

AUGUSTINE RAJENDRAN



Contact

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Languages

Tamil – C2
English – C2
Hindi – C1
Telugu – B2
Malayalam – B2

Date of Birth

28 October, 1970

Gender

M

Awards

- ISBA Entrepreneurship award under Agri business inclusive growth by NSTEDB, April 2009
- Dr. J S Juneja Award for Creativity and Innovation for MSMEs' under Agriculture category by AIMA, May 2013

Summary

Innovative and performance-driven professional with a deep passion for technology and promotion. Possess the ability to work and excellent leadership skills, and great time management skills.

Skill Highlights

- Project management
- Strong decision maker
- Complex problem solver
- Leadership
- Innovative
- Service-focused

Experience

SCIENTIST – 16 June'1995 to 31 March'2007

NAGARJUNA AGRICULTURAL RESEARCH AND DEVELOPMENT INSTITUTE (NARDI), HYDERABAD. TELANGANA

- Organized and budgeted multi location field trials for evaluating high value fertilizers, pesticides and crop hybrids (12 nos.) in six states
- Chaired a project team through a change process, trimming 5% of our cost base
- Outperformed R&D and sales team in quarterly new business attraction by 67%.
- Executed the highly performed product rollout to six states

CHIEF OPERATING OFFICER – 2 April'2007 to 22 June'2018

GLO TECH ORGANICS PRIVATE LTD, TIRUCHIRAPPALLI. TAMILNADU

- Design, developed, and manufactured ten innovative Agri organic products for commercial use in crops
- Reached investors, developed business model, and participated in all facets of the business development
- Communicated with users to identify and formulate their requirements; customized product to ensure that it was in compliance with the client's needs
- Ensures the accuracy, integrity and timeliness of all financial accounting and reporting
- Engaged in domestic and international market promotion
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CONSULTANT (CIA) – 24 June'2018 to 30 June'2020

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE), HYDERABAD.

- Oversee and ensure the development and implementation of incubation and RKVY-RAFTAAR project work plans
- Responsible for strategic and collaborative partnerships, business development, and entrepreneurship development in agriculture and allied sectors
- Responsible for providing specialized services to start-ups such as conducting trainings and workshops, mentor sessions and to ensure their highest quality outputs
- Represent the mission programme to the external centers and other institutes

CONSULTANT (Business Development) – 01 Aug' 2020 to 30 Nov'2023

BIVET TECHNOSCIENCES PRIVATE LTD.

- Design and developed innovative products for the export markets
- Planning and overseeing new marketing initiatives.
- Involved in engaging stakeholders and various institutions to reach diverse audiences
- Developing goals for the team and collaborate effectively in turning goals into plans
- Training personnel on significant exposure to food & nutritional and climate change issues

Publication

1. R. Augustine. 2001. Planning and Innovation in R&D. *The Hindu Business Line*, July 4.
2. R. Augustine. 2002. Effect of graded levels of ferrous sulphate on biomass production of six sugarcane varieties during tillering stage. *Research on Crops*, 3 (3): 509-515
3. Augustine R. and D. Kalyanasundaram. 2020. Agronomic Biofortification of Food Crops with micronutrients. *Plant Archives*, Vol 20, Supplement 2, pp. 1383-1387
4. Augustine R. and D. Kalyanasundaram. 2020. Perspectives on enhancing value of Agronomic Biofortification in maize *Jr. of Plant Development Sciences*. 12 (7): 383-388.
5. Augustine R. and D. Kalyanasundaram. 2020. Agronomic biofortification through micronutrient management in maize. *Jr. of Applied and Natural Science*. 12 (3): 430-437. <https://doi:10.31018/jans.v12i3.2356>
6. D. Kalyanasundaram, R. Augustine and S. Harini Sri. 2020. Integrated Nutrient Management in Hybrid Maize (*Zea Mays*). *Jr. of Plant Development Sciences*. 12 (8): 493-496
7. R. Augustine. 2020. Dimension and strategy for entrepreneurship: *A need for sustainable growth*. *International Journal of Education and Management*. 10(4):351-353.
8. Augustine R. and D. Kalyanasundaram. 2021. Effect of agronomic Biofortification on growth, yield, uptake and quality characters of maize (*Zea mays* L.) through integrated nutrient management practices under North-eastern region of Tamilnadu, India. *Journal of Applied and Natural Science*. 13(1):278-286. <https://doi:10.31018/jans.v13i1.2539>
9. D. Kalyanasundaram, E Arthi, K.P. Senthil kumar, S Harini Sri, Augustine R. 2021. Yield maximization of direct sown rice (*Oryza sativa* L.) under water constraint situation. *Journal of Applied and Natural Science*. 13(1): 373-376. <https://doi:10.31018/jans.v13i1.2564>
10. D. Kalyanasundaram and R. Augustine. 2021. Production and Economics of Hybrid Maize (*Zea mays* L.) under Integrated Nutrient Management practices. *Agricultural Science Digest*. 41(3):413-419. <https://doi:10.18805/ag.D-5242>

Empaneled as NATIONAL RESOURCE PERSON (FARM LIVELIHOOD) at National Institute of Rural Development (NIRD) - 29 Nov' 22 to till date

- Involved in providing need-based capacity & skill training to SRLM functionaries in crop management services
- Providing technical & handholding support to prepare, appraise and evaluate various proposals assigned by NRLM-RC/ NMMU/SRLMs
- Manage the best practices of various programs implemented by NMMU/SRLMs
- Involved in related task assigned by NMMU/NRLM-RC as may be required from time to time.

