

Contact

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pssaini1@gmail.com

www.linkedin.com/in/pssaini
(LinkedIn)

www.instagram.com/ps.saini.delhi/
(Personal)

[www.facebook.com/
P.S.Saini.NewDelhi](http://www.facebook.com/P.S.Saini.NewDelhi) (Personal)
isapindia.org/ (Personal)

Top Skills

Agriculture
Commodities
Event Planning

Languages

Punjabi

P.S. Saini

Developing Strategic Business Partnership, Collaboration with Agri
& Food Companies| Networking / Market Linkages- FPOs Fruits
& Vegetables | #CSR | Mo +919891655340 pssaini1@gmail.com,
twitter.com/pssaini1

South Delhi

Summary

As a professional, I believe in intellectually stimulating work process, to excel and succeed through hard work. As a person, I believe that a person should believe in labour not in fate because a person can change his fate through his labour.

Personal Objective:

To work for a dynamic and progressive company where my skills can be effectively utilized to contribute towards organization's success and towards the betterment of me as an individual.

Strengths:

- Ability to keep cool while working under high pressure.
- Initiative, self-motivated & self-starter.
- Strong analytical, problem solving and interpersonal skills.
- Belief in teamwork.
- Flexibility in adapting to the changing scenario in the company.
- Allocation of work according to its priority, i.e. more emphasis on dead-line driven projects.

Successfully Conducted 7 National Conferences on Agro
Commodities.

“National Conference on Pulses and Related Industries” on July,
2004 at Hotel Taj, New Delhi

“National Conference on Spices & Herbs 2004” on October, 2004 at
Hotel Le-Meridien, New Delhi

“1st International Conference on Ready to Eat Food and Snacks in India” on July, 2005 at Hotel Ashok, New Delhi

“2nd National Conference on Pulses and Related Industries-2005” on August, 2005 at Hotel Ashok, New Delhi

“3rd National Conference on Pulses & Related Industry” on September, 2006 at Hotel Inter Continental, New Delhi

“First National Conference on Rabi Commodities” on January, 2007 at The Grand Hotel, New Delhi

“4th National Conference on Pulses & Related Industry” on August, 2007 at Le-Meridien Hotel, New Delhi

Contact Details:

P.S.Saini

Mobile: +919891655340, +919868235869 Email:

pssaini1@gmail.com

Achievements: Huge data base of Agriculture & Agri Commodities communities.

Experience

Indian Society of Agribusiness Professionals

Senior Manager - Corporate Communications, CSR & PR

February 2016 - Present (5 years 11 months)

New Delhi

"ISAP/ILF have competence on conceptualisation and development of projects for strategic grant spends in line with donor goals and objectives.

CSR Grant Makers/Foundations can reach out at pssaini@isapindia.org for collaboration with ISAP/ILF on various implementation projects across India across Agribusiness, Agtech, Sustainable Agriculture, Incubation, Entrepreneurship and Skilling"

Job Responsibility:

Responsible for identifying and developing strategic business relationships with a broad spectrum of private, govt. and development agencies and cross industry clients, working closely with the Management to identify prospective client. Attending public and private meeting involving major projects.

Responsible for all aspects of Revenue generation strategies, Communication plans, maintaining outstanding client relationships, strategize to get new clients.

Developing, maintaining, and growing strategic and business partnership with key Agri & food sector companies, Govt. Dept., PSUs and Multi - lateral agencies and with regional influencers so as to gain an edge in the market.

Built a rapport and nurtured relationships with all the stakeholders and influencers to the program and within the wider agriculture ecosystem in the country.

Indigram Labs Foundation - TBI, Supported by DST, Govt.
Senior Manager - HR & Admin
May 2021 - Present (8 months)
New Delhi, Delhi, India

Indigram Labs Foundation, Technology Business Incubator

Founded in 2015 as a Technology Business Incubator under Section 8 (Not-for-Profit Company) of the Companies Act 2013, Indigram Labs Foundation (ILF) is supported by the National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology, Government of India.

ILF is a sister concern of the Indian Society of Agribusiness Professionals (ISAP, www.isapindia.org), a rare civil society organization with experience cutting across incubation of agritech & biotech startups and agri-business enterprises to infuse entrepreneurship, technology, and investment in agriculture.

The ILF startups in agri-tech, food-tech, clean energy & rural healthcare with cutting-edge technology-based (IoT, AI, and Machine Learning) products and services are transforming agriculture, enabling access to the latest information, technology, capital, and network of agri-food supply chains.

Together, these startups are transitioning traditional agriculture to precision farming - reducing vulnerabilities caused by climate change, diminishing carbon footprints, promoting sustainable agriculture, along the lines of Sustainable Development Goals (SDGs), by ensuring judicious use of inputs, including water for irrigation. The ripple effects begin with the startup businesses moving into the community and changing the lives and livelihoods of the people at the grassroots level.

