



FAI- EASTERN REGION
Fertilizer Management Development Programme
on

“FERTILISER AND AGRICULTURE – CHALLENGES AND WAY FORWARD

Date : 12-14 February, 2022
at
Kolkata, West Bengal



THE FERTILISER ASSOCIATION OF INDIA (EASTERN REGION)

Ganapati Building, 3, Lake Road, Kolkata – 700 029

Phone : 033-24638256-57, Mob : 90071 50223

ABOUT KOLKATA

Kolkata has earned the nickname 'CITY OF JOY' for its soulful embodiment of culture, love, mystery, respect, enthusiasm and definitely some amazing sweet delicacies.

Kolkata is home of many religions and races. There are museum, planetarium, libraries, cricket ground, football stadiums and many places of religious interest. There are amusement parks, & other entertainment option for all ages. Kolkata has been regarded as the cultural capital of India.

Kolkata has a rich culinary tradition that every foodie ought to experience at some point. Home to delicious street food, mouthwatering Bengali sweets and desserts, historic Indo-Chinese restaurants and a variety of legendary eateries, Kolkata is among India's top cities to sample delicious food.

The Kolkata witnesses numerous festivals through out the year. The most prominent one is Durga puja followed by Kali puja, Saraswati puja and others. Durga puja is the prominent celebration and one of the most famous in the city.

The name Kalikata had been mentioned in the rent-roll of the Great Mughal emperor Akbar. To explore the history of Calcutta, we have to go back to the 17th century. It was in 1690. When Job Charnock came on the bank of the river Hooghly (part of the river Ganges) and took the lease of three large villages along the east bank of the river - Sutanuti, Govindapur and Kalikata (later known as Calcutta) as a trading post of British East India Company. The site was carefully selected, being protected by the Hooghly River on the west, a creek to the north, and by salt lakes about two and a half miles on the east. These three villages were bought by the British from local landlords. The Mughal emperor granted East India Company freedom of trade in return for a yearly payment of 3,000 rupees. Later on Calcutta was noted as Kolkata in the year 2001.

Before the arrival of British, Kolkata was just a village, the capital city of Bengal was Murshidabad, about 60 miles north of Kolkata. In 1756, Siraj-ud-Daullah, Nawab of Bengal, attacked the city and captured the fort. Calcutta. In 1757 Siraj-ud-Daullah was defeated on the battlefield of Plassey by the British Robert Clive and recaptured the city. Warren Hastings, the first Governor-General of India, made it the seat of the supreme courts of justice and the supreme revenue administration, and Kolkata became the capital of British India in 1772. All important offices were subsequently moved from Murshidabad to Kolkata. By 1800 Kolkata had become a busy and flourishing town, the center of the cultural as well as the political and economic life not only of Bengal but for the entire India.

Delhi was officially announced as the capital of British Raj on December 12, 1911 by the then Emperor George V. During partition of undivided India. Kolkata was included in the Indian part of Bengal, West Bengal. Kolkata became the capital city of the state of West Bengal.

Kolkata remained as the nerve centre of all cultural and political movements in entire India. The 19th century Renaissance and Reformation in India was pioneered in this city by Raja Rammohan Roy, Ishwar Chandra Vidyasagar, Sri Ramakrishna Paramhansa, Swami Vivekananda, Rabindra Nath Tagore, Jagadish Chandra Bose, Satyendra Nath Bose (co-author of Bose-Einstein Theory), Satyajit Ray and by many more eminent personalities.

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. Emphasis was given to supply NPK nutrients through application of fertilisers. Apart from NPK, Indian soils are suffering from deficiency of secondary and micro nutrients also. Deficiency of a nutrient in soil has its reflection on human nutrition which must be addressed through formation and creation of congenial policy environment. Currently not only Food security but Food and Nutrition security is much more relevant and talked upon. Fertiliser have played havoc to increase food grain production in the country and will continue to play a bigger role in food and nutrition security in future. 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 BEFORE FERTILISER AND AGRICULTURE SECTOR

As per 15th census, population of India is more than 121 crore. Current Indian population is estimated around 140 crores based on world meter elaboration of United Nations data. Two third of this population directly or indirectly is dependent on agriculture for their livelihood. Bumper production of the agriculture helped the country to save the hungry mouth from starvation. In 2019-20 share of agriculture in GDP was 17.8% and increased to 19.9% in 2020-21. This underlines the importance of agriculture in Indian economy.

Fertilizer is an indispensable input on agriculture , more than 50% of food grain production is achieved due to use of fertilizer. Fertiliser Industry in India has played a better role in making fertilizer available in right time, place, quantity and price but this sector is currently passing through a critical phase.

Presently consumption is more than production, leading to import. In 2020-21 more than 20 million MT of Urea, DAP, MOP and NPK Complex was imported. GOI has taken initiatives to boost indigenous Urea production by reviving the old fertilizer plants. But current scenario of P&K fertilizer is a matter of concern. In phosphate not only finished products raw materials also are imported. 90% of phosphatic fertilizer are imported in the form of finished product or raw materials. In Potash cent percent is imported.

Climate change is a real happening. With climate change Indian agriculture may suffer heavily. With increase in temperature significant reduction in yield of major crops will occur unless need based adaptive measures are taken by Indian farmers.

Transmission of improved technology, promoting the balanced use of fertilizer, use of organic manure, integrated farming, integrated nutrient management, corrective measures against the multi nutrient deficiency, enhancement of fertilizer use efficiency, speciality fertilizer etc. may show the way to combat the future challenges.

Issues of excessive use of Urea deteriorating soil health , declining crop response, low fertilizer use efficiency, volatility and high prices of fertilizer raw materials, weaknesses of Indian rupees, lengthening of inventory carrying cost due to DBT in fertilizer sector also need to be addressed.

