

FAI Programme on Fertilizer Business Management



SEPTEMBER 27-30, 2023

HOTEL LONG BEACH GARDEN
PATTAYA, THAILAND

Dear Friends,

FAI has been conducting various 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 were quite encouraging. It is now proposed to organize a programme on '**Fertilizer Business Management**' at Hotel Long Beach Garden, Pattaya, Thailand during September 27-30, 2023.

The fertilizer sector is facing various challenges for its smooth operations. The significant dependence on imports either for the raw materials or the finished products is one of the major challenge. In the recent past, due to unprecedented price rise and volatility in the international market, it was too difficult for the industry to produce and / or import fertilizers. The due credit goes to the Government of India for taking necessary steps to bring down the prices in the international market. In spite of high international prices, the Government of India kept the MRP of the fertilizers at the affordable level to the farmers. The estimated subsidy outgo during the FY 22-23 is expected to touch a new high of Rs. 2.55 Lakh crore against the initial budget of Rs. 1.05 lakh crore as GOI is committed to make the fertilizer available to the farmers at an affordable price.

There are many other issues in the fertilizer sector viz. non-revision of minimum fixed cost, urea production beyond reassessed capacity, non-refund of accumulated Input Tax Credit (ITC) due to subsidy, non-refund of ITC due to services, GST dispensation for imported P&K fertilizers, reasonableness of MRP of P&K fertilizers, increasing production and sale of SSP, availability of natural gas, etc.

In view of the above, the programme has been specifically designed for the senior executives working in production, sales, distribution / logistics, material management, finance / commerce, purchase / procurement, agricultural services / promotions and information and 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 proposed to organize a residential programme on **Fertilizer Business Management** during September 27-30, 2023 at Hotel Long Beach Garden, Pattaya, Thailand. We request you to avail this opportunity by nominating officers from your organization.

We look forward to your early and favourable response.

Arvind Chaudhary
Director General

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 a program on “Fertilizer Business Management” wherein the experts from the Government, FAI, Agricultural Institutions and the Industry would be contributing immensely 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. Case studies and group discussions are some of the teaching techniques that will be used to stimulate and sustain the interest of the participants.

BACKGROUND

Fertilizer business 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 the agreed 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.

During the peak season, at times, the availability of railway rakes has been a challenge and thereby adversely affecting the timely fertilizer availability to the end users. This

results in the piling up of the stocks at the ports / plants sites leading to various implications including the increase in inventory carrying cost. The GoI notified freight subsidy policy for coastal shipping and inland water transportation has not yet made any headway. The GoI has implemented a new concept i.e. 'One Nation - One Fertilizer' which means that the entire urea and phosphatic & potassic fertilizers are being sold under the 'Bharat' brand. This is to avoid the criss-cross movement and also ensure the availability as well as the traceability till last mile delivery. The 'Pradhanmantri Kisan Samrudhi Kendra' (PMKSK) at village, taluka and district levels are also being established in the country with the objective to cater the needs of the farmers by providing agri-inputs (fertilizers, seeds, implements) and various services like testing facilities for soil, seeds, fertilizers, advisory, training, etc. under one roof.

The overall objective of the all the stake holders is to get the right product, in right quantity, in right condition, at right time and at right price. The strategy is also to strike a right balance between "Make in India" and "Imports" to ensure the adequate and timely availability to the end users at affordable price.

There is need for renewed efforts to increase the fertilizer use efficiency by adoption of better agricultural practices, new technologies (drone spraying, nano-biotechnology) and innovative products (More efficient fertilizers, Nano – fertilizers, Bio stimulants, etc.). This is expected 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. Fertilizer sector in India – An overview
2. Fertilizer policy environment
3. Fertilizer production technology
4. International market scenario – An overview
5. Ways and means to economise the marketing cost
6. Digital intervention at farm level
7. Potential of coastal shipping and inland water transportation
8. Use and promotion of more efficient fertilizers
9. Scope of E-commerce in agri-input business
10. Developing fertilizer trade for last mile connectivity
11. iMFS/DBT issues – The way forward
12. Amendments in FCO and government regulations
13. Fertilizer use –Myth and Realty

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 Agriculture Institutions, FAI, Fertilizer Industry will act as the faculty.

