



BRIEF PROFILE

SUDHIR SINGH BHADAURIA

Brief Profile

Assignments in Administration/ Teaching/ Extension/ Education/ Research/ Procurement/ Business Development/ Production/ Research & Development/ Management/ Sales & Marketing/ Channel & Distribution Management, Liasoning with organizations of high repute.

Brief Overview

Around two decades of accomplished experience in the areas of Administration, Teaching, Extension, Academic, Research, Liasoning, Backward & Forward Linkages, Procurement, Supply Chain Management, Rural Business Development, Research & Development, Seed Production, Contract Farming, Cooperatives, Crop Estimation, Development of Agronomical Package of Practices, Crop Management, M.I.S., Operations, Logistics, Management of Statutory requirements, Administration, Product Management & Promotion, Vendor Development, Dealer & Distribution Management and Team Management. Cross functional expertise in Market Plan Execution, Product Launch & Management, Key Account Management and implementation of effective business strategies to achieve revenue and profitability norms. Experience in implementation of marketing and sales promotion plans for new business generation. Proficient in setting up and managing distribution network infrastructure and adept at demand & supply management with inventory control, ensuring smooth stock operations. Keen customer centric orientation with excellent communication skills and ability to interact effectively with personnel at all levels.

Areas of Expertise

Teaching, Extension, Administration, Academic & Research

- ✓ **Presently** involved in Administrative activities at Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya and Teaching of Graduate and Post Graduate students at College of Agriculture, Gwalior (M. P.) and also was associated with teaching activities related to agriculture, cooperatives and research at different units of the National Dairy Development Board, Anand (Gujarat).
- ✓ **Author** of more than 200 Research Papers/ Books/ Technical Bulletins/ Abstracts/ Articles/ Other Publications.
- ✓ **Actively** involved in activities of the Directorate of Extension Services and University. Also, additional activities of different other departments of University are carried out, as and when required.
- ✓ Working as a **nodal link for extension activities** between University and "Krishi Vigyan Kendras" under its aegis.
- ✓ Involved in different **extension, administrative, academic and research activities** at the University.
- ✓ **Competent proficient** extension professional and also guiding Graduate and Post Graduate students of Agriculture (including field research studies).

Backward Linkages & Procurement

- ✓ **Competent and versatile Procurement, Purchase Management Professional** offering rich and varied experience of **13 years** to the entire spectrum of activities involved in Procurement and Sourcing of Specially Horticulture, Seeds, Grains & Dairy products.
- ✓ Wide exposure in Inventory / Materials Management, M.I.S. Reporting, Business Relations including Commercial Negotiations, and Scheduling has helped to develop skills for potential assessment of products.
- ✓ Excellent skills in **consensus building, organization and price negotiation**, tendering and estimating long term and profitable contracts management.
- ✓ Acknowledged **troubleshooter with strong analytical**, organizing, leadership, and time management qualities; cogent written and verbal communication skills.
- ✓ **Development, Maintenance and Strengthening Backward Linkages with farmers and suppliers** for the supply in order to cater the requirements of customers as envisaged by Marketing Department.
- ✓ **Co-ordination** with suppliers and traders of U. P., Maharashtra, M. P., Rajasthan, Karnataka, A. P., T. N., Delhi for procurement and also for disposal of excess produce.
- ✓ Development of farmer's co-operative associations for synergistic effect.
- ✓ Motivation & technical guidance for the growers and suppliers.
- ✓ Management of contact and contract farming operations.
- ✓ Proven acumen to develop effective **Procurement Strategies and Policies** to achieve optimum cost of goods and services and streamline the overall procurement functions within the required time, budget and quality standards.

Retail Operations

- ✓ Setting up and managing retail business operations with a view to achieve business objectives and ensure top line and bottom line profitability.
- ✓ Experience of successful establishment of retail units starting from the scratch.
- ✓ Designing & implementing sales plans and new store concepts to generate increased sales for achievement of revenue targets.

Business Development / Sales & Marketing

- ✓ Implementing business strategies for tapping unexplored avenues, developing & expanding market share towards the achievement of revenue & profitability targets.
- ✓ Managing sales operations; implementing sales promotional activities as a part of product launch, brand building and market development effort.
- ✓ Analyzing latest marketing trends and tracking competitor's activities and providing valuable inputs for fine tuning sales & marketing strategies.

