

Kuldeep Sharma

Age: 46+ Years, Business Experience: 24+ Years

Education & Training

Qualification: B.Tech (Dairy Technology) NDRI Karnal – batch of 1987
PGDBM (Marketing and Finance) Amity Business School-
batch of 1998

□ Training:

1. Qualified Assessor of ISO 22000 and HACCP – trained by Tuv Sud South Asia
2. "Certificate in International Perspectives in Participatory Monitoring and Evaluation - October 2010" from University of Victoria Canada in partnership with PRIA India.
3. "Certificate in International Perspectives in Participatory Research - October 2010" from University of Victoria Canada in partnership with PRIA India.
4. Accredited Management Teacher- All India Management Association (AIMA) India
5. Qualified as a Export Trainer after intensive training by CBI, Netherlands for facilitating trade between Europe and developing countries

□ Teaching:

Teaching various subjects like Consumer Behavior, Industrial(B2B) marketing, Rural marketing, marketing management (Dairy products) Strategic Marketing at Institutes like BIMTECH, IMT Ghaziabad, AMITY, IRMA Anand and many more.

□ Author :

Authored a book on Consumer Behavior with Galgotia Publications for B Schools

□ Development of specialised courses:

1. Developed Certificate course in Inclusive marketing in collaboration with MART for rural masses. This course covered all aspects of Inclusiveness, Value chain, participatory research, marketing of farm and non farm produce, society operations and use of IT in empowering the down trodden.
2. Developed the specialised training program for AMUL for their 4000 whole sale distributors in partnership with Asia Pacific Institute Delhi to conduct capacity building for them in the area of sales , marketing and consumer behavior.

Areas of Expertise

International Market Research and development of Market Intelligence products

- Helped BSO to develop an in-house market intelligence unit and develop market intelligence products for supporting their IT enabled web platform on both intranet and internet

This assignment of over one year is being carried out at Export development Board , Colombo, Sri Lanka. Teams of directors, managers and officers from various divisions are involved in this program and objective of the program is achieved through capacity building, workshops and advisory

- Helped BSO to conduct theme based programs on trade fair participation

It was conducted for various chamber of commerce and Business advisors for Asian development Bank at Mekong Institute , Thailand. It was done for the east west economic corridor of GMS. The program was to develop market linkage for the non farm produce value chains through trade fair participation.

- Helped BSO to develop and package a complete bouquet of services in diagnostic, advisory and training to be offered to exporters and SME at both central and regional levels

It is being developed for Export development Board , Colombo and whole package is getting co created on the basis of templates being designed through participatory research with the team members and inputs from SME through business clinics.

	<ul style="list-style-type: none"> ❑ Helped BSO to understand the potential of IPR and cluster branding <p>It was carried out for Mauritius chamber of commerce for their SMEs mainly for Processed food and garments sectors. A cluster approach to branding was appreciated for their locally made pickles and other value added processed foods.</p>
<p>Organisational Diagnosis & Development of Market Entry strategies to Europe</p>	<ul style="list-style-type: none"> ❑ Executed a number of organisation diagnosis for developing Market Entry strategies for these companies in EU. It was carried out for TEDO (Technology Export Development Organization) as a 3 year program of CII and DSIR . ❑ It was done for Invert sugars, Beri Udyog, Punjab agri venture, India herbs, International Traceability Systems, Yamuna fabricators in india
<p>Cluster development</p>	<ul style="list-style-type: none"> ❑ Conducting cluster analysis to understand the opportunities and challenges <p>It was carried out for National research Development Corporation (NRDC) for the Khoa/indian sweet makers in Mathura region and Rohtak region. It was proposed to get Peda from Mathura to be patented under GI .</p>
<p>Soft Skills training And International training assignments</p>	<ul style="list-style-type: none"> ❑ Undertook training in the area of marketing for non marketers for GAIL and Indian Airlines ❑ Undertook training in the area for Brand building, internal marketing, marketing of services and consumer behavior for Indian Airlines ❑ Undertook training in the area of Industrial marketing and internal marketing for Maruti Suzuki ❑ Undertook training on Multi level marketing for Himalaya group ❑ Undertook training on Effective Sales management through presentation skills and development of sales promotional collaterals for LG Chemicals .

	<ul style="list-style-type: none"> □ Undertook training for a team of sales person during the Project storm(A unique program for Grasim) in which whole of India was scanned to identify the retail network for textiles. This activity was done for establishing Graviera suitings against Gwalior suitings. □ Undertook training on other aspects of Motivation, leadership, B2B marketing, Corporate Strategy, Sales team soft skills development and many more for a large number of organization in India and other SAARC nations.
<p>Entrepreneurs hip Development and Technology Development</p>	<ul style="list-style-type: none"> □ Established Entrepreneurship and Technology development center at Noida as founder director which is a nodal center for <ul style="list-style-type: none"> ○ Entrepreneurship development for mini dairy plants and mini dairy farms and to date 16 of such programs have already been conducted for participants from India and abroad. It was done for a group from commonwealth countries also in association with NIESBUD. ○ It developed Basic Engineering design packages for commercialization of small scale dairy technologies for NRDC. ○ It also has an agreement to market and commercialize the technologies for innovative dairy products like Probiotic Dahi, Low cholesterol Ghee, Long shelf life Paneer, Mozzarella cheese etc with NRDC. The center has also developed Basic Engineering Design reports on few select technologies being developed by NDRI and ready for transfer through NRDC for commercialization. ○ Development of new products and flavors in dairy industry like flavored panir, kids milk, filled milk, lactose free milk etc.
<p>Project Management and supplies</p>	<ul style="list-style-type: none"> □ Leading consultant for setting up dairy plants in India , Nepal , Bangladesh and Nigeria from concept to commissioning

