

Specialization

Professional Excellence: SBU/Project Management; Strategic Planning based on socio-economic environment scan and market/economic gains/realizations; Business Advocacy; Value Chain Integration, Resource Optimization and Value Maximization to the Stakeholders.

Professional Experience: Management Consulting, Capacity Building and Functional experience in Finance and Accounts.

Sectoral Specialization: Food and Agri including allied sectors in general and Value Addition to Fruits and Vegetables in particular. Management, channeling and monitoring of Rural Finance with specific emphasis on institution building methodology. Integration of rural finance with rural economic activities so as to ensure sustainability of stakeholders' activities.

Sectoral Exposure: Food and Agri business; Rural Finance and Livelihood Promotion; FMCG; Packaging; Engineering industry; Hospitality, Agricultural Biotechnology, Technology Transfer

Skills & Achievements

1. Thorough understanding of the Strategic, Operational, Financial & Commercial aspects of Management. Trained & associated with Quality environments of ISO 9000 & TQM
2. Managed a start-up venture in processing and export of Fruits and Vegetables.
3. Consulting experience across multitude of business sectors involving development of integrated Business & Operation Plans and Strategies.
4. Carried-out extensive studies for World Bank, Asian Development Bank, USAID, UNDP, UNCDF, KfW, Govt. of AP and leading banks such as ICICI, EXIM Bank, SIDBI and others
5. Established & streamlined the Systems & System flow during all the corporate assignments including Oracle Financials and Business Planning Process.
6. Presented papers & perspective plans on Food Processing Industry Opportunities, Contract Farming, Aqua-cluster at Business Forums and Ministries Presented Credit Cooperatives Reform Pilot Project at National Cooperative Conclave at Jaipur and other forums.

Academic & Professional Credentials

1. Associate Member of Institute of Cost and Works Accountants of India (AICWAI) (1985)
2. Member of The Institute of Management Consultants of India (IMCI) (2003)
3. B.Sc. (Mathematics, Physics and Chemistry) from Andhra University (1982)
4. Certified Programs Participation:
 - o Advanced Agribusiness Management Program - Cornell University, NY, USA.- May' 03
 - o Biotechnology for Development – Cornell – In- India at Chennai – Jan'02.
 - o Winning Edge Communication Skills – IIM, Ahmedabad. Aug '04
 - o Technology Transfer and IPR Management, Cornell University Program held in Goa
 - o Leadership and Change Management – IIM Ahmedabad Oct '09

Experience on conducting sessions and presenting special projects.

1. Handled sessions on specific topics in several in-house training programs.
2. Conducted workshops on Visioning, Strategic Planning and Business Plan process under several projects.
3. Presented Credit Cooperatives Reform Project at National Cooperative Conclave in Jaipur.
4. Presented Food Processing Industries Park at National Food Processing Seminar.
5. Presented Bamboo based green business opportunities at Commonwealth Secretariat Meet in Jaipur – 2010.

6. Coordinated “Advanced Agribusiness Management Programs - 2002, 2003”, “Food and Agri Business Management - 2004 and 2005” of Cornell University and Sathguru Management Consultants.
7. Coordinated “Biotechnology for Development – 2000 and 2002” programs of Cornell University and Sathguru Management Consultants.
8. ‘Cost and Management Accounting’ and ‘Principles of Management’ sessions at the coaching facilities of Hyderabad Chapter of ICWAI.

Countries visited: USA, Canada, Philippines, Bangladesh, Fiji and Samoa

Projects worked on:

Consultant

“Consultant – State level Financial Inclusion Strategy formulation” for **UNDP** (India)

Fund raising

- Working capital arrangements while working on various corporate assignments at Praga Tools, AP Rayons and others.
- Expansion of Viceroy Hotel.
- Debt restructuring plans for Palm Tech India and liaison with banker.
- Debt restructuring plans for Surya Laxmi Cotton Mills and Surya Vamshi Spinning Mills

Proposals

- Proposals to NABARD, Departments of Government and Other donor agencies to secure funding for Credit Cooperative Reform Project.
- Proposals to banks to secure working capital limits.
- Proposals to banks to restructure the debt.
- Proposals to investors to secure funds for expansion/growth plans.
- Proposals to various agencies to secure consulting projects.
- Development of proposals under Agri Biotechnology Support Project II

Business Plans

- Business Plan for “The Livelihood School”, of BASIX.
- Business Plan for a Producer Company and Processor engaged in Dairy to promote dairy as an alternate livelihood in two dark districts.
- Business Plan for Tomato processing.
- Business Plan for an integrated bamboo value added product manufacturing facility
- Business Plan to establish a bamboo livelihood enterprise.

