

# **FAI-WR ADVANCE PROGRAMME ON DYNAMICS OF FERTILIZER BUSINESS**



**January 28-30, 2023  
Hotel Regenta Central North Goa  
(By Royal Orchid Hotels)**

Dear Friends,

FAI has been conducting various training programs for the fertilizer industry personnel on the subjects of topical importance. It is proposed by FAI-Western Region to organize an advance programme on '**Dynamics of Fertilizer Business**' at Hotel Regenta Central North Goa during January 28-30, 2023.

The Fertilizer Sector is facing various challenges. The significant dependence on imports either for the raw materials or the finished products is one of the major challenge. In the recent past, due to unprecedented price rise and volatility in the international market, it was too difficult for the industry to produce and/or import fertilizers.

In spite of significant increase in the NBS rates for the P&K fertilizers during last one year, the challenge for the industry remains to ensure the adequate availability. The ongoing Russia-Ukraine war has further tightened the availability situation in the "International Market" coupled with logistics problems. The estimated subsidy outgo during the FY 22-23 is expected to touch a newhigh of Rs. 2.5 Lakh crore against the initial budget of Rs. 1.05 Lakh crore as GOI is committed to protect the farmers by not increasing the MRP accordingly.

In view of the above, the program has been specifically designed for the executives working in production, sales, distribution/logistics, material management, finance/commerce, purchase/procurement, agricultural services/promotions and information and communication to equip them to face the challenges of changing environment, in their respective area of operation. We are confident that the participants will gain valuable insight into the entire value chain of fertilizers and will be better prepared to face the challenges in this sector.

With this background, it is proposed to organize an advanced residential program on '**Dynamics of Fertilizer Business**' during January 28-30, 2023 at Hotel Regenta Central North Goa.

We request you to avail this opportunity by nominating officers from your organization.

We look forward to your early and favourable response.

Arvind Chaudhary  
Director General

## **ABOUT FAI**

The Fertiliser Association of India (FAI), set up in 1955, is the national representative body of all fertilizer industry in India comprising membership across public, private, joint and cooperative sectors. It is a non-profit, non-trading organization of fertilizer manufacturers/importers, technologists, plant/equipment manufacturers, research institutes and others interested in fertilizers.

The main objective of FAI is to bring together all concerned with the production, import, marketing and use of fertilizers with a view to promote solution of industry problems, to assist industry in improving its operational efficiency and to promote the balanced fertilization for raising agricultural productivity.

To cater to the need of the officials working in different disciplines of the industry, FAI has been regularly conducting programs in the areas of fertilizer policy, marketing, technology, agriculture, environment, management development, forecasting of fertilizer demand, etc. Realizing the need of the industry, we have planned an advance program on “Dynamics of Fertilizer Business” wherein the experts from the Government, FAI, Agricultural Institutions and the Industry would be sharing their thoughts & ideas in making the deliberations interesting and meaningful.



## **TRAINING APPROACH**

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

## **BACKGROUND**

Fertilizer business by and large operates under regulated environment including production, distribution and product pricing. The despatches of fertilizers i.e. only 50% of indigenously produced Urea and 20% of the Indigenous / Imported Phosphatic & Potassic fertilizers (DAP, MOP and NPK) are regulated under Fertilizer (Control) Order, 1985. The Department of Fertilizers (DOF) continues to draw the agreed monthly supply plan of all the fertilizers in consultation with the manufacturers and importers as per Fertilizer (Movement) Control Order, 1973. DoF ensures availability of fertilizers at the State level, while the State Governments are responsible for equitable distribution as per District / Block level requirement.

During the peak season, at times, the availability of railway rakes has been a challenge and thereby adversely affecting the timely fertilizer availability to the end users. This results in the piling up of the stocks at the ports/plants sites leading to various implications including the increase in inventory carrying cost. The GoI notified freight subsidy policy for coastal shipping and inland water transportation has not yet made any headway. Recently, the GoI has implemented a new concept i.e. 'One Nation - One Fertilizer' which means that the entire urea will be sold under the brand 'Bharat Urea'. This is to avoid the criss-cross movement and also ensure the traceability till last mile delivery. The company owned 'Model Fertilizer Retail Shops' at retail, taluka and district levels is also being taken up.

The overall objective of the all the stake holders is to get the right product, in right quantity, in right condition, at right time and at right price. The strategy is also to strike a right balance between "Make in India" and "The Imports" to ensure the adequate and timely availability to the end users at affordable price.

There is need for renewed efforts to increase the fertilizer use efficiency by adoption of better agricultural practices, new technologies (drone spraying, nano-biotechnology) and innovative products (More efficient fertilizers, Nano – fertilizers, Bio stimulants, etc.). This is expected to improve the crop productivity, soil health and the environment as well.

It is therefore, thought to be appropriate to discuss the challenges and the way forward for the managers of the fertilizer industry so that they can effectively execute their business strategies.