	<p>Acted as a lead consultant and suppliers for setting up around 60 % of organized dairy plants in Nepal for various organizations like Kedia organization, Sri Ram Janaki, NDDDB Nepal and many more from 1994-2003.</p> <p>Acted as a project suppliers/ consultant for setting up large number of plants in India, Malaysia, Nigeria and Bangaldesh for various organizations like Dairy Fresh, Haldiram, Heinz India, Gemcon Group, Beedash Nigeria, Kolkata Dairies and many more.</p>
<p>Market Research and Due dilligence in India and abroad</p>	<p>□ Conducting Market Research and due diligence for Procurement of milk, marketing of milk and milk products and sale purchase of used dairy plants</p> <p>First company in India to conduct market survey for lactose, casein, milk powders and ghee in 1994 for Tata Klockner.</p> <p>Conducted Market Research in London and surrounding markets for Indigenous milk products like Khoa, Panir, sweets etc.</p> <p>Conducted Market Research in UAE countries for horticulture and processed food</p> <p>Conducted surveys for procurement of milk in areas around Guwahati, Shillong , Kanpur, Lucknow, Kolhapur, Jaipur, Agra, Rohtak, Nagpur, Meerut, Aligarh, Narnaul and many other regions in India.</p> <p>Conducted market surveys for milk and milk products in the cities of Delhi, NCR, Kanpur, Jaipur, Guwahati, Ludhiana and many more.</p> <p>Conducted due diligence for sale purchase of existing dairy plants including a 4 lac dairy plant in Rajasthan for DS group.</p>

<p>Strategic Advisory</p>	<ul style="list-style-type: none"> □ Conducting strategic analysis of the company's vision , mission and aligning it with current environment for opportunities and challenges <p>Acting as an Institutional development expert with CBI (government of Netherlands) for carrying out strategic intervention in BSO of developing countries for export development to EU.</p> <p>Acted as strategic consultant to KK Birla Group for dissolving their operations at Morton Confectioneries at Marhora Bihar.</p> <p>Acted as strategic consultants to Kapadia group for re launch of Polson brand in Indian markets</p> <p>Acted as strategic consultant to Llyod's steel group for setting up 4 mother dairy like set ups in 4 metros in India.</p> <p>Acted as strategic marketing consultant to JK group for their launch of market milk in Delhi.</p>
<p>Panel speaker and moderator</p>	<ul style="list-style-type: none"> □ Ability to share knowledge through lectures, panel discussions and round tables <p>Being called up various organizations like CII, ASSOCHAM, FICCI, IDA, AIFPA , MART , UNDP and more for their various programs related to dairy, food processing, exports, strategies and inclusiveness.</p>

Differentiating Competencies

- **Diagnosis through Business Clinics** – Ability to conduct business clinics for SME and large corporates to conduct SWOT and identifying focus and challenge areas.

- ❑ **Business modelling** – Ability to develop analytical business models of organizational situations and also to develop suitable matrices for successful communications and interventions.
- ❑ **Training** – Ability to develop and adapt training courses to the diverse needs of the trainee groups and carry them along in workshop mode.
- ❑ **Carry them along –Moderation skills** - Ability to design ,conduct and moderate round tables, panel discussions and brain storming . Ability to take the entire hetrogenous team , avoid conflict and align them to the roles required willingly
- ❑ **Transformational Leadership** – Ability to transform the group think in a positive way using various distinctions like Integrity, commitment, reality and power triangle.

Knowledge Areas / Competencies

Function/ Business Process	Project management, Entrepreneurship development, International Market research, Trade fair participation, Value chain analysis, development of advisory and training programs, Marketing, Branding, Presentation skills, B2B Marketing, participatory research, Inclusive marketing and Consumer behavior
Industry	Dairy, Horticulture, Processed foods, Packaging, Process plants and machineries, Engineering services.

Word Picture

Kuldeep in his almost 25 years of career has always followed his heart. He has always loved to take the road less travelled. He began his journey with Suruchi Consultants in 1990 after a short stint in dairy industry as production man with Gaylord icecreams (A Kwaliti group Company). Today Suruchi is not only a leading consulting and advisory company in dairy farms and dairy plants but also amongst the oldest dairy advisory company in whole of SAARC region.

He set up a state of the art entrepreneurship and technology development center at Noida in 2006 and lately in 2009 began a vertical on new product development. It is very hard to find another dairy advisory company in this region to have created an almost virtual incubation center for its clients.

He was selected by CBI Netherlands in 2007 for their Train the trainers programme and since 2010 he has been acting as an Institutional development expert for them in developing countries.

In 2011 he launched a nation wide campaign for developing communities of retired and experienced dairy professionals . This community will further extend and share its knowledge to dairy farmers to improve their productivity of animals and meet the ambitious target of milk production by 2022 as per National Dairy Plan. The first milestone is to touch 1 million farmers in first 3 years.