

FAI/NR  
13<sup>th</sup> July, 2021

Dear Sir,

**Sub: FAI-NR Training Programme on  
“Challenges and Strategies for Fertilizer Industry” at Kufri**

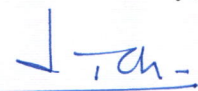
FAI-Northern Region is organising a residential training programme on "Challenges and Strategies for Fertilizer Industry" during September 6-9, 2021 at Hotel Kufri Valley Retreat, Lambi Dhar, Village Gallu, P.O. Fagu, Teh. Theog, New **Kufri**, Shimla, H.P.

2. The programme is designed for the officers working in various disciplines including Marketing, Finance, Production, Promotion, Material Management, Logistics, Agricultural Services, Public Relations, Secretarial, HRD and Information & Communication Technology.

3. We would be grateful if you kindly send the nominations from your organisation for this important programme. We would appreciate to receive your nomination(s) by 23<sup>rd</sup> August, 2021. A copy of the programme brochure containing the details is attached.

Thanking you,

Yours faithfully,



(Satish Chander)

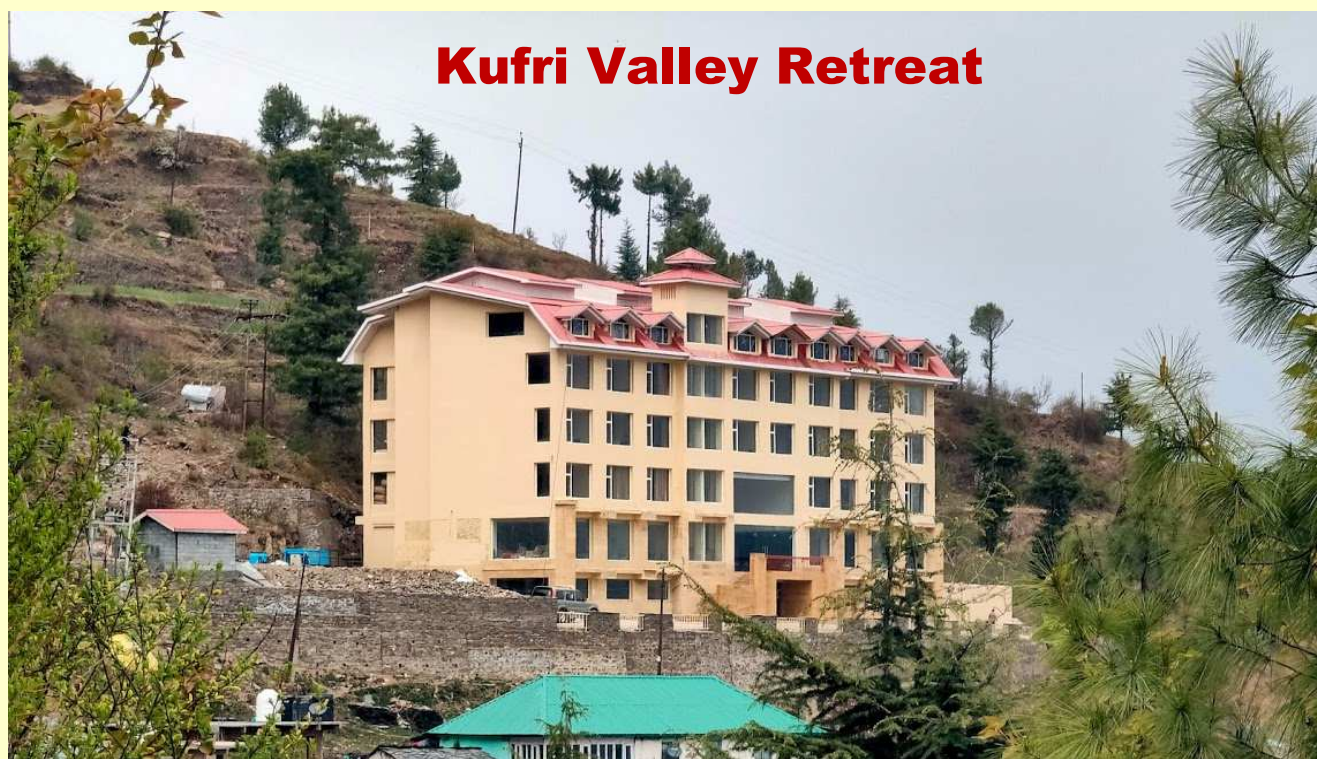
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**FAI-Northern Region**  
**Training Programme**  
**on**

# **Challenges and Strategies for Fertilizer Industry**

**September 6-9, 2021**

**Kufri (Himachal Pradesh)**



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

## INTRODUCTION

In view of the changing environment, fertilizer companies have to reorient their strategies to face the challenges and tap the opportunities in the areas of production, material management, logistics, marketing and use of fertilizers. In addition to professional knowledge, personal qualities also play vital role in attaining excellence in the competitive environment. Self-improvement and self-growth are critical in improving the quality of life and enhancing efficiency at the work place. Therefore, updation of knowledge of the industry personnel on various issues related to fertilizer sector and enhancing personal skills are absolutely essential.