## **TOPICS TO BE COVERED**

1. Fertilizer Policy Environment
2. Fertilizer Sector in India – An Overview
3. International Fertilizer Market Scenario –An Overview
4. Potential of Coastal Shipping, Inland Water Transportation and Containerized Movement of Fertilizers
5. Cost Optimization in Fertilizer Business
6. Scope of E-commerce in Agri - Inputs
7. Use and Promotion of More Efficient Fertilizers
8. Use of Artificial Intelligence & Digital Intervention at Farm Level
9. Problems & Prospects of Bio Stimulants
10. iMFS/DBT issues – The Way Forward
11. Amendments in FCO and government regulations

## TARGET AUDIENCE

The middle and senior level officials in the fertilizer companies connected with the departments such as logistics, material management, marketing, finance, commercial, procurement, production technology, agricultural services/promotions, information & communication technology, etc., will find this programme very useful.

## FACULTY

Subject Matter Specialists from the Government, Agriculture Institutions, FAI, Fertilizer Industry, Subject Matter Specialist from the respective field will act as the faculty.

## DURATION AND DATE

The duration of the programme is January 28-30, 2023.

## ABOUT THE VENUE OF THE PROGRAMME

Goa, a tiny emerald land on the west coast of India, the 25<sup>th</sup> state of the Union states of India, was liberated from Portuguese rule in 1961. It was a part of Union Territory of Goa, Daman & Diu till 30<sup>th</sup> May 1987 when it was carved out to form a separate state. Goa covers an area of 3702 square kilometers and comprises two Revenue district viz. North Goa and South Goa. Boundaries of Goa State are defined in the North by Terekhol river which separates it from Maharashtra, in the East and South by Karnataka State and West by Arabian Sea.

The programme will be held at:

### **Hotel Regenta Central North Goa (By Royal Orchid Hotels)**

#### **Arpora, Bardez, Goa**

Telephone: +91 832 2958800, Hand Phone: 8669938002  
fom.rcng@royalorchidhotels.com

The participants may check into the hotel any time after 13.00 hrs. on January 28, 2023 and will be required to check out by 12.00 noon on January 30, 2023. Anyone desiring to stay in the hotel before January 28 or after the lunch of January 30, 2023 will be required to settle the matter regarding availability of accommodation & tariff; directly with the hotel and make payment to the hotel as per the terms agreed between the hotel and the individual concerned.

## COURSE FEE

	INR + 18% GST
<i>Single Occupancy Basis</i>	25,000
<i>Double Occupancy Basis</i> (per participant)	21,000
Non-Resident Participants	11,000

The course fee covers reading material, conference facilities, programme kit and boarding and lodging. It does not include travel expenses of the participants to Goa. Expenses on room service and items like laundry charges, telephone calls, etc. will have to be paid by the participants themselves directly to the hotel at the time of check-out.

The fee can be remitted through a Banker's cheque/draft payable at Mumbai in favour of The Fertiliser Association of India. The payment also can be made by NEFT/RTGS transaction through Punjab National Bank; Branch: Linking Road, Bandra (West), Mumbai; Saving Bank A/c.No.: 0082002100061929; SWIFT / IFSC / RTGS: PUNB0008200 under intimation to us. FAI-WR GSTIN: 27AAACT0097M1Z1

### **REQUEST FOR NOMINATION**

We have to be absolutely specific with the hotel about the number of participants. It is, therefore, requested that nomination of the participants should reach us latest by the January 13, 2022. Early communication on nominations will be highly appreciated, as the hotel has got only a limited number of rooms.

### **REGISTRATION**

Registration form duly filled in along with the fee by Demand Draft/Bankers' Cheque may please be sent to :

S P Shete  
Regional Executive  
The Fertiliser Association of India (Western Region)  
3, New Commonwealth Society, 229, Linking Road  
Bandra (West), Mumbai – 400 050, India  
Contact No : 9594131210  
[wr@faidelhi.org](mailto:wr@faidelhi.org), [www.faidelhi.org](http://www.faidelhi.org)



## REGISTRATION FORM

FAI-WR Advance Programme on Dynamics of Fertilizer Business

January 28-30, 2023,

Hotel Regenta Central North Goa

(By Royal Orchid Hotels)

To:

The Regional Executive

The Fertiliser Association of India (WR)

3, New Commonwealth Society, 229, Linking Road

Bandra (West), Mumbai – 400 050

Please register the following for the above programme:

S. No.	Name in Capital Letters (Dr./Mr./Ms.)	Designation	Organization and Postal Address	Mobile / Phone (O)	Email / Fax	Occupancy (Single/ Double/ Non- Resident)
1.						
2.						
3.						
4.						

Sponsored by : Name : ..... Designation : .....

Email : ..... Signature : ..... Date : .....

For raising invoice, please provide following additional information:

PAN Number : ..... GST Number : .....

Billing Address : ..... Contact Person : .....

.....  
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Photocopies can be used, if additional forms are needed.

You may also email the filled in nomination form to [wr@faidelhi.org](mailto:wr@faidelhi.org)