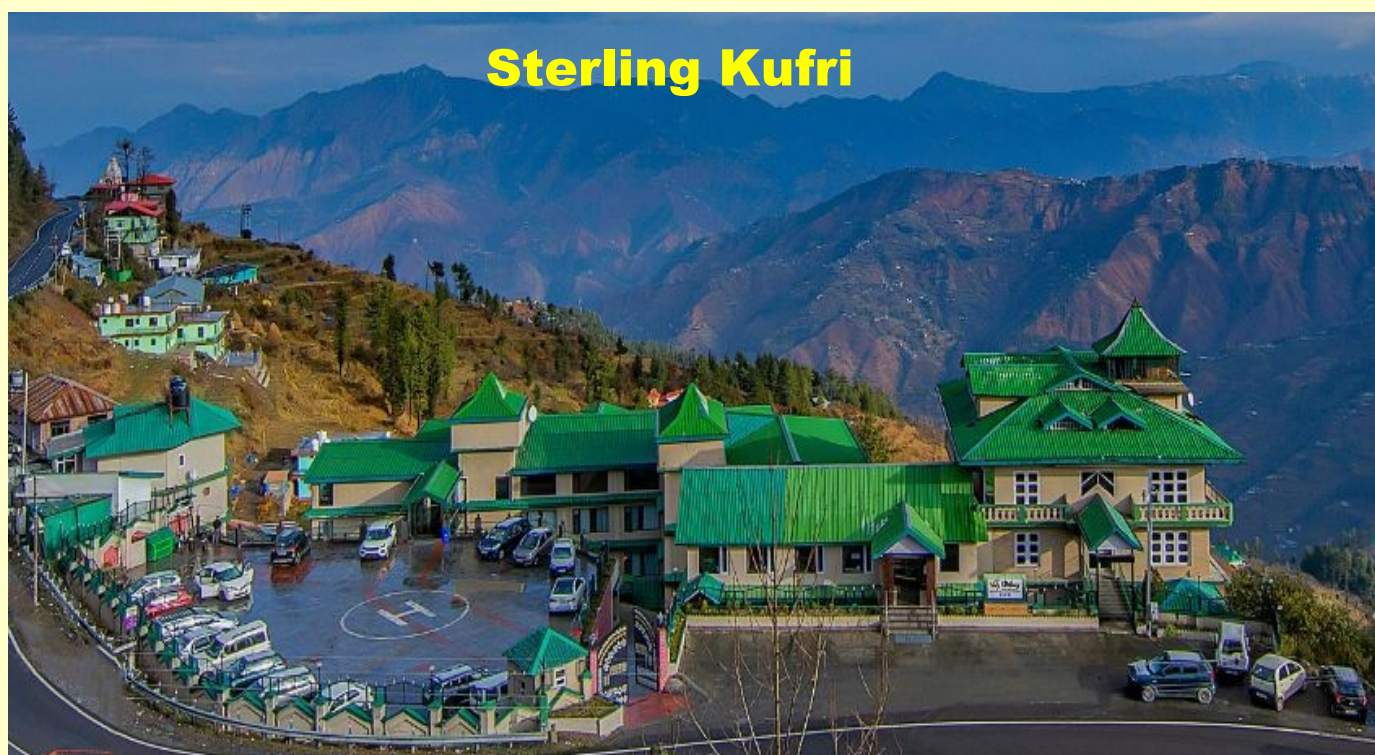

(Suresh Kumar Chaudhari)
21/3/25

Encl: As above.

FAI-Northern Region
Training Program
on
Improving Professional and
Personal Effectiveness

21-24 May 2025

Kufri, Himachal Pradesh



THE FERTILISER ASSOCIATION OF INDIA
NEW DELHI

INTRODUCTION

Fertiliser sector is vital for Indian agriculture. Sensible use of fertilisers in balanced proportion is inevitable to improve farm productivity, farmers' income and soil health. Professionals of different areas, working at different places, are involved in entire supply chain from production/import of fertilisers upto the last mile delivery. These areas *inter-alia* are related to management of import of raw materials/finished fertiliser products and production of fertilisers; logistics; marketing; extension services; finance; quality of fertilisers; human resource development, etc. There is a need for upgradation of knowledge and skills of personnel engaged in all these functional areas.

