

# CURRICULUM VITAE 2018

1	<b>Name of Firm</b>	P.S.Management Consultants		
2.	<b>Name of Expert</b>	Pramila Srivastava		
3.	<b>Date of Birth</b>	7 August 1952	<b>Citizenship</b>	Indian
4.	<b>Education</b>			
(a)	<b><i>Institution</i></b>	Robert De Sorbon University ( France)		
	<b><i>Year</i></b>	2016		
	<b><i>Degree Obtained</i></b>	PhD(Management)		
(b)	<b><i>Institution</i></b>	Bombay University		
	<b><i>Year</i></b>	1974		
	<b><i>Degree Obtained</i></b>	M.A . (Economics)		
(c)	<b><i>Institution</i></b>	Delhi University		
	<b><i>Year</i></b>	1972		
	<b><i>Degree Obtained</i></b>	B.A		
(d)	<b>Other Training</b>	<ul style="list-style-type: none"> <li>• Basics In Computer Programming In Basic Course 1986</li> <li>• Certificate In Computer Programming 1988.</li> <li>• IFPRS For Data Analysis For Decision Making.</li> </ul>		
5.	<b>Awards</b>			
	<b>Global Achievers foundation 2015</b>	Indian Achievers Award For Management consultancy		
	<b>Indian achievers foundation 2016</b>	Business Leadership award for Industry development		
	<b>Lions club International</b>	Melvin Jones Fellow for CSR work on sight 1st		
	<b>Ahmadabad Management Association 2016</b>	Certificate of Appreciation for Entrepreneurship Development programs On Agro /food processing Industries		
6.	<b>Publications</b>	<p>1. Management Consulting in India, (jointly with Dr. U.K. Srivastava), Sage India 2012</p> <p>2.Sustainable Rural Transformation Through Agro-industries (Project Analysis &amp;case studies ) , (jointly with Dr. U.K. Srivastava), Concept publishing Company, 2017</p> <p>3.Poised for a quantum leap in Agro /Food Processing (Missing link in doubling Farm Income ) , (jointly with Dr. U.K. Srivastava),Ahmedabad Management Association 2018</p> <p>Website: www.psmangement.com</p>		
7.	<b>Languages</b>			
	<b><i>Languages</i></b>	<b>Speak</b>	<b>Read</b>	<b>Write</b>

	<b>English</b>	Excellent	Excellent	Excellent
	<b>Hindi</b>	Excellent	Excellent	Excellent
	<b>Gujrati</b>	Fair	Fair	Fair
	<b>Bengali</b>	Fair	Fair	Fair
<b>8</b>	<b>Employment Record</b>			
<b>(a)</b>	<b>Date</b>	1993 onwards		
	<b>Company/ Project</b>	P.S Management Consultants , Ahmedabad		
	<b>Position Held</b>	Managing Director		
<b>(b)</b>	<b>Date</b>	2007 till date		
	<b>Company/ Project</b>	P.S Software Services		
	<b>Position Held</b>	Executive Director		
<b>(d)</b>	<b>Date</b>	1996-2006,		
	<b>Company/ Project</b>	P.S. Milk Processors Pvt. Ltd.		
	<b>Position Held</b>	Executive Director		
<b>Profile and experience of industrial promotion</b>				
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.				
<b>12.</b>	<b>Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</b>			

## ANNEXURE I

### List of Projects associated

**1993-94** Founder member and Managing Director of **P.S.Management Consultants**

Analysis of Management Control & Information Systems & Growth Strategy of Gujarat State Cooperative Bank Limited. (Sponsored by GSCB).

This study was designed to :

- Analyse the working of management control & information systems at GSCB and its constituents;
- GSCBs proactive role in helping the DCCBs & PACs in bringing about rural diversification and thereby a profitable diversification of their loan portfolio.

Appraisal of Popular Herbal Products Ltd., Ahmedabad. (Sponsored by GSCB).

The task was to prepare an appraisal report of the project "RTS beverages based on Amla & its blends".

