

# THE FERTILISER ASSOCIATION OF INDIA

## EASTERN REGION

Ganapati Building, 3, Kavi Bharati Sarani (Lake Road)  
Kolkata - 700029, West Bengal  
Phone : 91-33-2463-8256 Telefax : 91-33-2463-8257  
Email : er@faidelhi.org; faicalcutta@gmail.com



Ref. : FAI-ER/5.3/2019  
Date : 11<sup>th</sup> February, 2019

Sub : FAI-Eastern Region programme on "Fertiliser Industry in India – Challenges & Way Forward" at IFFCO Paradeep Plant, Orissa during March 16-18, 2019 - Request for Nomination.

Sir,

It gives me a great pleasure to inform you that FAI-Eastern Region is organizing a Fertiliser Management Development Programme on "Fertiliser Industry in India – Challenges & Way Forward" for Managers/Senior Executives from the areas of Marketing, Finance, Logistics, Production and Materials Management at IFFCO Paradeep Plant during March 16-18, 2019. A brochure containing details for the programme is enclosed.

The venue for the programme will be :

**Training Hall, New Guest House, Behind Administrative Building,  
IFFCO- Paradeep Plant, Orissa – 754 142, Contact No. : 06722- 228201-07, 224001, 224709**

We would like to submit that the 3 (three) days programme is being organized on **Residential** basis. The fee for the programme per participant is **Rs. 15,000.00** (Rupees Fifteen thousand only) plus 18% GST, total amount Rs. 17700.00, which cover conference facilities, Training Kit, Food (Breakfast, Lunch, Dinner and two times Tea/Coffee with Biscuits ) & Lodging on twin share basis since 15<sup>th</sup> March, 2019 (Friday) evening to 19<sup>th</sup> March, 2019 (Tuesday) morning , Field visit etc. The demand draft / at par Cheque may please be made in favour of "**The Fertiliser Association of India – Eastern Region**" payable at **Kolkata**.

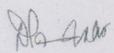
We sincerely request you to kindly nominate Managers / Senior Executives from your organization for the above programme and send the nominations positively by February 28, 2019.

In the event of delay in providing the name of the candidates, kindly advise at the earliest the number of candidates you wish to nominate for the programme. The information will help us to make proper arrangement at the Venue. The delegates are requested to report at the New Guest house on 15<sup>th</sup> March, 2019 (Friday) evening and to depart on 19<sup>th</sup> March, 2019 (Tuesday) after breakfast. Registration for the programme will be done between 9 AM to 10 AM on 16<sup>th</sup> March, 2019 and the Inaugural session will start at 10.30 AM. A line in confirmation, preferably by email will be highly appreciated.

With kind regards,

Yours faithfully

For The Fertiliser Association of India

  
(Dr. D. P. Patra)

REGIONAL HEAD

Mob : 0-90071-50223, 033-24638257

**Registered Office**

FAI HOUSE, 10, SHAHEED JIT SINGH MARG, NEW DELHI - 110 067

Phone : +91-11-4600-5200 • Fax : +91-11-2696-0052, 4600-5213

Email : general@faidelhi.org • Website : www.faidelhi.org

PAN No. AAAC0097M • ST No. AAAC0097MST001 • CIN No. U85300DL 1955NPL002999

**FAI- EASTERN REGION**  
**Fertiliser Management Development**  
**Programme**

**Date : March, 16-18, 2019**

**Venue : IFFCO Plant, Paradeep, Odisha**



**THE FERTILISER ASSOCIATION OF INDIA (EASTERN REGION)**  
**Ganapati Building, 3, Lake Road, Kolkata – 700 029**



## ABOUT PARADEEP

Paradeep is one of the Major Ports in India. Late Biju Patnaik, the then Chief Minister of Odisha, is the founder father of Paradeep Port. It is the only Major Port in the State of Odisha situated 210 nautical miles south of Kolkata and 260 nautical miles north of Visakhapatnam on the east coast on the shore of Bay of Bengal. Late Jawaharlal Nehru, the then Prime Minister of India, laid the foundation stone of the Port on 3rd January 1962 near the Confluence of the river Mahanadi and the Bay of Bengal.

Government of India took over the management of the Port from the Government of Odisha on 1st June 1965. INS "Investigator" had the privilege of maiden berthing in the Port on the 12th March, 1966. Government of India declared Paradeep Port as the Eighth Major Port of India on 18th April 1966 making it the FIRST MAJOR PORT in the East Coast commissioned after independence. The Port of Paradeep, an autonomous body under the Major Port Trusts Act, 1963 functioning under Ministry of Shipping is administered by a Board of Trustees set up by the Government of India headed by the Chairman.

