

## VEERENDRA KUMAR SRIVASTAVA

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**B.Sc (PCM), B.Tech (Chemical), Executive MBA in Operations/Business/Mktg/Energy**  
**(Throughout First Class in Academics- with distinction, merit and recognitions)**

### Senior Management Professional- Entire Operations/Projects/Business Management

(Petrochemicals- including Specialty Engineered Carbon Black manufacturing & Recovered Carbon Black enhancement for value addition & boosting the Profitability/Manufacturing of Pyrolysis Oil & Distilled Pyrolysis Oil/Waste & Used Lubricants Re-refining for the Base Oil Recovery, Specialty Chemicals, Fine Chemicals, Bulk Chemicals, Bulk Drugs API & Intermediates, Agrochemicals, Polymer Compounding-Extrusion/Kneading, Black Masterbatches, Specialty Amorphous Ink- Toners, Paints)



### Executive Summary

- A Senior Management professional (basically a Chemical Engineer) with over 3 decades of multifaceted experience in enhancing productivity at various stages of the plant operations in diverse roles across the organizational hierarchy. **Have got more than 15 years of working experience as “Manufacturing Head/Head of Operations/Unit Head/Factory Head** (out of my total 32+ years of productive & qualitative experience so far) and Possess rich Techno-Commercial & Administrative experiences with proven success and achievements.
- Possess high degree of confidence level and the success rate in handling the critical situations, typical manpower & Labour Unions and very prompt on crisis management (as per the situation). Got the recognition / appreciation in this regard from the Top Management of all the companies whichever I served so far. People Management, Strong Team Work with good Leadership and Effective Communications with the internal and external stakeholders, for getting the targeted tasks performed/delivered on time- are my salient professional potentials/passion.
- Exposed to working on different Products, Processes and Technologies (Viz. Petrochemicals including different types of Carbon Black-Specialty Engineered Carbon Black-Superconductive/Semi-Conductive/Satin Blacks, ASTM Grade Carbon Black of different grades & Recovered Carbon Black (rCB)-Purification/Pulverization/Classification/Pelletizing, Oil & Gas Sector-including Batch & Continuous Tyre Pyrolysis, Pyrolysis Oil Distillation, Used/Waste Oil Re-refining for Base Oil Recovery, Black Masterbatch of different Grades, Crumb Rubber of different Mesh, Polymer Compounding-Extrusion/Kneading, Toners-Specialty Ink, Paints-Decorative & Industrial segments, Bulk Drugs API & Intermediates, Fine Chemicals, Bulk Chemicals, Specialty Chemicals, Agrochemicals) with multi-tasking skills.
- Have got about 17 years of profound experience/exposure to Premixing-Blending (Homogenization), Polymer Compounding-Kneading/Extrusion, Pulverization, Classification (Fine & Coarse), Low & High Intensity Blending, Screening (Filtration). Have worked on world class German/Japanese (Hosokawa Alpine & Netzsch), American (Raven Industries Inc., Readco Teledyne Inc., Jet Pulverizer Inc., CCE Technologies Inc.), Chinese (Shanghai Cliriks Machinery Co., Zhejiang Shengzhou Sanwei Smahing Equipments Co.) and Indian (Steer Engineers) make Compounding / Pulverizing / Classifying machines. Have worked on pioneer Indian make Mixer-Blenders.
- Have got conceptual understanding & exposure to the Analytical Laboratory Equipment pertaining to Homogenization, Compounding, Pulverization & Classification (for the desired Particle Size Distribution) and many more processes. Have personally operated all the above abovementioned and some other hi-tech machines to gain the rich experience on the Process Optimization to attain the desired Product Quality.
- Have got intense flair for the Process Improvements/Productivity Enhancement by optimization of the key resources and subsequently boosting the Profitability for the organization. And I could achieve the set Business goals & the Sales targets in all the companies whichever I served as Operations Head/Manufacturing Head/Unit Head/Business Head/Profit Center Head. Well recognized by the Top Management of the company for the quick decision making in critical and pressure situations- in the interest of the organization.
- Business Acumen – Understanding and Monitoring of Top line, Bottom line, Contribution, Margins /P&L. Study the Statements, review the overall Business scenario keeping in mind the Productivity Enhancement and boosting the net Profitability for the organization.
- Have got exposure to handling GMP, WHO Audits & dealing with the Regulatory & the statutory affairs.