This training program has been specifically designed to provide apt opportunity to the officers to keep them abreast with the recent developments in the areas of pricing and subsidy policies, production technology, international trade, iFMS/DBT, logistics, marketing, use of alternate fertiliser products, precision agriculture, legal aspects of fertiliser trade, etc. Program also includes topics on improving soft skills for personal effectiveness. It is expected that the executives after undergoing this program will be able to discharge their duties with more ease and confidence.

In this context, **FAI-Northern Region** is organising a residential training program on ***Improving Professional and Personal Effectiveness*** during **21-24 May 2025** at **Hotel Sterling Kufri**, Village Gallu, **Kufri**, NH 22, P.O. Fagu, Teh. Theog, District Shimla (H.P.).

TRAINING APPROACH

The training approach aims at stimulating competence level of the individual through presentations by experts and participative discussion. Case studies, group discussions and role playing are some of the techniques that will be used to animate and sustain the interest of the participants.

PROGRAM CONTENTS

- Changing Pattern of Pricing and Subsidy Policies for the Sector
- Improving Productivity and Cost Optimization of Fertiliser Plants
- Fertiliser and Raw Material Scenario
- International Trade and Port Operations
- An Overview of FCO 1985 and Recent Developments
- Salient Features of iFMS/DBT in Fertiliser Sector
- Improving Logistics Operations and Cost Optimization
- Fertiliser Marketing Strategies in the changing Environment
- Key Areas of Water Soluble Fertilisers and Micronutrients in Indian Agriculture
- Role of Organic-based Fertilisers, Bio-fertilisers and Bio-stimulants in Indian Agriculture
- Precision Agriculture – Tech-based Solutions
- Giving Boost to Promotion of SSP in Indian Agriculture
- Importance of Nano Fertilisers in Agriculture and Marketing Strategy
- Soft Skills for Success
 - *Interpersonal Skills*
 - *Time Management*
 - *Effective Leadership*
 - *Team Building*
 - *Stress Management*
 - *Positivity for Success*

FACULTY

Faculty will consist of resource persons from the Fertiliser Industry, Government of India, the FAI and the Management/Professional Institutes.

TARGET AUDIENCE

The program is designed for officers of the Marketing, Finance, Production, Material Managements, Logistics, Agricultural Services/Promotions, Public Relations, Secretarial, HRD and Information & Communication Technology in order to enhance their professional and personal skills related to this vital sector of the Indian economy.

DATES & VENUE

The dates for the residential training program are **21-24 May 2025**. The venue of the program is:

Hotel Sterling Kufri
Village Gallu, Kufri, NH 22, P.O. Fagu, Teh. Theog, Shimla, H.P.
Phone: 01783-239192 • **Mobile:** 7833899006, 7833899011
Email: fom.kufri@sterlingholidays.com
Website: www.sterlingholidays.com/resorts-hotels/kufri

The participants can check-in the Hotel on 21 May 2025 after 1200 hours and will be required to check-out on 24 May 2025 by 1100 hours. Participants desiring to stay in the Hotel before 1200 hours of 21 May 2025 and/or after 1100 hours of 24 May 2025 will be required to pay directly to the Hotel as per the tariff rates agreed between the Hotel and the concerned participants.

REQUEST FOR NOMINATIONS

We trust your organisation will be interested in nominating the officials to this important program. Being a residential program, 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 5 May 2025**. Early decision on nominations will also facilitate the participants to make their travel plans well in advance.