As The Paradeep Port is an international sea port the local infrastructure and local market is growing in an effective way. Good qualities road, buildings, hotels, parks, move hall, shopping mall, and other types of facilities are developed around the city. Heavenly and stunning old and new temples, pleasing waterfalls, magnificent forest, winsome sea site view etc are also attractions for tourist in Paradeep. A beautiful and well maintained aquarium near the sea beach and light house..

It's well liked by tourist around the globe for the reason that The Paradeep Port, is an iconic as well as an important tourist destination. Every year college and school students, families and group of people from different parts of Odisha and other states come to Visit Paradeep only to have a glimpse of the Paradeep Port and to perceive the beauty at and around Paradeep city. The importance of Paradeep and its beach is manifold. Paradeep which is actually an estuary of the Mahanadi River, is one of the most popular beaches of Odisha. Its shimmering golden beaches and aqua blue waters explain its popularity. The tropical sun and the long stretches of sandy beaches are the perfect place to soak oneself in the organic values of nature. Covered by green forests and adorned with natural creeks and island, the Paradeep beach is a paradise for all marine lovers. So Paradeep tour is famous among tourist in all over the world.

Important pilgrim centre Kendrapara is 65 km from Cuttack, Known as Tulasi Kshetra and is famous for the temple of Lord Baladeva. A grand car festival is held here annually which draws a mammoth crowd. Also 60 km from Cuttack, Jhankad, houses the shrine of Goddess Sarala and the place is associated with poet Sarala Das, the first epic poet of Odisha. The Shree Jagannath Temple of Puri world famous and dedicated to Lord Jagannath, a form of lord Maha Vishnu, located on the eastern coast of India, at Puri in the state of Odisha and just at a distance 129 km. Sun temple at Konark is also worth visiting. Bhubaneswar the capital of Odisha is acclaimed as Temple City.

## INTRODUCTION

The need for food security has governed the policies of the Government, which in turn have influenced the development of fertilizer industry in India. Fertiliser have played havoc to increase food grain production in the country. With time Indian Fertiliser industry turned into one of the best in the world in terms of capacity utilization, energy efficiency and services to the farming community through its continuous efforts for improvement.

## CURRENT CHALLENGES

- (a) India is the second highest populated country in the world, next only to China. With the present growth of population, it is likely to overtake China by 2030 and become the highest populated country in the world. Further about 2/3<sup>rd</sup> of Indian population is dependent on agriculture directly or indirectly for livelihood. This underlines the importance of agriculture in Indian economy.
- (b) In order to safeguard the food security of the country. Government has taken several measures to improve agriculture growth and to enhance farmers income. As a result annual average growth rate of agriculture improved from 2.4% in the Tenth Five Year Plan to 3.5% during the Eleventh Five Year Plan. It is again low (1.6%) during the first four years periods of 12<sup>th</sup> plan period. In 2017-18 agriculture growth rate estimated to be 2.1%. Hence, we are much behind the target of 4%. Moreover, annual growth rate is very uneven also year to year and totaling dependent on vagaries of monsoon rain.
- (c) Another challenge before the country to increase farm income. By 2022, Farmers income needs to be doubled.
- (d) Fertilisers are crucial inputs for improving agriculture production and productivity. As per estimate, among agriculture inputs, fertilizer alone contributes about 50% increase in food grain production. Indian fertilizer industry has played a stellar role in making fertilisers available to Indian farmers in right place and time especially since the launch of Green Revolution in mid 60s. This has helped the country in achieving food security. Indian fertilizer sector, however, is currently passing through a critical phase. While consumption of fertilisers increased by an annual growth rate of 5% during the Eleventh Five Year Plan, it registered only a marginal growth of 0.8% per annum in production. No major investment has been made in the fertilizer sector for one and a half decade, primarily due to rigid controls and lack of conducive policies.
- (e) Stagnation of domestic capacity and production against growth in consumption of fertilisers has increased India's import dependence. Even in the case of urea where we achieved self sufficiency around the year 2000-2001 with negligible imports, our import dependence has increased and it was as high as 25% of our requirement during 2013-14. Imposition of GST on raw materials like ammonia (18%), and phosphatic acid (5%) may further aggravate the problem of indigenous production. DBT and its implementation in fertilizer sector may pose another challenge. Subsidy will now be released on sale of fertiliser of farmers in place of receipt in the district reflecting lengthening of inventory carrying period and delay in subsidy release to the extent 4-6 months.