- **Have got exposure to TQM/TPM/5S/Kaizen (Continuous Improvements).**
- Solutions-oriented with demonstrated expertise in delivering projects, collaborating with project teams, interfacing with clients, and deploying technology to build successful solutions and services for clients.
- Acumen of having good understanding of Project/Client Requirements coupled with hands-on exposure in handling all phases of Project/Program Life Cycle.
- **Have got exposure to Batch, Semi-Continuous & Continuous Processes. Worked in PLC, DCS & SCADA operated Plants.**
- **Efficient & dynamic Team Leader**, combining communication, interpersonal & problem-solving skills with analytical, decision-making and leadership capabilities to meet out and enhance organizational objectives.
- **Believe in working as an ASSET (not as a LIABILITY) for the organization with assured Honesty, Integrity and Loyalty.**

### **KEY SKILLS/STRENGTHS:-**

- (1) HAZOP & HAZAN for every stage and Equipment, Risk assessment/Incident investigation/Immediate action plans to curb the possibility of recurrence of the similar or any other type incidents & accidents, Quick actions for the Emergency Management in coordination with all the core departments.
- (2) To ensure proper System Management throughout the organization/effective execution of 5S, 3M, TPM & TQM, Kaizen. Encourage the system-driven culture (instead of an individual-dependent or monopoly based culture).
- (3) Data Interpretation & Technology Transfer (from Kilo scale to Commercial production scale).
- (4) Entire Operations Management (including all the departments, Viz. Production/QC/QA/R & D/Technical Services, Maintenance & Utilities, Electrical/Electronics/Instrumentation, Environment/Health & Safety-EHS, Supply Chain, HR & Admin and Projects). Accountable for entire Techno-Commercial and Administrative functions within Factory- with a special focus on monitoring and effective operations management of the Effluent Treatment Plant (ETP).
- (5) Shop floor Management, People Management & strong Team Work- **as a Team Leader**.
- (6) Effective communications/follow-ups with the internal & external stakeholders- ensuring no communication gaps and confusions.
- (7) Process Improvements, debottlenecking and reducing the breakdowns by adhering to/executing the Predictive & Preventive Maintenance schedules.
- (8) Quick Decision taking and Problem-solving ability in normal, critical & pressure situations.
- (9) Productivity enhancement by virtue of optimization of the key resources (viz. Manpower, Machinery, Material, Money, Management & Energy).
- (10) Boosting the net Profitability of the organization by applying the tools as mentioned against Points 7, 8 & 9.
- (11) Monitoring of the Top line, the Contribution, the Bottom line, P & L management.
- (12) Strict Factory administration (overall).
- (13) Coordination with the Sales & Marketing Teams (capable of managing Sales & marketing functions also- if the need arises (i.e. as per demand of the situation)).
- (14) PPC (Production Planning & Control) and mentoring.
- (15) Liaison with the Government bodies (Statutory & Regulatory compliances) in coordination with the dedicated Factory team.



### **PROFESSIONAL EXPERIENCE**

**HEAD OF OPERATIONS & PROJECTS** (1<sup>st</sup> Feb 2018 -25<sup>th</sup> June 2019)

**TECHNICAL ADVISOR** (Jan 2018 & from 26<sup>th</sup> Jun 2019 onwards) - **based at Ghaziabad (U.P.) currently**

M/s **Rathi Rubber India Pvt. Ltd. (An Oil & Gas sector Petrochemicals manufacturing company)**,  
Gummidipoondi, Dist. Thiruvallur, Tamil Nadu-601201

#### **Highlights:**

- Recognized for optimizing costs by selecting low CAPEX and highly profitable businesses, identifying most suitable machinery and raw material suppliers as well as identifying alternative resources and their substitutes.