Product Promotion & Management

- ✓ Organizing sales promotion events in coordination with external agencies; conceptualizing visual merchandising displays, windows, POP & design of retail outlets for maintenance of a high-end store Image.
- ✓ Conducting detailed market research with a view to collate information necessary to facilitate product development & improvement initiatives.

Channel & Distribution Management

- ✓ Establishing strategic alliances / tie-ups with financially strong and reliable dealers / distributors and other channel partners, resulting in deeper market penetration and reach.
- ✓ Monitoring channel sales and marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.
- ✓ Responsible for demand forecasting & managing inventory pipeline; coordinating with SKUs and Stores Department to ensure optimum inventory levels with distributors to ensure timely deliveries to the customers.

Team Management

- ✓ Leading, training & monitoring the performance of team members to ensure efficiency in organizational operations and meeting of individual & group targets.
- ✓ Conducting meetings for setting up objectives and designing or streamlining processes to ensure smooth functioning operations.
- ✓ Administrative activities with strong liaisoning and co-ordination skills.

PROFILE & STRENGTHS

PROFESSIONAL EXPERIENCE

1. RAJMATA VIJAYARAJE SCINDIA KRISHI VISHWA VIDYALAYA, GWALIOR (Since Feb. 2011)

The Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya, Gwalior (M. P.) was established by Government of Madhya Pradesh Vide Ordinance No. 4 of 2008 notified in the Extraordinary Gazette No. 507 dated 19th August 2008 as Agricultural University with a mission to conduct education, research and extension for sustainability of agricultural production system and improvement of livelihood of farmers.

Asstt. Professor/ Technical Officer

- Currently involved actively in the Teaching and Research activities at the College of Agriculture, Gwalior (M. P) and Extension activities as, Technical Officer at the Directorate of Extension Services of the University.
- Working as an important nodal link between extension activities of the University and 26, "Krishi Vigyan Kendras" of Madhya Pradesh.
- Teaching of P.G. and U.G. students of Agriculture (Including Major & Minor Guide/ Advisor for Research Studies)
- Research & Development activities.
- Examination/ Valuation work (In house and other reputed Institutes).
- Administrative functions.
- Financial Management.

Key Achievements and Recognitions

Successfully achieved 100% target.
Good results.
Introduction of short messaging system for the flow of information.
Promotion of Agribusiness activities.
Promotion of ethics and congenial working environment.

Area of operation: Madhya Pradesh.

2. MOTHER DAIRY FRUIT & VEGETABLE PVT. LTD., NEW DELHI. (Since Jan. 2009 to Feb. 2011.)

Mother Dairy Fruit & Vegetable Pvt. Ltd is the largest and most organized semi- govt. retail company in Milk & Horticulture business in India, Headquarters based in Patparganj, Delhi. Organization is broadly classified into two SBU'S Horticulture & Dairy.

Senior Manager (Backward Linkages & Procurement)

- Adept at developing and implementing major procurement strategies and purchase schedules thereby ensuring accomplishment of organizational objectives.
- Successfully developed effective sourcing network for diverse products, raw materials.

- Developments of local and international vendors for procuring essential items at competitive price; negotiation and liaisoning with them to provide material as per desired specifications and ascertaining adherence to the policies and procedures.
- Manage raw material stores operations thereby ensuring optimum inventory levels to achieve maximum cost savings.
- Conduct routine inspection and stock audits to ensure reconciliation of physical stock at the warehouse.
- Develop strong plans and strategies for complete re-engineering of processes and eliminate non value-added processes for effective cost reduction initiatives.
- Effectively use of cost analysis tools in support of strategic sourcing process, procurement costs, cost reduction metrics and bottom line performance indicators.
- Prepare MIS reports for the management to analyze financial performance of the organization viz. Order vs. Supply, Suppliers Credit, Profit etc.
- Coordinate with the production department to ensure appropriate quantity and quality of raw materials from the sourced vendors and marketing of the produce.
- Management of Statutory requirements and General Administration of the unit.