- (f) For phosphates, we are import dependent to the extent of more than 90% either in the form of finished fertilisers or raw materials / intermediates due to lack of domestic natural resources. However, there is large production base which can meet the entire phosphatic requirement if raw materials are available at competitive rate. For potash needs, India is 100% import dependent due to absence of any commercially exploitable natural resources in the country.
- (g) There are issues of imbalanced use of fertilizer nutrients. Urea being much cheaper is consumed more than required as compared to phosphatic and potassic fertilizers. This has resulted deterioration of soil health, declining nutrient use efficiency and declining crop response ratio to fertilizer use. High International prices of fertilizer and raw materials, time to time weakening of Indian Rupee, non availability of funds for subsidy and delays in processing and payment of fertilizer subsidy bills, implementation of DBT and GST in fertilizer sector may pose many challenges to the industry in ensuring availability of fertilisers to the farmers in time. Delay in bringing reforms in the sector is the stumbled block for fresh investment in the sector.
- (h) The main thrust of Govt. of India at present is to double farmer's income by 2022 and fertilizer industry will have significant role to play. Transmission of improved technology, promoting the use of balanced fertilization, educating the farmers about the benefit of organic matter, practice of integrated nutrient management, enhancement of fertilizer use efficiency, integrated farming, use of specialty fertilizers, adoption of corrective measures against multi-nutrient deficiency may show the way to achieve the goal. Fertiliser Industry will have significant role of play in this matter.

Against the above background this Fertiliser Management Development Programme is devoted to the theme of **“Fertiliser Industry in India – Challenges and Way Forward”**

## **NEED FOR TRAINING**

Managers / Senior Executives working in Marketing, Finance, Logistics, Materials Management, Production and HR disciplines playing a pivotal role in the growth of the industry must understand the challenges posed by the recent policy announcements. Such an understanding requires wider exposure to the system by providing an opportunity to know what others are doing and also what is happening in the country and in International arena. It also helps to know the crucial issues involved, to develop concepts, to interact with others for knowledge sharing and act for the organization.

## **OBJECTIVES**

- To expose the participants to the latest developments on the fertilizer policy front.
- Develop an understanding of the conditions affecting the organizational performance and steps for improving the same.
- To sustain crop productivity and doubling farm income by 2022.
- To provide a useful forum to the participants for sharing their experiences and exchange of ideas.
- Personal effectiveness and need for improvement

## **CONTENT**

The programme envisages coverage of all essential areas which include General Fertiliser Scenario – India and Abroad, Latest Government policy announcements, Policy for new investments in urea sector, GST & DBT with its implications, Financial Aspects in efficient production and Inventory Management, logistics management, Contracts finalization, Cost analysis for decision making, Personal Effectiveness. Specialty fertilisers, an over view of the port operations, Fertilizer control order and its implication, healthy agriculture practices will also be covered under the programme.

## **ELIGIBILITY**

Managers / Senior Executives from areas of Finance, Marketing, Logistics, Materials Management and Production disciplines may be nominated for the programme.

## **FACULTY**

A team of experts from Industry, Management Institutes, International Institute, Department of Agriculture and Agricultural Universities, Department of Fertilisers and FAI will conduct the sessions.

## **DURATION**

The duration of the programme is 3 (Three) working days from **16-18 March, 2019 (9.00 a.m. to 5.00 p.m)**. The delegate are requested to report on 15<sup>th</sup> March, 2019 (Friday) evening and depart on 19<sup>th</sup> March, 2019 (Tuesday) morning. Each working day is divided into suitable sessions with lunch / tea breaks.

## **METHOD OF INSTRUCTION**

Emphasis is on workshop approach rather than on lectures. Case studies, Group discussions are some of the techniques that will used to stimulate and sustain interest of the participants

## **VENUE**

**The venue for the programme will be :**

**Training Hall, New Guest House, Behind Administrative Building,  
IFFCO- Paradeep Unit, Odisha – 754 142, Contact No. : 06722- 228201-07, 224001,  
224709**

## HOW TO REACH VENUE

### By Air

The nearest Domestic Airport is Biju Patnaik Airport, Bhubaneswar,. The Airport has regular domestic and international flights to many major cities. Distance is around 125 km by road from Airport.

### By Railways

The nearest Railway Station is Cuttack Railway Station and distance is around 82 Kms from the Cuttack Rly Station by road.