The training programme has been specifically designed to provide suitable opportunity to the executives to have insight into the recent developments which have taken place/are taking place in the fertilizer sector in areas of policy, production technology, logistics, marketing, use, etc. Programme also covers topics on improving professional and personal effectiveness. The programme is targeted for the executives working in every discipline of fertilizer industry. It is expected that the executives after undergoing this programme will be able to work with more ease and confidence at their work place.

In this context, **FAI-Northern Region** is organising a residential training programme on "**Challenges and Strategies for Fertilizer Industry**" during **September 6-9, 2021** at **Hotel Kufri Valley Retreat**, Lambi Dhar, Village Gallu, **New Kufri**, Shimla (H.P.).

## TRAINING APPROACH

The training approach aims at stimulating individual thinking and maximum participation of the officers working in the fertilizer industry. Emphasis is on activity approach rather than on lecture method so that participants become intimately involved in the teaching and learning process. Case studies, group discussions and role playing are some of the teaching techniques that will be used to stimulate and sustain the interest of the participants.

## PROGRAMME CONTENTS

- Latest Developments in Policy for Fertilizer Sector
- DBT in Fertilizer Sector
- Fertilizer and Raw Material Scenario
- Efficient Nutrient Management for Sustainable Agriculture
- Recent Development in Fertiliser Control Order (FCO) 1985
- Effective Fertilizer Marketing Strategies in Changing Environment
- Cost Optimization in Logistics Operations
- Value Added Fertilizers for Higher Fertilizer Use Efficiency
- International Trade and Port Operations – Challenges and Strategies
- Productivity Improvement and Cost Optimisation in Urea Plants
- Productivity Improvement and Cost Optimisation in Phosphatic Plants
- Development Strategy for Brand Equity
- Soft Skills for Success
  - *Interpersonal Skills*
  - *Team Building*
  - *Time Management*
  - *Stress Management*
  - *Effective Leadership*



## **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, Promotion, Material Management, Logistics, Agricultural Services, Public Relations, Secretarial, HRD and Information & Communication Technology in order to enhance their professional and personal skills on various issues related to challenges and opportunities of this vital sector of the Indian economy.

## **DATES & VENUE**

The dates for the residential training programme are **September 6-9, 2021**. The venue of the programme is:

**Hotel Kufri Valley Retreat**  
**Lambi Dhar, Village Gallu, P.O. Fagu, Tehsil Theog, New Kufri, Shimla, H.P.**  
Mr. Som Datt Sharma, FOM, **Mobile:** 6230712369, 7833899001  
**Email:** frontoffice@rwvgroup.in • **Website:** kufrivalleyretreat.com

The participants can check-in in the hotel on the 6<sup>th</sup> September, 2021 after 12 O'clock (noon) and will be required to check out on the 9<sup>th</sup> September, 2021 by 12 O'clock (noon). Participants desiring to stay in the hotel before 12 O'clock (noon) of 6<sup>th</sup> September, 2021 and or after 12 O'clock (noon) of 9<sup>th</sup> September, 2021 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. Looking to the hotel occupancy, 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 23<sup>rd</sup> August, 2021**. Early decision on nominations will also facilitate the participants to make their travel plan well in advance.

## **REGISTRATION**

The registration fee is **Rs. 20,000/-** per participant on double occupancy basis and **Rs. 25,000/-** 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, fairn2@gmail.com • *Website:* 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 material, boarding & lodging. Expenses on room service 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.

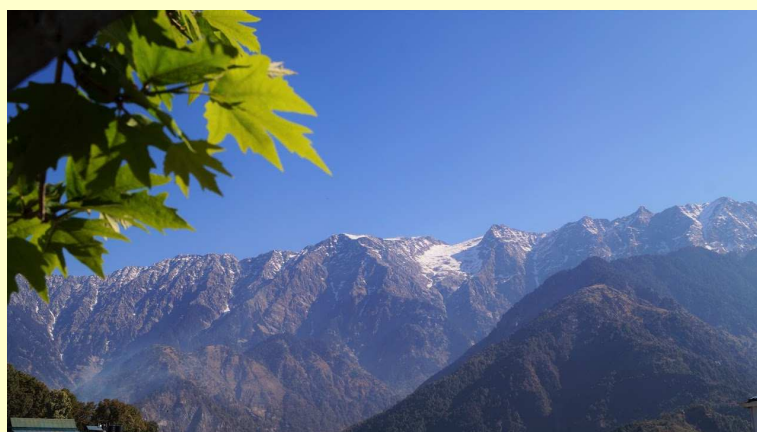
## **ADDITIONAL PERSON**

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, the 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**

The **Kufri Valley Retreat** nestled in the lap of Himalayas extends cozy stays with warm hospitality. An epicurean restaurant, well furnished banquet, classy services and scenic backdrop make it a preferred retreat. Best place to stay, relax and explore the beauty of Kufri, Shimla and Himalayas. A stay that rejuvenates your senses truly. The Kufri Valley retreat offer breathtaking views of pleasant mountains. Each room is well-appointed and replete with comforts. Here, one can experience the cool ambience seamlessly blended with personalized and efficient services.

