

Annex-1



CURRICULUM VITAE Of Dr Pramila Srivastava

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1.	Name	Pramila Srivastava		
2.	Date of Birth	7 August 1952	Citizenship	Indian
3.	Education			
(a)	<i>Institution</i>	Robert De Sorbon University (France)		
	<i>Year</i>	2017		
	<i>Degree Obtained</i>	PhD(Management)		
(b)	<i>Institution</i>	Bombay University		
	<i>Year</i>	1974		
	<i>Degree Obtained</i>	M.A . (Economics)		
(c)	<i>Institution</i>	Delhi University		
	<i>Year</i>	1972		
	<i>Degree Obtained</i>	B.A		
(d)	Other Training			
		<ul style="list-style-type: none"> • Basics In Computer Programming In Basic Course 1986 • Certificate In Computer Programming 1988. • IFPRS For Data Analysis For Decision Making. 		
4.	Awards			
	Global Achievers foundation 2015	Indian Achievers Award For Management consultancy		
	Indian achievers foundation 2016	Business Leadership award for Industry development		
	Lions club International 2008	Melvin Jones Fellow for CSR work on sight 1st		
	Ahmadabad Management Association 2016	Certificate of Appreciation for Entrepreneurship Development programs On Agro /food processing Industries		
		Several other awards (Folder containing all the awards attached)		
5.	Publications	1. Management Consulting in India, (jointly with Dr. U.K. Srivastava), Sage India 2012 2.Sustainable Rural Transformation Through Agro-industries (Project Analysis &case studies) , (jointly with Dr. U.K. Srivastava), Concept publishing Company, 2017 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 4.Strategic Opportunity for Creating Integrated Value Chains for Doubling Farm Incomes.Goya Publishers, New Delhi,2021 (Photocopies attached) Website: www.psmmanagement.com
6	Positions held	
(a)	Date	1993 onwards till date
	Company/ Project	P.S Management Consultants , Ahmedabad
	Position Held	Managing Director
(b)	Date	2007 till 2018 (in addition to P.S.Management Consultants)
	Company/ Project	P.S Software Services
	Position Held	Executive Director
(d)	Date	1996-2006 (In addition to P.S. Management Consultants)
	Company/ Project	P.S. Milk Processors Pvt. Ltd.
	Position Held	Executive Director
7	Awards	
	Global Achievers foundation 2015	Indian Achievers Award For Management consultancy
	Indian achievers foundation 2016	Business Leadership award for Industry development
	Lions club International	Melvin Jones Fellow for CSR work on sight 1st
	Ahmadabad Management Association 2016	Certificate of Appreciation for Entrepreneurship Development programs On Agro /food processing Industries
		Several awards for Lion Club for social work

8 .Profile and experience of promotion Agribusiness, Agriinfrastructure Project, and Food processing projects

I have been consultant/ team leader of about 100 new agro industrial/agri infrastructure projects in several States of the Country and abroad. The involvement has been from concept to implementation and commencement of operations. The tasks included preparation of Detailed Project reports, tying up Finances and supervising the implementation. About Rs.2000 crores of investment brought to Gujarat, Madhya Pradesh, Jammu & Kashmir, UP and Assam. This investment and projects handled by Dr. Pramila Srivastava have generated wealth and prosperity in rural areas.

9. List of Projects Handled by Dr. Pramila Srivastava, Founder member and Managing Director of P.S.Management Consultants

year	Assignments with details
1993	<p>Analysis of Management Control & Information Systems & Growth Strategy of Gujarat State Cooperative Bank Limited. (Sponsored by GSCB).</p> <p>This study was designed to:</p> <ol style="list-style-type: none"> Analyze 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.
	<p>Appraisal of Popular Herbal Products Ltd., Ahmedabad. (Sponsored by GSCB).</p> <p>The task was to prepare an appraisal report of the project "RTS beverages based on Amla & its blends".</p>
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	<p>Appraisal report of Shree Khedut Khand Udyog Mandali Ltd. (Sponsored by GSCB).</p> <p>The task was to prepare an appraisal report of the sugar project of 2500 TPD plant.</p>
1994	<p>Harsiddha Cooperative Bank Ltd.</p> <p>The task was to prepare a rehabilitation plan of the sick urban cooperative bank for its turnaround.</p>
	<p>Appraisal report of Shri Narmada Sahakari Khand Udyog Mandali Ltd.</p>