- Development of business plan for Navyug Farmers Cooperative working 'Better Cotton Initiative'
- Business Plan for agribusiness initiatives of Tata Chemicals
- Business Plan for expansion and growth of Cleanfoods Ltd. engaged in processing of fruits and vegetables,
- Business Plan for expansion of Viceroy Hotel, Hyderabad.
- Business Plan for Sudarshan Biotech
- Advisory to AP Industrial Infrastructure Corporation (APIIC) on the development of Food Processing Industries Park (FPIP) and attracting investment into FPIP. The plan included establishment of an incubator.
- Business Plan for Tatapudi Agro Foods engaged in processing and export of fruits and vegetables
- Development of business plans for Sanmur Controls
- Briefing note on SJK Steel to associate with a strategic partner
- Concept note and development plans for Aqua Cluster of coastal Andhra Pradesh.
- Briefing note on a mushroom processing unit to associate with a strategic partner.

Studies

- Assessment study of design and delivery of Financial Literacy among poor across 7 UN Focus states.
- Demand Assessment for Savings in the operational area of KBS Local Area Bank.
- Impact of Agricultural Debt Waiver and Debt Relief Scheme on Credit Cooperative Structure
- Feasibility study to establish an integrated bamboo value added product manufacturing facility.
- Study on micro insurance in Fiji and PNG
- Feasibility study on a joint venture between Development International Desjardins and BASIX
- Feasibility of scaling up of microfinance in Fiji and PNG.
- Study on the seed sector in India
- Study on Contract farming models in India and other parts of the world.
- Study on business incubator models in the world.
- Study on Agribusiness opportunities in Andhra Pradesh and Karnataka in association with Cornell University, for ICICI Bank.
- Study of emerging opportunities in Biotechnology.
- Concept note on rural entrepreneurship development for SIDBI.
- Note on Agriculture in Andhra Pradesh for World Bank.

- Restructuring of AP Medical Health Housing Corporation for DFID.
- Assessment of the risk coverage through various policies by AP Paper Mills.

Project Management

- Management of a Project to build the capacity of CBMFIs
- Introduction of weather insurance in Sri Lanka
- Exposure visits on microfinance, micro insurance and agriculture in India to visitors from Indonesia, Cambodia, Nigeria, USA, Canada, Fiji and other countries.
- Bhamashah Women Financial Empowerment Scheme of Government of Rajasthan
- Technology Assisted Financial Inclusion in association with Axis Bank in Delhi.
- Credit Cooperatives Reform Pilot Project in Madhya Pradesh and Rajasthan.
- Detailed Implementation Plan (DIP) in association with Development International Desjardins (DID) for the strengthening of Credit Cooperative Structure.
- Management of select projects under ABSP II in India, Bangladesh and Philippines.
- Consulting support on monitoring Mill Development Plans (MDP) of A P Paper Mills.

I T Applications

- Modeling and domain inputs on development of C&FA management system for SaraLee India.
- Functional inputs in the development of an ERP for Palm Tech India.
- Implementation of Oracle Financials in the Packaging unit of AP Rayons.
- Implementation of VFAS in the Home Appliances Business Division of Voltas.
- Computerization of accounts in Praga Tools and Press Division of HMT Ltd.
- Inventory accounting and management account receivables (AR) in the Packaging unit of AP Rayons

Academic

- Designed and delivered a Module on Overview, Opportunities, Experiences with *Planning and Management of Agribusiness Projects*.

Collaborative Initiatives

- Several projects/activities under Cornell-in-India initiative of College of Agriculture and Life Sciences (CALs), Cornell University, Ithaca, New York including:
 - Coordination of conduct of Special Programs like “Biotechnology for Development”; “Advanced Agri Business Management Program”, “Food and Agri Business Management Program”.
 - Management of Projects under “Agricultural Biotechnology Support Project II (ABSP II)” in association with CALs, Cornell University.

- Coordination of special projects between select State Agricultural Universities (SAUs) and CALS, Cornell University.
- Coordination of INTAG 602 Program of CALS, Cornell University.

