

Kuldeep Sharma

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PROFESSIONAL QUALIFICATIONS

B.TECH, DAIRY TECHNOLOGY.

NATIONAL DAIRY RESEARCH INSTITUTE KARNAL 1987

PGDM : Amity Business School 1998

(First Rank Holder In Post Graduate Diploma In Business Management From Amity Business School Noida with Specialisation In Marketing And Finance. Average CGPA 9.72 and Project Work Done On **"Financial Modeling In Project Appraisal".**)

Special Mention :

Currently he is imparting Entrepreneurship development training to budding entrepreneurs in the field of technologically intensive Agri and food processing sector at his own Entrepreneurship and Technology Development Centre at Noida. This centre is further expanding its operations by acting as a virtual incubator for the budding entrepreneur in the field of setting mini dairy plants. The center has also got plans to act as an activation center for trying out various innovative technologies for the development of dairy and food products.

Mr Sharma has been conducting capacity building in the area of International market research and development of market intelligence products for Export Development Board Srilanka at Colombo. He has recently conducted a program 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.

Mr Sharma is also a CBI (Government of Netherlands) Institutional expert in the area of Institution building for developing Market intelligence reports on product, competitor, country , trade fairs and market access.

Recently the center has completed the most comprehensive Market intelligence report on Agri and Processed food sector in India for its competitiveness in exports to EU nations. The center has also developed Tips and checkers in all functional areas of management for Indian SMEs to be able to export to EU nations.

Mr Sharma is also a founder trustee of Foundation of Business Competitiveness , an association of export consultants to support Indian SMEs to become export able to various countries in the developed world.

This centre has also done a lot of capacity building and cluster development with NRDC in the areas of Mathura, Rohtak etc for Indian sweets manufacturing. The capacity building involved sensitization of these players towards better low cost and energy efficient technology and high standards of hygiene and quality while making sweets. The center has also developed reports on commercialization of small scale dairy technologies for NRDC. It also has agreement to market and commercialize the technologies for innovative dairy products like Probiotic Dahi, Low cholesterol Ghee, Long shelf life Pannier , 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.

Other assignment : Training SMEs at Mauritius for Mauritius Chamber of Commerce for building Export competitiveness and suggestive ways for Development of Unique-Brand for Clusters in agri and food processing.

Mr. Sharma is a TEDO (Technology Export Development Organisation) Expert in the area of Food and Agri-Processing for conducting Capacity Building program for Indian SMES to export to EU nations. He has been trained by CBI (Centre of Imports to EU from developing nations , Ministry of External Affairs Netherlands) for this program. This is a program being jointly organized by CII and Ministry of Science and Technology. TEDO is an independent body and stands for Technology Exports Development Organisation. He is also developing Market Intelligence products for European retail trade for fresh foods and organic food lines.

He also did a two days workshop with LG chemicals for their top management and marketing team on B2B marketing and Presentation styles.

He is associated with Birla Institute of Management Technology as coordinator for their center of Rural Business .He has designed and launched a two weeks program on Inclusive marketing with BIMTECH and MART for the development sector. The first two programs have been completed successfully booked and the third program is scheduled in the first week of February 2010.

He is the founder developer of the training program for Wholesale distributor of Amul. He is also being called up by IRMA(Institute of rural Management Anand) for conducting a course on Marketing of dairy products during a certificate program in dairy management for middle level management of AMUL.

Mr Kuldeep Sharma has over two decade experience in manufacturing, marketing research, project management, business development, International marketing, strategy formulation and product launch in India, Nepal, UAE, Europe and South east Asia .

Mr Sharma is also a corporate trainer in strategy and marketing with organisation like Indian Airlines, Gass Authority India Ltd, Maruti Suzuki, Grasim, Himalaya, Kedia Organization.

He designed and conducted 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.

He did a comprehensive Consumer research to develop dealer network and positioning of JK Dairy's milk brand in Delhi.

He is an Accredited Management Teacher (AMT) in Marketing by All India Management Association (AIMA) New Delhi India. He has been associated with Business schools like IMT Ghaziabad, IIFT Delhi, Amity Business school, Birla Institute for Management Technology, FMS Udaipur, IMC Delhi, IMS Ghaziabad and many more as visiting faculty in strategy and Marketing as well as for conducting Management Development Programs for them.

Mr Sharma has also authored a book on Consumer Behaviour to be used as a text book for MBA students in India.

He is also an ISO 22000 and HACCP Lead auditor from TUV SUD South Asia.

Other Interests : Prepared comprehensive database in biotechnology, dairy, food and agro processing industries. He has also done strategic industrial analysis for other industries like flexible laminates and packaging industries Mr Kuldeep Sharma is the founder director of Suruchi Consultants (which is notable amongst the pioneer consulting organization in dairy industry in India. Suruchi Consultants is proud to be known as a leading project management consultant in the field of liquid milk industry in SAARC nations for last two decades now. It has installed plants in varying capacity from 1000 Litres per day to 100000 Litres per day in India, Nepal , Bangladesh and also supplied various dairy project related supplies to Nigeria, Malaysia, Tanzania etc. He is a regular invitees at various Institutions and organisation to act as a speaker, moderator and chair for the sessions in the areas of marketing, strategy and development.

Apart from member of IDA he is also a member of Consultancy Development Center New Delhi.

He is a regular event designer, coordinator and speaker at various forums like AIMA, AIFPA, IDA, B Schools, Assocham etc in the area of strategy, marketing, Agri business, food processing , sme and capacity building.

He is also in the core committee for mSME of AIMA.