

FAI/NR/TP  
25<sup>th</sup> April, 2023

Dear Sir,

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

FAI-Northern Region is organising a residential training programme on "Improving Professional and Personal Effectiveness" during May 30 to June 2, 2023 at Regenta Resort & Spa, Circular Road, Purani Koti, Near Mahasu House, Mashobra, District Shimla, Himachal Pradesh.

2. 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.

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 19<sup>th</sup> May, 2023. A copy of the programme brochure containing the details is attached.

Thanking you,

Yours faithfully,



(Arvind Chaudhary)

Encl: a/a

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

**May 30 – June 2, 2023**

**Mashobra, Shimla, Himachal Pradesh**



**THE FERTILISER ASSOCIATION OF INDIA**  
**NEW DELHI**

## INTRODUCTION

Fertilizer sector is vital for Indian agriculture. Use of farm nutrients improves farm productivity and farmers' income. Professionals of various disciplines are involved in entire chain of production/import and supply of fertilizers to make fertilizers available to farmers in time. These disciplines *inter-alia* are related to management of raw materials and production; import of raw materials/finished fertilizer products; 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 suitable opportunity to the officers to update with recent developments in the areas of pricing and subsidy policies, production technology, international trade, iFMS/DBT, logistics, marketing, use of new fertilizer products, FCO, 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 more efficiently.

In this context, **FAI-Northern Region** is organising a residential training programme on "**Improving Professional and Personal Effectiveness**" during **May 30 – June 2, 2023** at Regenta Resort & Spa, **Mashobra**, District Shimla, Himachal Pradesh.

## TRAINING APPROACH

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

## PROGRAMME CONTENTS

- An update of Pricing and Subsidy Policies for the Sector
- Fertilizer and Raw Material Scenario in India
- Salient Features of iFMS/DBT in Fertilizer Sector
- Improving Logistics Operations
- Fertilizer Marketing Strategies in the Changed Environment
- Development Strategy for Brand Equity
- Importance of Water Soluble Fertilizers in Indian Agriculture
- Role of Organic-based Fertilizers, Bio-fertilizers and Bio-stimulants in Indian Agriculture
- Promotion of SSP in Indian Agriculture – Key Areas
- Nano Fertilizers in Agriculture and Marketing Strategy
- Prominent Features of FCO 1985 and Recent Developments
- International Trade and Port Operations
- Improving Productivity and Cost Optimization of Fertilizer Plants
- Soft Skills for Success
  - *Interpersonal Skills*
  - *Time Management*
  - *Effective Leadership*
  - *Team Building*
  - *Stress Management*

## **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 **May 30 – June 2, 2023**. The venue of the programme is:

**Regenta Resort & Spa, Mashobra**  
Circular Road, Purani Koti, Near Mahasu House, Mashobra  
District Shimla, Himachal Pradesh – 171 007  
**Mobile: 8627003036**

**Website:** <https://www.royalorchidhotels.com/regenta-resort-and-spa-shimla-mashobra/overview>

The participants can check-in in the hotel on the 30<sup>th</sup> May, 2023 after 1200 hours and will be required to check out on the 2<sup>nd</sup> June, 2023 by 1100 hours. Participants desiring to stay in the hotel before 1200 hours of 30<sup>th</sup> May, 2023 and or after 1200 hours of 2<sup>nd</sup> June, 2023 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 19<sup>th</sup> May, 2023**. Early decision on nominations will also facilitate the participants to make their travel plan well in advance.

## **REGISTRATION**

**The registration fee is Rs. 25,000/-** per participant on double occupancy (sharing) basis and **Rs. 36,000/-** per participant on single occupancy 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 • Phone: 011-46005226, 26567144 • Fax: 011-26960052, 46005213  
E mail: [nr@faidelhi.org](mailto:nr@faidelhi.org), [fainr2@gmail.com](mailto:fainr2@gmail.com) • Website: [www.faidelhi.org](http://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 and 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.