	<p>(Sponsored by GSCB).</p> <p>The task was to prepare an appraisal report of the Sugar Project of 2500 TCD, tie up funds and take up project management consultancy activities.</p>
	<p>Parshwanath Housing Finance Corporation Ltd.</p> <p>The task was to prepare a corporate plan of the corporation for the growth and diversification of business.</p>
	<p>Trans Techno Foods Ltd.</p> <p>The task was to prepare an appraisal report for funding of a Oyster Mushroom Project.</p>
	<p>Kashinath Seth Bank Ltd.</p> <p>The task was to prepare a rehabilitation plan on behalf of Sterling Securities for turn around of the Sick Bank and assist in take over by the Sterling Securities Pvt. Ltd..</p>
1994-95	<p>World Bank Resident Mission, New Delhi U.P. Diversified Agricultural Support Project.</p> <p>The task is to serve as a core Member of the team and prepare the following Project report.</p> <ol style="list-style-type: none"> 1. Zonal Analysis of Comparative Advantage and Constraints in Agricultural Diversification (1994) 2. Fisheries Development Report (1994). 3. Agricultural Regulated markets-Institutional Study. (1995)
1995	<p>Appraisal report of Shri Valod Pradesh Sahakari Khand Udyog Mandali Ltd. The task was to prepare an appraisal report of the Sugar Project of 2500 TCD,.</p>
	<p>Empire Constructions and Hotels Ltd. Corporate plan for growth, and diversification of the business and assist in implementation.</p>
1996	<p>Appraisal report of Kaveri Vibhag Sahakari Khand Udyog Mandali Ltd. The task was to prepare an appraisal report of the Sugar Project of 2500 TCD and undertake project management consultancy activities.</p> <p>Conceptual Background and Course Designing for the National Institute of Cooperative Management (NICM, Gandhinagar) The task was to prepare Vision, Mission, Structure and Activities of NICM.</p>
1997	<p>Appraisal report of Vadodara District Cooperative Sugarcane Grower's Union Ltd. The task was to prepare an appraisal report of the Sugar Project of 2500 TCD.</p>
1998	<p>Appraisal report of Jawaharlal Nehru Sahkari Agricultural Produce</p>

	<p>Processing Society Ltd, Madhya Pradesh The task was to prepare an appraisal report and help in tying up of total funding needs</p>
	<p>Appraisal report of Dadra Nagar Haveli Sugar Cooperative Ltd. The task was to prepare an appraisal report and help in financing of the project.</p>
	<p>Impact Analysis of Single Point Levy of Mandi Shulk and its Implementation in UP - A Study.</p> <p>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 Samities and their autonomy.</p>
1999	<p>Reappraisal report of Kaveri Sugars.</p> <p>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.</p>
	<p>Appraisal of Shree Madhi Khand Udyog Sahakari Mandali Ltd.</p> <p>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.</p>
	<p>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 and assist in project implementation.</p>
2000	<p>Hi-Tech Green House Complex for Vegetables and Cut Flower Production and Marketing-</p> <p>The task was to prepare the project report for funding this biotech project and set up a joint venture with Gujarat Agro Industries Corporation.</p>
	<p>Time Saving Study - Swajal Project (PMU/World Bank) through UPDESCO, Lucknow</p> <p>The study was designed to asses the time savings due to Sawajal Project and to carry out The financial and Economic analysis based on the selected villages.</p>