One can also get down at Bhubaneswar Rly Station which is at a distance of 105 km from Bhubaneswar Rly Station by road.

### Bhubaneswar to Paradeep

Trains: 2 direct trains between BHUBANESWAR (BBS) and PARADEEP (PRDP).

- (1) Departure time of 22810 VSKP-PRDP WEEKLY SF EXP at BHUBANESWAR is 07:05. Its arrival time at PARADEEP is 09:10. It covers total distance of 110 kilometer in 02h 05m.
- (2) Departure time of 18414 PURI-PRDP INTERCITY at BHUBANESWAR is 07:45. Its arrival time at PARADEEP is 10:00. It covers total distance of 110 kilometer in 02h 15m.

### Paradeep to Bhubaneswar

Trains: 2 direct trains between PARADEEP (PRDP) and BHUBANESWAR (BBS).

- (1) Departure time of 18413 PRDP-PURI INTERCITY at PARADEEP is 18:00. Its arrival time at BHUBANESWAR is 20:25. It covers total distance of 110 kilometer in 02h 25m.
- (2) Departure time of 22809 PRDP-VSKP WEEKLY SF EXP at PARADEEP is 22:55. Its arrival time at BHUBANESWAR is 01:06. It covers total distance of 110 kilometer in 02h 11m.

### By Road

Paradeep is at a distance

- 82 Kms from Cuttack Railway Station,
- 105 Kms from Bhubaneswar Railway Station
- 125 kms from Bhubaneswar Airport,
- 129 km from Lord Jagannath Temple, Puri



## **PROGRAMME FEE & PAYMENT**

### **The participation fee**

- (1) The programme is **Residential** and fee per Participant is **Rs. 15,000/- (Rupees Fifteen thousand only) plus 18% GST (Total Rs. 17700/-)** per participant which cover conference facilities, Training Kit, Food (Breakfast, Lunch, Dinner and two times Tea/Coffee with Biscuits ) & Lodging on twin share basis since **15<sup>th</sup> March, 2019 evening to 19<sup>th</sup> March, 2019 morning** , Field visit etc..

The demand draft / at par Cheque may please be made in favour of ***“The Fertiliser Association of India, Eastern Region” payable at Kolkata.***

Payment can also be made through electronic transfer by NEFT. The bank details are given below for transfer of funds.

Beneficiary Name : **THE FERTILISER ASSOCIATION OF INDIA, EASTERN REGION**  
Name of Bank : **SYNDICATE BANK**  
Branch : **R.B. AVENUE,**  
Center : **KOLKATA - 700029**  
A/c. No. : **95031010003972**  
Type of A/c. : **CURRENT**  
I.F.S. Code : **SYNB0009503**

## **REGISTRATION FORM**

Nomination in the attached registration form along with Programme fee may please be sent **positively by 28th February, 2019 to the following address.**

**To**  
**The Regional Head**  
**The Fertiliser Association of India- Eastern Region**  
**Flat 1R, Ganapati Building, 3, Lake Road, Kolkata – 700 029, West Bengal**  
**Phone : 033-2463-8256, Tele-Fax : 033-2463-8257**

You may submit the registration form by E-mail also:  
**er@faidelhi.org, faicalcutta@gmail.com**



## REGISTRATION FORM

Date :

To  
Regional Head  
The Fertiliser Association of India  
Eastern Region  
Flat 1 R, Ganapati Building  
No.3, Lake Road  
Kolkata – 700 029,  
Email : er@faidelhi.org, faicalcutta@gmail.com

Dear Sir,

**Sub:** FAI-Eastern Region Fertiliser Management Development Programme on  
“**Fertiliser Industry in India – Challenges & Way Forward**” during  
**16-18 March, 2019** at IFFCO Paradeep Plant, Odisha - Nominations  
submitted - Reg.

Please register the following personnel of our organization for the above programme  
to be held at IFFCO Paradeep Plant, Odisha during **16-18 March, 2019**.

Sl. No.	Name of Participant & Designation	Name of Organization & Place	Mobile No.	E-Mail Address
1				
2				
3				
4				
5				

Demand draft No. \_\_\_\_\_ dated \_\_\_\_\_ for Rs. \_\_\_\_\_ drawn on  
\_\_\_\_\_ in favour of **The Fertiliser Association of India, Eastern  
Region** Payable at **Kolkata** is enclosed.

Encl.: as above

**SPONSORING AUTHORITY**