Krishi Jagran

Head - Media Marketing & PR

September 2013 - January 2016 (2 years 5 months)

New Delhi Area, India

KRISHI JAGRAN, India's largest circulated rural agricultural magazine, has been printing in 12 languages- (Hindi, Punjabi, Gujarati, Marathi, Kannada, Telugu, Bengali, Assamese, Odia, Tamil, Malayalam and English - Agriculture World), 23 editions, since 1996 to cover 22 states of the country. LIMCA BOOK of RECORDS facilitated KJ for its numerous editions and vast circulation in 2016.

Krishi Jagran visions to emancipate farmers economical conditions along with rendering a platform where they can get all the knowledge and wisdom about the progress that agriculture witnesses. KJ serves as an interface among the Industry, Government, Research Institutions, Farming Communities and NGOs.

Information regarding to agro-events, latest news, industry, product launches, farm mechanizations, commodities etc are disseminated through Krishi Jagran's 3 portal (Hindi, English & Malayalam) and magazines in varied languages. KJ strives to encourage affirmative practices by featuring success stories of farmers. The exclusive interviews of KJ with eminent personalities from agricultural background portrays the reality, problems and solutions associated with the sector.

NNS Media Group

Head - Marketing, Commodity Correspondent

February 2010 - July 2013 (3 years 6 months)

New Delhi, Delhi, India

www.nnsmediagroup.com "National News Service" : NNS began its journey in the year 1950 with the launch of the news agency, National News Service. It

pioneered the concept of providing commodity news and daily trading prices to print media.

Today, NNS has almost all the national daily newspapers and renowned TV news channels on its subscribers' list.

Besides, NNS also owns Hindi Business daily, 'Vyapar Kesari' and a business monthly magazine, Business Star. Apart from the general business and trade news of significance, Vyapar Kesari gives regular market updates, market reports, commodity rates etc.

In addition to the news agency and publications, NNS diversified its activities into organising Exhibitions and Conferences. The various National seminars and exhibitions and conferences organised by NNS have proved valuable platform to the particular industry sectors.

www.agriwatch.com

Head - Marketing, Commodity Correspondent

November 2000 - January 2010 (9 years 3 months)

New Delhi Area, India

agriwatch.com is brought to you by Indian Agribusiness Systems Ltd. (, a company started by a group of young technocrats and trade professionals who have had a long association with the Indian Agribusiness Sector. agriwatch.com is engaged in leveraging agricultural commodity trade sector through its information services & exclusive scrutiny work on commodity trade.

:

1. Conceptualize and implement business development strategies to enhance profitability
2. Manage domains of planning/achieving cost budgets and targets
3. Motivate, mentor, guide and monitor large no. of executives to achieve goals.
4. Impart training to new recruits and create awareness of services.
5. Deploy the Sales & Marketing activity plan for front liners with target setting and reviewing measures.
6. Networking and exploring national and international business tie-ups in Agro & Processed Food Industry.
7. Expertise in selling National and International Events Relating to Agribusiness & Processed Food industry.

8. Arranging Corporate FMCG companies tie-ups with AGRWATCH for customized reports and services.

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1. "National Conference on Pulses and Related Industries" on 18-7-2004 at Hotel Taj, New Delhi.
2. "National Conference on Spices & Herbs 2004" on 17-10-2004 at Hotel Le-Meridien, New Delhi.
3. "1st International Conference on Ready to Eat Food and Snacks in India" on 23-07-2005 at Hotel Ashok, New Delhi
4. "2nd National Conference on Pulses and Related Industries-2005" on 21-08-2005 at Hotel Ashok, New Delhi
5. "3rd National Conference on Pulses & Related Industry" on 17-09-2006, Hotel Inter Continental, New Delhi
6. "First National Conference on Rabi Commodities" on 07-01-2007 at Hotel The Grand (InterContinental), New Delhi
7. "4th National Conference on Pulses & Related Industry" on 4 & 5-08-2007 at Le-Meridien Hotel, New Delhi

NNS & Daily Vyapar Kesari

Commodity Correspondent

December 1998 - October 2000 (1 year 11 months)

New Delhi, Delhi, India

www.nnsmediagroup.com "National News Service" : NNS began its journey in the year 1950 with the launch of the news agency, National News Service. It pioneered the concept of providing commodity news and daily trading prices to print media.

Today, NNS has almost all the national daily newspapers and renowned TV news channels on its subscribers' list.

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1. Report collection on various agro commodities through personal links in different major mandies of the country.
2. Worked as a sales professional for the company and helped the company in achieving the sales targets.
3. Conceptualize and implement business development strategies to enhance profitability.

Vishwa Vyapar (Hindi Business Daily)

Commodity Correspondent

January 1988 - December 1998 (11 years)

New Delhi, Delhi, India

“Vishwa Vyapar” is a leading Hindi Business daily, gives regular market updates, market reports, commodity rates etc.

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1. Report collection on various commodities with special focus on agro commodities.

Education

Delhi University

B.Com (Pass), Graduation · (1984 - 1987)