	<p>Valsad APMC Project - Financial Restructuring.-</p> <p>The task was to prepare a financial restructuring proposal for one time settlement of over dues to various Banks</p>
	<p>Export Study (Mandi Parishad U.P) Through UPDESCO Lucknow.</p> <p>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.</p>
2001	<p>Guidelines for Entrepreneurs for setting up Agro Industries in Gujarat-</p> <p>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.</p>
	<p>Assessing The Viability Of Setting Up Of A Perishable Cargo Handling Complex At Sardar Patel International Airport, Ahmedabad:</p> <p>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 .</p>
	<p>Time Saving Study - Swajal Project (PMU/World Bank) through UPDESCO, Lucknow</p> <p>The study was designed to asses the time savings due to Sawajal Project and to carry out the financial and Economic analysis based on the selected villages.</p>
	<p>Project Development Facilities for UPDASP –</p> <p>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</p>
2002	<p>Development/Up gradation of Computerized Marketing Information System in Selected Regulated Markets Under Directorate of Agriculture Marketing ,U.P.</p> <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(</p>

	including sub yards) with the headquarter for collection of Market information and speedy dissemination.
	<p>Setting Up of refrigerated Retail outlets for Perishable Food Products in Gujarat ,Vishal Exports Overseas Ltd Ahmedabad.</p> <p>The task was to prepare the prefeasibility Report for setting up a chain of refrigerated retail outlets for marketing of Fruits and Vegetables in Gujarat.</p>
	<p>Setting up of a Pack House, Pre-cooling, facility and cold storage at Sangli for Freshrop Fruits Ltd.</p> <p>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.</p>
2003	<p>Project Report for setting up of an Agricultural Produce Market at Vadadodra.</p> <p>The task was to prepare the project report for funding the market yard at SAYAJIPURA Vadodra and assist in implementation of the project.</p> <p>Audh Industries Amreli.</p> <p>The task was to arrange funding including subsidy from Government of Gujarat and Ministry of food processing Industries, Government of India and assist in project implementation</p>
	<p>Shiv Industries, Amreli, The task was to arrange funding including subsidy from Government of Gujarat and Ministry of food processing Industries, Government of India</p>
	<p>Hanuman Industries, Amreli, The task is to arrange funding including subsidy from Government of Gujarat and Ministry of food processing Industries, Government of India</p>
	<p>Fun Republic, Indore (E-City Pvt. Ltd)</p> <p>The task is to assist in creating a Joint venture with an established player.</p>
2004	<p>Khemka Ceramics Ltd –</p> <p>Corporate Advisor overlooking all the strategic issues and plans of the company. The task was to prepare a corporate plan for diversification and growth and assist the implementation.</p>
	<p>APMC, Vadodara.</p>

	Preparation of Loan Takeover Proposal for its Market yard Project The task is to shift the loan to another bank.
2005	APMC Ahmedabad- Ratu Bazaar- The task was to prepare the feasibility report, arrange funding, and 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.
	Soil health card system Development Consultancy, Delivery, Supply, Installation, support. (through CES, New Delhi) The task is to design and develop an IT enabled system and websites such that the 37 lac farmers of Gujarat can directly get the advice on crops and input use from the scientists from four agricultural universities in Gujarat based on their own soil analysis.
	Motion Picture/ Advertisement Project (Ministry of project implementation through Development Management Trust Delhi). Task is to arrive at a Methodology for estimation of the contribution of the sector in the national income.
2005-06	Integrated Watershed Development (Hill-II) –world Bank Project through MDP, New Delhi. Task was 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 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
	<p>Gujarat Agro Industrial Corporation :</p> <p>Preparation and presentation of the policy 2007-2008.</p>
	<p>Development Management Trust –Delhi, Preparation of feasibility report for the Kanpur Industrial Estate:</p> <p>Preparation of Feasibility and financial viability of shifting of industries from Kanpur to Chakeri-I, Chakeri-II and Bhouti.</p>
	<p>Kwant Yard for fruits and Vegetable grains and animals</p> <p>Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation</p>
2007-08	<p>Agriculture Produce Marketing Board, Madhya Pradesh</p> <p>Policy Frame work for Next Generation Reforms in Agricultural Marketing and strategic Advisory Services for Agri business Plan Implementation in M.P</p>
	<p>Vadodara Market Yard for fruits and Vegetable</p> <p>Task was prepare the feasibility report, arrange funding including various subsidies and help in project implementation</p>
	<p>Unjha Market Yard for Spices</p> <p>Task was prepare the feasibility report, arrange funding including various subsidies and help in project implementation</p>
	<p>Chhota Udepur Market Yard for fruits and Vegetable,grains and Animals</p> <p>Task was prepare the feasibility report, arrange funding including various subsidies and help in project implementation</p>
	<p>Vadodara Market Yard for Grains</p> <p>Task is prepare the feasibility report, arrange funding including various subsidies and help in project implementation</p>
2008-09	<p>Yes Bank New-Delhi –</p> <p>Task was to develop an understanding of Centre State Relations in Agriculture –Laws, Organizations & Fund flows</p>
	<p>APMC Baroda , Gujarat</p> <p>The task was to make a Project report of COLD storage and Get the Central govet. Grant under RKVY and latter on to implement it . Tthe project iis being</p>