Employment Record

July 2010 to Date : *Practicing Management Consultant, Hyderabad*
Ma 2007 to June 2010: *Asst. Vice President, Consulting Services, BASICS, Hyderabad.*
Oct. '05 to Mar. '07 : *CEO, Tatapudi Agro Foods, Hyderabad*
Jan 1999 to Oct. '05 : *Asst. Vice President, Sathguru Management Consultants, Hyderabad*
Jun '97 to Jan '99 : *Manager (Fin. & Accounts), Voltas, Hyderabad.*
Jan '95 to Jun '97 : *Manager (Works Accounts), APR Ltd., Hyderabad.*
Aug '89 to Jan '95 : *Accounts Officer, HMT, Hyderabad.*
Oct '86 to Aug '89 : *Junior Manager (Fin.), Praga Tools, Hyderabad.*
Apr '84 to Oct '86 : *Senior Cost Asst with Mr. A V Ramana Rao, Hyderabad.*

Experience as AVP, Consulting Services:

The responsibility as Asst. Vice President involves, handling consulting work, interaction with policy planners and key stakeholders at national and state levels, coordinating the team efforts towards the projects' objectives and working on initiatives to scale up while working on important projects in the areas such as Financial Inclusion, Rural Credit and sustainable livelihood promotion on a sustainable model. Responsibilities include business development, project implementation planning and execution. *Specialist support to institutions engaged in Financial Services including Credit Cooperatives, Regional Rural Banks, Urban Cooperative Banks, MFIs, CBMFIs and specific initiatives on Financial Literacy and Inclusion.*

Experience as Business Head:

As Head of Indian operations role encompassed management of supply chain, processing, logistics, finance, commercial, coordination with US office etc. As profit centre head responsible for the Top line and Bottom line of the company and for their growth over the years. Principal activity of the organization was processing and export of fruits, vegetables and other agricultural produce. Key responsibilities include: Outsourcing of process capacities; Establishment of process capacities; Product development; Process development; Developing supply chain as per market requirements.

Extensively worked on various models of Value Chains, to source fruits and vegetables so as to be able to ensure availability of quality inputs at right price and time. This also helped in initiating work on traceability as per the needs of importing country/client.

Experience as AVP in Management Consulting:

Nature of Work involved: Evolving strategies & developing business plans to facilitate business growth and development; Need based extensive analysis of scenarios & interaction with stakeholders to enable mandated objective; Applying the flair of various first hand functional experience gained in previous positions for Business Planning , Devising Models for enterprising ventures; Advisory Services and Systems Design with requisite Audit Trails; Worked on Design, Modeling & assist in developing the IT Software systems after business process analysis; Operations Planning & Change implementation for industrial ventures of SME & Large Enterprises; Financial Restructure Plans for several industries in various sectors; Facilitation of Technology Partnering among interested partners seeking growth opportunities; Management of Technology transfer, absorption and commercialization under a specific grant supported project.

Projects handled include: Agricultural & food Processing Sector - Development of Strategies & Business Plans and Implementing the plans-for an overseas investor entry into the Indian Food & Agribusiness sector - Scalability of the operations to Rs.10 billion in five years, Promotion of investments into Food Processing Industry in Andhra Pradesh, Applied the Integrated Food Chain concept for a major fruit & vegetable processor, Formulated the Strategy to expand agribusiness through farm management services, Extensive study on Agri Business Growth opportunities for

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ICICI with Cornell University of USA, Conducted five global programs - Biotechnology & Agribusiness Management, Prepared approach paper to achieve Vision 2020 (Govt. of AP) on Agriculture for World Bank, Developed plans for promotion of Food Processing & Aquaculture industries, Developed document on Rural Industrialization for a leading financial institution of India, Design, Development & Implementation of C&F A Operations system for a Confectionary MNC. Other industries associated with: Hospitality Biotechnology, Paper, Disinvestments,

Experiences in Finance and Accounts – *As head of Finance and Accounts function played the role of Business Advocate managing the finance and accounts function, enforcing commercial discipline, ensuring adherence to credit policy, efficient management of inventory, AP, AR, and playing the role of custodian of the shareholders' wealth. Always given emphasis on enhanced systems efficiency for business growth and operational excellence. Evolving business models for the improvement in business operations and growth.*