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 fertilizer industry and policy environment. 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 scenario.
- Develop an understanding of the conditions affecting the organizational performance and steps for improving.
- To sustain crop productivity and farm income amid climate change.
- To provide a useful forum to the participants for sharing their experiences and exchange of ideas.
- Personal effectiveness and way for improvement

PROGRAMME CONTENT

The programme envisages coverage of all essential areas which include ● Fertilizer Scenario in India. An overview. ● Efficient Fertilizer Marketing in India ● Congenial fertilizer policy to promote “Make in India” ● DBT in Fertilizer sector and sales through POS machine – Issues and concerned ● Salient features of Fertilizers Control Order, 1985 – Latest amendments ● Climate Change and Agriculture – Strategies to Mitigate the Impact ● Integrated Nutrient Management and its importance ● Soil Management for sustainable agriculture ● Port operation and logistics management ● Speciality fertilizer and benefits of use ● Personal Effectiveness and way to improve ● Productivity Improvement and Cost Optimization of Urea Plant ● Enhancing Efficiency of Phosphatic Plant ● Nano Urea and its use in agriculture.

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 Fertilizer, Govt. of India and FAI will conduct the sessions.

METHOD OF INSTRUCTION

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

DATE AND VENUE

The dates for the residential training programme are February 12-14, 2022.

The venue of the programme is:

HOTEL HINDUSTHAN INTERNATIONAL

235/1, Acharya Jagadish Chandra Bose Road,

Elgin, Kolkata, West Bengal 700020

Contact No. : 91 33 2280 2323 / 2283 0505 / 4001 8000 / 4001 8080

Mr. Bhaskar Mallick – Mob : 9830998606, Email : bhaskar@hindusthan.com

[We have arrangements for the participants to stay in the venue hotel at their own expenses. At the hotel negotiable offered room rate :

Inclusion Breakfast Single Occupancy @ Rs. 4500/- or Twin Share Rs, 5000/- + 12% GST

Inclusion Breakfast and Dinner Single Occupancy @ Rs. 5000/- or Twin Share @ 6000/- + 12% GST

Participants may directly contact with the venue hotel for their stay on above contact number or email. May send email to us also at er@faidelhi.org, faicalcutta@gmail.com]

The duration of the programme is 3 (Three) working days from **12th February, 2022 to 14th February, 2022 (9.00 a.m. to 5.00 p.m)**. Registration for the programme will be done between 9.00 am to 10.00 am. On 12th February, 2022. The delegates are requested to report on 12th February, 2022 morning. .

ABOUT THE HOTEL HINDUSTHAN INTERNATIONAL (HHI), KOLKATA



The Hotel Hindusthan International, a luxurious 5-star hotel in Kolkata is located on AJC Bose Road. Housing stylish rooms with delightful embellishments, fine restaurants, a rejuvenating spa and a full-fledged gymnasium, this hotel offers memorable experience. The hotel is just 2 km away from Kolkata's famous Victoria Memorial.

Nearby attractions include Nehru Children's Park (450 meters), Victoria Memorial (2 km), Indian Museum (3 km) and Kalighat Kali Temple (3 km). Other popular places include Eden Gardens (4 km) and Marble Palace (5 km). Rabindra Sadan and Rabindra Sadan Metro Station are just 0.5 km from the Hotel.



HOW TO REACH VENUE

By Air

Nearest Airport is Calcutta Netaji International Airport and the distance is around 18 Kms. by road from Airport.

By Railways

The nearest railways stations are Howrah and Sealdah. 4 Km distance from Sealdah Rly Station and 8 Km distance from Howrah Rly Station to Hotel Hindusthan International by bus or cab.

PROGRAMME FEE & PAYMENT OPTIONS

I. The participation fee

The programme is **Non-Residential** and fee per Participant is **Rs. 12500/- (Rupees Twelve thousand Five hundred only) plus 18% GST (Total Rs. 14750/- (Rupees Fourteen thousand Seven hundred Fifty only)** per participant which cover conference facilities, Training Kit, Conference Lunch, Field visit etc.

II. Payment Options

- 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/RTGS. The bank details are given below for transfer of funds.

Beneficiary Name : **THE FERTILISER ASSOCIATION OF INDIA, EASTERN REGION**
Name of Bank : **CANARA BANK**
Branch : **SARAT BOSE ROAD**
Center : **KOLKATA - 700029**
A/c. No. : **95031010003972**
Type of A/c. : **CURRENT**
I.F.S. Code : **CNRB0000323**
FAI GSTIN : **19AAACT0097M1ZY**

WEATHER

February is in the winter in Kolkata and is the 3rd coldest month of the year. Daytime maximum temperatures average around a comfortable 27°C, whilst at night 16°C is normal.

REGISTRATION FORM

We trust your organization will be interested in nomination of the officials to this important programme. Registration form duly filled in along with the Programme fee may please be sent **by 25th January, 2022 to the following address**. Early decision on nominations will also facilitate the participants to make their travel plan well in advance.

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
Mob : 9007150223, 9674810748

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 –
“Fertilizer and Agriculture – Challenges and Way Forward” during **12-14 February, 2022** at Kolkata, West Bengal - Nominations submitted - Reg.

Please register the following personnel of our organization for the above programme to be held at Kolkata, West Bengal during **12-14 February, 2022..**

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

GSTIN No. : _____

Enclosed is a Demand Draft No. _____ dated _____ for Rs. _____ drawn on _____ in favour of **The Fertiliser Association of India, Eastern Region** Payable at **Kolkata** is enclosed being the registration fee for the Fertilizer Management Development programme.

Encl.: as above

SPONSORING AUTHORITY