

BANANI GANTAYAT

W/o Dr. H. P. Satapathy, B 104, M K Thakur Complex, Shilphata, Thane, MH, 421204

Contact: + 91 7760592161/9036808374, **Email:** bananigantayat@gmail.com, bananigantayat@yahoo.co.in

ASPIRING MANAGEMENT & ADMINISTRATION PROFESSIONAL

Seeking middle level assignments across the Veterinary & allied Industry

PROFILE

- **Masters in Animal Nutrition** from MAFSU with more than 10 years of work experience.
 - Awarded as **Topper in Animal Nutrition** 13th Jan 2023 by Senior Veterinary Association, Nagpur
 - Diligent & Proactive **Management Professional (Agri Business)** from Faculty of Management Studies, BHU.
 - Experienced professional with knowledge of **Product Management**, Relationship Management, Business Development and Livestock Management.
 - Demonstrated ability to manage human, material resources towards the achievement of stated objectives, to plan and manage work programs and to lead, motivate and provide effective guidance to a team of professional and support staff
 - Well versed in developing and implementing organizational policies and standard operating procedures to meet quality standards and administrative services.
-

PROFESSIONAL EXPERIENCE

Technical Manager – ORFFA ANIMAL FEED ADDITIVES (Aug2023- till present)

- Implementation of the technical marketing strategy
- Launching and scaling up of gut related feed additives i.e., Probiotics (DFMs) for poultry, Toxin binders Organic Acids, organic selenium, betaine, rumen pass choline and methionine, amino-acids like lysine for poultry and cattle respectively.
- Conducting field trials and translation of findings as per business requirement in Associate with the industry institutions and universities.
- Key account management and development in India
- Develop consultants to create network for sales
- Continuous tracking and analysis of competitor activities
- Active participation in poultry, organize in conferences, fairs and farm meeting and all activities to create presence and awareness& technical conferences
- Write technical bulletins, article writing,

Poultry consultant – / pet consultant (Feb2023-July 2023)

- Bestmix software -wet-food for pets
- Techno-marketing requirements for startups
- Field training for sales professional
- Feed formulation for broilers
- Farm visit and feed analysis

Companies- Vvaan lifesciences, All things about pet

Technical Manager – Camlin fine Science (Feb 2022 to Jan2023)

Responsible to assist field sales staff in the form of giving product training, preparing & arranging literature, promotional inputs, relevant references, detailed product manuals and technical support

- Help to build communication strategies, Brand's USPs, to achieve sales targets and calibrate the sales team about the products
- Implementation of the technical marketing strategy
- Launching and scaling up of gut related feed additives i.e., Water soluble Probiotics (DFMs) for poultry and poultry, NSP Enzymes, Proteases, choline Chloride, feed mill sanitization program, Toxin binders Organic Acids (tributyryn, feed acidifiers, water acidifiers), poultry.
- Conducting field trials and translation of findings as per business requirement in Associate with the industry institutions and universities.
- Key account management and development in India (e.g. Siddhivinayak breeders Pune, Phoenix Poultry - Jabalpur, Hen raj Poultry-Patna, Headway- Lucknow, Ugraya -Delhi, Pasupathi Agrovvet- Odisha)
- Develop consultants to create network for sales
- Manage the Product Artwork & Labelling
- Continuous tracking and analysis of competitor activities
- Active participation in poultry, organize in conferences, fairs and farm meeting and all activities to create presence and awareness& technical conferences
- Write technical bulletins, article writing,

Product Manager – Ashish Life Science (Dec'2020 to Feb 2022)

Responsible to assist field sales staff in the form of giving product training, preparing & arranging literature, promotional inputs, relevant references, detailed product manuals and technical support

- Help to build communication strategies, Brand's USPs, to achieve sales targets and calibrate the sales team about the products
- Implementation of the technical marketing strategy
- Launching and scaling up of gut related feed additives i.e., Rumen buffer, Water soluble Probiotics (DFMs) for ruminants and poultry, Vitamin – C for poultry and aqua, Water soluble Enzymes, Organic Acids, Water soluble Growth promoters for poultry and Bypass Fat
- Conducting field trials and translation of findings as per business requirement
- Assist in developing important customers and members of trade channel in Africa, CIS, Middle East
- Develop consultants to create network for sales
- Manage the Product Artwork & Labelling
- Continuous tracking and analysis of competitor activities
- Active participation in poultry. pet exhibitions, stall designing & technical conferences
- Write technical bulletins, article writing, timely website updating and assisting in writing blogs for digital marketing
- Feed formulation with MS excel

Techno commercial Manager, Poultry – Guybro Animal Health (Jan'2020 to June 2020)

Responsible to assist field sales staff in the form of giving product training, preparing & arranging literature, promotional inputs, relevant references, detailed product manuals and Technical support

- Help to build communication strategies, Brand's USPs, to achieve sales targets and calibrate the sales team about the products
- Assist in developing important customers and members of trade channel in Nepal, Bangladesh
- Develop consultants to create network for sales
- Manage the Product Artwork & Labelling
- Assist in launching new products and brand building
- Continuous tracking and analysis of competitor activities
- Active participation in poultry exhibitions, stall designing & technical conferences
- Write technical bulletins, article writing and timely website updating