Appraisal report of Shree Khedut Khand Udyog Mandali Ltd. (Sponsored by GSCB).

The task was to prepare an appraisal report of the sugar project of 2500 TPD plant.

**1994-95** Harsiddha Cooperative Bank Ltd. The task was to prepare a rehabilitation plan of the sick urban cooperative bank for its turnaround.

Appraisal report of Shri Narmada Sahakari Khand Udyog Mandali Ltd.  
(Sponsored by GSCB)

The task was to prepare an appraisal report of the Sugar Project of 2500 TCD.

Parshwanath Housing Finance Corporation Ltd. The task was to prepare a corporate plan of the corporation for the growth and diversification of business.

Trans Techno Foods Ltd.

The task was to prepare an appraisal report for funding of a Oyster Mushroom Project.

Kashinath Seth Bank Ltd. The task was to prepare a rehabilitation plan on behalf of Sterling Securities for turn around of the Sick Bank.

**1995-96 Appraisal report of Shri Valod Pradesh Sahakari Khand Udyog Mandali Ltd.**

The task is to prepare an appraisal report of the Sugar Project of 2500 TCD.

**Empire Constructions and Hotels Ltd.**

Corporate plan for growth and diversification of the business.

**Consultants to P.S.Traders**

for advising them in diversifying business

**Executive Director of P.S. Milk Processors Pvt Ltd**

**1996-97 Appraisal report of Kaveri Vibhag Sahakari Khand Udyog Mandali Ltd.**

The task is to prepare an appraisal report of the Sugar Project of 2500 TCD.

**1997-98 Appraisal report of Vadaodara District Cooperative Sugarcane Grower's Union Ltd.**

The task is to prepare an appraisal report of the Sugar Project of 2500 TCD.

Appraisal report of Dadra Nagar Haveli Sahakari Khand Udyog Mandli Ltd.

The task is to prepare an appraisal report of the Sugar Project of 2500 TCD.

**1998-99 Market Survey of Fruits and Vegetable**

The task is to do market survey of fruits and vegetable of ahmedabad and see the viability of setting up .a fully aircondition market for it.

Appraisal report of Jawaharlal Nehru Sahkari Agricultural Produce Processing Society Ltd, Madhya Pradesh

The task was to prepare an appraisal report

**Appraisal report of Dadra Nagar Haveli Sugar Cooperative Ltd.**

The task was to prepare an appraisal report.

**Impact Analysis of Single Point Levy of Mandi Shulk and its Implementation in UP - A Study.**

The study was sponsored by State Agricultural Produce Marketing Board and conducted through UPDESCO. The task was to assess the implications of change over of Mandi fee from Multipoint to Single point in terms of arrival revenue and income situation of individual Market Samitis and their autonomy.

**1999-2000 Reappraisal report of Kaveri Sugars.** The task was to reappraise the feasibility of setting up of this unit in the light of latest financial and economic parameters. Due to some administrative difficulties, previously sanctioned loan could not be availed and no action was taken at that time to set up the factory.

**Appraisal of Shree Madhi Khand Udyog Sahakari Mandali Ltd.** The task is to undertake the appraisal of their proposal for financial restructuring of the unit and grant of term loan to correct a mismatch between short term funds and creation of long term assets.

Project Report for setting up of an Agricultural Produce Market at Navsari. The task was to prepare the project report for funding the market yard at Navsari.

**2000-01 Hi-Tech Green House Complex for Vegetables and Cut Flower Production and Marketings**

The task was to prepare the project report for funding this biotech project.

**Time Saving Study - Swajal Project (PMU/World Bank) through UPDESCO, Lucknow**

The study was designed to assess the time savings due to Sawajal Project and to carry out the financial and Economic analysis based on the selected villages.

**Valsad APMC Project - Financial Restructuring.-** The task was to prepare a financial restructuring proposal for one time settlement of over dues to various Banks.

**Export Study ( Mandi Parishad U.P) Through UPDESCO Lucknow.** The study was designed to assess the export potential of key agricultural commodities from U.P and suggest Policies and Incentives to accelerate the Exports.

