

## **Moti Lal Mantoo**

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### **Summary Of Qualifications :**

- A proven track record, with National & International recognition & experience, in the diverse fields like- Sales & Marketing; Agriculture & Rural development; Mining & Housing; Telecommunication & Security; Healthcare & Automobiles; Planning & Administration etc in the Government, Multinational & Private sectors.
- Excellent interpersonal skills with professional attitude helped me to see tough jobs and challenges through, as a team member/ leader.
- Currently, implementing a Developmental Model from the grass root levels by converging all the programs & schemes in remote districts of Uttar Pradesh.

### **With Private Sector :**

- Got my sales & marketing skills sharpened while working with **Monsanto**. Targeted promotional campaigns, dimensional sales management, excellent negotiation skills enabled me to become the Country Sales Manager within 3 years of joining it.
- Headed several companies dealing with Agri. Inputs, equipments and irrigation systems and introduced new technologies & products into the country.
- Was awarded global “ Trail-blazer Award ” in California USA in 1993, for innovative marketing of computerized irrigation technologies in India acknowledged even by Merrill Lynch.

### **With Public Sector:**

- At a time when 3 Managing Director's, in a year, sought transfer from the troubled PSU in Karnataka, accepted the challenging offer to help in reviving Mysore Minerals Ltd & KHB in July 2004 and 2006 subsequently.
- A perspective plan was prepared for the Karnataka Cabinet Sub-Committee to convince the Government not to sell off the loss making company, with a base price of about Rs. 90.00 crores.
- Consequently, the company showed the remarkable turn- around with a profit of more than Rs. 50 crores which exceeded the highest turn-over achieved earlier by the company.
- The profit and the sales figures, during the next year, again registered 100% increase .
- The valuation of the company in 2006 was around Rs. 5,000 crores.

## **With Government:**

*As Advisor to the Ministry of Rural Development ,Government of India, handled.*

- Modification/Revision of guidelines of watershed development schemes – Ministry of Rural Development, Govt. of India in 2001
- On the ground evaluation of watershed development & other Rural Development programs in the country.
- Convergence of various Schemes and programs of Government of India for Integrated Development of Rural Areas.
- Quantification & classification of the land resources in the country
- International cooperation for improving productivity in Indian Agriculture
- Turning around of Mysore Minerals Ltd, A Karnataka Govt. PSU with record profits.

*As Advisor to the Deputy Prime Minister & Agriculture Minister ,Government of India:*

- Helped in drafting the guidelines for the National Micro-Irrigation program ( Drip Irrigation).
- Focused the government's attention on the Wastelands development in India.
- Mooted Public- Private partnership in Agriculture for faster development in our Rural areas.

## **Formal & Informal Education and Trainings**

- *Master's in Horticulture from Haryana Agri. University Hissar with 1st position in 1975.*
- *Bachelor of Science (Hons.) in Agriculture from H.A.U. Hissar with Distinction in 1973.*

Greater part of my personality has been shaped up by informal education and numerous training programs attended in several leading countries.

- Frequent visits abroad to about **26 countries** and interactions with scores of different experts in diverse fields & sectors, helped me to develop a multi-dimensional personality with a much broader perspective.
- Extensive trainings in Hi-Tech Agriculture; Post –Harvest techniques; Sales & Marketing management; Negotiation & Communication skills management; Soil & Water conservation; Pollution control & Environmental techniques, **from countries like – USA, Israel, Singapore, Canada, UK. etc**

## Overview of Work & Employment

2016 onwards	<b>CEO – Ladakh Farmers &amp; Producers Co-operative Ltd.</b>
2015 onwards	<b>Advisor – Ladakh Autonomous Hill Development Council</b>
2011 -2012	Advisor- IED U.P. ( Govt. of U.P. Enterprise )
2009 onwards	CEO-Lokmangal Rural Technologies..- IT in Rural Development
2008 onwards	Have been writing 100's of green articles/content for E'bay
2007 onwards	Founder Member-Global Warming Reduction Center, headed by Dr.M.S.Swaminathan
2005 onwards	Director – Shine Mantoo Associates
2005 - 2007	Advisor to Karnataka Housing Board, Bangalore
2005 – 2006	Advisor - Agri to Embassy of Israel in India
2004 – 2006	Advisor to Mysore Minerals Ltd, Bangalore
2003	Developmental Planning Report - Govt. of Sikkim
2003 - 2004	Introduced several Israeli Telecom, Security cos. In India
2000 – 2002	<b>Advisor to the Ministry of Rural Development, Government of India.</b>
1999	Appointed as a task force by the Rajasthan Government to set up National Institute for Wasteland Development.
1992-1999	Headed several companies in the field of Micro irrigation, Ag. & Landscape Equipments, Pollution control, Wasteland Development, Plantation etc.
1990-1991	Advisor to the Deputy Prime Minister and Agriculture Minister, Government of India
1985-1999	Headed several companies in the field of Ag.& Landscape Equipments, Wasteland Development, Hi-Tech Agri.
1979-1985	Sales Rep. to country Marketing Manager in MNC- Monsanto
1976-1978	Hands on Field Experience in the family Orchards in Kashmir

### **Professional Strengths :**

- Farmers field to the board room – Adaptability & fit
- Multitask & multi channel working
- Can operate under and handle extreme pressures
- A strong proponent of transparency and accountability
- Encourages teamwork, Excellent leadership qualities, self starter
- Hands on working, Implementing policies on the ground
- Self starter with Excellent leadership qualities,

**Gurgaon  
April 2016**



**( M.L.Mantoo )**