

C.V. OF MR. A.VASUDEVA RAO

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DATE OF BIRTH : 10-04-1954

ACADEMIC

B.Sc. (Agriculture) : November 1977 – A.P. Agricultural University
Hyderabad, A.P. India.

M.Sc. (Food Tech.) : 29-12-1981 – G.B. Pant University of Agriculture &
Technology, Pant Nagar, U.P., India.

Specialization : Fruit and Vegetable Technology,
Milk and Milk Products Technology.

**Thesis Work and
Publication** : “THERMAL RESISTANCE OF PECTIN METHYL
ESTERASE IN TOMATO JUICE”

The Abstract of the above Thesis was published in
“AHARA-82” brought out during the First International
Food Scientists and Technologists Conference held in
Bangalore, November 1982.

Also published in “INDIAN FOOD PACKER” VOL
XXXVII, Sept. 1983.

P.G. DIPLOMA IN MARKETING MANAGEMENT

: August 1994 – Osmania University, Hyderabad, A.P.
India.

ISO – 9000 : Lead Auditor Course 17-21-09-2007- BVQI , Hyderabad.
ISO – 22000 : Lead Auditor Course 17-19-05-2008- FCI, Hyderabad.

EXPERIENCE:

A) CONSULTANT(FOOD TECHNOLOGY & AGRI-ENTREP.DEV.) -08-06-2018 to TILL DATE

B) NATIONAL COUNCIL OF RURAL INSTITUTES (NCRI) (MOHRD,GOI), HYDERABAD. 08-12-2017 to 07-06-2018.

Worked as SENIOR ACADEMIC CONSULTANT to provide technical support for curriculum development, preparation of training modules , conducting training programs, workshops, conferences and other activities related to Rural Entrepreneurship, Rural Management& Rural Engagement in State/Central Universities,UNICEF Project of Telangana State Universities.

C) NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)(MOA&FW,GOI.),Rajendra nagar,Hyderabad.14-10-09 to 14-02-17.

Worked as CONSULTANT in Centre for Agri-Entrepreneurship Development(CAD) For Promotion,Monitoring & Evaluation of Agri-Clinics and Agri-Business Center's Scheme of GOI in different states .

D) FOOD CERT INDIA PVT. LTD., HYDERABAD. 11-02- 08 to 01-12-08.

Worked as VICE-PRESIDENT , Auditor under observation with Lead Auditors. Submission of Monthly Monitoring Reports of Post-farm activities. Preparation and Updation of Auditors Files for Auditor Scope Qualification etc.

E) RBJ INDUSTRIES -HYDERABAD.20-01- 05 to 06-02- 08.

Worked as FOOD TECHNOLOGIST in RBJ Industries looking after Production, Quality Control, R&D, Establishment of Standards and Specifications, Quality Management System HACCP, Plant Sanitation and Hygiene for manufacturing of Fruit and Vegetable Products..

F) A.P. W.C.F.C.-HYDERABAD – 02-04- 02 to 30-09- 04.

- Worked as CONSULTANT for Bilateral Project “ANDHRA PRADESH TRAINING OF WOMEN IN AGRICULTURAL AND ALLIED SECTORS (ANTWA)” of INDIA and ROYAL NETHERLANDS EMBASSY On “VALUE ADDITION AND ENTERPRISE DEVELOPMENT”.
- Facilitated for selection of appropriate technologies, machinery's, raw materials, guidance on production, quality assurance,FSMS, packaging, and preparation of feasibility reports for Food & Agri-based products for establishing Training Cum Production Centers in Training Centers in Districts.
- Facilitated for establishing Research and Development (R&D) division for Agri-based Food products.
- Provided advice, assistance and inputs in preparation of training curriculum and selection of training material for Training Programmes.
- Facilitated for the preparation of action plans.
- Arranged to publish the information in the form of booklets, leaflets and posters.
- Co-ordinated the review workshops, N.G.O.'s Project Appraisals and Inspections.
- Provided guidance and facilitated Trainings in the production process documents, success stories and publication of bulletins.

D) B.C.T – KVK(ICAR) – YALLAMANCHILI (A.P) – 01-08- 2000 to 30-03- 2002.

- Worked as “TRAINING ASSISTANT” and INCHARGE of Small Agri Business Development Department established by the Indian Council of Agricultural Research (ICAR) NEW DELHI.
- Training of women groups on preparation of Food Products, Raw Material Selection, Products Standardization, Quality Assurance, FSMS, Food Hygiene & Sanitation and Packaging of Food Products.
- Development of Fruit & Vegetable Products such as Pickles and Chutnies, Fruit Pulps, Juices, Squashes, Beverages, etc., Tomato Products, Spices Products, Papads, Cereal Based Nutritious Products and Traditional Food Products.
- Quality Assurance Guidelines for Raw Materials and Final Products.
- Establish Production and Quality Assurance Systems and Cost-benefit Analysis.
- Legislative Subjects such as Fruit and Vegetables Products Order (FPO), Prevention of Food Adulteration Act (PFA) Etc.,
- Facilitating for the Marketing of Food Products.