Key Achievements and Recognitions

Successfully achieved 110% target.

Established the overall business operations for Jaipur unit right from scratch to successful running of the outlets.

Efficiently headed simultaneously and streamlined the Procurement, Operations, M.I.S. and General Administration department of the Unit.

Shaped several cooperatives right from the scratch to a completely viable unit.

Managed '0' inventory, efficient stock and warehouse management, FIFO, reduced wastage, introduced efficient post harvest technology for preservation, minimized losses and labour as well as logistics costs were reduced drastically.

Kept close watch on competitor's activities, balanced budget, targets, forecast, demand and supply were managed. Best pricing structure was maintained and reporting mechanism of business reports was derived.

Credited for implementing various techniques of preservation of F&V at booth level as well as at C.D.F level.

Achieved the target in procurement.

Various cost cutting activities were implemented.

Introduced Loco (Low Cost) model of outlets.

Initiated Banana ripening and sales operations and the project is a successful story.

Area of operation: Rajasthan, U. P.

3. SAFAL MARKET, BENGALURU, KARNATAKA.

(Since Dec. 2006 to Dec. 2009.)

Safal Market is a modern terminal market built in 60 acres of area. Headquarter based at Bangalore. E.-auction of about 100 M.T. of Fruit & Vegetables is carried out on daily basis. Also, the organization is catering the needs of the customers, through its outlets spread throughout Bangalore.

Manager (Backward Linkages & Procurement)

- Development, Maintenance and Strengthening of Backward Linkages with farmers.
- Procurement of O.P.G. (Onion, Potato & Garlic) at national level to meet the complete requirements of the market. Major material was procured from U.P. and Maharashtra.
- Worked as Head of the Backward Linkages & Procurement department at country level.
- Head of the Technical Inputs group of Safal Market at national level.
- Introduced retail grade specifications as per requirement and farmers were trained accordingly.
- Initiated Contract Farming for supply of produce to Fruit Processing Plant, Bangalore.

Area of operation: U. P., Maharashtra and Karnataka.

4. DHARA VEGETABLE OIL & FOODS COMPANY LTD., VADODARA (GUJ.)(Since Apr. 2001 to Dec. 2006.)

Dhara Vegetable Oil & Foods Company Ltd. Is a wholly owned subsidiary of the National Dairy Development Board. Headquarters based in Anand, Gujarat Organization is pioneer in Oil & Oilseed related business and R&D activities. Its brand Dhara is the largest selling branded edible oil of the country.

O.S.D. (Agriculture Development Group)

- Management of seed business (Wheat, Paddy & Mustard planting seed) at national level right from scratch. This includes development of Breeder's/ Foundation seed, Certification, Buy-back, Sales, Packing, Logistics, Costing and other planning activities. Activity was carried out under tie up with M/s. Tata Chemicals Ltd., Mumbai (Maharashtra).
- Procurement of Oilseeds from farmer, co-operative societies, vendors and A.P.M.C.
- In charge at national level to conduct crop estimation activities.
- Development of O.G.C.S. (Oilseed Growers Co-operative Societies).
- Procurement of quality Oilseeds and supervision of Silo filling operations.
- Development of Agronomical package of practices.
- Overall In charge of research activities at Farms located in different parts of the country.
- Agriculture related R&D activities.

Area of operation: Delhi, Gujarat, Rajasthan, Haryana, Punjab, U. P. and M. P.

5. NATIONAL DAIRY DEVELOPMENT BOARD, ANAND (GUJARAT) (Since Feb. 1998 to Mar. 2001.)

National Dairy Development Board is a body corporate of Govt. of India under act 37 of 1987 of Parliament of India. Headquarters based at Anand, Gujarat Organization is facilitating Agricultural Development activities in India as well as abroad. Organization is declared as, "Institute of National Importance" by Government of India and is also granted, "Navratna" status by the Government.

