

Dr. Suresh Kumar Chaudhari
Director General

THE FERTILISER ASSOCIATION OF INDIA



Stat/Program
24 April 2025

Dear Sir,

Subject: FAI Program on Business Intelligence, Forecasts and Planning for the Fertiliser Sector, 9-11 June 2025, ICAR-CCARI, Goa

Agriculture is the prime sector of Indian economy. Fertiliser is a key input for agriculture, particularly for enhancing crop productivity. Fertiliser sector has been undertaking various activities, such as, production, import, warehousing, transportation, promotion & extension, etc. for serving the objective of making fertilisers available to the farmers at right time, right place, right quantity and at the right price. The foundation of planning is based on the proper use of existing data and their analysis for drawing inferences and adoption of appropriate methodologies for future projections.

Application of new tools and practices have been revolutionizing the fertiliser and agriculture sectors with development of more efficient, sustainable, profitable and eco-friendly system. Still the challenges exist in domestic production, import planning, port-handling, movement, storage, use of fertilisers, etc.

To tap the potential of an individual working in the organizations, there is a need to have the desired knowledge of business intelligence in the fertiliser and agriculture sectors. This can be made possible by meticulous planning, execution, monitoring and systematic feedback mechanism from all the stakeholders. Updation of knowledge-base of an individual will be prerequisite to the growth of both the sectors.

With this background, FAI plans to organise a **Non-residential** program on **Business Intelligence, Forecasts and Planning for the Fertiliser Sector** at ICAR-Central Coastal Agricultural Research Institute, Goa during 9-11 June 2025 for the professionals working in various disciplines, including, technical, marketing, production, logistics, agricultural services, finance, IT, etc.

In this context, we request you to kindly send the nominations from your organization, enabling officers to take advantage from this program. The preliminary program, nomination form and other details are given herewith.

We look forward to your favourable response.

Thanking you,

Yours sincerely,

(Dr. Suresh Kumar Chaudhari)

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FAI Program
Business Intelligence, Forecasts and Planning
for the Fertiliser Sector



9-11 June 2025
ICAR-Central Coastal Agricultural Research Institute, Goa



The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg, New Delhi – 110 067

PROGRAM OUTLINE

TOPICS TO BE COVERED

The following topics are intended to be covered in the program:

1. An Overview of Fertiliser Policy
2. Importance of Business Intelligence in Fertiliser and Agriculture Sectors
3. Role of Marketing Research and Market Intelligence in Fertiliser Sector
4. Meticulous Planning for Forecasting Weather and Climate Change
5. Developing Agri-technologies for Coastal Area
6. Forecasts of DBT to Become a Reality and Planning
7. Import Planning on the Basis of Demand Supply Position of Fertiliser and Future Outlook
8. Productivity Improvement and Cost Optimization in Fertiliser Plants
9. Ensuring Innovative Fertiliser Products for Efficient Nutrient Management
10. Business Strategy for Handling of Fertilisers and Raw Materials at Ports, and Coastal Movement
11. Planning of Logistics and Optimizing Cost
12. Prospects of Nano Fertilisers to Meet Nutrient Demand
13. Smart Nutrition Solution in Agriculture for Improving Soil Health

TARGET AUDIENCE

The program has been designed for professionals working in the disciplines including technical, marketing, finance, production, promotion, logistics, agricultural services, HR, IT, etc. The program aims at upgrading the knowledge base of the professionals in the fertiliser industry and other organisations associated with the fertiliser and agriculture sectors.

FACULTY

Senior officials from India Meteorological Department, National Informatics Centre, ICAR-CCARI, Fertiliser Industry, Consultancy Organizations and the FAI will to act as Faculty members in the program.

