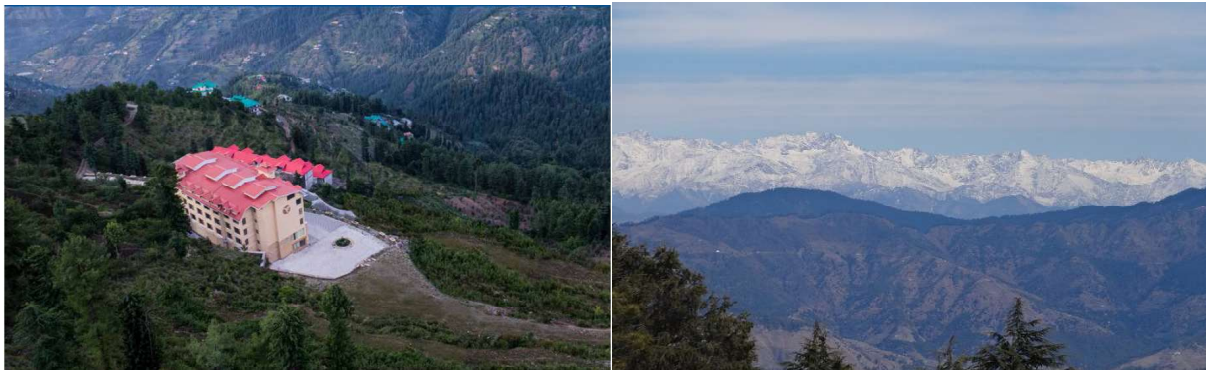


FAI Programme
Business Intelligence, Forecasts and Planning
for the Fertilizer Sector



10th - 13th June, 2024
Fortune Park Kufri, Shimla
Himachal Pradesh



The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg, New Delhi – 110 067

Dear Friends,

Agriculture is the pillar of economic growth and development of the country. The fertilizer sector has been undertaking various activities, such as, production, import, warehousing, transportation, promotion & extension, etc. for serving the prime objective of making fertilizers available to the farmers at right time, right place, right quantity and at the right price. The foundation of planning is based on the proper use of existing data base, analysis of data for drawing inferences and adoption of appropriate methodologies for future projections.

The application of new tools and practices have been revolutionizing the fertilizer and agriculture sectors by leading to development of more efficient, sustainable, profitable and eco-friendly system. AI-powered technologies are being used in various ways, such as, precision agriculture, crop monitoring & management, predictive analytics, smart irrigation, supply chain of fertilizer management, optimization of various process, etc.

In order to tap the full potential of an individual working in any organization, there is a need to have desired knowledge of business intelligence with respect to various applications and tools, such as, artificial intelligence, digital agriculture, e-commerce, etc. This can be made possible by meticulous planning, execution, monitoring and systematic feedback mechanism from all the stakeholders. It would help in providing better growth to the fertilizer and agriculture sectors.

With this background, FAI plans to organise a programme on 'Business Intelligence, Forecasts and Planning for the Fertilizer Sector' in Fortune Park Kufri, Shimla, Himachal Pradesh during 10th - 13th June, 2024 for the professionals working in various disciplines, including, technical, marketing, production, logistics, agricultural services, finance, etc.

We request you to kindly send the nominations from your organization, enabling officers to take advantage from this programme. The tentative programme, nomination form and other details are given herewith.

We look forward to your early reply and favourable response.



D. Ramakrishnan
Secretary

PROGRAMME OUTLINE

TOPICS TO BE COVERED

The following topics are intended to be covered in the programme:

1. Dynamics of business intelligence for decision making
2. Productivity improvement and cost optimisation in fertilizer industry
3. Indian and global fertilizer scenario and future outlook
4. Innovative fertilizer products for efficient nutrient management
5. Port handling and cargo management
6. Planning of logistics and optimizing cost
7. Role of precision agriculture in improving farm productivity
8. AI application in fertilizer and agriculture sectors
9. Policy initiatives in e-commerce and digital agriculture
10. Role of micronutrients in food and nutritional security
11. The way forward for soil health management

TARGET AUDIENCE

The programme has been designed for professionals under various disciplines including technical, marketing, finance, production, promotion, logistics, agricultural services, HR, IT, etc. The programme aims at upgrading the knowledge and skills of professionals in the fertilizer industry and other organisations associated with the fertilizer and agriculture sectors.