REGISTRATION

The registration fee is **Rs. 25,000/-** per participant on double occupancy (room sharing) basis, **Rs. 34,500/-** per participant on single occupancy basis and **Rs. 17,000/-** for non-residential basis. GST @ 18% will be applicable on the given rates. **Registration form** duly filled in along with the fee by Demand Draft/Bankers' Cheque in favour of **The Fertiliser Association of India** may please be sent to:

Mr. Harinder Kaushik
The Fertiliser Association of India – Northern Region
FAI House, 10, Shaheed Jit Singh Marg, New Delhi - 110 067
CIN U85300DL1955NPL002999
Mobile: 9818918688 • *Tel:* 011-46005226, 46005200
E mail: nr@faidelhi.org, fairn2@gmail.com • *Website:* www.faidelhi.org

The payment can also 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

The registration fee for the participants covers program fee, conference facilities, registration kit, reading materials, boarding & lodging. Expenses on room services are not the part of the package. Therefore, the meal items in room, laundry charges, telephone calls, etc., will have to be paid by the participants themselves directly to the Hotel before check out.

ADDITIONAL PERSON

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. The room availability is likely to be very tight during the program in view of one of the fine location in summer. Therefore, participant intended to bring any additional person(s) will be requested to inform us well in advance to enable us to make necessary arrangements and avoid any inconvenience.

ABOUT THE HOTEL

A gorgeous 3.5-acre resort with a magnificent view of the snow-laden hills, offers luxury and comfort to the people staying in the Hotel.

Kufri is a hamlet which brings the best of Himachal Pradesh - lush mountains, snow-clad hills, and dense forests. **Sterling Kufri** provides luxury and comfort along with stunning views of this beautiful landscape. The resort has 77 well-appointed rooms and is just 20 km away from Shimla. With snow-clad hills around, this place is ideal to just relax with a cup of hot tea, cosy up with a book or spend time with loved ones. Kufri is the starting point of many beautiful treks. Depending on the season, one can go skiing or apple-picking in the nearby orchard.

Sterling Kufri is surrounded by terrace farms. The relaxed pace of life and greenery of the area is a world of escape from the city's madding crowd. The resort's Holiday Activity Centre offers an interesting array of games like carrom and badminton.



ABOUT THE CITY

Kufri is a small hill station in Shimla district of Himachal Pradesh State. It is located 20 km from the state capital Shimla on the National Highway No. 22. The name Kufri is derived from the word *kufr* meaning "lake" in the local language.

The Himalayan range of mountains is stunning in its own right. Kufri is a hamlet which brings the best of Himachal Pradesh – be it lush mountains, snowy plains, or dense forests.

In 1864, Shimla was declared the summer capital of the British Raj in India. A popular tourist destination, Shimla is often referred to as the "Queen of Hills," a term coined by the Britishers.

The important places of interest are Kufri Zoo, Himachal State Museum and Library, Viceregal Lodge & Botanical Gardens, **Christ Church, The Ridge, The Mall, Jakhu Temple, Tara Devi Temple, Kali Bari**, etc.

CONNECTIVITY

Kufri (Shimla) is very well connected by Road, Air and Train.

By Road - Distance from Delhi to Kufri by road is around 387 km; Chandigarh to Kufri is 130 km and Shimla to Kufri is 19 km. There are direct buses from Delhi, Jaipur and Chandigarh to Shimla, one can avail the facility of private taxis to reach Kufri.

By Air - The nearest Airport is Jubbarhatti, 38 km from Kufri. There is a flight from Delhi to Shimla (Jubbarhatti) Airport.

By Train - Kalka (nearest Railway Station), taxis ply to Kufri (3½ hours, 103 km).

WEATHER

The Kufri temperature in May ranges between approximately **10.9°C** to **24.1°C**, providing a pleasant climate for various activities. With nearly 14 hours of daylight, visitors can make the most of their time exploring the captivating landscapes of Kufri.



