



RAVDEEP KAUR

Function: Head of Quality, Technical and Compliances, Fresh Foods at Field Fresh Foods Pvt. Ltd, India

Session: Wrap up & Closing Remarks

TOUR Stop: New Delhi/India, 1-2 March 2011

Professional work experience

After working in the agriculture and rural development sector for 10 years in India, I have realized that more synergic efforts are required to be made to address the issues of prime concern like inclusion of small, poor and marginalized into the Agricultural Value Chains. During my association with Government, Non-Government & Corporate sector organizations, I have developed understanding about the critical factors affecting the sustainable income of rural households. Therefore an integration of farm activities like livestock and agriculture, promotion of sustainable practices, involvement of women into agriculture and allied activities like processing, grading and packaging etc., are few amongst many other initiatives that demand immediate attention to harness full potential in the agriculture sector. Hence, vibrant and extremely significant agriculture sector has always motivated me to contribute towards its sustainable and economical growth.

Key areas of expertise

- Extension education and mass communication strategies for farmers.
- Effective implementation, monitoring & evaluation of projects.
- Analysis, documentation and report writing.
- Assessment of alternative business enterprises and setting up sustainable supply chains.
- Comprehension and implementation of Regulatory framework governing the production and certification of Organic Products.

Consulting experience

February 2010 onwards, Director, Creative Agri Solutions Pvt. Ltd. (CASPL), New Delhi.

- *Team Leader for "Comparative Study on Organic Certification Requirements in Asia" sponsored by Global Organic Market Access (A project of FAO, IFOAM and UNCTAD)*
 - Conducted detailed desk review and qualitative comparative study, with supporting details, of the certification and accreditation approval requirements for the organic regulatory system of the Asian countries that regulate the organic product certification (i.e. Japan, China, Philippines, Taiwan Province of China, S. Korea, Indonesia, India and Thailand) and
 - Conducted a comparative analysis of the requirements of ISO Guide 65 and the ITF/GOMA International Requirements for Organic Certification Bodies (IROCB). The analysis will include additional organic sector requirements in IROCB with respect to ISO Guide 65, ISO Guide 65 topics excluded by IROCB (including analysis of rationale), and a qualitative comparative analysis of both documents.
- *Author of Case study on "Sustainable Livelihoods Promotion through Organic Agri-business Development" for Food and Agriculture Organization of the United Nations (FAO, Rome office) as part of their project "Exchanging Best Practices for Agri-Business Investment"*
 - Conducted interviews with farmers to study the impact of organic agriculture program in Rajasthan.
 - Conducted interviews with implementing agency to understand strategies adopted and difficulties encountered.
 - Case study paper been accepted by FAO (un-published yet).
- *Team member for Evaluation of USAID funded Strengthening Agricultural Markets in (SAMS) Project in India:*
 - Interacted with all the participating agencies to understand the objective of the project, the role of the different agencies and the extent to which the objectives were met
 - Conducted detailed interviews with officials at all levels in the marketing board to understand the impact on the organization and the implications for evolution from participating in the project

- Conducted detailed interviews with farmers to understand the impact of the project activities on farm incomes through information gained on Grades and Standards, Marketing Information, Marketing Extension and Good Agricultural Practices.
- *Case study on "Organic Dairy Farming" for Food and Agriculture Organization of the United Nations (FAO, Thailand office) as part of their project "Documentation of Successful Livestock Business Enterprises"*
 - Conducted detailed study of the business enterprise with the entrepreneur to understand the success factors and identify gaps.
 - Conducted interviews with Department of Animal Husbandry, Financial institutions, Certification body for organic products and the technical support agency to understand the enabling environment for upcoming livestock sector business enterprises.
 - Case study paper has been accepted by FAO (To be compiled in the form of a book).
- *Responsible for field implementation of baseline market study on Newcastle Disease (ND) vaccination in the Backyard Poultry (BYP) Sector of three states in India. Project funded by GALVmed (Global Alliance for Livestock and Veterinary Medicine), UK:*
 - Research survey to study the present status of ND vaccination.
 - Detailed interviews with all the participating agencies to understand the issues related to bring BYP population under vaccination.
 - Recommend strategies and plan pilot projects to bring more BYP population under the coverage of vaccination for ND.

