

RUPESH KUMAR

Current Address

Vadodara, Gujarat

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Permanent address

Samastipur, Bihar

CAREER OBJECTIVE

To seek a career providing continuous growth and learning opportunity for professional growth and satisfaction

AREA OF EXPERTISE

- Sales & sales Planning
- GTM Strategy formulation
- Project roadmap preparation
- Training and development
- Strategy Roll out
- Key Client Management
- Project Management
- Change management
- Sales force & dealer efficiency improvement
- Sales Pipe line management
- Market research
- MIS
- Livelihood generation
- Team building
- Rural marketing
- Rural Strategy
- Data analytics

ACADEMIA

Post Graduate Diploma in Rural Management	Institute of Rural Management, Anand(2008-10)	2.67/4.3
BSc Agriculture	University of Agriculture Science, Dharwad, Karnataka	82%
10+2	Apex Public School, New Delhi	67%
Computer proficiency	MS-OFFICE, SPSS, MS-PROJECT	

CAREER SUMMERY

Dynamic professional with 3.5 years experience in dairy and agriculture sector. Expertise in preparing Sales strategy considering multiple factors viz market maturity, product demand, government policy, competitor presence.

- Expertise in establishing milk procurement system, strategising for establishing strong value based systems
- Expert in preparing sales plan and sales strategy formulation
- Expert in creation of project plan, execution and monitoring
- Well organised with track record for demonstrating self motivation, creativity and initiative to achieve both personal and professional goal
- Created GTM strategies for new and mature market for 4 states
- Knowledge of agriculture, crop production and dairy sector
- Team building skill with proven ability in establishing quality system and procedures,
- Team players and expertise of working in cross functional team

Part of the team involved in the creation of Milk Producer Companies under National Dairy Plan wherein looked after the governance, rollout and institutional building activities. Involved in preparation of Sub-project plan for milk union for creation of cooperative societies and productivity improvement measures.

PROFESSIONAL EXPERTISE

June 2012 to current

Deputy Manager, Strategy Management (PMO), Netafim Irrigation India Pvt Ltd

Executed micro planning for 4 states namely Gujarat, Maharashtra, Andhra Pradesh and Tamil Nadu. Created taluka level strategy based on the market maturity model, competitor strength, Netafim Market share and customer requirement/needs. Created strategy for selecting right crop mix, establishing right product mix. Track and monitor the project progress and support the team in timely execution of the same. Data analysis and support to higher management in decision making. Training sales team on sales strategy, market share and strategy formulations.

Key achievement

- Projected taluka wise sales, created sales strategy and marketing plan at taluka level
- Helped the team in getting sales upside of 5% (approximately 30-40 Cr) through different project

- Sales Force efficiency improvement project for Maharashtra and Gujarat
- Helped team to realize new opportunity in terms of new Sugar mills and new crops currently neglected by sales team and helped get an upside of 10-12 Cr in 2013-14
- Brought changes in mindset of sale team to shift focus from revenue to market share and market maturity
- Created SOP for project progress tracking and monitoring, SOP for marketing activities, Web based district level performance monitoring system, SOP for New crop selection, SOP for Targeting Corporate customers
- Created strategy for entering into new market
- Responsible for implementation of SOPS, execution of sales strategy and tracking monitoring of sales

August, 2011-June 2012

NDDB, Chandigarh

Deputy Manager, Cooperative Services

Assisted team in creation of Sub Project Proposal (SPP) under National Dairy Plan with Ludhiana Milk Union and Mohali Milk Union. Technical support in project proposal writing, project execution, monitoring and implementation. Coordination and liaison with cross functional team and state official for tracking and monitoring state level changes. Attended Board meeting as NDDB nominee and participated in decision making process.

Key achievement:

- Created cost saving opportunity for milk union by suggesting and implementing target vs actual performance tracking to benchmark based tracking and monitoring

May, 2010- August-2011

NDDB Dairy Development Board, Noida

Deputy Manager, Institution building

Prepared roadmap for creation of **Dairy Producer Company** under National Dairy Plan. Assessed the training needs of different shareholders and designed the outline of the training plan. Formulating the strategies for creating self sustaining institutions through devising a strong governance mechanism. Worked on Cooperative Act, Producer Company Act and Company Act to appreciate difference in governance, organizational structure and functioning of companies registered under them.

Key achievement

- Training need assessment for different shareholder
- Developed the software for capturing the shareholder profile (2.5 lakh)

ACADEMIC PROJECTS

Title: Microfinance, dairy and its impact on migration

Organisation: BAIF Institute of Rural Development, Uttar Pradesh (Management Trainee from October-November, 2008)

Key activities

- Analysis of the SHG microfinance groups, creating impact indicators,
- Comparative analysis of dairy and microfinance
- Capturing the impact of dairy and microfinance on migration pattern and socio-economic condition of villagers
- Suggesting remedied for reducing the negative impact and enhancing positive impact of migration on villagers

Title: Value Chain Analysis of milk and business plan preparation for SRIJAN, Khagaria (Bihar)

Organisation: Self-Reliant Initiatives Through Joint Action, New Delhi (Management Trainee from February-April, 2009)

Key activities

- Study of SHG groups formed under Jeevika
- List of stakeholders and role in value chain
- Value chain analysis of Dairy value chain
- Suggestion of an alternate dairy value chain model for milk of Khagaria district
- Roll out plan for dairy based social enterprise

Title: Cost-benefit analysis of intervention made in Kutch District, Gujarat

Organization: SHRUJAN TRUST promoted by Excel Crop care and Excel industries (Management trainee from October-December, 2009)

Key activities

- Assessment of interventions made by Shroff groups of institutions and establishing cost benefit parameters for intervention made
- Identification of first level, second and third level impact of the intervention
- Geographic segmentation, sampling, survey of beneficiaries to ascertain the impact made by the organization
- Cost-benefit analysis for ascertaining the socio-economic and ecological impact of the intervention
- Suggestion to enhance the positive impact and mitigate of the negative impacts of the interventions/actions

PERSONAL DETAILS:

Date of Birth: 15/01/1984

Marital status: Married (wife non working)

Blood group: B+

Interest/Pastimes: Reading books, walking

Reference: Available on request