Education

- 2023 - Ph.D. Ag. (Agronomy) (31.12.2018 – 02.01.2022) – OGPA 8.0
Faculty of Agriculture, Annamalai University. Chidambaram.
- 1997 - M.Sc. Ag. (Agronomy) (05.07.1992 to 25.06.1994) – OGPA 8.71
AC & RI, TNAU, Coimbatore.
- 1993 - B.Sc. (Agriculture) (15.06.1988 to 20.05.1992) – 63.70%
Allahabad Agriculture Institute, Allahabad.
- 1989 - Intermediate (Agriculture) (19.06.1986 to 18.04.1988) – 62.0%
Allahabad Agriculture Institute, Allahabad.
- 1986 - Secondary School Leaving Certificate (06.06.1985 to 20.04.1986) – 77.6 %
NLC Boy's Higher Secondary School, Neyveli

Membership in Professional bodies

1. Coir Board, Ministry of Micro, Small and Medium Enterprises
2. Coconut Development Board, Ministry of Agriculture & Farmers Welfare Board
3. SHEFEXIL, Ministry of Commerce & Industries, GOI
4. APEIDA, Ministry of Commerce & Industries, GOI
5. MSME, Ministry of Micro, Small and Medium enterprise, GOI
6. CHEMECXIL, Ministry of Commerce & Industries, GOI.

Research Interests

Crop nutrition
Biofortification/Forti-fertilization
Biotic and abiotic stress
Intercropping

Achievements

- Received sanction for prototype development on use of moringa as alternate food alternatives from DST, New Delhi
- Commercialized 10 Agri products for domestic and 2 for international (export) businesses
- Helped raise over USD 20000 from foreign investor
- Increased the revenue growth which was 5-10% in 2009 from the sales to 40-60% in four years by developing a financial road map
- Scheduled trainings were conducted for FPO's and Start-up's on venture development & management
- Successfully completed NRM and nutritional programme in 30 villages fundamental

11. Augustine R. and V. Imayavaramban. 2021. Optimizing Agronomic Biofortification for effective human health. *International Journal of Scientific & Engineering Research*. 12 (11): 526-530.
12. Augustine R. and V. Imayavaramban. 2021. Progressive Action on Measuring Innovation in Business. *IOSR Journal of Business and Management (IOSR-JBM)*. 23(11). Serial III: 06-10. <https://doi.org/10.9790/487X-2311030610>
13. Augustine R. and V. Imayavaramban. 2022. Influence of Agronomic Biofortification on maize. *Turkish Journal of Agriculture – Food Science & Technology*. 10(2): 263-271. <https://doi.org/10.24925/TURJAF.V10I2.263-271.4679>
14. Augustine R. and V. Imayavaramban. 2022. Production potential of maize under Agronomic Biofortification. *Research on Crops*. Vol. 23 (1): 52-62. DOI: <https://doi.org/10.31830/2348-7542.2022.009>
15. Augustine R. and V. Imayavaramban. 2022. Agronomic Biofortification through Integrated Nutrient Management on Maize (*Zea mays* L.) Hybrids. *Agricultural Science Digest*. 42 (2): 187-191. <https://doi.org/10.18805/ag.D-5457>.

Hobbies

- Playing football
- Ground exercise
- Reading books & articles

Projects Handled

Project Title	Support from	Date of Sanction
Incubation, funding & mentoring – for the innovation “NEMATE Gro”	IIT-M & L-ramp	25 Jan’2007
Development of neem-based value-added agriculture innovative products	TDB, New Delhi	31 Mar’2007
Integrated use of neem oil and sea algae in the eco-friendly management of crop pests	DSIR, New Delhi	28 Mar’2007
Sustainable Dryland Agriculture through Development of Innovative products for efficient management of carbon & plant nutrients	NABARD	6 Nov’2008
Bio efficacy studies of Nemate Gro	NABARD	05 Oct’2010
Production and Marketing of Nemate Gro	NABARD	25 March’2013
Commercialization of Venture	TDB, New Delhi	30 Sept’2015
Examining the bio mechanism movement and control of pests and disease by using of “TriNemol” an Oil based pesticide in crop management practices	NABARD	15 March’2017
Use of moringa powder with lime extracts as food preservatives and nutrient supplements	DST, New Delhi	21 Feb’2021
Commercialization of moringa powder with natural extracts as food preservatives	SISFS, New Delhi	April 3, 2023