

E. N. REDDY

Adjunct Faculty

Development Management Institute (DMI)

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ACADEMIC BACKGROUND

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| 1983 | Post Graduate Diploma in Rural Management (PGDRM) from the Institute of Rural Management, Anand (IRMA) |
| 1981 | M.Sc. (Agriculture- Extension) from A.P Agricultural University, Hyderabad |
| 1979 | B.Sc. (Agriculture) from A.P Agricultural University, Hyderabad |
| 1999 | Intermediate level of ICWA |

PROFESSIONAL BACKGROUND

June 2013-June 2014

Worked with Foundation for Ecological Security (FES), Anand as Senior Manager heading the Project Performance, Monitoring and Review Cell.

Major responsibilities included:

- Streamlining the organisation's Systems and Procedures and designing new systems wherever required, so as to improve effectiveness in overall functioning.
- Monitoring the qualitative and quantitative performance /deliverables of field teams, regional offices and groups, against Annual and Long term plans and suggest corrective mechanisms.
- Analysing the financial feasibility, cash flows, costing and unit cost variances and Earned incomes and their forecasting.
- Planning and allocation of human resources; review of compensation policy
- Ensuring compliance of donor agency and statutory requirements.

April 2011-December 2012

Worked with AMR Warehousing limited, an associate company of AMR India Limited, Hyderabad as Vice President (Mktg).

Major responsibilities included:

- Overall responsibility for Warehouse operations and input trading activity as Profit Centers

- Arranged for corporate tie up with major agri input manufacturers /suppliers to ensure supply of quality seeds, fertilizers, pesticides etc to the retail outlets
- Developed and established adequate systems and SOPs for efficient management of warehouses and input retail outlets
- Designed appropriate extension activities to create farmer awareness on benefits of storing commodities and availing financing through Warehouse receipts
- Established 4 Agri input Retail sales outlets on a pilot basis and achieved a sales revenue of Rs.25 lakhs during first quarter of operations
- Studied the project viability and finalized feasibility reports relating to rural ware housing and logistics /infrastructure projects

Oct 2008-Mar 2011

With Mother Dairy Fruit & Vegetable Pvt. Ltd., Anand/Palanpur; Chief Executive Officer of a Unit (April 2009-April 2011).

Worked as CEO of Banas Oil Processing Plant (BOPP) at Palanpur, an integrated oilseed and edible oil processing facility having 500 TPD Oilmill, 400 TPD Solvent Extraction Plant and 200 TPD Refinery with supporting storage and packaging infrastructure. The plant had an annual turnover of about Rs.100 crore.

- Responsible to manage the unit as profit centre ensuring efficient sourcing and packaging of edible oils for Dhara brand with 90 regular staff and more than 100 contract labours.
- Achieved improved plant performance in terms of lower processing costs and processing losses by undertaking critical, cost effective repairs /refurbishment in the plant
- Successful in negotiating a wage settlement with employees by involving all stake holders.
- Streamlined the MIS system for monitoring the processing and packing costs and contribution.
- As a part of vendor development, implemented a transparent system of sharing quality related feed back with edible oil suppliers to ensure steady supply of good quality raw material

Apr 2001 –Sep 2008

With Dhara Vegetable Oil & Foods Co. Ltd., Anand as DGM / Sr. Manager

- Planning, budgeting and coordinating the business activities of the company after analyses of business environment, competitor activity, trends of production, supply, and demand.
- Responsible for preparation of Annual Business Plans /budgets for Dhara business, assessing working capital requirements, ensuring sanction of funds from the NDDB
- Served as a member of Dhara monthly review committee comprising of senior management team and involved in strategic planning
- Conducted appraisal of investment proposals.

- Acted as key member of Management Committees of Banas Oil Processing Plant (BOPP) and Mehsana Oil Union (MRTS), major Oilseed Growers' Cooperative Unions of Gujarat under NDDB/DOFCO management and responsible for monitoring the performance of these units.

Apr 1983 – Mar 2001

With the NDDB (National Dairy Development Board) at different locations.

- As Executive/Sr. Executive, Anand -May '94 – Mar '01

- Involved in appraisal of investment proposals in the areas of oilseeds and edible oils, fruits and vegetables, dairy and other agricultural commodities.
- Successfully worked on Appraisal/DPRs of projects such as:
 - Joint Venture Dairy Project between Govt. of Srilanka ; visited Colombo, during October'99
 - Appraisal of Oil Palm Project at Mandya; new Sugar Co-operatives in Karnataka
 - Finalization & implementation of rehabilitation plans of various Milk and Oil Unions funded by NDDB
- Working capital financing to various co-operative organizations sponsored by NDDB
- Co-ordinated with donor agency (CIDA) for commodity aid and technical assistance. Played critical role in annual / end term review of the Oil Project.

- As Asst. Executive, Hyderabad-October '83 –April '90; As Executive, Chennai/ Hyderabad-May '90 – April '94

- Worked with A.P Co-operative Oilseeds Growers' Federation Ltd., as Officer (Field Co-ordination) on deputation from NDDB, followed by a stint with NDDB's Hyderabad office.
- Worked with milk & oilseed growers' co-operatives in A.P and Tamil Nadu for project implementation.
- Designed and implemented procurement policies for oilseeds.
- Formulated Annual Business Plans and assessed the working capital requirements of the co-operatives.
- Accredited for the procurement of oilseeds, supply of inputs to farmers and ensured effective input delivery system through village level oilseed growers' cooperatives for marketing of edible oil.
- Served on the Boards of three district Milk Producers' Unions of AP (Nalgonda-Rangareddy, Nellore, and Godavari) and two Regional Oil Unions (Gadwal and Piler).

WORKSHOPS/SEMINARS ATTENDED

Attended several workshops / seminars and Executive Development Programs on Business Planning, Management of Cooperatives, Rehabilitation of Sick Industrial Units, Investment and Portfolio Management conducted by well-known organisations like IIM, Bangalore, IRMA, Anand and Reserve Bank of India etc.