

# ANIL K CHOPRA

Age: 60 Years, Business Experience: 39 Years

## Education & Training

Qualification:     MBA from FMS                                     1984  
                          B.Sc ( Engg ) – Mech. from DCE     1971  
                          LL.B from Delhi University                     1979

□ Training:

1. Qualified Assessor of ISO systems
2. Qualified trainer for Motivational Training
3. Qualified trainer for NLP training
4. Qualified as a TEDO CONSULTANT after intensive training by CBI, Netherlands for capacity building for exports to EU.

□ Teaching:

Guest Faculty for International Trade Laws & International trade

## Areas of Expertise

<b>International Trade and Market Planning</b>	<ul style="list-style-type: none"><li>□ Helped many companies to understand Export market for their products and develop a Market Entry strategy for Exports.<ul style="list-style-type: none"><li>Nulux Group. For Hand Tools</li><li>Topex for Power Products</li><li>Simpi India for Auto components</li><li>Horizon for Auto components</li><li>Indian Die Castings for die cast components</li><li>Luman Auto for Auto Components</li><li>ATC for Toolings</li><li>Bony Rubber for Rubber Components</li><li>Prabu Exports for Agric Machinery</li><li>Kumar Hammer for forgings</li><li>Ahuja Ind. for Pneumatics</li><li>Accurate Magnets for instrumentation</li></ul></li></ul>
<b>Organisation al Diagnosis &amp; Design</b>	<ul style="list-style-type: none"><li>□ Executed a number of organisation design / Business Process Re-engineering assignments by adopting need based practical approach</li><li>□ Undertook organisational diagnosis studies for Topex group to improve their execution performance.</li></ul>

	<ul style="list-style-type: none"> <li>□ Undertook OD study in Nulux Group to improve interfaces between various functions and departments and improve team work within the Group.</li> </ul>
<b>Leadership Development Processes</b>	<ul style="list-style-type: none"> <li>□ Designed and executed leadership development programme and team building for Nulux group, Simpi India , Prabhu Exports and Accurate Magnets</li> </ul>
<b>Soft Skills training And training assignments</b>	<ul style="list-style-type: none"> <li>□ Undertook Training Need Analysis for Nulux group. to identify training needs across the organization</li> <li>□ Undertook training for <b>CII-TEDO</b>, to SME's for capacity building for Exports to EU.</li> <li>□ Undertook training for <b>MAN, Nigeira as MASTER TRAINER</b> to train trainers for Quality Systems Management across industry.</li> </ul>
<b>Product Development &amp; Innovations</b>	<ul style="list-style-type: none"> <li>□ Developed a wide range of Automotive Speciality Hand Tools for USA &amp; EU markets including product design, tooling development, Product approvals culminating in successful marketing.</li> <li>□ Developed a whole range of Power Products for Topex with design execution locally and product development in China on outsourcing model.</li> <li>□ Designed and developed a wide range of Automotive Lighting &amp; Signalling Equipment and Auto Electricals at various stages of career.</li> <li>□ Set up EMS unit for Export of Auto switches</li> </ul>

### **Differentiating Competencies**

- **Organisational Diagnosis** – Ability to assess the organisation for strengths and weaknesses and identify gap areas to enable focus on actions required to achieve strategic objectives.
- **Organisational Development** – Ability to design suitable intervention by way of training and business process re-engineering for improving delivery efficiency of products and services by the company.

- **Team Building** – Ability to function as a resource person with groups, train and motivate them and deploy a mix of intervening strategies to help the group convert into team.
- **Training** – Ability to adapt training courses to the diverse needs of the trainee groups and take them along in workshop mode.

Knowledge Areas / Competencies	
<b>Function/ Business Process</b>	International Trade, International Trade Laws, Business Process Mapping, Production and Productivity enhancement, Quality Processes Management, Process Quality Management, Customer Orientation, Training in Soft Skills , Trade Fair Participation, Performance Mapping
<b>Industry</b>	Automobiles, Auto Components, Castings & Forgings, Toolings, Hand Tools, Machine Tools, Handicrafts, Heavy engineering, Electrical Machines, Household Appliances, Light Engineering Industry, Pre & Post Harvest Agric Machinery, Power Products, Household durables, Export Houses, Consulting Industry,

### Word Picture

Anil has over 39 years rich and varied experience in engineering industry in different capacities, having worked in R&D, Quality Management, New Product Developments, Project Management, General Management, Business development and Exports.

He specialises in Business Strategy Planning, Business Process Re-Engineering, Technology Transfer, Technology Assimilation, Project Management, International Trade, Export Management, Setting up Export Oriented Units, designing market entry strategy for exports in the light of market access requirements of overseas markets.

A professional with entrepreneurial skills, had set up three engineering manufacturing units in his career span manufacturing and exporting automobile parts and light engineering products from ground zero to successful organizations in market place. Two of these units were 100% export oriented units.

Trained by CBI, Holland as local consultant for capacity building for exports among Indian SME's and developing export marketing strategy for them for exports to EU.

He is also associated with CII –TEDO project for capacity building for exports amongst SME's. It is joint effort of CBI, Holland, DSIR, MOC and CII.

Was regional chairman of Export Promotion Council for EOU's & SEZ units during 2007-2009 and regional vice chairman from 2005-2007.

Presently, working as professional consultant amongst engineering industry in the area of business processes re-engineering, product innovations, new product developments, process developments, quality systems implementations, team building, developing market entry strategy for exports, business alliances and joint ventures