



**FAI WESTERN REGION
EXECUTIVE TRAINING PROGRAM**

NEW GENERATION & SPECIALTY FERTILISERS

TECHNOLOGY • REGULATION • ECONOMICS • MARKET OPPORTUNITIES

 **24 SEPTEMBER 2026**

 **THE FERN
AKOTA, VADODARA**

**ORGANISED BY
FERTILISER ASSOCIATION OF INDIA
(WESTERN REGION)**

Welcome Message



Dear Esteemed Participants,

It gives me a great pleasure to inform you about the FAI Western Region Executive Training Program on New Generation & Specialty Fertilisers on 24 September 2026 at The Fern, Akota, Vadodara, Gujarat.

The fertiliser industry is at an exciting inflection point. New technologies, emerging products and evolving regulations are opening new opportunities to enhance nutrient use efficiency, improve soil health and deliver higher productivity with sustainability.

This program has been designed to provide industry executives with a comprehensive understanding of the technology, regulatory landscape, agronomic value, economics and market potential of new generation and specialty fertilisers.

I am confident that the knowledge sharing and interactions during the program will significantly contribute to your professional growth and support your organisations in creating greater value for Indian agriculture.

I extend my best wishes to all the participants and look forward to your active participation in this enriching learning experience.

Warm regards,

(DR. SURESH KUMAR CHAUDHARI)
DIRECTOR GENERAL



ABOUT FAI

The Fertiliser Association of India (FAI) is the national representative body of the fertiliser industry, established in 1955. FAI works for the growth and development of the fertiliser sector and Indian agriculture.

-  **1955**
Formation of FAI
-  Represents the entire
Fertiliser Industry in India
-  Supports Research &
Development
-  Provides Training &
Capacity Building
-  Facilitates Policy Advocacy
& Industry Representation
-  Promotes Balanced
Fertilization & Soil Health
-  Encourages Sustainable
Agriculture



ABOUT THE PROGRAM

The fertiliser industry is undergoing significant transformation. Alongside conventional fertilisers, the market is witnessing rapid development and growing interest in:



**Specialty
Fertilisers**



**Water-Soluble
Fertilisers**



**Enhanced-
Efficiency
Fertilisers**



**Controlled-
Release
Fertilisers**



**Nano
Fertilisers**



Micronutrients



Biofertilisers



Biostimulants



**Other New
Generation
Products**

For industry executives, understanding technology alone is not sufficient. You need clarity on:

- ☒ What is the technology?
- ☒ What is the regulatory position?
- ☒ What is the agronomic value?
- ☒ What does it cost?
- ☒ Who is the customer?
- ☒ What is the market opportunity?
- ☒ How can the product be commercially successful?



This program brings these dimensions together in one integrated executive-level program

REGISTRATION DETAILS



DATE

24 September 2026
(One Day)



VENUE

The Fern, Akota
Vadodara, Gujarat



TARGET AUDIENCE

Fertiliser Industry Executives
from Production, Marketing,
Sales, R&D, Imports,
Regulation, Quality,
Agronomy and Allied Areas

COURSE FEE

₹6,000

+ 18% GST

(Per Participant)

FEE INCLUDES

- ✓ Seminar Kit
- ✓ Technical Literature
- ✓ Tea & Coffee
- ✓ Lunch
- ✓ Networking

TO REGISTER



Fill the below registration form and
send it to us on
wr@faidelhi.org



HURRY UP!
LIMITED SEATS

Last date for registration
20 September 2026

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

₹1,00,000 + GST

- 6 Complimentary Delegates
- Logo on Backdrop & All Collaterals
- Speaking Opportunity (15 Minutes)



GOLD SPONSOR

₹75,000 + GST

- 4 Complimentary Delegates
- Logo on Backdrop & Collaterals



SILVER SPONSOR

₹50,000 + GST

- 2 Complimentary Delegates
- Logo on Backdrop & Collaterals



For registration and sponsorship, please contact FAI (WR) Office.



022-65027635



9594131210



wr@faidelhi.org



WHO SHOULD ATTEND

- Executives from Fertiliser Manufacturing Companies
- Importers & Traders
- Agri-input Companies
- Marketing & Sales Professionals
- R&D and Technical Professionals
- Quality Assurance / Regulatory Affairs Professionals
- Policy & Strategy Planners
- Start-ups & Entrepreneurs in Agri-solutions



WHY VADODARA?



Industrial Hub

A major centre for fertiliser manufacturing, chemicals and allied industries.



Strategic Location

Well-connected by air, rail and road – the heart of Western India.



Gateway to Agriculture

Close to key agricultural regions of Gujarat, Madhya Pradesh and Maharashtra.





PROGRAM SCHEDULE

(Tentative)

- Registration & Networking
- Inauguration - Welcome, Special Address, Key Note Address
- Fertiliser Use & Status of Soil Health in India
- Water Soluble & Micronutrient Fertilisers: Products, Technologies & Applications
- Enhanced Efficiency Fertilisers - Challenges & Opportunities
- Nano Fertilisers & Emerging Technologies
- Bio-fertilisers, Bio-stimulants & Biological Crop Nutrition - Present Status & Future Prospects
- FCO Provisions related to Specialty & New Generation fertilisers
- Economics of Application of New Generation & Specialty Fertilisers
- Challenges & Opportunities in Promotion of New Generation & Specialty Fertilisers
- KEY TAKEAWAYS & ACTION PLAN - Participants identify: Technologies to watch, Three business opportunities, Three challenges requiring industry attention

Note: The schedule is indicative and may be subject to change.



REGISTRATION FORM

Executive Training Program on New Generation & Specialty Fertilisers

24 September 2026

The Fern

Behind Dinesh Mills Ltd, Akota, Vadodara, Gujarat – 390 020

To,
The Regional Executive
The Fertiliser Association of India (WR)
3, New Commonwealth Society, 229,
Linking Road, Bandra (West), Mumbai - 400 050

Dear Sir,

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
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 :

.....

Photocopies can be used, if additional forms are needed.
You may also email the filled in nomination form to wr@faidelhi.org

KEY TAKEAWAYS



Comprehensive understanding of new generation & specialty fertilisers



Insights into technology, regulation, agronomy and economics



Clarity on market opportunities and customer needs



Strategies for product positioning and commercial success



Networking with industry experts and peers



Actionable insights to drive business growth and sustainability



VENUE



The Fern, Akota, Vadodara, Gujarat

A modern and comfortable venue offering excellent facilities and warm hospitality.



ORGANISED BY FERTILISER ASSOCIATION OF INDIA (WESTERN REGION)

 3, New Commonwealth Society,
229, Linking Road, Bandra (West),
Mumbai - 400 050

 022- 65027635

 9594131210

 wr@faidelhi.org

 www.faidelhi.org

FOR REGISTRATION & QUERIES

Please contact:

FAI Western Region

 022-65027635

 9594131210

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