FACULTY

Senior officials from the Fertilizer Industry, ICAR-Indian Agriculture Research Institute, Consultancy Organizations, International Zinc Association, Indian Ports and the FAI are expected to act as Faculty members in the programme.

DURATION, DATE & VENUE

The duration of the programme is four days. The dates are 10th to 13th June, 2024. The venue of the programme is **Fortune Park Kufri, Shimla, Himachal Pradesh.**

Fortune Park Kufri, Shimla is very well connected by Road, Air and Train. The distance from Delhi to Kufri by road is 368 km; Chandigarh to Kufri is 129 km and Shimla to Kufri is 15 km. There are direct buses from Delhi, Jaipur and Chandigarh to Shimla, and then one can avail the facility of private taxis to reach Kufri. By Air, the nearest Airport is Jubbarhatti, 15 km from Kufri. There is a flight from Delhi to Shimla (Jubbarhatti) Airport. Kalka is the nearest Railway Station. Taxis ply to Kufri from Kalka which is about 100 km.

The detailed address of the venue is given below:



Fortune Park Kufri
Village - Gallu
District - Shimla – 171 209
Himachal Pradesh
Tel: +91-1783-292444
E-mail: sales.fpk@fortunehotels.in
Website: <https://www.fortunehotels.in>

ABOUT FORTUNE PARK KUFRI, SHIMLA

Enveloped in the heart of Kufri valley surrounded by lofty mountains, in a dense trail of coniferous trees and sprawling apple orchards, rests Fortune Park Kufri, Shimla. Here, nature turns a kaleidoscope of colours through the seasons. In summers, you wake up to the first blush of sunrise and the snow-clad winter tide turns misty mornings into a story of nostalgia and magic.

WEATHER

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

COURSE FEE

Residential participants

- a) Single Occupancy Basis (per participant)
 - Rs. 35,000 (Rs. Thirty-five thousand only) + 18% GST
- b) Double Occupancy Basis (per participant)
 - Rs. 25,000 (Rs. Twenty-five thousand only) + 18% GST

The above course fee includes:

Boarding & lodging for 3-nights, breakfast, lunch and dinner, forenoon / afternoon tea / coffee, programme fee, reading material, conference facilities, etc.

The above course fee excludes:

Travel expenses of participant(s) to the programme. Expenses on room service like, laundry charges, telephone charges, extra bed, extra meal, etc., are not included in the package. Such services will have to be paid by the participant(s) directly to the hotel at the time of check out.

Non-residential participants

- Rs. 17,000 (Rs. Seventeen thousand only) + 18% GST

The course fee includes: Programme fee, reading material, conference facilities, breakfast, lunch and dinner, forenoon / afternoon tea / coffee.

The registration fee may be sent to the FAI in form of demand draft in favour of The Fertiliser Association of India, New Delhi or through NEFT/RTGS transfer as per details enclosed along with registration form.

Check in and Check out

The residential participants can check in at the hotel after 14.00 hrs on the 10th June, 2024 and will be required to check out before 12.00 noon on the 13th June, 2024. For any overstay, the participants will have to pay to the hotel directly.

REQUEST FOR NOMINATION

The hotel remains occupied throughout the year and therefore we need to be absolutely specific with the hotel about the number of participants. You are, therefore, requested to send the nomination(s) at the earliest.

