

**CURRICULUM VITAE (CV) OF JAYESH GANATRA**

<b>Name of Firm</b>				B-INTELLIGENCE			
<b>Name of Expert</b>				JAYESH GANATRA			
<b>Date of Birth</b>		August 20, 1964		<b>Citizenship</b>		Indian	
<b>Education</b>							
<i>Institution</i>				Gujarat University			
<i>Year</i>				1985			
<i>Degree Obtained</i>				Bachelor of Commerce			
<i>Institution</i>				Institute of Management Consultant of India			
<i>Year</i>				2005			
<i>Degree Obtained</i>				PG Diploma in Management Consultancy (PGDMC)			
<b>Membership in Professional Associations</b>							
a) Institute of Management Consultants of India (IMCI)							
b) National HRD Network							
c) Ahmedabad Management Association							
<b>Other Training / Professional Certification</b>							
<ul style="list-style-type: none"> <li>• Certified Management Consultant (CMC) IMCI.</li> </ul>							
<b>Countries of Work Experience</b>				India			
<b>Languages</b>							
<i>Languages</i>		<b>Speak</b>		<b>Read</b>		<b>Write</b>	
<i>English</i>		Excellent		Excellent		Excellent	
<i>Hindi</i>		Excellent		Excellent		Excellent	
<i>Gujrati</i>		Excellent		Excellent		Excellent	
<b>Employment Record</b>							
<i>Date</i>		August 2001--Till Day					
<i>Company/ Project</i>		B-Intelligence					
<i>Position Held</i>		Chief Consultant					
<i>Date</i>		November-1995 To July 2001					
<i>Company/ Project</i>		Hexa Computers Pvt. Ltd.					
<i>Position Held</i>		Marketing Manager					
<i>Date</i>		May 1990 To October 1995					
<i>Company/ Project</i>		Zenith Computers Ltd.					
<i>Position Held</i>		Strategic Business Unit Head					
<i>Date</i>		November 1987 To May 1990					
<i>Company/ Project</i>		Amtrex Ambience Pvt. Ltd., Ahmedabad					
<i>Position Held</i>		Marketing Executive					
<i>Date</i>		June 1985 to October,1987					
<i>Company/ Project</i>		Bradma of India Ltd.					
<i>Position Held</i>		Sales Executive					

<b>Detailed Tasks Assigned</b>
<b>Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</b>
2002
India
Market Perception Study for Hulled Sesame Seed
Shyam Industries-Ahmedabad
<p>Motivated by roaring success of their unique product in international market, the client wanted to venture into domestic market with premium segment branded product in the category.</p> <p>The study aimed at mapping Market Perceptions amongst Trade &amp; Consumer Segments and advise the client on market potential.</p>
<b>Team Leader</b>
<ul style="list-style-type: none"> <li>• Designed Research Methodology, Sampling Plan for Primary Research, Area Mapping, Research Tool Testing.</li> <li>• Monitoring of Field Research Work, Data Verification &amp; Validation and</li> <li>• Data Analysis, Interpretation and Report Writing.</li> </ul>
2004
India
Market Perception Study for Green Date
M/s. Vishram Karsan Gorasia
<p>The client was growing Green Dates for ages and was in the practice of giving away the crop on lump-sum basis to the highest bidder for the entire season.</p> <p>Motivated by the potential of realizing better value for the yield, the client wanted to explore value addition in form of grading the crop and packaging the same in convenient Box Pack for the end consumer.</p> <p>The study aimed at mapping perception across the Supply Chain and Consumer Buying Behaviour and advise the client on market potential.</p>
<b>Consultant</b>
<ul style="list-style-type: none"> <li>• Designed Research Methodology, Sampling Plan for Primary Research, Area Mapping, Research Tool Testing.</li> <li>• Monitoring of Field Research Work, Data Verification &amp; Validation and</li> <li>• Data Analysis, Interpretation and Report Writing.</li> </ul>
2008
India
Pre -launch Market Feasibility Study & Market Analysis for Print Magazine
PCB PLANET
The client's Business Associate in Europe- an reputed publisher of various Print Magazines desired to explore Indian Market for launching a magazine related to Electronics Industry.

The study aimed at (a) Mapping Reading Habits & Buying Behaviour across various segments of potential users viz. Industry, Academia, etc.(b) Mapping Competition Landscape and providing insights into (c) Demand Supply Estimates (d) Guidelines to establish publication house (e) Despatch Logistics etc. to reflecting overall Market Attractiveness.
Consultant
<ul style="list-style-type: none"> <li>• Monitoring of Secondary Research &amp; Data Validation</li> <li>• Designed Research Methodology, Sampling Plan for Primary Research, Area Mapping, Research Tool Testing and Canvassing Strategy</li> <li>• Monitoring of Field Research Work, Data Verification &amp; Validation</li> <li>• Data Analysis, Interpretation and Report Writing.</li> </ul>
2010
India
Agri Business Policy of Government of Gujarat
Gujarat Agro Industries Corporation-through P.S. Management Consultants
The project aimed at bringing out Polciy Recommendations to strengthen Value Chain pertaining to major crops & suggesting fiscal as well as non fiscal incentives to enable farmers increase the yield, improve its quality and income levels.
The project also aimed at providing necessary impetus to Agro-Food Processing Units and Agro Waste Processing Units.
<ul style="list-style-type: none"> <li>• Conducted Secondary Research &amp; Data Validation</li> <li>• Conducted interviews with various stake holders</li> <li>• Identified Gap &amp; Constraints</li> <li>• Facilitated Report Writing.</li> </ul>