



MANAGEMENT DEVELOPMENT PROGRAM

(organized by FAI-Western Region)



21 – 23 April 2026
Hotel Effotel by Sayaji Calangute, Goa

Dear Friends,

Fertiliser is a key agri-input for food and nutritional security of the country. With the growing population, there is always concern to grow more and more food from the same piece of land. Fertilisers have played significant role in meeting the growing food requirement so far and will continue to do so in future as well. Therefore, fertiliser for food and nutritional security would continue to be important policy objective for the Government of India.

As we all know that India is heavily dependent on import of raw materials, intermediates and finished products for meeting its fertiliser requirement. In the recent past, we have witnessed that due to geopolitical situation, the prices of raw materials, intermediates and finished products has touched to a new high and thereby adversely affected the availability. This has also led to increased outgo on account of the fertiliser subsidy as government decided to protect the farmers from the price rise in the international market by keeping the MRP intact.

The 'Make in India' initiative of the Gol has led to increased urea production and reduced our dependence on its import. However, there are challenges before the Urea industry to remain viable due to policy constraints. Also, the Urea is not yet covered under NBS policy. Similarly, in P&K sector, the NBS policy is not implemented in true spirits as MRP is regulated by Gol and there is no price parity among the various nutrients leading to imbalanced fertiliser use. There is also a need to incentivize domestic production.

The various policy and programs of the Gol like PM PRANAM to curtail the use of chemical fertilisers and promote alternate fertilisers; PMKSK to convert existing retail shop as 'One Stop Shop' for all the agriculture related inputs and services under one roof and GOBARdhan scheme to improve the soil health will go a long way in addressing various issues related to our dependence on imports, subsidy burden and imbalanced fertiliser use.

In view of emerging agriculture and fertiliser scenario, the Management Development Program has been specifically designed for the executives working in production, sales and marketing, distribution/logistics, material management, finance/commerce, purchase/procurement, agricultural services/promotions and information & communication. We are confident that the participants will gain valuable insight into the entire value chain of fertilisers and will be better prepared to understand & face the challenges in this sector.

With this background, FAI-Western Region is pleased to announce '**Management Development Program**' to be held during 21-23 April 2026 at Hotel Effotel by Sayaji, Calangute, Goa.

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

We look forward to your early and favorable response.



(Suresh Kumar Chaudhari)
Director General

ABOUT FAI

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

The main objective of FAI is to bring together all concerned with the production, import, marketing and use of fertilisers 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 fertiliser policy, marketing, technology, agriculture, environment, management development, forecasting of fertiliser demand, etc. Realizing the need of the industry, we have planned '**Management Development Program**' 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 fertiliser industry. Emphasis is on participative approach rather than merely lectures so that participants become intimately involved in the learning process.

BACKGROUND

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

In spite of the exhaustive policies and guidelines laid down by the government, there are pressing concerns and challenges that continue to disrupt the adequate availability of desired fertilisers as well as smooth functioning and viability of the fertiliser industry. Further, there are issues related to production, marketing and usage of fertilisers that needs to be understood and addressed properly. For fertiliser production, India is heavily dependent on import of raw materials and intermediates. A significant quantity of finished fertiliser is also being imported. The volatility in international market adversely impacts the availability of fertiliser in our country. As far as marketing and distribution of

fertilisers is concerned, timely availability of fertilisers to farmers is at times affected particularly during peak season due to heavy burden on railways. The alternate mode of transport such as Coastal and Inland Waterways is being promoted by GoI but has not yet made any significant contribution in the movement of fertilisers.

The overall objective of all the stake holders is to get the right product, in right quantity, in right condition, at right time and at right price to ensure food and nutritional security of the country. The strategy is 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. This can only happen by economizing the cost by bringing in more and more efficiency in production or imports.

Further, at usage level, there is a need for renewed efforts to increase the fertiliser use efficiency by balancing nutrient use, adoption of better agricultural practices, use of newer technologies (drone spraying, nano-biotechnology, use of AI) and innovative products (Efficient fertilisers, Nano – fertilisers, Sulphur Coated Urea, etc.). All these efforts should be aimed 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 fertiliser industry so that they can effectively execute their business strategies.

TOPICS TO BE COVERED

1. Indian Fertiliser Scenario
2. Fertiliser Policy – Key Initiatives and Desired Interventions
3. Energy Price Risk Management
4. Fertiliser Marketing Strategies in changing policy environment
5. New Ways and Means to Reduce Fertiliser Marketing Cost including Logistics.
6. Fertiliser Imports & Important Aspects of Port Operations
7. Innovative Fertiliser Products
8. Fertiliser Control Order and its compliance
9. AI Application in Fertiliser and Agriculture Sector
10. Fertiliser Use under Climate Smart Agriculture
11. Specialty & Micronutrient Fertilisers – Challenges & Opportunities
12. Critical Role & Importance of Organic, Bio fertilisers & Bio stimulants
13. iFMS & DBT - Role of Marketing Personnel in Changing Environment
14. Importance of Soft Skills in Career Development

TARGET AUDIENCE

The middle and senior level officials in the fertiliser 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 program very useful.

FACULTY

Subject matter specialists from the Government, Agriculture Institutions, FAI, Fertiliser Industry will act as the faculty.

DURATION AND DATE

The duration of the program is 21-23 April 2026.

ABOUT THE VENUE OF THE PROGRAM

Goa, a tiny emerald land on the west coast of India, the 25th 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 30th 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 weather in Goa during May will be hot.

The program will be held at:

Hotel Effotel by Sayaji

House no 363/6, Porba Vaddo, Prabhu Wada, Calangute, North Goa - 403516

Telephone: +91 832 6902300, Hand Phone: 8956722250

Email : reservations.effotelgoa@sayajihotels.com



The participants may check into the hotel any time after 13.00 hrs. on 21 April 2026 and will be required to check out by 12.00 noon on 23 April 2026. Anyone desiring to stay in the hotel before 21 April or after the lunch of 23 April 2026 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

| Types of Occupancy | Course Fee (in INR) |
|---|---------------------|
| Single Occupancy Basis | 26,000/- + 18% GST |
| Double Occupancy Basis (per participant) | 22,000/- + 18% GST |
| Non-Resident Participants | 16,000/- + 18% GST |

The course fee covers reading material, conference facilities, program kit, boarding and lodging expenses, breakfast, lunch, morning & afternoon tea/coffee, and dinner for participants. It does not include travel expenses of the participants to Goa. **Any other additional expenses on extra person, 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 15 April 2026. 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 payment of fee by Online payment/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
faiwrmumbai@gmail.com; wr@faidelhi.org, www.faidelhi.org

REGISTRATION FORM

MANAGEMENT DEVELOPMENT PROGRAM

21-23 April 2026

Hotel Effotel by Sayaji, Calangute, Goa

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 program:

| S. No. | Name in Capital Letters (Dr./Mr./Ms.) | Designation | Organization and Postal Address | Mobile / Phone (O) | Email | 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 / faiwrmumbai@gmail.com