

Dinesh Nerkar

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To excel in Agriculture sector with all available resources of Knowledge and Expertise, with an organization providing growth opportunity and challenges to contribute maximum to the organization.

SYNOPSIS

16years+ of experience in:

Merchandising
Operations

Purchase
Sales

Trader Management
Team Management

CAREER HIGHLIGHTS

INI FARMS PRIVATE LIMITED

Sr. Lead Central Sourcing

- Managing overall category from a global perspective, including growing area, varieties, growing practices, consumption, pricing, importing countries, customer purchasing trends and packaging.
- Stock planning - Day cover, Inventory corrections.
- Managing the vendor and Farmer Sourcing for Fresh Fruits and Vegetables.
- To play a pivotal role in directing the end-to-end supply chain and leveraging existing infrastructure to deliver year-round demands.
- Establishing standards with regards to quality, delivery and pricing Head the entire local direct farmer sourcing initiatives. This includes highly perishable and daily purchase products.
- Own fulfilment and pipeline building for local sourcing products.
- Drive a 15 member team to build strong farmer relationships.
- Hire, Train and develop a high-performance sourcing team.
- Set clear goals, incentive structure and targets and drive them effectively.
- Improve the productivity of the sourcing team by identifying and filling the current training gaps and performance management systems.
- Build a sustainable and scalable sourcing network.
- Own farmer happiness and a better livelihood for farming families and strong evangelist of the value proposition for farmers.
- Explore new farming cluster for around the year supply at competitive market prices
- Develop a high-performance sourcing team.
- Handling F&V Category Management, with Expertise in Assortment Planning, Supply Chain Management with hands on experience in driving P&L

Innovative retail concept Pvt Ltd (Big Basket) A Tata Enterprises

Regional Category manager (June 21 To oct 22)

- Playing a key role in planning business, buying, Procurement & sourcing of SKU's.
- Undertaking activities related to market & farm, supply chain & logistics management, vendor development & category training.
- Selecting and developing Seasonal CC at Source Location e.g. Warud, Mahableshwhar, Sangli, Jalna, Tembhurni.
- Planning to drive fresh biz for to achieve positive P&L and RGM, Taking care of Margin, Promotions, Investment and Stock.
- Identifying business opportunities & designing proposals in order to develop business.

- Shouldered responsibility of administering activities related to catchments area, demand analysis, range & assortment planning of fruits and vegetables.
- Review Weekly/Monthly report (Losses/Sales/Achievements) with Team along with Business Head and initiate corrective action in this regard.
- Maintain the inventory level (<1.5 days) by posting proper shrink/dump/clearing old/bad material.
- Looking after and maintain the GM % and NM % and Planning for the better seasonal articles sale

Trent Hypermarket Pvt. Ltd.-Star Bazaar (A TATA & TESCO Enterprise)
(March.15- till Feb 16) (March.15- till Feb 21)
-Sourcing Manager (Fruits & Vegetables)

- Lead and manage Pune City Fresh FNV,Bakery And MNF business.
- Leading new projects for west region under Mega project “FAMOUSE FOR FRESH” includes direct sourcing of fresh Mushroom, Chicken, egg, Breads pre-wash cut fruits & veg, potted exotic flowers, premium exotics fruits & veg.
- Focus on direct sourcing for west region (Pune, Mumbai, Kolhapur,) Handling Nashik, Narayangaon, Theur And Satara location with CC’s and monthly volume of 500MT plus which contributes 70% by qty. to total vegetables.
- Working closely with progressive growers those attempting modern and safe practices in order to offer customers “New & Exciting” those drive customer loyalty towards business.
- To Contribute & Deliver the buying plan of the department, for the agreed product range catering to our diverse range of business customers and secure saving and maximize profit.
- Creating Buying plans detailing range, price & suppliers.
- Negotiate and continually assess existing suppliers to optimize performance and improve terms to reduce prices.
- Focusing on Offer good quality and great prices as one of the best walk ins driving category
- Driving sales, margin as per budget and delivering double digit growth over last year performance.
- Focus on to Introduce new initiatives like Pre-pack & pre-cuts fruit & veg., Premium packing ,hydroponics, GAP certified FNV, Flowers to drive and maintain premium customer

