

# National Workshop on E-Commerce and Digital Agriculture



**20-21 April, 2023**  
**Amantra Shilpi Resort**  
**Udaipur (Rajasthan)**



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

**Dear Friends,**

E-commerce is an online platform meant for trading of goods and services over the internet. It provides greater transparency & visibility of market prices. E-commerce has huge potential to address several constraints plaguing the Indian agricultural sector. Agri e-commerce can help do away with intermediaries by establishing direct linkages between farmers and buyers (wholesalers, retailers and consumers). Direct linkage with potential buyers and quality storage facilities can substantially reduce post-harvest wastage, especially perishable products. E-commerce platforms also help create new linkages among various stakeholders along the agricultural value chain – for example, farmers and input suppliers, logistics providers, etc. Farmers gain access to higher-quality inputs through online suppliers at a better price than local markets leading to cost efficiencies. In addition, quicker access to efficient transportation helps farmers substantially reduce the time it takes for produce to reach consumers.

The digital agriculture aim is to encourage & speed up project based on cutting-edge technologies, including AI, block chain, remote sensing, robots and drones. One of the biggest challenge for embracing the digital agriculture is its ability to save farmers time and money. It helps farmers in different ways like lowers cost of production, inhibits soil degradation, promotes efficient water use, lowers chemical use, augments worker safety and reduces environmental impact.

Among Agri inputs, fertilizers are the key inputs for the agriculture sector. Currently, fertilizer products are under the Essential Commodity Act and are produced & sold under the controlled environment regulated by the Government. Therefore, there would be various challenges on policy fronts in implementing e-commerce facilities on fertilizers particularly on bulk materials.

With this background, FAI plans to organize a **Non-residential National Workshop on E-Commerce and Digital Agriculture** in the hotel Amantra Shilpi Resort, Udaipur (Rajasthan) during 20<sup>th</sup> and 21<sup>st</sup> April, 2023 for the professionals under various disciplines, including, production, marketing, logistics, finance, promotion, agricultural services, ICT, etc.

We request you to send the nominations from your organization at the earliest to take advantage from this workshop. The preliminary programme, nomination form and other details are given herewith.

We look forward to your early reply and favourable response.

**Arvind Chaudhary**  
Director General

## PROGRAMME OUTLINE

### TOPICS TO BE COVERED

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

1. E-commerce in Agri-inputs: Prospects and Challenges
2. Online marketplace for farmers: Opportunities and challenges
3. E-commerce supply chain management for Agri-inputs
4. Digital payments and financial inclusion in Agri-inputs e-commerce
5. Digital initiatives in agriculture: Opportunities and challenges
6. Smart farming: Using precision agriculture for higher yield and efficiency
7. Role of artificial intelligence, big data and block chain in agriculture
8. Use of drones and robotics in agriculture
9. Role of government in promoting e-commerce in Agri-inputs and digital agriculture
10. Legal and regulatory frameworks for e-commerce and digital agriculture
11. Intellectual property and data protection in e-commerce and digital agriculture
12. Case studies of successful policy and regulatory frameworks in e-commerce and digital agriculture
13. Digital solution for socio-economic development in Indian Agriculture

### TARGET AUDIENCE

The workshop has been designed for professionals under various disciplines, like Agritech companies, E-commerce startups, Agri-input production, marketing, logistics, finance, promotion, agricultural services, ICT, etc. The workshop aims at upgrading the knowledge and skills of professionals in the Agri-input Industry and other organisations associated with the agriculture sector.

### FACULTY

Senior officials from the Department of Agriculture & Farmers Welfare; Department of Fertilizers, Government of India; Indian Council for Agricultural Research; National Informatics Centre; Fertiliser Industry; Seed and Plant Protection Industry; Management Institute; Organizations engaged in E-commerce & Digital Agriculture, etc., are expected to act as resource persons in the workshop.

### DURATION, DATE & VENUE

The duration of the workshop is two days. The dates are 20-21 April, 2023. The venue of the workshop is **Amantra Shilpi Resort, Udaipur (Rajasthan)**.

