

# BAL MUKAND SHARMA

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## PROFESSIONAL EXPERIENCE

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- *Outstanding performance rating throughout the career*

### PUNJAB STATE FOOD COMMISSION

CHANDIGARH, PUNJAB

*Chairman,*

*15<sup>TH</sup> March 2024 -*

- To safeguard the interest of beneficiaries in the Punjab State for all the Govt. sponsored (subsidized) food schemes like PDS (Ration Depots), Anganwadi Foods for small kids, lactating mothers and pregnant ladies. Also Mid Day Meals schemes of the Govt. School in Punjab.
- Mainly responsible for quality and quantity of food being provided by Centre and State Govt., being final appellate authority for the complaints obtained in the State. Operating through Additional Deputy Commissioner-cum-DGRO posted at District level in Punjab.

### VIRGO PROJECTS PRIVATE LIMITED

MOHALI, PUNJAB

*Chairman and Managing Director,*

*November 2022 – 14<sup>TH</sup> March 2024*

- Chairman and Managing Director, Virgo Projects Private Limited, Mohali, involved in promoting Agri Business, attracting investments in food processing. Mentoring FPO's, Cooperatives and self help groups (SHG's) of the State, for packaging branding, marketing and export of Agri produce and food products.

### PUNJAB AGRO INDUSTRIES CORPORATION

PUNJAB

*Pro bono consultant,*

*November 2021 – November 2022*

- Pro bono consultant, Punjab Agro Industries Corporation to promote organic farming and marketing, promotion and export of their organic products under the brand Five Rivers. Designed, hosted and directed their weekly TV & Radio shows for Doordarshan, Jalandhar and All India Radio for 2 years. Also commissioned their YouTube Channel "Five Rivers".

### DEPARTMENT OF WATER SUPPLY & SANIDATION

GOVT. OF PUNJAB

*Media Advisor,*

*October 2019 – October 2021*

- Media advisor of Department of Water Supply and Sanitation, Govt. of Punjab. Led a team of 400 employees posted in Rural Areas to execute the promotional policies of "Jal Jeevan Mission" Govt. of India and sanitation activities involving solid and liquid waste managements in rural areas. Also designed, hosted and directed their weekly TV and Radio shows for Doordarshan Jalandhar and All India Radio, Jalandhar under the name of "Jal Hai Taan Kal Hai". Also commissioned their YouTube Channel, "Jal Hai taan Kal Hai".

### MARKFED, PUNJAB

CHANDIGARH, PUNJAB

*Superannuated as Additional Managing Director on 30 Sep'19*

*Nov 2017 – Sep 2019*

- Led portfolios worth INR 1,600 Cr. heading Fertilizers, Agrochemicals, Cattle feed, Edible products, Agri exports and Public relations divisions as the AMD (a new post created to encompass the BUs headed).
- Increased share in fertilizer distribution from 35% to 75% in cooperative sector from 2007 to 2019 by lobbying with both state and union government, improving Markfed's service and forging long term relationships with backend suppliers

- Administrative and financial powers of AMD including supervision of 6 GMs and budgetary control of fertilizer trading worth INR 1100 Cr.

**MARKFED, PUNJAB**

*Executive Director*

**CHANDIGARH, PUNJAB**

*Dec 2011 – Nov 2017*

- Enabled Markfed to win Gold medal from Govt. of India for introducing bar code technology for honey procurement
- Set up honey processing plant of INR 15.5 Cr. and arranged a grant of INR 8 Cr. from the Govt. of India

**MARKFED, PUNJAB**

*Chief Manager*

**CHANDIGARH, PUNJAB**

*Dec 2006 – Dec 2011*

- Introduced advance stocking of fertilizers to solve the acute and recurring shortage of Urea and DAP in peak consumption period – appreciated in the Parliament by Union Minister in Mar 2009
- As the functional head of inputs division, handled liaisoning with Union Ministry of Fertilizers & Chemicals
- Headed production and marketing of Agro chemicals and Cattle Feed

**MARKFED, PUNJAB**

*Deputy Chief Manager*

**CHANDIGARH, PUNJAB**

*Mar 2001 – Dec 2006*

- As the functional head of Marketing, Paddy & Rice and Agro export division, managed the production & marketing of Vanaspati Ghee, Refined Oil, Canned food and Basmati Rice
- Handled the procurement and milling of paddy along with contract growing of Basmati in Punjab

**MARKFED, PUNJAB**

*District Manager*

**ROPAR, JALANDHAR AND LUDHIANA**

*Apr 1989 – Mar 2001*

- Headed Ropar, Jalandhar and Ludhiana districts for 2 years, 8 years and 3 years respectively
- Responsibilities included procurement of food grains, marketing of Fertilizers, Agro-Chemicals, Cattle feed and other Markfed products (Inclusive of seeds, fertilizers and agro-chemicals) for the entire district

**HONORARY POSITIONS**

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- **Chairman, Markfed Staff Education and Welfare Society (2003 - Present):** Responsible for arranging grants for the education of wards of needy employees; Instituted various honors/recognition for meritorious wards of needy employees
- **President, Markfed Blood Trust (2003 - Present):** Organized 16 blood donation camps in association with PGI, Chd
- **Chairman, Cooperative Consumer Stores (2003 - Present):** Arranged low cost groceries for Districts, Head office employees

**OTHER MENTIONABLE ACHIEVEMENTS**

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- Initiated Markfed’s **farmer advisory show ‘Sohna Punjab’** telecasted weekly at Doordarshan, Jalandhar from Jan 2016 – Sept. 2019.
  - Produced 170+ episodes with a viewership of ~4 Lakh farmers
- **Initiated Markfed’s YouTube channel ‘Sohna Punjab’** to provide timely farmer advice, in association with PAU and Department of Agriculture, Punjab Govt.
- **Lifetime Achievement Award by PAU** at the “Kisan Mela” in recognition of extension services to the farmers of Punjab (2008)
- **Acted and produced 27 Audio & video Albums and CDs** of Punjabi Comedy under the brand of “Chhankata” which became a household name in the hearts of Punjabis in India and abroad (1988-2009)
- **Winner of Sahede Azam Bhagat Singh State Youth Award** from Punjab Governor SS Ray for all-round achievements (1987-88)
- Represented Punjab in many National and International cultural events as a stand-up comedian
- Regular performer at Jalandhar Doordarshan in their Krishi Program “Mera Pind Mere Khet” (May, 1982 to 1985)
- Acted in many Punjabi Films (Mahaul theek hai, Marriage Da Garage, Vaisakhi List, Teriyaan Meriyaan Hera Pheriyan, Mahi Mera Nikka Jeha), TV Shows and Video Films and recognized as a popular face in the Punjabi community

## EDUCATION

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**PUNJAB AGRICULTURAL UNIVERSITY (PAU)**

**LUDHIANA, PUNJAB**

- **MBA Marketing (1983-84)**, GPA: 3.48/4
- **B.Sc., Agriculture (1981-82)**, GPA: 3.83/4, Gold Medallist