

Competency Profile of B. Sivaprasad

I. SKILLS/COMPETENCIES

Sivaprasad developed skills and competencies through academic training at institutes of repute like IARI and IRRI and working for companies of international repute like ITC, Monsanto, Cyanamid, BASF, and IRRI over several years

A. Training and Facilitation Skills

Proven proficiency in designing and conducting training programs on various aspects including the following:

- i) **Soft Skills** including *Entrepreneurship Development, Selling Skills, Communication Skills, Presentation Skills, Creativity, Team Work, Personality Development, Customer Relationship Management, Leadership development, and Goal Setting* for people at different levels
- ii) **Technical Skills** related to agriculture, and 2) agribusiness domain

Designed and conducted a large number of training programs and trained thousands of staff of agri-input companies and agri-graduates.

B. Facilitation/Public Speaking Skills

- ✓ As a Guest Faculty at 1) School of Agribusiness Management, ANGRAU in Hyderabad, delivered a number of training sessions including the one on “Job and Business Opportunities for agribusiness Professionals” for students of different batches
- ✓ As a Guest Faculty at MANAGE, Hyderabad, delivered a lecture on, “Product Life Cycle and Product Positioning”
- ✓ Delivered as a Guest Faculty at Centre for Entrepreneurship Development (CED), training sessions on 1) Personality Development, and 2) Communication Skills for participants of “Agriclinics and Agribusiness Development Training Programme.
- ✓ Delivered a speech on “Job and Business Opportunities for agri-graduates” at Agricultural College, Bapatla for students of final year UG and PG programmes.
- ✓ Designed the Training Manuals and conducted Training Programs on, “Production, Marketing, and Agribusiness Plan Preparation “for the World Bank-supported Project of Govt of AP, “Andhra Pradesh Community Based Tank Management project
- ✓ Delivered a speech on invitation from NABARD to their Consulting Managers on “Consulting Services in Agriculture: Scope and Marketing” in Hyderabad
- ✓ Delivered a training session on invitation from ANGRAU, Hyderabad on, “Goal Setting for Greater SUCCESS” at the Change Management Workshop conducted for the Professors, Assoc Professors, and Asst professors of the University.
- ✓ Delivered a training session at TNAU, Coimbatore on, “Arming YOURSELF for future SUCCESS” at the Orientation Workshop conducted for the newly recruited Assistant Professors.
- ✓ Delivered a speech on invitation from LIC, Chennai on, “LIFE is beautiful, Let us celebrate it every day.”

- ✓ Addressed a large number of farmer-, and dealer-, and distributor-meetings while working for Monsanto, Cyanamid and BASF across the country
- ✓ Delivered a number of motivational speeches to a variety of audiences across the country in Hindi, Telugu, and English languages.

II. PROFESSIONAL WORK EXPERIENCE of SIVAPRASAD

Obtained diverse work experience by working with reputed organizations

- **ITC Limited** (Aug1989-Dec1995)
- **Monsanto India Limited** (Oct 1996-Jul 1999)
- **Cyanamid Agro Ltd/BASF India Ltd** (Aug 1999 – Feb 2002)
- **International Rice Research Institute (IRRI)** (Oct 2004 – Jan 2007)
- **Corporate Trainer, Agribusiness Consultant, and Motivational Speaker** (Feb 2002-Sep 2004; Feb 2007-Present)

III. RECOGNITION RECEIVED BY SIVAPRASAD

- Received a “*Plaque*” and a “*Certificate of Recognition*” from President of BASF worldwide for outstanding contribution to the development of CLEARFIELD Crops
- Represented Cyanamid as “*Member on Technical Committee*” of ICPA (Indian Crop Protection Association)
- Held the positions of “*Member Secretary of HRAC (Herbicide Resistance Action Committee)*” and Member of the Committee on FAO Code of Conduct of ICPA
- Won the Awards “*Roundup FAB Champion*” and “*Machete FAB Champion*” at the Monsanto In-house Training Program on Product Knowledge conducted in Hyderabad
- Invited to deliver guest lectures by different professional bodies in the field of agriculture.
- Recognized as a motivational speaker by peer groups

IV. EDUCATIONAL QUALIFICATIONS OF SIVAPRASAD

1. Ph. D. in Agriculture (IARI, New Delhi & IRRI, Los Banos, Philippines) (1988)
2. M. Sc. in Agricultural Sciences (IARI, New Delhi) (1983)
3. B. Sc., (Agriculture) (College of Agriculture, Bapatla) (1981)
4. Diploma in Management (Marketing), (IGNOU, New Delhi) (1995)

V. PERSONAL DATA

Name : B. Sivaprasad
 Date of Birth (Age) : 01 July 1961 (49 years)
 Languages : Fluency in spoken English, Hindi, and Telugu

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