

Trng/34  
3<sup>rd</sup> February, 2021

Dear Sir,

**Subject : Webinar on Key Areas of Fertilizer Sector on 8<sup>th</sup> March, 2021**

The young professionals in any discipline of the fertilizer sector play vital role in smooth business operations. The inter-discipline knowledge of the young professionals working in marketing department with emphasis on various areas of marketing and logistics assumes much importance to enhance their competence level. Marketing for non-marketing personnel equips the professionals in better understanding of mechanics and issues of marketing.

2. In this context, a webinar has been planned to give exposure to the young professionals to 'Key Areas of Fertilizer Sector' with more emphasis on marketing discipline. The Webinar is scheduled on 8<sup>th</sup> March, 2021 from 930 to 1630 hours. Faculty will be drawn from FAI and subject matter specialists from the fertilizer industry. A copy of each of the tentative programme and registration form is attached.

3. I am sure you would like to avail this opportunity by nominating your professionals to this webinar. All those involved in marketing, logistics and other disciplines will benefit from the webinar.

4. Soft copies of the presentation will be made available to the participants. In addition to presentations, participants will be able to interact with the faculty through video conference facilities. The link to join the Webinar will be sent to the email ids of registered participants.

5. The registration fee for attending the Webinar is Rs. 2,000/- (Rs. Two thousand only) plus 18% GST per participant. The fee may be paid through NEFT/RTGS in favour of The Fertiliser Association of India as per the details given :

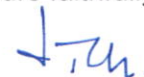
Name : The Fertiliser Association of India  
Bank Name : Canara Bank  
Branch Name : Jit Singh Marg, New Delhi- 110067  
Bank Account No. : 1484101006029  
IFSC Code : CNRB0001484

6. Kindly nominate professionals from your organization for the webinar. We would appreciate to receive nomination(s) by 1<sup>st</sup> March, 2021.

7. The webinar will be restricted to the registered participants only.

Thanking you,

Yours faithfully,



(Satish Chander)

**Webinar on Key Areas of Fertilizer Sector  
8<sup>th</sup> March, 2021**

**Tentative Programme**

0930 – 1000 hrs.	:	Inaugural Address <i>Shri Satish Chander</i> <i>Director General, FAI, New Delhi</i>
1000 –1100 hrs.		Fertilizer Scenario and Basics of Fertilizer Marketing
1100 –1145 hrs.		Key areas of Logistics of Fertilizers
1145 –1230 hrs.		Development Strategy for Brand Equity
1230 –1315 hrs.		An overview of Policy Environment for Fertilizers
1315 – 1345 hrs.	:	Lunch
1345 –1430 hrs.		An overview of DBT in Fertilizer Sector
1430 –1500 hrs.		Salient Features of Fertiliser (Control) Order
1500 – 1545 hrs.	:	Basics of Port Operation
1545 – 1615 hrs.	:	Basics of Fertilizer Production
1615 hrs.	:	Concluding Session

**Registration Form**

**FAI Webinar on Key Area of Fertilizer Sector**

**Date: 8<sup>th</sup> March 2021**

To:  
Dr. D.S. Yadav  
Director (Marketing)  
The Fertiliser Association of India  
10, Shaheed Jit Singh Marg  
New Delhi-110067  
mktg@faidelhi.org

*Please register the following executive(s):*

Sl. no.	Name	Designation	Email	Mobile
1				
2				
3				
4				

(Add rows for more participants)

Name of the Organization: .....

Address: .....

.....

Sponsoring Authority:  
Name & Designation: .....

Tel/Mobile: .....

Email: .....