	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.
	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 . Tthe project iis being implemented on Turn key basis.
	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 . Tthe project iis being implemented on Turn key basis.
	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.
	Gujarat Agro- Industrial corporation Task was to prepare a draft of Agro industries Policy 10- 2011 for promoting agribusiness chains in the State
2011-12	APMC Vadodara Task is to prepare a Detailed Project Report on Setting up of fruit 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 was on turnkey project assignment from concept to commissioning.
	APMC Unava Setting up of cold storage project of 3000 tonnes capacity from concept to finish (Preparation of design, DPR, funding, e-tenders and supervision of Implementation).
2012-13	Dexter Consultancy Pvt Ltd – Ahmedabad Advisor to Dexter for 'Impact assessment on usage of micro irrigation system in Gujarat' spnsored by Guajrat green revolution ltd (subsidiary of Gujarat

	state fertilizer company ltd)
	<p>Global-Agri Systems, New Delhi</p> <p>Project on Sector Scan of Agribusiness in Odisha- Task was to study existing value chains and explore the opportunities for new Investment by the International Finance corporation of the world Bank .</p>
	<p>APMC Dahod</p> <p>Setting up of a Warehouse project of 6350 tonnes with international standards. This is the turn key assignment from concept to finish.</p>
	<p>APMC Thara</p> <p>Setting up of cold storage project of 2500 tonnes capacity Task was to prepare Deatiled project report Process their papers for RKVY subsidy of GOI and then implement the project . Turnkey project (from concept to finish.)</p>
2013-15	<p>APMC Vadali</p> <p>New Modern Cotton yard. Task was to prepare project report. Tie up funds .Process their DPR for government subsidies both from GOG and GOI and implement the project. Turnkey project (from concept to finish)</p>
	<p>APMC Bavla</p> <p>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</p>
2014-15	<p>APMC Petlad-</p> <p>Setting up of a fruit and vegetable market at APMC's Existing market yard, monitoring and evaluation..</p>
2015-16	<p>APMC Dholka</p> <p>Planning and construction of Auction Platform at APMC Dholka, monitoring and evaluation.</p>
2016-17	<p>APMC Petlad.</p> <p>Modernisation of Grain Market of APMC Petlad.It is a turn key project (Project concept, design, preparation of DPR, tying up of funding, tendering, supervision of implementation</p>
2016-18	<p>APMC Dhandhuka</p>

	Modernisation of Cotton Market. It was a turn Key Project from concept to finish
2018	Zambia Feed Africa Program Government of Zambia Through Dharshaw &co Pvt Ltd., Feasibility study on Zambia Feed Africa Program. An integrated value chain was proposed for rice, pinnapple, and vegetables.
2019	SP Capital Advisors, New Delhi. Feasibility of a Centre for Excellence in Agribusiness at Varanasi
2019-20	One District One Product Project, Government of Uttar Pradesh Through Dharshaw &co Pvt Ltd., DSR for 8 districts.
2021-22	Jammu& Kashmir Horticulture Produce Marketing Corporation Chartering out a roadmap for Development/revival of various horticulture project sites of JKHPMC Through Dharshaw &co Pvt Ltd.(14 DPRs were made)
2021-22	Government of Assam (through S.P. Capital Advisors, New Delhi) Preparation of Detailed Project Though outsourcing for Assam Fisheries Development and Livelihood project in the state of Assam for funding from JICA.