**2001-02 Guidelines for Entrepreneurs for setting up Agro Industries in Gujarat-** The task was to prepare detailed guideline for entrepreneurs to attract them to set up agro industries in Gujarat in the light of new Agro Industry Policy.

**Assessing The Viability Of Setting Up Of A Perishable Cargo Handling Complex At Sardar Patel International Airport, Ahmedabad:** The task was to create a data base and to see the viability of setting up of a perishable cargo handling complex at Sardar Patel International Airport, Ahmedabad .

**Time Saving Study - Swajal Project (PMU/World Bank) through UPDESCO, Lucknow**

The study was designed to assess the time savings due to Sawajal Project and to carry out the financial and Economic analysis based on the selected villages.

**Project Development Facilities for UPDASP** - The task assigned is to first is to map out opportunities for agro processing projects in U.P., Prepare Profiles of selected project and prepare guidelines for Agro Industrial entrepreneurs in U. P

**2002-03 Development/Upgradation of Computerized Marketing Information System in Selected Regulated Markets Under Directorate of Agriculture Marketing ,U.P.-** The study was designed to review the Institutional aspect of Agricultural marketing in U.P and development of software for linking the 534 APMCs( including sub yards) with the headquarter for collection of Market information and speedy dissemination.

**Setting Up of refrigerated Retail outlets for Perishable Food Products in Gujarat ,Vishal Exports Overseas Ltd Ahmedabad. –** The task was to prepare the pre-feasibility Report for setting up a chain of refrigerated retail outlets for marketing of Fruits and Vegetables in Gujarat.

**Setting up of a Pack House ,Pre-cooling, facility and cold storage at Sangli for Freshrop Fruits Ltd. –** The task was to set up a pack house along with pre cooling facility and cold storage for handling 40 tonnes of grapes Exports per day.

**2003-04 Project Report for setting up of an Agricultural Produce Market at Vadadodra.** The task was to prepare the project report for funding the market yard at SAYAJIPURA Vadodra.

**Shiv Industries, Amreli,** The task is to arrange funding including subsidy from Government of Gujarat and Ministry of food processing Industries, Government of India

**Audh Industres Amreli.** The task is to arrange funding including subsidy from Government of Gujarat and Ministry of food processing Industries, Government of India

**Hanuman Industries, Amreli,** The task is to arrange funding including subsidy from Government Of Gujarat and Ministry of food processing Industries, Government of India

**Fun Republic, Indore (E-City Pvt. Ltd)** The task is to arrange collaboration with a local entrepreneur at Indore.

**2004-05 Khemka Ceramics Ltd** –Corporate Advisor overlooking all the strategic issues and plans of the company. The task was to prepare a Corporate plan for diversification and growth.

APMC, Vadodara.- Preparation of Loan Takeover Proposal for its Market yard Project The task is to shift the loan .

**2005-06** APMC Ahmedabad- Ratu Bazaar- Feasibility Report on Raitu Bazaar. The task was to prepare the feasibility report, arrange funding, assist in implementation and monitoring the operations.

**Integrated Watershed Development (Hill-II ) Project ( Through MDP consultants New-Delhi )** Task is to prepare financial and economic analysis of the project at the completion of the project.

**Jetalpur Market Yard for Cotton and Grains-APMC, Ahmedabad** .Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation.

**Dahod Market Yard for For fruits and Vegetable** -. Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation.

**2006-07 Amirgadh Market Yard for fruits Vegetable ,Grains and animals** -Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation.

**2006.7 Gujarat Agro Industrial Corporation:** Preparation of the Gujarat policy 2007-2008.

**2006-07 Development Management Trust –Delhi, Preparation of feasibility report for the Kanpur Industrail Estate** : -Preparation of Feasibility and fincaial vibility of shifting of industries from Kanpur to Chakeri-I,Chakeri-II and Bhouti.

