

CURRICULUM VITAE

Maheswara Rao Edara

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Educational Qualification

- Pursuing MBA (Agri Business) from Institute of Agri Business Management, Rajasthan Agricultural University, Bikaner, Rajasthan.
- B.Sc. (Ag.) from Dr. Bhim Rao Ambedkar University, Agra, Uattar Pradesh in 2006 with 68 % marks.

Academic Experience

- Two months Cotton Breeding training in Sri Rama Seeds Corp Pvt. Ltd., Kurnool (AP).
- Attended Workshop on “Entrepreneurship in Agribusiness” jointly organized by IABM and NIAM, Jaipur.
- Attended Certificate Course on “Micro-finance in Agribusiness”organised by IABM, Bikaner.
- Attended National Conference on “Linking Farmers to Superstores: The Food Processing Way” organized by ASSOCHAM on April 13, 2007 at Jaipur.
- Participated in International Conference on “Agribusiness and Food Industry: Opportunities and Challenges” conducted by IIM, Lucknow on August 10-12, 2007.

Industry Interface

- Undertook Summer Internship with Heritage Foods (India) Ltd. on the project entitled “Potential for Marketing of Cut Vegetables and Fruits by Fresh@ outlets in Hyderabad”. The project included an extensive survey of customer profile and their preferences towards cut vegetables and fruits.
- Also undertook survey in summer project for suggesting preferred packaging and infrastructure requirement for providing cut vegetables & fruits.
- Served as a team member in marketing research undertaken by Adlab Market Research Agency for Reliance Group to launch FM Channel in Bikaner in the year 2006-07

Extra Curricular Activities

- Participated in District level match of Cricket and Volley Ball.
- Secured a rank in C.V. Raman Talent Test held in 1999.
- Participated in different sports activities at college level.

Personal Information

Date of Birth : July 14,1984
Languages Known : English, Hindi and Telugu
Father’s Name : Mr. Singaiah Edara
Permanent Address : Village and Post – Chavatapalem, Naguluppalapadu
(Mandal), District: Prakasam- 523180
Andhra Pradesh

Referees

- Dr. A. K. Dahama, Director, Institute of Agri Business Management, Rajasthan Agricultural University, Bikaner 0151-2252981/82, E-mail: director@iabmbikaner.org
- Prof. I.V.Subba Rao, Advisor, Heritage Foods (India) Ltd., Contact Number : 040 23391221/222, E-Mail : ivsrao@heritagefoods.co.in