Christ Church, Shimla



Viceregal Lodge, Shimla



Toy Train

**FAI-Northern Region Training Program on
Improving Professional and Personal Effectiveness
21-24 May 2025, Kufri, District Shimla, Himachal Pradesh**

Tentative Program

Date & Time (hrs.)	Topics
21 May 2025 (Wednesday)	
1300-1400	<i>Lunch</i>
1430-1500	<i>Registration</i>
1500-1600	Inaugural Session
1600-1630	<i>Tea</i>
1630-1730	Changing Pattern of Pricing and Subsidy Policies for the Sector
1730-1830	Improving Productivity and Cost Optimization of Fertiliser Plants
1900-2200	<i>Dinner</i>
22 May 2025 (Thursday)	
0900-1000	Fertiliser and Raw Material Scenario
1000-1100	International Trade and Port Operations
1100-1115	<i>Tea</i>
1115-1215	An Overview of FCO 1985 and Recent Developments
1215-1315	Salient Features of iFMS/DBT in Fertiliser Sector
1315-1400	<i>Lunch</i>
1400-1445	Improving Logistics Operations and Cost Optimization
1445-1545	Fertiliser Marketing Strategies in the Changing Environment
1545-1615	<i>Tea</i>
1615-1700	Key Areas of Water Soluble Fertilisers and Micronutrients in Indian Agriculture
1900-2200	<i>Dinner</i>
23 May 2025 (Friday)	
0900-1000	Role of Organic-based Fertilisers, Bio-fertilisers and Bio-stimulants in Indian Agriculture
1000-1100	Precision Agriculture – Tech-based Solutions
1100-1115	<i>Tea</i>
1115-1215	Giving Boost to Promotion of SSP in Indian Agriculture
1215-1300	Importance of Nano Fertilisers in Agriculture and Marketing Strategy
1300-1400	<i>Lunch</i>
1400-1830	Sight Seeing
1900-2200	<i>Dinner</i>
24 May 2025 (Saturday)	
0900-1030	Soft Skills for Success • <i>Interpersonal Skills</i> • <i>Time Management</i> • <i>Effective Leadership</i>
1030-1100	<i>Tea</i>
1100-1215	• <i>Team Building, Stress Management & Positivity for Success</i>
1215-1300	Valedictory Session
1300	<i>Lunch</i>

REGISTRATION FORM

Mr. Harinder Kaushik

The Fertiliser Association of India - Northern Region

FAI House, 10, Shaheed Jit Singh Marg

New Delhi – 110 067

CIN U85300DL 1955NPL002999

Mobile: 9818918688, Tel.: 011-46005226; 46005200

E-mail: nr@faidelhi.org; fair2@gmail.com

Dear Sir,

Please register following officers from our organisation for FAI – NR Training Program on **Improving Professional and Personal Effectiveness** to be organised during **21-24 May 2025** at **Hotel Sterling Kufri**, Village Gallu, **Kufri**, NH 22, P.O. Fagu, Teh. Theog, District Shimla, Himachal Pradesh.

S. No.	Name	Designation	Occupancy (Single/ Double/Non-residential)	Mobile/ Phone	E-mail ID	City/District
1.						
2.						
...						
...						
10.						

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

NEFT/RTGS details: Bank Name: Canara Bank; Branch: Jit Singh Marg, New Delhi; Saving Bank A/c. No.: 1484101006029; SWIFT / IFSC / RTGS: CNRB0001484

Registration Fee is as below:

- (i) Double (sharing) occupancy @ Rs. 25,000/- plus 18% GST per participant
- (ii) Single occupancy @ Rs. 34,500/- plus 18% GST per participant
- (iii) Non-residential @ Rs. 17,000/- plus 18% GST per participant

Details of Nominating Officer:

Name & Designation: Signature:

Organisation:

Address:

Mobile / Phones:.....

GST No.:

E-mail ID:

Photocopies can be used, if additional forms are needed.

You may also e-mail the filled in Registration Form to **nr@faidelhi.org; fair2@gmail.com**