The Hotel is at an isolated place in the valley. There is no crowd and place is more safe. We will follow all safety measures related to the pandemic. It is about 2 KM from National Highway (NH) No. 5. The participants will be picked up by Hotel from Lambi Dhar, Near Gallu, NH on 6<sup>th</sup> September, 2021 and back to NH on 9<sup>th</sup> September on complimentary basis. The participants can also reach the Hotel by their own vehicles and the same will be assisted by the Hotel.



## ABOUT THE CITY

Kufri is a small hill station in Shimla district of Himachal Pradesh State in India. It is located 20 km from the state capital Shimla on the National Highway No. 5. The name Kufri is derived from the word kufri meaning "lake" in the local language.

The Himalayan range of mountains is stunning in its own right. Kufri is a hamlet which brings the best of Himachal Pradesh – be it lush mountains, snowy plains, or dense forests.



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

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

**By Road** - Distance from Delhi to Kufri by road is 376 km; Chandigarh to Kufri is 130 km and Shimla to Kufri is 19 km. There are direct buses from Delhi, Jaipur and Chandigarh to Shimla, one can avail the facility of private taxis to reach Kufri.

**By Air** - The nearest Airport is Jubbarhatti, 35 km from Kufri. There is a flight from Delhi to Shimla (Jubbarhatti) Airport.

**By Train** - Kalka (nearest Railway Station), taxis ply to Kufri (3½ hours, 104 km).



**Toy Train**

## WEATHER

Weather in Kufri, Shimla during September is normally pleasant. Temperature can be between **15 °C to 25 °C** and light woolen clothes will be required.



**FAI-Northern Region Training Programme on  
Challenges and Strategies for Fertilizer Industry**  
September 6-9, 2021, Kufri, Himachal Pradesh

**Tentative Programme**

<b>Date &amp; Time (hrs.)</b>	<b>Topics</b>
<b>6<sup>th</sup> September, 2021 (Monday)</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>Latest Developments in Policy for Fertilizer Sector</b>
1730-1830	<b>DBT in Fertilizer Sector</b>
1900-2200	<i>Dinner</i>
<b>7<sup>th</sup> September, 2021 (Tuesday)</b>	
0900-1000	<b>Fertilizer and Raw Material Scenario</b>
1000-1100	<b>Efficient Nutrient Management for Sustainable Agriculture</b>
1100-1130	<i>Tea</i>
1130-1230	<b>Recent Development in Fertiliser Control Order (FCO) 1985</b>
1230-1330	<b>Effective Fertilizer Marketing Strategies in Changing Environment</b>
1330-1430	<i>Lunch</i>
1430-1530	<b>Value Added Fertilizers for Higher Fertilizer Use Efficiency</b>
1530-1600	<i>Tea</i>
1600-1700	<b>Cost Optimization in Logistics Operations</b>
1900-2200	<i>Dinner</i>
<b>8<sup>th</sup> September, 2021 (Wednesday)</b>	
0900-1000	<b>International Trade and Port Operations – Challenges and Strategies</b>
1000-1100	<b>Productivity Improvement and Cost Optimisation in Urea Plants</b>
1100-1115	<i>Tea</i>
1115-1215	<b>Productivity Improvement and Cost Optimisation in Phosphatic Plants</b>
1215-1315	<b>Development Strategy for Brand Equity</b>
1315-1400	<i>Lunch</i>
1430-1800	<b>Tracking</b>
1900-2200	<i>Cocktails &amp; Dinner</i>
<b>9<sup>th</sup> September, 2021 (Thursday)</b>	
0900-1030	<b>Soft Skills for Success</b>
	<ul style="list-style-type: none"> <li>• <i>Interpersonal Skills</i></li> <li>• <i>Time Management</i></li> <li>• <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. Participant must bring their own mask, gloves, personal 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 **“Challenges and Strategies for Fertilizer Industry”** to be organised during **September 6-9, 2021** at Hotel **Kufri Valley Retreat**, Lambi Dhar, Village Gallu, P.O. Fagu, Teh. Theog, New Kufri, Shimla, H.P.

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 occupancy @ Rs. 20,000/- plus 18% GST per participant
- (ii) Single occupancy @ Rs. 25,000/- 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**