

## Profile of Pramila Srivastava

<b>Name</b>	<b>Pramila Srivastava</b>
<b>Date of Birth</b>	August 7, 1952.
<b>Nationality</b>	Indian.
<b>Marital Status</b>	Married Two Children (40 yrs, 35 yrs)
<b>Academic Attainments</b>	<ul style="list-style-type: none"><li>• Ph.D Degree in Management, Ecole Superieure Robert de Sorbon, France 2017</li><li>• M.A (<i>Economics</i>), University of Bombay, India (1974).</li><li>• B.A. (<i>Economics, History</i>), University of Delhi . (1972)</li><li>• Certificate Course on Programming in Basic Course, Computer Society of India (1986)</li><li>• Certificate in Computer Programming, Amola Lok Kalyan Charitable Trust (1988).</li><li>• Delegate at IMCI National Convention on ' Indian Companies going Global (Challenges and Opportunities)' 2006</li></ul>
<b>Present Assignments</b>	<ul style="list-style-type: none"><li>• Managing Director, P.S. Management Consultants, Jan. 1993- onwards</li><li>• Managing Director, P.S. Milk Processors Pvt Ltd, Ahmedabad (1995- 2008)</li><li>• Executive Director, P. S. Software Pvt Ltd, Ahmedabad Since Nov. 2008.</li></ul>

	<ul style="list-style-type: none"> <li>• Chairman, Aurobindo Cooperative Housing Society, Ahmedabad (August 2016 ...)</li> </ul>
<b>Professional Experience</b>	<p><b>Gained about 23 years of varied professional experience (1993 - present day).I have been consultant team leader of about 100 new agro industrial/agri infrastructure projects in several States of the Country. The involvement has been from concept to implementation and commencement of operations. Some highlights are given below:</b></p> <ul style="list-style-type: none"> <li>• As Consultant, undertook the study to assess the implications of changeover of Mandi fee from Multipoint to Single point in terms of arrival revenue and income situation of individual Market Committee and their autonomy which was sponsored by State Agricultural Produce Marketing Board and conducted through UPDESCO.</li> <li>• As Project consultant, undertook the study to do market survey of fruits and vegetable of Ahmedabad and see the viability of setting up a fully air-conditioned market for it.</li> <li>• As Project associate, prepared the project report for funding this biotech project under Hi-Tech Green House Complex for Vegetables and Cut Flower Production and Marketing.</li> <li>• As Consultant, prepared Agro Industries policy 2010-11and 2007-08 for Gujarat Government.</li> <li>• As Consultant, prepared policy Frame work for Next Generation Reforms in Agricultural Marketing and strategic Advisory Services for Agri business Plan Implementation in M.P.</li> <li>• As Consultant, prepared project report of Cold storages and Ripening chambers projects for getting the Central govt. Grant under RKVY for various APMCs in Gujarat.</li> <li>• As Consultant, reviewed the implementation and socio-economic impact of various agri infrastructure projects in Gujarat under grant for the last 5 years from Rastriya Kisan Vikas Yojna for the Gujarat State Agriculture Produce Marketing Board.</li> <li>• We are currently third party consultants to APMC Amreli, APMC Bavla, APMC Petlad and APMC Modasa.</li> <li>• As consultants, we are advising on Warehousing policy and development to Government of Gujarat.</li> <li>• Appointed Consultant to APMC Dhandhuka for modernization of its cotton yard</li> </ul> <p><b>(Project wise details are included in company Profile)</b></p>

<b>Publications</b>	<ul style="list-style-type: none"> <li>• U.K. Srivastava and Pramila Srivastava (Eds), Management Consultancy in India- Practice and Experiences for Business Excellence, Sage International, 2012.</li> <li>• U.K. Srivastava and Pramila Srivastava, Rural Transformation Through Agro Industry (Agro Industrial Analysis and Case Studies) in press (Concept Publishing Co. Pvt Ltd, New Delhi)</li> </ul>
<b>Areas of Interest</b>	<b>Main Focus: Project Management</b> <ul style="list-style-type: none"> <li>• Planning, Appraisal, Financing, Implementation and Control of Agro-Industrial and agri infrastructure projects.</li> <li>• Project monitoring and, evaluation of funded projects</li> <li>• Joint ventures\collaborations and mergers</li> <li>• Marketing Studies</li> <li>• Turnaround strategies for sick unit and financial restructuring.</li> </ul>
<b>Awards</b>	<ul style="list-style-type: none"> <li>• Melvin Jones Fellow (MJF) by the Lions Club international for her work on sight first (2009).</li> <li>• Awards of excellence by Lions Club of Ahmedabad Main in 2007-08, 2010-11, and 2013-14. This is for her continued interest in Sight first Programme for Eye check up and treatment in rural areas</li> <li>• Excellence in Management Consultancy Award from Global Achievers Foundation (2015).</li> <li>• A Business Leadership Award from Indian Achievers Foundation.(2015).</li> </ul>
<b>Social and Community work</b>	<ul style="list-style-type: none"> <li>• I have been intensely involved in Sight First Programme of Lions Club International through our club- Lions Club of Ahmedabad Main. We have arranged Eye check up of more that 10,000 Patients since 2007.</li> <li>• I have been teach English and Mathematics to slum children for the last 10 years.</li> </ul>

	<ul style="list-style-type: none"><li>• I have a hobby of painting and have made more than 30 large paintings which have received appreciation from community.</li><li>• I have been involved in management of community housing facilities in various capacities and now as Chairman, Aurobindo Cooperative Housing Society.</li><li>• Working NGOs involved in up-liftmen of poor children</li></ul>
<b>Address for Correspondance</b>	<b>Pramila Srivastava</b> <b>Managing Director,</b> P.S. Management Consultants B-607, Fairdeal House, Navrangpura , Ahmedabad - 380 009 (India) Tel: <b>(O) (079)</b> 2642 1688, 40308852 , <b>(R)</b> -40098861 Mobile : 9824089752; 9824043498 Email : ukspster@gmail.com ; <a href="mailto:uksps@yahoo.com">uksps@yahoo.com</a> Web-site : <a href="http://www.psmangement.co.in">www.psmangement.co.in</a>