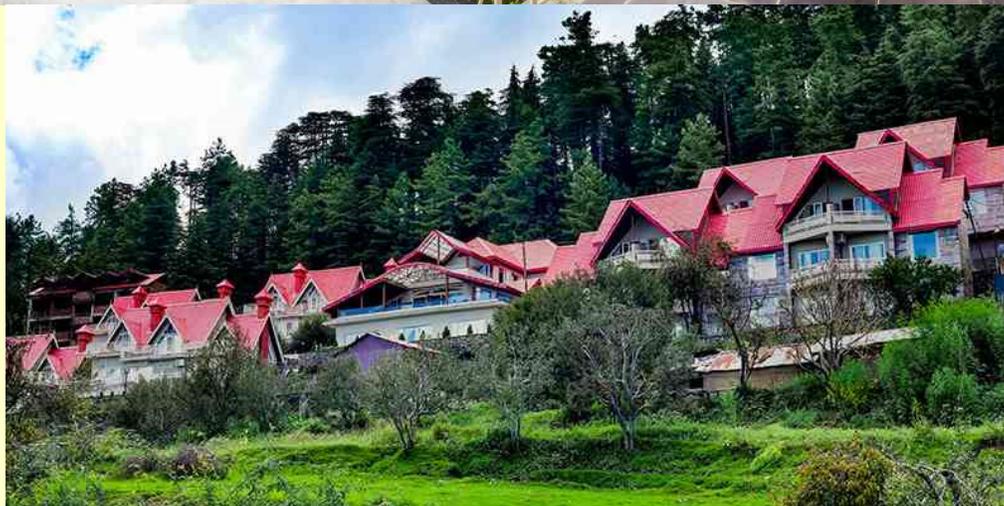
### **ADDITIONAL PERSON**

Additional person(s), if any, staying with 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. 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**

Swirled in the mist of time and set in the Himalayan foothills, Regenta Resort and SPA is scenic, elegant and upscale hotel. It is in close proximity to the Himalayan Nature Park and The Ridge at Shimla Mall road. The hotel is a wonderful mix of old world charm and new-age conveniences, and promises to give its guests an unparalleled experience.

The exclusively appointed rooms feature a cottage -style decor, free Wi-Fi and TVs and most of the rooms have a mountain and valley view. Amenities include an airy restaurant and an Alfresco dining. There's also a SPA, a Kid's play area, a fitness centre and free parking.



## ABOUT THE CITY

Mashobra is a town in Shimla district of Himachal Pradesh. It is connected to the state capital Shimla through the historic Hindustan–Tibet Road built in 1850 by Lord Dalhousie.

Mashobra is notable for housing one of the two Presidential retreats in India. The other retreat is Rashtrapati Nilayam in Secunderabad.

Shimla is the capital city of Himachal Pradesh. 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.



## CONNECTIVITY

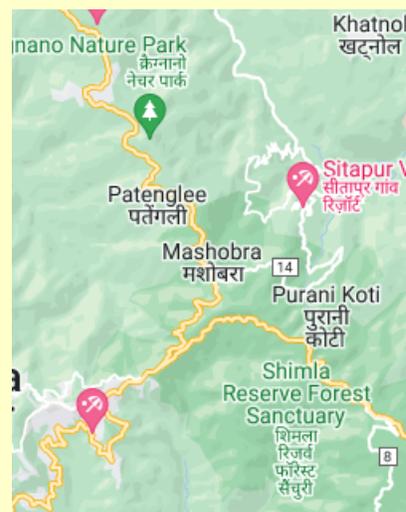
Mashobra (Shimla) is very well connected by Road, Air and Train.

**By Road** - Distance from Delhi to Mashobra by road is 418 km; Chandigarh to Mashobra is 126 km and Shimla to Mashobra is 13 km. There are direct buses from Delhi, Jaipur and

Chandigarh to Shimla, one can avail the facility of private taxis to reach Mashobra.

**By Air** - The nearest Airport is Jubbarhatti, 34 km from Mashobra. There is a flight from Delhi to Shimla (Jubbarhatti) Airport.

**By Train** - Kalka (nearest Railway Station), taxis ply to Mashobra (4 hours, 103 km).



**Toy Train**

## WEATHER

Weather in Mashobra, Shimla during May-June is normally pleasant. Temperature can be between **15 °C** to **27 °C** and light woolen clothes will be required.