Amantra Shilpi Resort is the one of the best hotels and resorts in the city of lakes, Udaipur, surrounded by the Aravali mountains where one can spend holidays in the midst of luxury and beauty of nature. Amantra Shilpi Resort is located at Fateh Sagar near Shilgram, Udaipur. It is about 25 kilometres from Airport and 9 km from Railway station.

The detailed address of the venue is given below:



**AMANTRA SHILPI RESORT**  
Fateh Sagar, Near Shilgram  
Udaipur - 313001, Rajasthan, India  
Phone: +91 294 2434305/06  
Mobile: +91 8003998744  
E-mail: [info@amantraresort.in](mailto:info@amantraresort.in)  
Website: [www.amantraresort.in](http://www.amantraresort.in)

Udaipur is a very popular tourist destination. Apart from its history, culture, and scenic locations, it is also known for its Rajput-era palaces. The Lake Palace, for instance, covers an entire island in the Pichola Lake. Many of the palaces have been converted into luxury hotels. It is often called the "Venice of the East", and is also nicknamed the "Lake City" or "City of Lakes". City Palace, Lake Pichola, Jagdish Temple, Jag Mandir, Fateh Sagar Lake, Sajjangarh Palace, Saheliyon Ki Bari, Bharatiya Lok Kala Museum, Gulab Bagh and Sukhadia Circle are the major tourist attractions of the city.



## **WEATHER**

Weather in Udaipur during April is normally pleasant. Average temperature in Udaipur is around 30°C during April.

## **COURSE FEE**

### **Non-residential participants**

- Rs.11,000/- (Rupees Eleven thousand only) + GST @18%
- US\$ 300 (US Dollars Three hundred only) + GST @18% for foreign participant.

The course fee includes: programme fee, conference facilities, lunch and forenoon / afternoon tea / coffee.

## **PAYMENT PROCEDURE**

### **Indian**

- 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.

### **Foreign**

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

**Beneficiary Name:** THE FERTILISER ASSOCIATION OF INDIA  
**Beneficiary Address:** FAI House, 10 Shaheed Jit Singh Marg, New Delhi – 110067  
**Beneficiary Tel. No.:** +91-11-46005235 / +91-11-46005204  
**Bank Name:** Canara Bank  
**Bank Address:** Jit Singh Marg, New Delhi - 110067  
**Bank Telephone No.:** +91-11-26960890 / +91-11-26960593  
**Bank Fax No.:** +91-11-26601661  
**Branch No.:** Jit Singh Marg, New Delhi - 110067  
**Bank Code & Branch Code:** 1484  
**Swift Code:** CNRBINBBLFD  
**Bank Account No.:** 1484101006029  
**IFSC Code:** CNRB0001484  
**Account Type:** Saving bank  
**MICR No.:** 110015015

*Please fax/email copy of your banker's advice to us for follow up.*

## **REGISTRATION**

Nomination 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: +91-11-26567144, Fax: +91-11-2696 0052**  
**Email: [stat@faidelhi.org](mailto:stat@faidelhi.org); Website: [www.faidelhi.org](http://www.faidelhi.org)**

## N O M I N A T I O N   F O R M

### NATIONAL WORKSHOP ON E-COMMERCE AND DIGITAL AGRICULTURE

20-21 April, 2023

Amantra Shilpi Resort, Udaipur (Rajasthan)

**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 Programme (Please type or write in CAPITAL LETTERS)

| Sl. No. | Name | Designation | Address | Mobile No. | E-mail | Veg./ Non-veg. |
|---------|------|-------------|---------|------------|--------|----------------|
| 1.      |      |             |         |            |        |                |
| 2.      |      |             |         |            |        |                |
| 3.      |      |             |         |            |        |                |
| 4.      |      |             |         |            |        |                |
| 5.      |      |             |         |            |        |                |

Please find below details of the payment for applicable nomination fee as per the brochure:

1. Bank Draft No. & Date: .....

2. Name of the Bank: .....

OR

Please find attached the details of wire transfer for applicable registration fee as per the brochure.

**Sponsoring Authority:**

Name: .....

Designation: .....

Organisation: .....

Address: .....

E-mail: .....

.....

Date: .....

Signature:.....

**You may also email the filled in Nomination form to [stat@faidelhi.org](mailto:stat@faidelhi.org)**