

Profile of Dr. M. Venu Gopala Rao:

Born on December 20, 1940, Dr.M.Venu Gopala Rao is a B.Sc.(Hons) Graduate in Chemical Engineering from The Andhra University, with a Post-Graduation in Pulp and Paper Technology from the Forest Research Institute, Dehradun. He received advanced training in Pulp and Paper Technology in the U.S.A. and, subsequently, one year of intensive training in Rayon Grade Pulping at M/s.Snia Viscosa S.P.A. Italy, pioneers in Man-Made Fire Industry. He is conferred Honoris Causa by Rohilkhand University, Bareilly in recognition of his signal services towards promotion of closer Industry-Academic Institute ties.

Dr.Rao has a rich and varied industry experience more so in the Pulp and Paper Industry. After occupying senior management positions at South India Viscose Limited in Coimbatore and Andhra Pradesh Rayons Limited in Warangal District of Andhra Pradesh, Dr.Rao spearheaded the successful erection, commissioning and operations of Tamil Nadu Newsprint and papers Limited(TNPL) at Pugalur in Tamil Nadu. The Mill employs the innovative Bagasse Technology for Paper making and has become a trail-blazer of Paper Mills desiring to follow the Bagasse route. Dr.Rao's efforts in achieving the spectacular "Turnaround" of The Andhra Pradesh Paper Mills Limited as its Managing Director, in just within two years, have won him accolades from all over. Dr.M.V.G.Rao was the Chairman of M/s.Vera Laboratories(VERA), Vizianagaram for the manufacture of Bulk Drugs and Drug Intermediates. Dr. Rao is also the Founder Director of its Formulations arm M/s.Vera Pharma Limited.

The Hyderabad Management Association(HMA) chose Dr.Rao as the "Manager of the Year, 1990" and the Institute of Economic Studies, New Delhi honoured him with its "Lok Shree" and "Udyog Shree" Awards in recognition of his outstanding services, leadership and social commitment. He was named as one of the Top Five Managers of Andhra Pradesh by the Dalal Street Journal, Bombay in 1990, the "The Best Manager" (Large Category) from the Hyderabad Management Association, Andhra Pradesh region in 1992 and in June 1993, and International Friendship Society of India, New Delhi conferred on him its prestigious "Vijaya Shree" Award.

Many Companies have availed Dr.Rao's expertise and guidance. He was the Chairman of M/s.Vamshadhara Paper Mills Limited and Director on the Boards of M/s.Nava Bharat Group of Companies.

Dr.Rao is the past Chairman of Indian Paper Makers' Association(IPMA) and past President of Indian Pulp and Paper Technical Association(IPPTA) besides being on the Governing Bodies of various Trade/Industry associations, Government bodies and Technical Education Councils.