DURATION AND DATE

The duration of the programme is September 27-30, 2023.

The programme will be held at:

HOTEL LONG BEACH GARDEN, PATTAYA

499/7 Moo 5, 16 Naklua Rd.
Banglamung
Chonburi 20150, Thailand

The participants may check into the hotel any time after 14.00 hrs. on September 27, 2023 and will be required to check out by 12.00 noon on September 30, 2023. Anyone desiring to stay in the hotel before check-in time on September 27 or after the check-out time on September 30 will be required to settle the matter regarding availability of accommodation directly with the hotel and make payment to the hotel as per the terms agreed between the hotel and the individual concerned.

COURSE FEE

	INR + 18% GST	US\$ + 18% GST
Single Occupancy Basis	80,000	1500
Non-Resident Participants	40,000	900

The course fee covers reading material, conference facilities, programme kit and boarding and lodging. It does not include travel expenses of the participants to Pattaya. Expenses on 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 in Indian currency 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.

Please advise your banker to transfer the fee in US DOLLAR (US\$) in the following format:

Bank Details :	
Bank Name	Axis Bank Ltd.
Bank Account Number	921020052377341
SWIFT Code	AXISINBB
Bank Address	South Extension, DEL DL, Gurmehar A12, Level 1 Gurmehar , Ring Road, New Delhi – 110 049
Bank Telephone No.	+91-11-66415004 / +91-9899276888
Account Type	Current Account
Beneficiary Name	THE FERTILISER ASSOCIATION OF INDIA
Beneficiary Address	FAI House, 10, Shaheed Jit Singh Marg, New Delhi – 110 067
Beneficiary Tel. No.	+91-11-46005236 / +91-11-46005204
Purpose code as per RBI Guideline	As per RBI guidelines, for the training programme which falls under purpose code P0806, SI.No. 2.5 relating to Subscription to newspapers, periodicals etc.

After remittance, please send the MT format for tracing the funds with our bankers.

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 September 8, 2023. 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:

Dr. Naresh Prasad
Director (Marketing)
The Fertiliser Association of India
FAI House, 10, Shaheed Jit Singh Marg
New Delhi - 110 067, India
Tel : +91-11-46005205 (D), 26567144
mktg@faidelhi.org, www.faidelhi.org

SPONSORSHIP OPPORTUNITIES

The following are the opportunities for sponsorship in the above programme:

S.No.	Item	Amount
1.	Diamond Sponsor The branding will be done very prominent location in the Conference Hall. The display can include a short corporate video of less than 5 minutes twice a day. In addition, sponsorship will be acknowledged repeatedly in between the presentations.	INR 5.0 lakhs
2.	Gold Sponsor The branding will be done in the Conference Hall. The display can include a short corporate video of less than 5 minutes once in a day. In addition, sponsorship will be acknowledged in between the presentations.	INR 3.0 lakhs
3.	Silver Sponsor The branding will be done in the Conference Hall. In addition, sponsorship will be acknowledged in between the presentations.	INR 1.0 lakh
4.	Dinner for the participants for any one day i.e. on 27, 28 or 29 September, 2023	INR 2.0 lakhs
5.	Lunch for the participants for any one day i.e. on 28, 29 or 30 September, 2023	INR 1.50 lakhs
6.	One High Tea on 27, September 2023	INR 0.50 lakhs

Kindly let us know about willingness of your company to sponsor one or more of the events in the programme latest by September 8, 2023.

For any clarifications we may be contacted for the concerned information.

REGISTRATION FORM

FAI Programme on
Fertilizer Business Management
September 27-30. 2023

To:

The Director (Marketing)
The Fertiliser Association of India
FAI House
10, Shaheed Jit Singh Marg
New Delhi - 110 067, India

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/ Non-Resident)
1.						
2.						
3.						
4.						

Sponsored by (Name) : Designation :

Email : Signature : Date :

Passport details of foreign participants (1st and last page)

Complete Billing Address :

For raising invoice in INR, please provide following additional information:

PAN of the company: GST Number :

Contact Person Phone : Billing Address :

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