#### **Key Responsibilities:**

- Responsible for the entire Operations, Projects, Process Improvements & Productivity Enhancement/Business Growth of the three Units of the Group (**engaged into Petrochemicals manufacturing business-** Tyre Pyrolysis, Pyrolysis Oil Distillation, Carbon Enhancement/Pulverization/Classification and Waste/Used Oil Refining). **I am reporting to the Directors and all the Departmental & the Functional Heads are reporting to me.**

- Involved in end to end management of existing & upcoming projects of the organization encompassing machinery manufacturers/ suppliers/ fabricators.
- Define and implement strategies for optimizing project costs and implementing technological solutions to enhance productivity.
- Render support to the management evolving, exploring and developing the Sales & Marketing network in the Indian and the global markets for accomplishing business and operational targets.
- Interact with department heads in implementing strategies based on evaluated changing market dynamics and other related factors.
- Follow up with the sales & marketing team for ensuring production plans and quality improvements based on customer requirements.
- Design and optimize parameters & best practices for the most profitable/cost effective mode of operation. Follow up with Engineers/HOD of the Engineering Department for effectively resolving recurring issues.
- Represent the department in HAZOP/HAZAN studies along with the Core Team of Production, Process, Maintenance & Utility, Electrical, Electronics & Instrumentation and EHS departments.
- Evaluate start-up, shutdown, operating procedures and standing instructions for all departments to be updated based on best practices and the operational experiences/needs.
- Conduct emergency plant shutdowns based on exigent situations and approval of maintenance requests from various departments.
- Evaluate shutdown reports and equipment conditions with Department Heads of Production / Maintenance & Utilities / Electrical, Electronics & Instrumentation / Environment, Health & Safety.
- Assist the Top Management in preparation of operating/capital budgetary exercises for accomplishing Top line & Bottom line Profitability and P/L accountability.
- Involved in close monitoring of optimization of the key resources (Manpower, Machinery, Material, Money, Management & Energy), Process Improvements and enhancing the overall Productivity subsequently.

### **VICE PRESIDENT- OPERATIONS** (Aug 2014 – Dec 2017)

M/s **Royal Carbon Black Pvt. Ltd. (An Oil & Gas sector Petrochemicals manufacturing company)** & M/s **Masterbatch Technologies LLP (A Black Masterbatches manufacturing company)**

Patalganga, Rasayani MIDC Industrial Area, Dist. Raigad, Maharashtra (India)

#### **Highlights:**

- Was Operations Incharge of the two Units of the same Group (i.e. M/s Royal Carbon Black Pvt. Ltd. & M/s Masterbatch Technologies LLP).
- Successfully implemented Good Manufacturing Practices throughout factory premises and incorporated necessary/desired process Improvements leading to doubled production capacity and enhanced overall productivity.
- Initiated measures to optimize key resources (Manpower, Machinery, Material, Money, Management & Energy) and enhance overall productivity and boosting profitability.

#### **Key Responsibilities:**

- Managed day to day operational aspects related to HR & Admin, Fire & Safety/Electrical, Electronics & Instrumentation/ Maintenance & Utilities/QC/QA/R & D/Technical Services/Stores/Purchase/Supply Chain for the organization. I was reporting to the Directors and all the Departmental & the Functional Heads were reporting to me.
- Coordinated with the Top Management in defining & implementing corporate plans & strategies aimed at accomplishing organizational business objectives.
- Collaborated with various support teams in end to end management of assigned projects in compliance to project delivery schedules and other contractual parameters.
- Acquainted team members with organizational policies and procedures for implementing the same in day to day business transactions.
- Analyzed & presented various status reports at Top Management reviews for realigning policy decisions based on changing market dynamics and other related factors.

