*CURRICULUM VITAE*

**

*PURSHOTTAMLAL GOYAL*

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*P.d Pandya College Road*

*Ghodasar,Ahmedabad(GUJ) 382440*

*Mob: 9825707990/8980019295*

### *E-mail- plgoyal68@gmail.com*

*Date: 09-02-2017*

***SYNOPSIS****:*

* *Completed B.SC Dairy Technology from Rajasthan Agriculture University Bikaner (Raj) in 1990.*
* *Industrial Experiences in production of more than 25 years.*

***Professional Experience:***

1. ***MAAHI MILK PRODUCERS COMPANY LTD (AHMEDABAD)-(APRIL 2015 TO TILL DATE)***

***DESIGNATION: ASSISTANT MANAGER (SALES)***

***REPORTING TO: Dy.Chief executive***

***JOB RESPONSIBILITY:***

*I am handling SALES OF MILK & MILK PRODUCTS IN NORTH,CENTRAL,SOUTH ZONE OF Gujarat (SURAT DISTRICT,VADODARA, AHMEDABAD, GANDHINAGAR, MEHSANA, HIMMATNAGAR, ARVALLI, ANAND).I am also handling processing and manufacturing operations of CHANDRIKA DAIRY INDUSTRIES PVT. LTD GOZARIA (MEHSANA) RUN BY MAAHI MILK PRODUCER CO. LTD AS A ADDITIONAL CHARGE FROM LAST YEAR*

* Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
* Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
* Implements sales programs by developing field sales action plans.
* Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
* Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
* Completes sales operational requirements by scheduling and assigning employees; following up on work results.
* Maintains sales staff by recruiting, selecting, orienting, and training employees.
* Maintains sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Contributes to team effort by accomplishing related results as needed.

## *SHRI VRINDAVAN DAIRIES (JAIPUR) (JAN’ 2013 – MARCH-2105)*

(A PACKING STATION OF BANAS DAIRY PALANPUR, GUJARAT)

***Designation:*** *General Manager*

***Reporting to:*** *Managing Director*

***SHRI VRINDAVAN DAIRIES is a renowned ISO 22000:2005 certified company producing milk and milk products under brand name AMUL approximate 1.50 lakhs Liters per day.***

***Job Responsibilities as Plant Head:***

* *Estimating and collecting the demand requirement plan from the marketing team in an appropriate and timely manner.*
* *Designing the production plan as per the requirement in an efficient manner with in the specified timelines.*
* *Executing the production plan through shift supervisor or T.O. on regular basis.*
* *Planning for manpower and managing resources as per the production plan.*
* *Designing packing and dispatch schedules in an effective and efficient manner regularly.*
* *Responsible for maintaining high quality standards of the products being produced at the factory.*
* *Auditing various products for regular quality checks at different stages of the production process in an effective and efficient manner.*
* *Developing, improving and implementing quality check parameters regularly.*
* *Ensuring hygiene controls are maintained in the plant in an appropriate manner as per the stipulated guidelines.*
* *Imparting regular quality and processes training sessions to the plant staff.*

## *SHIV HEALTH FOODS KOTA (Raj) (OCT’2011 -Dec’ 2012)*

***Designation:*** *General Manager*

***Reporting to:*** *Managing Director*

*SHIV HEALTH FOOD is an ISO 22000:2005 certified company producing milk and milk products like white butter, pure ghee, skimmed milk powder, paneer, buttermilk, lassi and market milk under brand name Kota Fresh.*

***Job Responsibilities***

* *Production planning in accordance with sales forecast.*
* *Timely procurement of all required inputs.*
* *Ensure the timely processing, packing and dispatch of milk & milk products.*
* *Ensure the dispatch as per demand released by commercial dept.*
* *Ensure the quality of incoming and outgoing milk & milk products as per prescribed norms.*
* *Achieving recovery norms.*
* *Performing within budgeted norms.*
* *Ensure the cleanliness and hygienic conditions of plant and maintain GMP (good manufacturing practices).*
* *Record keeping documentation of all incoming and outgoing materials and get it done with the help of commercial person.*
* *Co-ordination with the processors and provide him technical supports, cost optimization.*
* *Co-ordination with purchase, marketing, sales and commercial departments, regarding the purchase requisitions, market issues, payments, rates revisions of products and its implementation etc.*
* *Timely procurements of consumables like packing materials, stationeries, add materials etc. in accordance with purchase dept.*
* *Co-ordination with HR department of HR related issues.*

## *GAYATRI DAIRY PRODUCTS PVT LTD, AHMEDABAD (Jan’05- Sep’11)*

***Designation:*** *Manager -Production*

***Reporting to:*** *General Manager Production*

*A private sector No.1 dairy having widely accepted Milk pouch brand in*

*Ahmedabad city involved in the Milk procurement, processing & Marketing*

*of liquid milk & Milk products like White Butter, Pure Ghee, Skimmed milk*

*powder.*

***Job Responsibilities***

* *Successfully carried out day-to-day operation and production planning.*
* *Material requisition and inventory maintenance (consumables, ingredients etc.)*
* *Acquaintance with the all dairy machines.*
* *To control and maintain good housekeeping of the plant.*
* *Production planning, scheduling and controlling.*
* *Fat & SNF recovery and its control.*
* *To carryout maintenance work (Electrical, Mechanical, I&C & Utility), which cannot be done in running, shift and follow up of pending jobs.*
* *Effective utilization of man, machine and material effectively.*
* *Quality assurance of all products.*

## *ROYAL DAIRY LTD AHMEDABAD (JUNE’02- DEC’04)*

***Designation:*** *General Manager* (operation)

***Reporting to:*** *Managing Director*

***Job Responsibilities***

* *Successfully carried out day-to-day operation and production planning.*
* *Acquaintance with the all dairy machines.*
* *To control and maintain good housekeeping of the plant.*
* *Production planning, scheduling and controlling.*
* *Fat & SNF recovery and its control.*
* *To carryout maintenance work (Electrical, Mechanical, I&C & Utility)*

*which cannot be done in running, shift and follow up of pending jobs.*

* *Effective utilization of man, machine and material effectively.*
* *Ensure Quality of all products produced.*

***6. DAIRY FIELD LTD AHMEDABAD (MAR’95- MAY’02)***

***Designation:*** *Manager -Production.*

***Reporting to:*** *General Manager*

***7. SABARKANTHA DISTRICT CO.OP MILK PRODUCERS UNION LTD***

***HIMMATNAGAR (GUJARAT) (AUGUST’90- FEB’95)***

***Designation:*** *Technical officer*

***Reporting to:*** *Manager -Production.*

***Job Responsibilities***

* *Successfully carried out day-to-day operation and production planning.*
* *Acquaintance with the all dairy machines.*
* *To control and maintain good housekeeping of the plant.*
* *Production planning, scheduling and controlling.*
* *Fat & SNF recovery and its control.*
* *To carryout maintenance work (Electrical, Mechanical, I&C & Utility)*

*which cannot be done in running, shift and follow up of pending jobs.*

* *Effective utilization of man, machine and material effectively.*
* *Quality assurance of all products.*
* *Material requisition and inventory maintenance (consumables, ingredients etc.)*

***Personal Details: -***

*Name: Purshottamlal Goyal*

*Father’s Name: Shri Bhagwatilal Goyal*

*Date of birth: 10.07.1968*

*Civil Status: Married*

*Nationality: Indian*

*Correspondence Address: House No. : 74*

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