November 2008 till February 2010, Consultant-Organic Products with APEDA (Agricultural & Processed Food Products Export Development Authority), Ministry of Commerce & Industry, Govt. of India, New Delhi.

Major responsibility to support Advisor-Organic Products and ensure smooth implementation of regulatory framework under National Program on Organic Production:

- National Accreditation Policy & Program (NAPP):
 - Evaluation & monitoring of accredited certification bodies for inspection & certification of organic products against NPOP, USDA NOP & EU regulations.
 - Preparation of yearly evaluation schedule for surveillance of certification bodies.
 - Organizing training programs for inspectors & evaluation committee members regarding interpretation & implementation of NPOP.
- Assessment of documents:
 - Assessment of evaluation reports of Certification Bodies.
 - Assessment of corrective action taken reports submitted by the certification bodies.
 - Document evaluation of quality & operating manuals submitted by new applicants for achieving accreditation under NPOP as a certification body.
- Case investigations:
 - To conduct investigations on behalf of APEDA against the complaint/ rapid alerts received from national / international stakeholders.
 - Preparation & submission of investigation report highlighting facts observed at office & field level of parties involved.
- Provide technical expertise regarding development / formulation of production standards to extend the scope of certification (Organic Animal Husbandry, Aquaculture, Textiles etc.)

Organizational experience

July 2005 to October 2008, Agricultural Services Development Executive at Nestle India Ltd. (Location: Moga Factory in Punjab, India)

Major responsibility to design and implement communication strategy for 100000 milk producing farmers in three states of India i.e. Punjab, Haryana and Rajasthan:

- Communication & Training:
 - Designing & implementing communication strategy for Fresh Milk Procurement to cover more than 100,000 farmers of Punjab, Haryana & Rajasthan.
 - To organize village, district & state level promotional fairs & exhibitions for promotion of commercial dairy farming in collaboration with Government & Non-Government institutions.
 - To design initiatives on Eco-friendly sustainable agricultural practices like Farm & Irrigation Water Management & Rain Water Harvesting.

- Compilation, editing & publishing of area specific promotional material like magazines, posters & pamphlets in Hindi & Punjab languages
- To organize training programs, workshops & seminars involving various stakeholders in the Fresh Milk Procurement Program.
- Internal & external communication on best practices.
- **Project Management:**
 - Design & implement project on Micro finance through SELF HELP GROUPS for farming community particularly women.
 - Planning and Implementation of Village Women Dairy Development Program.
 - Planning and Implementation of Drinking Water Facilities & Water Education Program for school students as part of Corporate Social Responsibility.
 - Team management-Selection & capacity building of team members.
- **Liaison & Report Writing:**
 - Monthly, Quarterly & Yearly Progress reports are generated & published.
 - Evolution of strategy based on the reports generated.
 - Liaison with village communities, Panchayats for project implementation, Government bodies & financial institutions to ensure involvement at all levels.
- **Budget Management:** Planning & monitoring expenses incurred on communication, training & development activities (App. 7 million INR).

March 2003 to April 2005, Deputy Manager at A.M. Todd India Pvt. Ltd. (A.M. Todd Group of Companies, USA)

Major responsibility involved to provide extension support and monitor the operations of Contract Farming Program for peppermint crop in two states of India i.e. Punjab and Uttar Pradesh:

- **Agri. Business Development:**
 - To study and analyze the sector environment for Organic Mint Production & Marketing.
 - To identify areas and select farmers for Organic Mint Production trials.
 - To organize village & district level farmer seminars & workshops to create awareness regarding Good Agricultural Practices.
 - To analyze & document (on yearly basis) the cropping patterns, cost of cultivation, net returns from various crops, problems/requirements of farmers related to agriculture, in general, so as to support the management in outlining an effective strategy for every crop season.
 - Designing and publishing communication material for farmers on production of different mint varieties.
 - Liaison with National / International Government / Non-government individuals / organizations for business development.
- **Communication & Documentation:**
 - Designing and publishing communication material for farmers on different varieties of mint crop production.
 - Designing & implementation of documentation strategy for Contract Farming Program.
 - Coordination with field team for data collection and implementation of activities in villages.
 - Progress review, report writing & publication on monthly & quarterly basis.
 - Publishing a monthly e-newsletter "FRAGRANCES" for internal communication.
- **Human Resource Development:**
 - Manpower planning, Recruitment & Training.
 - To ensure growth & development of existing Agriculture Extension Team comprising of Agriculture/Management Graduates & Post graduates.
 - Training needs assessment and Capacity building of the project team.
 - Administrative responsibilities during office shifting from Chandigarh to Ludhiana (Punjab).
- **Management Representative of the company to implement ISO 9001-2000 processes for business excellence in Contract Agriculture Program.**

January 2001 to December 2002, Project Coordinator at M. R. Morarka GDC Rural Research Foundation, Jaipur (Rajasthan, India)

Major responsibility to monitor the implementation of development programs, evaluate the progress, document the activities and prepare reports for the funding agencies:

- **Project Management:** Monitoring, Evaluation & Documentation of following projects-
 - Integrated Wasteland Development Program (IWDP) sponsored by Govt. of India in collaboration with Dept. of Forest, Govt. of Rajasthan

- “Targeted Intervention amongst Migrant Workers” sponsored by Rajasthan State AIDS Control Society- Jaipur
- “Elimination of Child Labor through Income Generating Activities for their Parents” sponsored by UNICEF-Rajasthan
- “Integrated Nutrition and Health Program-INHP” sponsored by CARE-Rajasthan
- “Self Help Group formation by Non Government Organizations” sponsored by NABARD-Jaipur
- “Capacity Building, Assistance and Linkage Support to Old Persons for Income Generating Activities through Micro-Credit” sponsored by HelpAge India-Rajasthan
- Organic Agriculture Production & Marketing in Rajasthan, sponsored by National Institute of Agricultural marketing, NIAM, Jaipur
- “Agriculture Extension through Voluntary Action” sponsored by Department of Agriculture Extension, Govt. of India
- “Education Program for children belonging to poor families” sponsored by Department of Non formal Education, Govt. of Rajasthan
- Report Writing & Liaisoning:
 - Data collection, analysis & documentation of all program activities on monthly basis.
 - Quarterly, Half yearly & Yearly submission of Progress Reports to funding agencies.
 - Liaisoning with village communities, Panchayats, local government bodies, funding agencies, govt. depts., partner NGOs etc. on regular basis.
 - Capacity building of project staff on quarterly basis.
- Organized promotional campaigns on Production & Marketing of Organic products in 16 districts of Rajasthan:
 - Producer Trainings: Awareness generation on production of crops.
 - Buyer seller meets: To various marketing channels.
 - Consumer meets: Consumer awareness & willingness to pay premium for organic produce and preference for chemical free food.
- Assisted the author while compiling & publishing books & manuals: “Organic Farming-A Practical guide” and “Training Manual on Organic Agriculture”.

Education

- MBA (Master of Business Administration) with specialization in Rural Management from Indian Institute of Rural Management, Jaipur (Rajasthan, India) from year 1999 to 2001.
- B. Sc. (Bachelor of Science) with Botany, Zoology and Chemistry from Guru Nanak Dev University, Amritsar (Punjab, India) from year 1995 to 1998.
- Higher Secondary Education with Biology, Physics and Chemistry from Summer Fields School, Moga (Punjab, India) from year 1993 to 1995.
- Senior Secondary School, Moga (Punjab, India) 10 years of schooling completed 1993.

Training

“Successfully completed Advanced International Training Program on Organic Agriculture Development (OAD) during 2007 and 2008 in Sweden & Thailand along with 26 participants from 17 Asian countries. The training program sponsored by SIDA-Swedish International Development Agency and organized by GROLINK, Sweden”.

The training program covers:

- The principles of organic production
- Organic production standards (National & International)
- Extension, conversion strategies & other supporting structures
- Markets for organic products (Domestic & Exports)
- Organic product certification requirements
- Organic certification regulation (Domestic & International)