**FAI-Northern Region Training Programme on  
Improving Professional and Personal Effectiveness  
May 30 – June 2, 2023, Mashobra, Shimla, Himachal Pradesh**

**Tentative Programme**

Date & Time (hrs.)	Topics
<b>30<sup>th</sup> May, 2023 (Tuesday)</b>	
1300-1400	<i>Lunch</i>
1430-1500	<i>Registration</i>
1500-1600	<b>Inaugural Session</b>
1600-1630	<i>Tea</i>
1630-1730	<b>An Update of Pricing and Subsidy Policies for the Sector</b>
1730-1830	<b>Fertilizer and Raw Material Scenario in India</b>
1900-2200	<i>Dinner</i>
<b>31<sup>st</sup> May, 2023 (Wednesday)</b>	
0900-1000	<b>Salient Features of iFMS/DBT in Fertilizer Sector</b>
1000-1100	<b>Improving Logistics Operations</b>
1100-1130	<i>Tea</i>
1130-1230	<b>Fertilizer Marketing Strategies in the Changed Environment</b>
1230-1315	<b>Development Strategy for Brand Equity</b>
1315-1400	<i>Lunch</i>
1400-1445	<b>Importance of Water Soluble Fertilizers in Indian Agriculture</b>
1445-1545	<b>Role of Organic-based Fertilizers, Bio-fertilizers and Bio-stimulants in Indian Agriculture</b>
1545-1615	<i>Tea</i>
1615-1700	<b>Promotion of SSP in Indian Agriculture – Key Areas</b>
1900-2200	<i>Dinner</i>
<b>1<sup>st</sup> June, 2023 (Thursday)</b>	
0900-0945	<b>Nano Fertilizers in Agriculture and Marketing Strategy</b>
0945-1100	<b>Prominent Features of FCO 1985 and Recent Developments</b>
1100-1115	<i>Tea</i>
1115-1215	<b>International Trade and Port Operations</b>
1215-1300	<b>Improving Productivity and Cost Optimization of Fertilizer Plants</b>
1300-1400	<i>Lunch</i>
1430-1800	<b>Sight Seeing</b>
1900-2200	<i>Dinner</i>
<b>2<sup>nd</sup> June, 2023 (Friday)</b>	
0900-1030	<b>Soft Skills for Success</b> <ul style="list-style-type: none"> <li>• <i>Interpersonal Skills</i>      • <i>Time Management</i>      • <i>Effective Leadership</i></li> </ul>
1030-1045	<i>Tea</i>
1045-1215	<ul style="list-style-type: none"> <li>• <i>Team Building</i></li> <li>• <i>Stress Management</i></li> </ul>
1215-1300	<b>Valedictory Session</b>
1300	<i>Lunch</i>

## **ADVISORY FOR PARTICIPANTS REGARDING COVID-19**

- 1. Government of India/State Government guidelines of COVID-19 to ensure health & safety of the participants will be adhered to in every respect. Participants are required to adhere to the Guidelines to ensure safety & health of their own and fellow participants.**
- 2. Participants must maintain social distance starting from point of check-in the hotel till his/her check-out from the hotel.**
- 3. Participants must bring their own mask, gloves, hand sanitizer.**
- 4. The temperature of participant will be checked at the entry (check-in) to the hotel and conference hall (daily) via Thermo Gun. Further, if any participant has cough, fever, breathing problem, etc. he will immediately inform reception staff of Hotel and staff of FAI.**
- 5. Participants need to follow directions given by the hotel/organisers during the programme.**
- 6. Participants will be required to wash their hand frequently with soap and also with hand sanitizer before entry in conference hall/restaurant. Hand sanitizer will be available at various locations in the hotel.**

## **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; 26567144 Fax: 011-26960052, 46005213

E-mail: nr@faidelhi.org; fairn2@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 **May 30 – June 2, 2023** at Regenta Resort & Spa, Circular Road, Purani Koti, Near Mahasu House, **Mashobra**, District Shimla, Himachal Pradesh.

S. No.	Name	Designation	Occupancy (Single/ Double)	Mobile/ Phone	E-mail ID	Address
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. 36,000/- 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; fairn2@gmail.com**