

## C.V. OF MR. A.VASUDEVA RAO

### ADDRESS

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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 ISO – 22000

: Lead Auditor Course 17-21-09-2007- BVQI , Hyderabad.  
: 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.
- 14<sup>th</sup> 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..