ADITYA BIRLA RETAIL LTD. As Sr. Officer - FNV Merchandiser
May 13 till Feb 15

- Market intelligence network for price benchmarking both at wholesale as well as retail side,
- Category merchandising, demand planning and price / promotion management .
- Playing a key role in planning business, buying, Procurement & sourcing of SKU’s.
- Standardizing article master of Fruits & Vegetable category.
- Conducting various training sessions for stores on Planogram, Displays product handling.
- Assisting in benchmarking fruits and vegetables prices with compititors.
- Identifying business opportunities & designing proposals in order to develop business.
- Creating and maintaining article and vendor master data for customers, materials and customer–purchase info records, shipping process i.e., from ordering to Post good issue.
- Planning Promotions & Store Merchandising Plans and implementing the same.
- Leading **National Sourcing** to supply Indian Fruits and Onion, Potato to Delhi, Hyderabad, Chennai, Bangalore regions

BHARTI WALMART PVT. LTD. As Sr.Ex. Buyer, Indore (M.P.)

May11 till April 13

- Implementing and monitoring effective procurement schedules along with ensuring the specifications of the materials and establishing the quality & quantity limits for effective inventory control.
- Developing sources direct from Farms and thus collaborating with farmers.
- Developing contracts, terms of trade with vendor.
- Benchmarking purchase prices with the market, ensuring efficient buying at economic rates. Working with the Company's central procurement branch .
- Ensuring Fill rate and Gross margin targets to be met daily.
- Overall PNL management
- Ensure standard of floor operation

BASIX Microfinance ltd. Nanded

Nov.09 till April 11

- Loan origination & financial services providing 9222032213 ananta
- LSA service monitoring
- Portfolio management
- IDS, BDS, AGBDS service monitoring
- Loan recovery from clients.

ADITYA BIRLA RETAIL,MUMBAI on payroll of global agri system pvt.Ltd - As Sourcing Officer. Aug 07 till Oct 09

- Procure Fresh Vegetables and Fruits from APMC concerned as well as Farm resources.
- Driving the Service Provider to achieve operational efficiency, Make timely Stock Out to Stores, timely generation of MIS and ensuring adherence to prescribed SOPs.
- Keeping a track of inventory for Chilled, Frozen and Dairy items.
- Co-ordination with stores for receiving indents for F & V, Chilled, Frozen and Dairy items and passing them on to Sourcing People.
- Got training and successfully trained people engaged in Backend operation as per launch of 'MORE' stores of ADITYA BIRLA RETAIL LTD at Mumbai.
- To manage Warehouse activities like STOCK IN PO, GRN, and SEGREGATION & STOCK OUT.

ITC LTD. IBD. as CO-ORIDINATOR, NANDED

Oct.04 till Aug 07

- Recruit sanchalaks (agents) at village level
- Business Development of FMCG,
- Checking availability of all products to choupals.
- Development of Insurance, Tractor Finance business.
- Conduct farmers meetings and training farmers about modern Agriculture Development and New innovative practices.
- Procurement of soybean, wheat from Farmers at HUB.

Skills :

Vendor Management: Identifying and developing a dedicated and alternate vendor source for, achieving cost effective purchases of materials & reduction in delivery time. Assessing the performance of the vendors based on various criterions such as percentage for, rejections, quality improvement rate, timely delivery, credit terms, etc. Following-up with vendors for timely deliveries & quality checks as well as ensuring timely payments

Sourcing: Managing the company's supply portfolio ensuring transparency of spending.

Generating and implementing efficient sourcing and category management strategies.

Analyzing and calculating costs of procurement and suggest methods to decrease expenditure.

Merchandising: Planning and execution of promotions, communication with store teams.

Understanding the dynamics of fresh fruits & vegetables and establishing linkages with the sourcing team in offering the most superior & fresh sales mix to the stores and hence customers.

Ensuring adherence to specified quality parameters and customer's specifications.

STRENGTHS

- Possess strong leadership and motivational skills
- Strategic thinking and creative problem solving
- Understanding of market dynamics and sound business judgement.
- Quick grasping ability thereby able to do multiple tasks

EDUCATIONAL QUALIFICATION

EXAMINATION	UNIVERSITY/ BOARD	YEAR PASSING	OF PERCENTAGE OBTAINED
B. Sc. (AGRI.)	M.A.U. (PARBHANI)	2003-2004	72 %
H. S. C.	Nasik Board	1999	71 %
S. S. C.	Nasik Board	1996-1997	58 %

COMPUTER SKILLS

- Working Knowledge of NAVISION / SAP Software
- Proficient in MS office (MS Word, Excel and Power Point)

PERSONAL INFORMATION

Date of Birth: July 31st 1981
Languages Known: Proficient in English, Hindi and Marathi.
Hobbies: Traveling, Reading and Listening to Music.
Marital Status: Married

PLACE

DINESH NERKAR