- Evaluated team performance and rendered productivity enhancement feedback. Organized training sessions for the team members based on identified training needs.
- Got good exposure to LDPE/LLDPE Pulverization, High Speed Mixing, Polymer Compounding (using LDPE, LLDPE, PE Wax and other ingredients), Drying of Masterbatch granules.
- Was responsible for the entire operation of the Masterbatch manufacturing plant.
- The Plant Manager was reporting to me and I was reporting to the Directors.

### **HEAD - OPERATIONS** (Aug 2013 – Jul 2014)

M/s **Continental Carbon India Limited**, Ghaziabad (U.P.), India

#### **Highlights:**

- Set up 5S at the shop floor level & KAIZEN concepts in plant operations and implemented System Management (TQM & TPM). Developed various product derivatives in coordination with Pilot Plant/Process/R & D/QA Team.

#### **Key Responsibilities:**

- Managed day to day plant operations through optimization and troubleshooting of processes in compliance to organizational quality procedures and industry best practices.
- Maintained updated knowledge of technological advancements in field of operations for implementing various process improvement initiatives.
- Defined and implemented processes for production of different types of conductive, semi-conductive & Satin carbon blacks. Managed plant operations within the annual budget prepared for the SECB Plant.
- Ensure seamless implementation of KAIZEN PROJECTS & EHS (Environment, Health & Safety) pertaining to day to day operations in coordination with IIT Delhi Senior Professors (Chemical & Mechanical Engineering Departments).

### **GENERAL MANAGER (Business Head)** (Apr 2010 – Aug 2013)

M/s **Modi Industries Limited**, Modinagar, Uttar Pradesh, India

#### **Highlights:**

- Functioned as **Business Head** and managed the entire Paints/Varnish/Resins manufacturing businesses of the Modi Group of Companies. Accountable for enhancement in overall productivity and P & L (Profitability).
- **Managed entire Plant Operations, Sales & Marketing and reported to the Managing Director & the President parallel. All the Departmental & the Functional Heads were reporting to me.**

#### **Key Responsibilities:**

- Maintained top line and bottom line encompassing manufacturing, supply chain, marketing & sales operations of the resin, paints & varnish works.
- Spearheaded operations of four sales verticals of the paint business (channel sales, project sales, industry & institutional sales and government segment sales- especially railway, roadways, metro) for accomplishing business and revenue targets.
- Interacted with existing clients and prospects for collating and evaluating requirements and rendering customized solutions aimed at enhancing client satisfaction.
- Managed day to day administrative aspects encompassing techno-commercial functions and coordinating with government departments as well as ensuring compliance to Productivity enhancement and Environment, Health & Safety management (EHS) parameters.
- Guided the Marketing & Sales teams in generating sales for the organization. Catered to Tata Motors Limited, LPG Cylinders manufacturing companies (for BPCL, HPCL, IOL), Railways, Roadways, Defence, CPWD & Metro and other major customers.
- Evaluated and presented various status reports for the Top Management and other stakeholders to enable effective decision making.
- Optimized Variable Manufacturing Expenses, Variable Selling Expenses, Net Sales realization, Contribution, Fixed Expenses and presented monthly MIS to the Top management during monthly business review meetings.

❖ **GENERAL MANAGER (Factory Head)**

M/s **Vital Laboratories (P) Ltd.**, Vapi (Gujarat), India (Apr 2009 to Mar 2010)

- Worked as a Head of the entire Operations of the Bulk Drugs API (Synthetic & Herbal) Plants.
- I was reporting to the Managing Director and all the Departmental & the Functional Heads were reporting to me.

❖ **Works Manager (Factory Head),**

M/s **Gujarat Organics Ltd.** (Asian Paints Ltd. associate company), Ankleshwar, Guj. (Nov 2006 – Apr 2009)

- Worked as a Head of the entire Operations of the Bulk Drug Intermediates, Fine Chemicals & Specialty Chemicals Plants.
- I was reporting to the CEO of the company and all the Departmental & the Functional Heads were reporting to me.

