

## Mr V. Midha

**NATIONALITY:** Indian

### SUMMARY

Over the last 38 years worked in different capacities at BHEL- a Maharatna Company, largest engineering enterprise with a product portfolio of nearly 200 and an enviable record of profit making without a break for the last 30 years.

#### Key results achieved include:

- Helped to secure business of approx 30,000 crs in different business areas.
- Introduction of several new products and Systems: Steam Turbine: 80 MW, 150 MW, 67.5, Single cylinder, with Air Cooled Condensor, Boilers: for high moisture coal, for washery rejects, High Efficiency GT, Simulators for T72 Tanks, Bullet Proof Jackets, Ceramic liners, etc.
- Largest orders in all business areas handled.
- Over 90% market share in Defence Simulators for 10 years
- Quantum jump (50% in a year) in business on several occasions, large number of new customers and re-entry into business segments.
- Liquidation of over 400 pending works in all the Steel Plants through pro-active Project Management and intensive monitoring.
- Complete Project Engineering, System Design and Integration of most modern (first in India and third in the world at that time) Steel Mill Complex.
- Commissioning of various systems at Bokaro Steel with Russian Experts.

### EDUCATION

All India Higher Secondary	Modern School Barakhamba, New Delhi	1970	74.6%
B. Tech (Electrical)	I I T Delhi	1975	First Class (65-75%)
Diploma in Management	AIMA	1989	
Certificate in Russian	All India Institute of Russian Language	1977	Distinction
Certificate in German	Goethe Institute	1979	70.4%

## EMPLOYMENT RECORD

Organisation	Last Designation	Date of Joining	Date of Leaving	Reason for leaving
ETTDC	Graguate Engr Trainee	Aug 1976	Jan 1976	Better prospects
BHEL	Executive Director	Jan 1976	July 2013	Superannuation

## PROFESSIONAL EXPERIENCE

### Business-Product Profile

Business Area	Product Profile
Power Plants	Steam Turbines, Boilers, Gas Turbines, DG Sets, BTG, EPC
Renewable Energy	Solar Photovoltaic Plants: Lantern to Ultra Mega (4000MW) , Concentrated Solar, Wind, Water Heating, Battery Powered Vehicles, Village Electrification.
Defence	Simulators: Infantry, Armoured, Air, Gun Control, Field Guns, Armoured Recovery Vehicles, etc.
Industrial Automation	Steel Rolling Mills: Computer/ PLC based automation & Controls
Water Treatment	Plant Water Systems for Power and Industrial projects

### Functional Areas of responsibility

#### **Marketing and Business Development - 24 years**

- Identifying business opportunities
- Helping customers firm up requirements
- Tendering & Sales
- Business Sharing Arrangements
- Strategic Planning and Projections
- Introduction of new products
- Locating and tying up technology from foreign companies
- Overall responsibility for the business including achieving annual targets and long term growth, profitability, budgeting, cash collection, execution and service after sales.

### **Corporate Functions - 5 years**

As Special Assistant to Business Director on Board of the Company

- Review of Business: order booking, cash collection, execution,
- Helping customers complaint resolution
- Policy guidelines for business in different sectors and segments
- Technology & Business Sharing Arrangements
- Corporate and Strategic Planning
- Overseeing operations of manufacturing plants
- Co-ordination with 14 manufacturing plants, 18 Regional Offices, key project sites
- Investment decisions and project implementation
- High value procurements for projects and production.
- Human Relations
- Public Relations
- Administrative functions
- Interface with Industry Associations

### **Project Engineering, System Design and Integration - 5 years**

For a large and most modern Steel Rolling Mill (first in India and third in the world at that time). Included two years of joint working with Siemens experts in Germany

- Project Engineering and detailed equipment specifications
- System Design and Integration
- Automation systems
- Software Development
- Procurement of sub systems
- Complete engineering documentation including O&M manuals
- All commercial activities related to the project

### **Project Management - 2 years**

- Identifying and listing over 400 pending jobs at various steel plants
- Integrating the efforts of a large number of agencies both within and outside the company

- Monitoring progress and reporting on a daily basis to the Chairman & Managing Director
- Co-ordinating with SAIL Headquarters, Ministry of Steel and Ministry of Heavy Industries.
- Attending quarterly reviews by Secretary Steel

**Erection & Commissioning at Bokaro Steel - 2 years**

- Cold Rolling Mill systems
- Slitting and Shearing Lines
- Cranes and Transfer cars

**Additional Charge**

- Vigilance Head of the Unit for 6 years
- Purchase Head of Unit for 3 years