Masters in Animal Nutrition - MAFSU (2017-2019)

Area of research – Poultry Nutrition- EFFECT OF DIETARY SUPPLEMENTATION OF SHORT CHAIN AND MEDIUM CHAIN FATTY ACIDS ON PERFORMANCE OF BROILER CHICKEN

- Methodology: Comparative trial of Presan FY, Probiotic, Selacid G and Butyric Acid (Trouw Animal Nutrition)
- Feed formulation- MS excel
- Post mortem of birds for intestinal histomorphology

Product Manager, Dairy – Vetoquinol (Jun'15 to Oct 17)

- Handling 8 different products under Therapeutics of Dairy division.
- Managing several marketing tools and promotional strategies for these categories of products.
- Relationship management, Field studies and feedback for better marketing material development and implementation.

Product Executive, Poultry – Provimi India - A Cargill Company (May'13 to Jun'15)

- Handling multiple products of categories like Water soluble, Therapeutics and Disinfectants.
- Portfolio amounting to approx. 15 Cr. Pan India.
- Have developed several Marketing Tools including Promotional inputs, Detailing Story, Brand Reminders and Printed items under Marketing Strategy of the company.
- Have contributed many ways to creation of marketing tactics for the portfolio.
- Business analysis including, Competitor benchmarking/performance and Market intelligence
- Relationship management, Training and follow up with Sales team for higher performance for the portfolio of products.
- Follow ups for product availability on Pan India basis and ensuring the availability of same at local level continuously.

Associate Manager – NBHC– An FT Group Company (Feb'12 to May'13)

- Maintaining relationship, coordinating and understanding requirement of existing Clients on daily basis to offer our services in time.
- Coordinate with different teams in Head Office as well as at the Field to update anticipated business deals and the preparation to be done for smooth operation
- Monitoring of Warehouse utilization, report and sourcing of clients accordingly.
- Monitoring of achievement of offered services, commodity wise and client wise against targets
- Giving cold calls to the client and give a brief description of our services and then fixing up the meeting to explore the business opportunity.
- Preparing drafts for initiating the business deals and projecting the business proposals for the month (DEAL MIS)

Product Manager – Sterling Labs (Aug'11 to Jan'12)

- Developing marketing strategies
- Responsible for brand promotion
- Analysis of sales, profitability and revenue
- Designing promotional materials
- Responsible for product launching in different areas
- Monitor campaigns for sales promotion
- Implementing business strategies & identifying market opportunities for brand building and sales promotion
- Imparting training to Field force including business executives
 - Planning Training for the Business executives
 - Conducting training on Sales management and Team work
 - Finding out the effect of Training through performance analysis

Veterinary Doctor under Orissa State Govt/ (Nov'05 – Jun'08) & (May'10 to Sep'10)

- Looked after the entire gamut of activities pertaining to the proper treatment for all types of livestock & immunization programs, Management of dispensary with team strength of 10 Staff. Was instrumental in conducting health camps in order to create awareness among the people. Enforced government regulations in disease control by giving emphasis on health camps.
- Was accountable for handling Livestock insurance

- Capacity building and Awareness campaigns under various schemes and programmes.
- Hands on exposure in livestock development programmes & veterinary extension services like infertility and sterility camp, treatment camp etc.
- Played a key role as a Team Member in Watershed Development programmes.

ACADEMIA

Post-Graduation in Animal Nutrition – 2017-2019

Supply Chain Management (Certificate Course)– 2011

MBA - Agri- Business– 2010 Banaras Hindu University, Varanasi; 70.0 %

Bachelor of Veterinary Science & Animal Husbandry – 2005 O.U.A.T Bhubaneswar; 74.6%

Computer Skills - Basic knowledge in MS Office and Internet

SUMMER INTERNSHIP

Title Understanding the Scope & Services of Agriculture, Mohana block, Gajapati-Dist, Orissa

Organization Gram Vikas, Berhampur, Orissa

Duration Eight Weeks (May & June, 2009)

Details How Agriculture practices add to the livelihood of the poor farmers and understanding the changing dynamics at the grassroots level because of the involvement of Govt. and Non-Govt. Institutions at different levels.

DISSERTATION

Title Social Empowerment through Microfinance-Power to Women

Duration One Month (1st to 31st March 2010)

Details Understanding of Microfinance, its role in empowering the poor women, how financial services has changed the lives across families in this bottom of pyramid and more importantly changed role of women after getting access to financial services at their doorstep

SEMINARS ATTENDED

- Participated in National Conference on “Entrepreneur Opportunities in Agri-Business- Challenges and Prospects” in faculty of management studies, Banaras Hindu University, Varanasi on November 22-23, 2008.
- Participated in Seminar on S.H.G& Its Role in Antipoverty Alleviation, Seminar on Avian Influenza.
- Participated in Seminar on Increasing Efficiency of Artificial Insemination.

Languages Known: English, Hindi, Oriya & Telugu

Hobbies: Taking part in stage acting, Listening music

References: Available on Request