❖ **Dy. GENERAL MANAGER- PLANT (next to UNIT HEAD)**

M/s **Rathi Graphic Technologies Ltd.**, Bhiwadi (Rajasthan), India - In Technical Collaboration with **Raven Industries Inc., USA** (Jun 1997 to Oct 2006)

- Gained profound experience/exposure to Polymer Compounding during processing of different Toner formulations (using Acrylic & Polyester Resins, Co-Polymers, Waxes, Additives and some other ingredients), while working with this company.
- I was reporting to the Unit Head and all the Departmental & the Functional Heads were reporting to me.

❖ **Senior Manager- Production (PRODUCTION HEAD)**

M/s **Indian Toners & Developers Ltd.**, Rampur (U.P.), India - In Technical Collaboration with **Elfotech AG, Switzerland & Japanese assistance** (Sep 1992 to May 1997)

- Gained profound experience/exposure to Polymer Compounding during processing of different Toner formulations (using Acrylic & Polyester Resins, Co-Polymers, Waxes, Additives and some other ingredients)-while working with this company.
- I was reporting to the Unit Head and Dy. Production Manager & the Production Engineers were reporting to me.

❖ **Sr. PROCESS ENGINEER**

M/s **Kanoria Chemicals & Industries Ltd.**, Renukoot (U.P.), India (Sep 1989 – Aug 1992)

Worked with the Agrochemical Division of the company, manufacturing B.H.C. (Technical) & Lindane (Gammoxin).

I was reporting to the Production Manager and all the Shift Engineers & the Foremen were reporting to me.

❖ **CHEMICAL ENGINEER,**

M/s **Somaiya Organics (India) Ltd.**, Barabanki (U.P), India (Oct 1987 – Sep 1989)

An Organic Chemicals manufacturing company using industrial Ethyl Alcohol as a starting/base Raw Material.

I was reporting to the Production Superintendent & the Shift Foremen and the Plant Operators were reporting to me.



**EDUCATION**



- ❖ **Executive MBA** in Operations/Energy/Business/Marketing Management, Matrix Institute of Business Management (MIBM Global) Noida (India) in the **First Division with honors**- Thru Correspondence
- ❖ **B.Tech** (Chemical), **H.B.T.I. Kanpur** (India), in the **First Division** (1987)- **Full Time/Regular Course**
- ❖ **B.Sc.** (PCM), Avadh University Faizabad (India), in the **First Division with honors & Top Rank in the University- Full Time/Regular Course**
- ❖ **Intermediate** (10+2), U.P. Board Allahabad, in the **First Division**- Full Time/Regular Course
- ❖ **High School** (10<sup>th</sup>), U.P.Board Allahabad, in the **First Division with honors**- Full Time/Regular Course



## PERSONAL DETAILS

- ❖ **Nationality:** Indian
- ❖ **Date of Birth:** 15 May 1965
- ❖ **Marital Status:** Married
- ❖ **Languages Known:** English and Hindi
- ❖ **Passport Details:** Passport Number: Z4689159, Issuing Date: 12<sup>th</sup> February 2018, **Valid till:** 11<sup>th</sup> February 2028
- ❖ **Permanent/Correspondence Address:** Flat No. 702, Tower T2, Gulmohur Garden, Rajnagar Extension, Ghaziabad - 201001 (U.P), **India**

## ANNUAL CTC, NOTICE PERIOD & RELOCATION

- ❖ **Last Annual CTC:** Rs 24 Lakhs (24,00,000 INR) + Fully furnished Family Accommodation with Free Electricity + Car with free Fuel & Maintenance expenses- equivalent to **Rs 30 Lakhs (30,00,000 INR) as Gross CTC per annum**
- ❖ **Expected Annual CTC:** Negotiable (As per Company's standard Policy/Budget)
- ❖ **Notice Period:** Immediate joining (within 15 days maximum)
- ❖ **Relocation:** Open to relocate anywhere in India or Abroad (as per company's requirement)

**NOTE:-** I am in a position to join the next company on immediate basis (under some special circumstance that I would like to share at the time of the Interview).