

C-49 Sector-65
Noida 201307
Tele: 0091-120-4320845
Mobile: 0091-9810 315831
Email :info@suruchiconsultants.com
www.suruchiconsultants.com



Kuldeep Sharma

PROFESSIONAL QUALIFICATIONS

B.TECH, DAIRY TECHNOLOGY.

NATIONAL DAIRY RESEARCH INSTITUTE KARNAL

PGDM : Amity Business School

(First Rank Holder In Post Graduate Diploma In Business Management From Amity Business School Noida Dec 98 With Specialisation In Marketing And Finance. Average CGPA 9.72 And Project Work Done On "**Financial Modelling 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 an activation center for trying out various innovative technologies for the development of dairy and food products.

This centre has developed reports on commercialisation of small scale dairy technologies for NRDC. It also has agreement to market and commercialise 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.

Recent 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 organised 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 is also working on developing management tips and checkers for SMEs in India for exporting to EU nations.

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

He has designed and launched a two weeks program on Inclusive marketing with BIMTECH and MART for the development sector. The first two batches are booked and the first program will begin on June 29 to July 11 2009. The second program is scheduled from Aug 24 to Sep 4.

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, 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 organisation 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.