DURATION, DATE & VENUE

The duration of the program is three days. The dates are 9 to 11 June 2025. The venue of the program is **ICAR-Central Coastal Agricultural Research Institute (ICAR-CCARI), Goa.**

ICAR-CCARI, Goa is a premier institute under the Indian Council of Agricultural Research (ICAR), New Delhi, functioning under the Natural Resource Management Division. Originally established in 1976 as a regional centre, it was upgraded to an independent institute in 1989 and renamed ICAR-CCARI in 2014. The institute focuses on addressing the unique challenges of coastal agriculture across India's 7516.6 km long coastline that spans nine states and two union territories,

supporting over 16% of the country's human and 19.5% of livestock population within just 10% of the land area. Despite rich natural resources, coastal agriculture is constrained by demographic pressures, land degradation, rapid urbanization, and climate change impacts, making it one of the most vulnerable ecosystems. ICAR-CCARI undertakes research and development of climate-resilient farming systems and technology dissemination through its Krishi Vigyan Kendra (KVK), established in 1983. The institute is strategically located with convenient access via Karmali Railway Station (2 km), Goa International Airport (25 km), Manohar International Airport (40 km), and Panjim Bus Stand (10 km). It is situated near the UNESCO World Heritage Site of the Basilica of Bom Jesus and the Church of St. Francis Xavier.

The detailed address of the venue is given below:



**ICAR - Central Coastal Agricultural
Research Institute**
Ela, Old Goa - 403 402
Telephone: +91-832-2993097
Website: <https://ccari.icar.gov.in/>

ABOUT THE CITY

Goa is situated on the western coast of the Indian Peninsula. On its north, runs the Terekhol River which separates Goa from Maharashtra and on the south lies North Canara district of Karnataka. On the east, lie the Western Ghats, and in the west the Arabian Sea. Panaji, Margao, Vasco, Mapusa and Ponda, are the main towns of Goa. Important tourist centers are Calangute beach (queen of beaches); Basilica of Bom Jesus and Se Cathedral churches at Old Goa; Mangueshi, Bandora temples; Dudhsagar and Harvalem waterfalls, etc. The state has rich wild life sanctuaries.

WEATHER

Weather in Goa during June is normally pleasant. The temperatures vary between 25 °C to 30 °C.

PROGRAM FEE (Non-Residential)

The participation fee for the program is Rs. 17,000/- (Rupees Seventeen thousand only) plus 18% GST per participant. It includes conference facilities, lunch and forenoon / afternoon tea / coffee for all the three days.

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

PAYMENT PROCEDURE

- The demand draft/cheque payable at a bank in New Delhi should be drawn 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; IFSC Code: CNRB0001484, FAI GSTIN: 07AAACT0097M1Z3.

REGISTRATION

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

Kuldeep Sati
Chief (Statistics & IT)
The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg
New Delhi - 110 067
Tel: +91-11-46005215
Email: stat@faidelhi.org; Website: www.faidelhi.org

REGISTRATION FORM

FAI Program

Business Intelligence, Forecasts and Planning for the Fertiliser Sector
9-11 June 2025, ICAR - Central Coastal Agricultural Research Institute, Goa

Kuldeep Sati

Chief (Statistics & IT)
The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg
New Delhi - 110 067

Please register the following executive(s) for the above Program (Please type or write in CAPITAL LETTERS)

S. No.	Name	Designation	Address	Mobile No.	E-mail	Veg./ Non-veg.
1.						
2.						
3.						
4.						

Name of the Organisation on which bill has to be raised

Address

Telephone Email

GSTIN No.

Payment details: Rs. plus 18% GST

Please find enclosed payable at par cheque/Bank Draft No. _____ dated _____ drawn on _____ for Rupees _____ favouring "The Fertiliser Association of India", at New Delhi as registration fee for the above delegate(s) @ Rs. 17000/- plus 18% GST per participant.

Payment can also be made through NEFT / RGTS, details are attached.

Sponsoring authority: Name & Designation

Telephone/Mobile

Note: In case of NEFT/RGTS transfer, please ensure that transaction details along with the name of the program and participants to be forwarded to FAI to update our records.