E) GREENFIELDS COLLEGE OF CATERING AND HOTEL MANAGEMET-Hyderabad, 10-08-1998 to 30-07-1999.

- As a FACULTY MEMBER taught the subjects such as Food Hygiene and Sanitation, Nutrition and Dietetics and Principles of Management.

F) CODURAS EXPORTS LTD., HYDERABAD – 08-07-1995 to 31-07- 1998

- Worked as FOOD TECHNOLOGIST in 100% EXPORT ORIENTED UNIT (E.O.U), VACCUM FREEZE DRYING PLANT imported from M/s. ATLAS INDUSTRIES, DENMARK.
- Established various Process Parameters in the R&D for Fruit and Vegetable Products, Culinary Herbs, Soups and Product Development
- Responsibilities also included Production, Plant Hygiene and Sanitation ,F.P.O, P.F.A etc.

G) CONSULTANT, HYDERABAD – 20-11-1993 to 01-07-1995

- Provided Consultancy Services to the Promoters for setting up of various Micro and Small Enterprises on Agri & Food processing .

H) A.P. STATE AGRO INDUSTRIES DEV. CORP. LTD., HYDERABAD – 16-11-1992 to 10-11-1993.

- As “MANAGER (FRUIT PRODUCTS & PROJECTS)”, responsibilities included Preparation of Project Profiles, Appraisal of Project reports, Production and Quality Control Planning and Marketing of Fruit and Vegetables Products.
- Agri-based Product Development such as Palma Rosa, Lemon Grass Oils etc., in addition to day-to-day functioning of on going Agro and Food Projects.

I) INDIA BEVERAGES, NALGONDA DIST. 09-05-1986 to 28-10-1992.

- As “PLANT MANAGER” responsibilities included Erection and Commission of Plant and Machinery for manufacturing of Soft Drinks, , Production planning, Quality control, FSMS, Procurement of Raw Materials, Administration and Marketing.

- Also co-ordinated with Statutory Bodies viz., F.P.O., P.F.A Local Municipal and Health Authorities, Factories Inspector etc.

J) PRIYA FOODS, HYDERABAD – 02-02-1982 to 30-04- 1986.

- As a “FOOD TECHNOLOGIST” involved with Research and Development, Product Development in R&D Center, Hyderabad.
- Responsibilities included for Process Improvement, Quality Control and Production of “PRIYA” PICKLES, SPICE POWDERS in PRIYA FOODS, Vijayawada , “SOMA” FRUIT PULPS, JUICES, SQUASHES, JAMS AND BEVERAGES in KRISHNA FRUIT PRODUCTS LTD., Nuzvid, A.P.
- Co-ordinated with F.P.O., P.F.A., AGMARK, C.F.T.R.I., Factories Inspectorate, Pollution Control Board.

K) “RESEARCH ASSISTANT” 1978 TO 1981 :

- During Post-Graduate Studies in the Department of Food Science & Technology, Pant Nagar, U.P., India.

L) MEMBERSHIP

Association of Food Scientists and Technologists (India), Mysore.

M) WORKSHOPS AND SEMINARS

- ISO-9000 Training Program, 1998, Hyderabad.
- 14th Indian Convention of Food Scientist and Technologists, 2000, Mysore.
- International Conference on Medicinal & Aromatic Plants, 2003, Hyderabad.
- National Conference on Emerging Trends in Food Technology, 2003 Hyderabad.
- National Convention on Opportunities in Fruit & Vegetable Processing Sector, 2003, Vijayawada.
- VIth International Food Convention, 2003, Mysore.
- Food Plus, 2005 Bangalore.
- ICFOST , 2006 Hyderabad.
- Guest Faculty for NIMSME.
- FSSAI - FoSTaC ,GOI, New Delhi, Training Programmes in 2018 & 2019.

M) REFERENCES

- Sri.K.V.Satyanarayana
I.A.S.(Retd.)
Hyderabad.
- Dr. P.Chandrashekara,
Director General,CIRDAP,Dhaka,Bangladesh,
Former D.G.MANAGE(MoA&FW)(GOI),
Hyderabad,
- Sri P.Mallikharjuna Rao, I.F.S.(Retd.)
A.P.Forest department,
Hyderabad..