

## 2017 Awardee



### Outstanding Alumnus Award of College of Fisheries

#### Mr. Anand Shukla

Mr. Anand Shukla, Id No. 15400, Batch 1986 of College of Fisheries is an International Seafood Marketer and runs his own company Reefberry Foodex Pvt. Ltd in the capacity of Director. To see conceptualization & application, passion towards work & the social responsibility, hand in hand, look no further than Anand Shukla, an International Seafood Marketer, who grew up listening to stories about Pantnagar and was in second intake of Fishery Science students at Pantnagar in 1986.

Before Anand could graduate, got a break as Fish Technologist by thoroughly scanning 'Fishing Chimes' with the starting remuneration of roughly half of the distance, far away in Gujarat however, within 6 months remuneration doubled, once got approved from EIA. After attaining 2 years in-depth experience, Anand joined TATAS & worked for a decade at various responsible positions in Export & Agrochemical divisions.

Anand gone through MBA from APESMA/ Deakin Uni., Australia in year 2000 with FICCI scholarship. By this time, Anand observed sea of opportunities in Product/ Market development, followed gut feeling & established Fish mart, an Int'l Seafood Marketing Company on the solid background of Tata Ethics, work culture & professional experience/ training.

While Fish mart was growing, Anand gone through Global Program in Luxury Management from IIM, Ahmedabad/ Essec Business School, Paris during 2009 with partial LVMH scholarship. Now, Int'l branding and developing domestic market was overdue and thus Reefberry Foodex Pvt Ltd was registered in 2014. Feeling need, Anand gone through Certificate Program in Strategic Retail Management from ISB, Hyderabad during 2014-15 with partial Coca Cola scholarship.

Also completed Certificate Program in Digital Marketing from MICA, Ahmedabad in 2015. Now, under the leadership of Anand, Reefberry pretends to become best Global Food Solutions Company. On direct community service front, Anand has tried to partially support an alumni family by raising Rs 20 lacs during 2017. Last but not the least, Anand is Secretary of Rotary Club, Veraval.