

FAI/NR/TP
3rd December, 2024

Dear Sir,

**Sub: FAI-NR Training Programme on
Improving Professional and Personal Effectiveness at Jaisalmer**

FAI-Northern Region is organising a residential training programme on **Improving Professional and Personal Effectiveness** during February 12-15, 2025 at SKK The Fern – An Ecotel Hotel, SD Vyas Hotel Complex, Jodhpur-Barmer Link Road, **Jaisalmer**, Rajasthan.

The programme 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.

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 27th January, 2025. A copy of the programme brochure containing the details is attached.

Thanking you,

Yours faithfully,



D. Ramakrishnan

Encl: a/a

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

February 12-15, 2025

Jaisalmer, Rajasthan

SKK The Fern



THE FERTILISER ASSOCIATION OF INDIA
NEW DELHI

INTRODUCTION

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

This training programme 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 fertilizer products, precision agriculture, legal aspects of fertilizer trade, etc. Programme also includes topics on improving soft skills for personal effectiveness. It is expected that the executives after undergoing this programme will be able to discharge their duties with more ease and confidence.

In this context, **FAI-Northern Region** is organising a residential training programme on ***Improving Professional and Personal Effectiveness*** during **February 12-15, 2025** at SKK The Fern – An Ecotel Hotel, SD Vyas Hotel Complex, Jodhpur-Barmer Link Road, Jaisalmer – 345 001, Rajasthan.

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.

PROGRAMME CONTENTS

- Changing Pattern of Pricing and Subsidy Policies for the Sector
- Improving Productivity and Cost Optimization of Fertilizer Plants
- Fertilizer and Raw Material Scenario
- International Trade and Port Operations
- An Overview of FCO 1985 and Recent Developments
- Salient Features of iFMS/DBT in Fertilizer Sector
- Improving Logistics Operations
- Fertilizer Marketing Strategies in the changing Environment
- Key Areas of Water Soluble Fertilizers and Micronutrients in Indian Agriculture
- Role of Organic-based Fertilizers, Bio-fertilizers and Bio-stimulants in Indian Agriculture
- Precision Agriculture – Tech-based Solutions
- Giving Boost to Promotion of SSP in Indian Agriculture
- Nano Fertilizers 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 Fertilizer Industry, Government of India, the FAI and the Management/Professional Institutes.

TARGET AUDIENCE

The programme 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 programme are **February 12-15, 2025**. The venue of the programme is:

SKK The Fern – An Ecotel Hotel
SD Vyas Hotel Complex
Jodhpur-Barmer Link Road, Jaisalmer – 345 001, Rajasthan
Mobile: 9257041101
Website: www.fernhotels.com/skk-the-fern-jaisalmer

The participants can check-in in the Hotel on the 12th February, 2025 after 1200 hours and will be required to check out on the 15th February, 2025 by 1100 hours. Participants desiring to stay in the Hotel before 1200 hours of 12th February, 2025 and or after 1100 hours of 15th February, 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 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 27th January, 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, fainr2@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 programme 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 programme in view of one of the fine location this season. Therefore, participant intended to bring any additional person(s) is requested to inform us well in advance to enable us to make necessary arrangements and avoid any inconvenience.

ABOUT THE HOTEL

SKK The Fern An Ecotel Hotel is a magnificent resort in “Golden City” Jaisalmer that is tucked away in a charming setting. With its vastly enormous vibrant interiors, elaborate decor, and historic charm, this hotel in Jaisalmer tells the stories of bygone eras. We offer the most sumptuous banquet hall in Jaisalmer where couples who are planning a destination wedding can book a space, have ceremonies, record pre-wedding moments, and host an authentic candlelight dinner for their loved ones while soaking in the surrounding city, mountains, and lake views.



ABOUT THE CITY

The `DESERT CITADEL' is a real legend amidst the vast barren desert of western Rajasthan. The Golden city `JAISALMER' was founded by **Rawal Jaisal**, a Bhati Rajput in 1156 A.D. The glory of Jaisalmer blooms with intricately carved palaces, havelis and temples. The important places of interest are the fort (**Sonar Kila**), **Jain Temple**, **Gadisar Lake**, **Badal Vilas Mandir Palace**, **Patwon Ki Haveli**, **Amar Sagar**, etc.

CONNECTIVITY

By Air - Daily flights available from **New Delhi, Mumbai and Jaipur**.

By Rail - Jaisalmer is well connected by rail mode from **New Delhi, Ahmedabad, Jaipur, Bikaner & Jodhpur**. The train schedule of Delhi-Jaisalmer is given below:

Delhi to Jaisalmer

Train No.	Train Name	From	Departure	To	Arrival	Distance (Km)	Travel Time (hrs)	Days
25014	CORBET PRK EXP	DLI	04:30	JSM	22:30	978	18:00	Daily
15014	RANIKHET EXP	DLI	04:30	JSM	23:00	978	18:30	Daily
14087	RUNICHA EXP	DLI	08:55	JSM	04:00	849	19:05	Daily

Jaisalmer to Delhi

Train No.	Train Name	From	Departure	To	Arrival	Distance (Km)	Travel Time (hrs)	Days
15013	RANIKHET EXP	JSM	02:40	DLI	21:50	979	19:10	Daily
14088	RUNICHA EXP	JSM	19:00	DLI	10:35	849	15:35	Daily

By Road - Rajasthan State Road Transport Corporation (RSRTC) runs comfortable deluxe & air conditioned buses from Delhi, Jaipur, Jodhpur, Ajmer, Bikaner. The roads are good and fairly comfortable.

WEATHER

Weather in Jaisalmer during mid of February is normally pleasant. Temperature would be **10°C – 26°C** and light woolen clothes would be required in the night.

Some Photographs from earlier Jaisalmer Training Programmes



**FAI-Northern Region Training Programme on
Improving Professional and Personal Effectiveness
February 12-15, 2025, Jaisalmer, Rajasthan**

Tentative Programme

Date & Time (hrs.)	Topics
12th February, 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 Fertilizer Plants
1900-2200	<i>Dinner</i>
13th February, 2025 (Thursday)	
0900-1000	Fertilizer 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 Fertilizer Sector
1315-1400	<i>Lunch</i>
1400-1445	Improving Logistics Operations
1445-1545	Fertilizer Marketing Strategies in the changing Environment
1545-1615	<i>Tea</i>
1615-1700	Key Areas of Water Soluble Fertilizers and Micronutrients in Indian Agriculture
1900-2200	<i>Dinner</i>
14th February, 2025 (Friday)	
0900-1000	Role of Organic-based Fertilizers, Bio-fertilizers 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	Nano Fertilizers in Agriculture and Marketing Strategy
1300-1400	<i>Lunch</i>
1430-1800	Outdoor/Indoor Activities
1900-2200	<i>Dinner</i>
15th February, 2025 (Saturday)	
0900-1030	Soft Skills for Success <ul style="list-style-type: none"> • <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 Programme on **Improving Professional and Personal Effectiveness** to be organised during **February 12-15, 2025** at SKK The Fern – An Ecotel Hotel, SD Vyas Hotel Complex, Jodhpur-Barmer Link Road, **Jaisalmer** – 345 001, Rajasthan.

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**