

PERSONNEL PROFILE

Dr. S. Ravinder Reddy

MV.Sc, Ph.D

D. No: 11, V V Nagar Colony
Street No.8, Hubsiguda, Hyd
Andhra Pradesh

Cell Nos: 98496-45584 : Off-98495 53499



CAREER OBJECTIVE

To provide good quality Services to poultry farmers and to strive hard for the success of both poultry Industry, Livestock and the individual.

EDUCATION PROFILE

Ph.D : 1993

PROJECT DETAILS

Research Work : Utilization of hulled and de-hulled sunflower seed meal in broiler and layer feeds

M.V.Sc : Poultry Science -Poultry Nutrition in 1989

Research Work : Utilization of dairy by-products as a replacement for Maize in broiler feeds

P.G.D.M.S.M : 1997

Research Work : Marketing of broiler chicken in and around Hyderabad with suggestions to improve its consumptions.

B.V.Sc & A.H : 1987

EXPERIENCE : **Working since 16 Years in the Poultry Industry.**




| Sl. No | Organization | Year | Responsibilities |
|--------|---|-----------|--|
| 01. | BALAJI FOODS & FEEDS , VENKATESHWARA HATCHERIES, Pune, India | 1989-91 | Nutritionist - Feed formulations after sales service to broiler and layer parents |
| 02. | VETERINARY COLLEGE, ANGRAU, Hyderabad | 1991-1993 | Ph. D in Poultry Science |
| 03. | VETERINARY COLLEGE, ANGRAU, Tirupathi | 1993-94 | Assistant Professor -teaching to undergraduate students and research work in broilers and layers. |

- 04.** VENKATESHWARA HATCHERIES, Hyderabad 1994-98 **Dy. Manager** Sales & Tech, Marketing of chicks (layers & broilers) after sales service.
- 05.** C & M HY-LINE FARMS PVT. LTD. Nasik, India 1998-2001 **AGM TSD** After sales service, recruitment and training of marketing and technical staff.
DGM Sales & Technical for all India.
- 06.** JANAKI GROUP OF COMPANIES. Hyderabad 2001-2003 **GM (SALES & TECHNICAL)**
Making feed formulations
Monitoring of layer and broiler farms.
Doing R&D activities to get more cost effective formulations for growth of broilers and layers
- 07.** POULTRY CONSULTANT, ESTABLISHED R R LABS and R R POULTRY & LIVE STOCK RESEARCH INSTITUTE, Hyderabad 2003-till date Tech. services to 4 million layers, 2 million broilers and feed plants. Contract Research and training of Poultry farm staff, marketing and integration staff and Pharma personnel





SPECIAL TRAINING PROGRAMMES

-  Two months during 1999 at **Hyline Internationals, U.S.A.**
-  One week during 2002 at **Provimi, NETHERLANDS.**
-  Three wks during 2004 to attend **World's Poultry show at Atlanta, U.S.A** and to interact with Scientists from different countries .
-  One week visit to **Bangkok** during 2005 to attend **VIV Asia**





SPECIAL ACHIEVEMENTS

-  Awarded “**Smt. Chalemeda Janaki devi Memorial Gold Medal**” for outstanding research done during Ph.D program.
-  Associated with “**I-Kisan**” of **Nagarjuna Group** in developing **poultry & dairy website**”
-  Received appreciation letter from **Late. Padmashri Dr. B.V. Rao- Father of Indian Poultry,** for outstanding work done on IBD control in A.P. during 1994 1995



PUBLICATIONS & RADIO TALKS

-  Research Publications - 5
-  Popular articles on Poultry Management, Nutrition, Marketing and Diseases 25
-  More than 100 Articles in "Vaartha" Telugu Daily News paper.
-  More than 21 Radio talks.

PERSONAL TRAITS

-  Always Willing to Learn
-  Good Communication Skills
-  Excellent teaching Skills
-  High Degree of Adaptability

STRENGTHS

-  Well Conversant in Planning Co-ordination and Implementing Marketing Strategies
-  Sincere, Confident and Hardworking.

PERSONAL PROFILE

Father's Name : Sri. S. Narsimha Reddy
Date of Birth : 19-04-1964
Marital Status : Married
Nationality : Indian
Languages Known : English, Telugu & Hindi