**2006-07 Kwant Yard for fruits and Vagatable grains and animals** -Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2007-08 Policy Frame work for Next Generation Reforms in Agricultural Marketing and strategic Advisory Services for Agri business Plan Implementation in M.P**

**2007.8 Vadodara Market Yard for fruits and Vegetable and -** Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2007-08 Unjha Market Yard for Spices** -. Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2007-08 Chhota Udepur Market Yard for fruits and Vegetable, grains and Animals** -Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2007.8 Vadodara Market Yard For Grains** -. Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2008-09 Yes Bank New-Delhi** Task was to develop an understanding of Centre State Relations in Agriculture –Laws, Organizations & Fund flows

**2008-09 Dhansura APMC-Cold storage** - Task is to take up the cold storage project on turn key Basis .Prepare the feasibility report, arrange funding including various subsidies and help in project implementation

**2008-09 Billimora APMC- Raitu Bazaar** Task is prepare the feasibility report for Raitu Bazaar , arrange funding including various subsidies and help in project implementation

**2008-09 Yes Bank New-Delhi** –Consultant: Task was to develop an understanding of Centre State Relations in Agriculture –Laws, Organizations & Fund flows

- 2008-09 APMC Baroda , Gujarat :** The task was to make a Project report of COLD storage and Get the Central govt. Grant under RKVY and latter on to implement it . The project is being implemented on Turn key basis.
- 2009-10 APMC Baroda ,Gujarat-:** Prepare onetime settlement paper for their loan settlement which they had taken from Central Bank in 1999.
- 2009-10 APMC Dhansura, Gujarat -** The task was to make a Project report of COLD storage and Get the Central govt. Grant under RKVY and latter on to implement it . The project is being implemented on Turn key basis.
- 2009-10 APMC Dehgam, Gujarat -:** The task is to make a Project report of COLD storage and Get the Central govt. Grant under RKVY and latter on to implement it . The project is being implemented on Turn key basis.
- 2009-10 Guru Games, Birmingham, United Kingdom :** The task was to perform Management audit the outsourcing IT contractor in India on behalf of the client
- 2010-11 APMC Dahod :** The task was to make a Project report of COLD storage and Get the Central govt. Grant under RKVY and latter on to implement it . The project is being implemented on Turn key basis.
- 2010.11 Gujarat Agro- Industrial corporations –** Task was to prepare Agro industries Policy 10- 2011
- 2011-12 APMC Vadodara –** Task is to prepare a Detailed Project Report on Setting up of Ripening Unit  
( 20 tons of 4 chambers ) .Arrange for the loan from Bank / financial Institutions and subsidy of 40% of the project cost from National Horticulture Mission. This is on turnkey thus project has to be implemented by us.
- 2013-15 APMC Bavla –** Modernization of their three market yards. Task is to prepare project report .Tie up funds . Process papers to get GOG subsidy and implement the project . Its also a turnkey project
- 2014-15 APMC Petlad-** Setting up of a fruit and vegetable market at APMC's existing market yard, monitoring and evaluation..
- 2015 APMC Dholka.** Planning and construction of Auction Platform at APMC Dholka, monitoring and evaluation.
- 2016-18 APMC Petlad. Modernization of Grain Market of APMC Petlad.It is a turn key project.**
- 2016-18 APMC Dhandhuka, - Modernization of Cotton Market. It is a turn Key Project**
- 2019-20 U.P project One District one project - Study of Product eco system and cluster for “One district one Product under cluster N in the state of Uttar Pradesh**

## **Books**

- 2010** U.K. Srivastava and Pramila Srivastava (Eds), **Management Consulting in India- Sharing experiences and new pathways**, Sage Publications India Pvt Ltd, New Delhi. 2012.
- 2017** U.K. Srivastava & Pramila Srivastava, **Sustainable Rural Transformation through Agro Industries- analysis and case studies**, Concept Publishing Company, New Delhi, 2017
- 2018** U.K. Srivastava & Pramila Srivastava, **India Poised for a Quantum Leap in Agro/Food Processing (Missing Link in Doubling Farm Incomes)**, Jahangir Cama-AMA Centre for Agriculture and Farm management, Ahmedabad Management Association, Ahmedabad, 2018.