

# FAI Programme on Fertilizer Business Management



September 26-29, 2022  
Hotel Regenta Central North Goa

Dear Friends,

FAI has been conducting various training programs for the fertilizer industry personnel on the subjects of topical importance. However, due to Covid pandemic, it was not possible to organize the programs in physical mode and hence the programs were held in virtual mode. Since, the Covid situation has improved, we have again started organizing the programs in physical mode. In 2022, so far, we have organized three residential programmes. 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 Regenta Central North Goa during September 26-29, 2022.

The 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. 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.

In spite of significant increase in the NBS rates for the P&K fertilizers during last one year, the challenge for the industry remains to ensure the adequate availability. The ongoing Russia-Ukraine war has further tightened the availability situation in the "International Market" that has been problem of availability of adequate quantities and management of logistics. The estimated subsidy outgo during the FY 22-23 is expected to touch a new high of Rs. 2.5 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.

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 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 program on '**Fertilizer Business Management**' during September 26-29, 2022 Hotel Regenta Central North Goa.

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

We look forward to your early and favourable response.

Dr. S. Nand  
Acting 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 fertilisers 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. Recently, the GoI has floated a new concept i.e. 'One Nation - One Fertilizer' which means that the entire urea will be sold under the brand 'Bharat Urea'. This is to avoid the criss-cross movement and also ensure the traceability till last mile delivery. There is also proposal for company owned 'Model Fertilizer Retail Shops' at retail, taluka and district levels.

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 "The 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. Prospects of containerised movement of bulk fertilizers
8. Potential of coastal shipping and inland water transportation
9. National Logistics Portal – One stop solution to EXIM
10. Use and promotion of more efficient fertilizers
11. Scope of E-commerce in agri-input business
12. Developing fertilizer trade for last mile connectivity
13. iMFS/DBT issues – The way forward
14. Amendments in FCO and government regulations

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

## DURATION AND DATE

The duration of the programme is September, 26-29, 2022.

## ABOUT THE VENUE OF THE PROGRAMME

Goa, a tiny emerald land on the west coast of India, the 25<sup>th</sup> state of the Union states of India, was liberated from Portuguese rule in 1961. It was a part of Union Territory of Goa, Daman & Diu till 30<sup>th</sup> May 1987 when it was carved out to form a separate state. Goa covers an area of 3702 square kilometers and comprises two Revenue district viz. North Goa and South Goa. Boundaries of Goa State are defined in the North by Terekhol river which separates it from Maharashtra, in the East and South by Karnataka State and West by Arabian Sea.

The programme will be held at:

**Hotel Regenta Central North Goa (By Royal Orchid Hotels)**

**Arpora, Bardez, Goa**

Telephone: +91 832 2958800, Hand Phone: 8669938002

fom.rcng@royalorchidhotels.com

The participants may check into the hotel any time after 1400 hrs. on September 26 and will be required to check out by 1100 hrs. on September 29, 2022. Anyone desiring to stay in the hotel before September 26 or after the lunch of September 29, 2022 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
<i>Single Occupancy Basis</i>	29,000	750
<i>Double Occupancy Basis</i> (per participant)	23,000	625
Non-Resident Participants	16,000	500

The course fee covers reading material, conference facilities, programme kit and boarding and lodging. It does not include travel expenses of the participants to Goa. 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 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 the September 12, 2022. 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, Fax : +91-11-26960052  
mktg@faidelhi.org, www.faidelhi.org



## REGISTRATION FORM

FAI Programme on  
Fertilizer Business Management  
September 26-29, 2022, Goa

To:

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

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

Sponsored by : Name : ..... Designation : .....

Email : ..... Signature : .....Date : .....

For raising invoice, please provide following additional information:

PAN Number : ..... GST Number : .....

Billing Address : ..... Contact Person : .....

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