REGISTRATION

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

Kuldeep Sati
Chief (Statistics & IT)
The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg
New Delhi - 110 067
Tel: +91-11-26567144, Fax: +91-11-2696 0052
Email: stat@faidelhi.org; Website: www.faidelhi.org



FAI Programme on
Business Intelligence, Forecasts and Planning for the Fertilizer Sector

June 10-13, 2024

Fortune Park Kufri, Village – Gallu, District - Shimla – 171 209

Himachal Pradesh, Tel: +91-1783-292444

E-mail: sales.fpk@fortunehotels.in; Website: <https://www.fortunehotels.in>

Tentative Programme

Date & Time (Hrs)	Topics
10th June, 2024 (Monday)	
1500-1600	Registration & High Tea
1600-1630	Inaugural Session
1630-1530	Dynamics of business intelligence for decision making
1930	<i>Dinner</i>
11th June, 2024 (Tuesday)	
0930-1030	Productivity improvement and cost optimization in fertilizer industry
1030-1130	Indian and global fertilizer scenario and future outlook
1130-1200	<i>Tea / Coffee</i>
1200-1300	Innovative fertilizer products for efficient nutrient management
1300-1400	<i>Lunch</i>
1400-1500	Port handling and cargo management
1500-1600	Planning of logistics and optimizing cost
1600-1630	<i>Tea / Coffee</i>
1630-1730	Role of precision agriculture in improving farm productivity
12th June, 2024 (Wednesday)	
0930-1030	AI application in fertilizer and agriculture sectors
1030-1130	Policy initiatives in e-commerce and digital agriculture
1130-1200	<i>Tea / Coffee</i>
1200-1300	Role of micronutrients in food and nutritional security
1300-1400	<i>Lunch</i>
1400	Sight-seeing
2000	<i>Dinner</i>
13th June, 2024 (Thursday)	
0930-1030	The way forward for soil health management
1030-1100	Valedictory session and Distribution of certificates
1100-1130	<i>Tea / Coffee</i>
1230	<i>Lunch</i>

REGISTRATION FORM

FAI Programme

Business Intelligence, Forecasts and Planning for the Fertilizer Sector

June 10-13, 2024, Fortune Park Kufri, Shimla - 171 209
Himachal Pradesh

Kuldeep Sati

Chief (Statistics & IT)
The Fertiliser Association of India
FAI House, 10 Shaheed Jit Singh Marg
New Delhi - 110 067

Please register the following executive(s) for the above Programme (Please type or write in CAPITAL LETTERS)

S. No.	Name	Designation	Address	Mobile No.	E-mail	Veg./ Non-veg.	Occupancy
1.							
2.							
3.							
4.							

Name of the Organisation on which bill has to be raised

Address

Telephone Fax Email

GSTIN No.

Payment details: Rs. plus 18% GST

Please find enclosed payable at par cheque/Bank Draft No. _____ dated _____ drawn on _____ for Rupees _____ favouring "The Fertiliser Association of India", at New Delhi as registration fee for the above delegate(s) @ Rs. plus 18% GST per participant.

Payment can also be made through NEFT / RGTS, details are attached.

Sponsoring authority: Name & Designation

Telephone/Mobile

Note: In case of NEFT/RGTS transfer, please ensure that transaction details along with the name of the programme and participants to be forwarded to FAI to update our records.

Email : acctt@faidelhi.org
secy@faidelhi.org
Website : www.faidelhi.org



Telephone : 46005204
Fax : 26960052

The Fertiliser Association of India

Registered Office : FAI House, 10, Shaheed Jit Singh Marg

New Delhi – 110 067

CIN : U85300DL1955NPL002999

Canara Bank

Bank Details:	
Baneficiary Name	THE FERTILISER ASSOCIATION OF INDIA
Baneficiary Address	FAI House, 10, Shaheed Jit Singh Marg, New Delhi – 110 067
Baneficiary Tel.No.	011-46005235
Bank Name	Canara Bank
Bank Address	Jit Singh Marg, New Delhi - 110 067
Bank Telephone No.	011-26960890 / 011-26960593
Bank Fax No.	011-26601661
Branch Name	Jit Singh Marg, New Delhi - 110 067
Bank Code & Branch Code	1484
SWIFT Number / RTGS	CNRB0001484
Bank Account Number	1484101006029
IFSC Code	CNRB0001484
Account Type	Saving Bank
MICR No.	110015015
Account Currency	Indian Rupees