O.S.D. (Commodity Marketing & International Trading)

- Incharge at national level to conduct crop estimation activities.
 - Development of O.G.C.S. (Oilseed Growers Co-operative Societies).
 - Procurement of quality Oilseeds and supervision of Silo filling operations.
 - Development of Agronomical package of practices.
 - Co ordination of Contract Farming operations.
 - R & D work at Plant Technology Lab.
 - Extension work for dissemination of technology.
- **Area of operation: Gujarat, Rajasthan, Haryana, Punjab and M. P.**

6. BABA SAHEB AMBEDKAR NATIONAL INSTITUTE, MHOW (1995 – 3 Months)

. Dr. Babasaheb Ambedkar National Institute of Social Sciences was established by the Government of Madhya Pradesh to provide facilities for specialized teaching courses, research, extension, sensitization and training in Social Sciences with a focus on the problems of weaker sections including scheduled castes, scheduled tribes, other backward classes, minorities, women and children.

Field Investigator

- Detailed study of socio – economic status of handicraft artisans was undertaken.
 - Supervised Field survey work.
- **Area of operation: M. P.**

EDUCATIONAL CREDENTIALS

Ph. D. IN AGRONOMY – 2004. {Dr. B.R. Ambedkar University, Agra (U.P.)}.

D. Sc. IN AGRONOMY – Scholar since 2011. {Dr. B.R. Ambedkar University, Agra (U.P.)}.

M. B. A. (Rural Technology & Management) – 2007. {Jiwaji University, Gwalior (M.P.)}.

Diploma in Software Applications – 1998. {Jiwaji University, Gwalior (M.P.)}.

Post Graduate Diploma in AGROINFORMATICS–2005. {Allahabad Agri'l. Institute; Deemed University(U. P.)}.

Post Grad. Diploma in LOGISTICS & SUPPLY CHAIN MANAGEMENT – 2008. {A. I. I. M. S., Chennai (T. N.)}.

“C” Certificate of the National Cadet Corps and Group Leader of National Service Scheme – 1993, Got Merit Scholarship, throughout first class career & actively associated with various Literary, administrative, cultural and Sports activities.

RESEARCH SPECIALISATION

Ph. D.: “Effect of various levels of nitrogen and phosphorus on growth, yield and quality of ‘00’ Mustard (*Brassica juncea*).”

M. Sc. (Agronomy): “Effect of various levels of nitrogen and phosphorus on growth, yield and quality of Safflower (*Carthamus tinctorius*).”

D. Sc. (Agronomy): “Development of Agronomical Package of Practices for ‘00’ Rapeseed and Mustard.” (Under Study).

PROJECT SUBMITTED

M. B. A. (Rural Technology & Management)

“Commercialization of newly developed hybrid variety of Mustard (D. M. H.-1) in India.”

AWARDS

“Maharana Pratap Pratibha Samman” – 2016.

Young Scientist Award for the year – 2016.

Best Research Paper Award.

Distinguished Faculty Award (Agronomy) – 2016.

Award for Teaching Excellence - 2016.

Best Teacher Award; "Gwalior Vikas Samiti" & "Jan Utthan Nyas", Gwalior.

Fellowship of Society of Applied Biotechnology.

Honorary Fellowship; Society of Life Sciences, Satna.

□ **Appreciation Certificate in 4th Academic Achievement Awards – 2016; Education Expo TV, Greater Noida (Delhi NCR) U. P.**

Life Time Achievement Award; AUFAU Periodicals, Salem (Tamil Nadu)

RESEARCH PAPERS

More than 200 papers to credit.

NODAL OFFICER

Bhuvan Portal, Pradhan Mantri Unnat Krishi Siksha Yojana, National Knowledge Network, Communication Centre.

□ **Agri. Clinic and Agri. Business Centre; MANAGE, Hyderabad.**

INCHARGE

Agriculture Technology Information Centre; RVSKVV, Gwalior.
Information and Printing Centre; RVSKVV, Gwalior.
Agribusiness Incubation Centre; RVSKVV, Gwalior.

SOCIAL RESPONSIBILITIES

General Secretary, Central Professors/ Technical Staff Association; RVSKVV, Gwalior.
Vice President, Society for Education Research and Change, Gwalior.
Zonal Coordinator, Association of Agriculture Graduates, Bhopal.
Treasurer, Rajmata Alumni Association, Gwalior.
Joint Secretary, Old Students Association; College of Agriculture, Gwalior.
Executive Member; Vigyan Bharti, Gwalior.

Personal Details

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