

Ms. I. SURYA NARMADA, MSc (Horticulture), F.I.V
Horticulture/ Arbitration Consultant
Govt. Registered Valuer (Agriculture Lands)

OBJECTIVE:

To work as **Consultant/Trainer in Horticulture, Landscaping and Horticulture Therapy, Evaluator, Agriculture Arbitration and Govt. Registered Valuer (Agriculture Lands)** and providing **Online Horticulture Advisory Service.**

EXPERIENCE:

Sixteen years

CURRENT POSITIONS HELD:

- ❖ Proprietor, KOVISE AGRO
- ❖ Administrative Partner, KoVe Global
- ❖ Founder and Secretary, KOVISE Foundation
- ❖ Government Registered Valuer for Agriculture Lands, INDIA
- ❖ Fellow in Institution of Valuers for Agriculture Lands, New Delhi
- ❖ Board Member and Evaluator, Indian Society for Certification of Organic Products (ISCOP), APEDA accredited Organic Certification Body
- ❖ Retainer, Trellis Horticulture, an exporting firm
- ❖ Horticulture/Agriculture Arbitration Consultant
- ❖ Orchid Farm Consultant
- ❖ Horticulture Therapist
- ❖ Advisor, Traditional and Sustainable Method of Farming using Innovative Technologies
- ❖ Advisor, Self Sufficient Sustainable Farming
- ❖ Mentor , E Farm Direct Training Programmes
- ❖ Resource Person, Erode Precision Farming Producers Company under NDP NFSM Project
- ❖ Marketing Facilitator for direct marketing of farmer's product to consumers

Horticulture Consultant:

- ❖ Horticulture Consultancy Services (Farm and Urban Landscapes)
- ❖ Farm Consultancy (Practical and Sustainable Tradition Farming Systems using Innovative Technologies)
- ❖ Orchid Farm Consultant
- ❖ Horticulture Therapist
- ❖ Government Registered Valuer
- ❖ Online Horticulture Advisory Service

- ❖ Horticulture and Environment Consultant for NGOs
- ❖ Arbitration and ADR Consultancy Services related to Agriculture Industry
- ❖ Expert/Consultant, Technology Innovation Management Entrepreneur Information Service a joint project of Department of Science and Technology, Govt. of India and FICCI (Federation of Indian Chambers of Commerce and Industry)

Arbitration/ Mediation:

- ❖ Partner, KoVe Global an exclusive Arbitration Boutique
- ❖ Administrative Secretary, Arbitral Tribunals (More than 500 arbitrations cases)
- ❖ Arbitration and Mediation Trainer for Rural and Tribal Community and Agri Entrepreneurs
- ❖ Listed in the List of Experts in WIPO Arbitration and Mediation Centre
- ❖ Mediator, ODR World and ODR India

Teaching/ Trainer:

- ❖ Visiting faculty for new avenues in Agriculture for **Tamil Nadu Agriculture University**, Coimbatore, Tamilnadu and Urban Horticulture Development Centre, India
- ❖ Visiting faculty for **NGOs** delivering lectures in Horticulture and environment related subjects such as Global Warming, Effects of pollution and how to keep our environment clean from house hold to the global level
- ❖ Guest lecturer in **University of Madras** for the topic Prevailing Environment Laws in India safeguarding the environment and Carbon Trading
- ❖ Visiting faculty for Mediation and Arbitration in Agriculture Industry at Spic Rural Development Centre, Tambaram, Madras, India
- ❖ Visiting faculty for Hi Tech Production of Fruit Crops at Spic Rural Development Centre, Tambaram, Madras, India
- ❖ Visiting Faculty, Efarm Direct for Basic Farming Techniques
- ❖ Speaker, **Role of Legal Professionals in Organic Agriculture** in National Seminar on ORGANIC FARMING IN INDIA held on 24 June 2016 at The Tamilnadu Dr.Ambedkar Law University
- ❖ Speaker, **Introduction to Self Sufficient Terrace Gardening** for HSBC Bank Staffs organised by Ennovate Global on 12 September 2017
- ❖ Conducting Workshops, Seminars and Training in Agriculture, Horticulture – Flower Arrangement, Organic Home Gardening and Kitchen Gardening, Roof Gardening, Bonsai, Horticulture Therapy, Native Landscaping etc and Mediation and Arbitration in Agriculture Industry.

Projects:

Involvement in Projects as consultant:

1. Landscape Consultancy for Home Gardening and Corporate Gardening

2. Promotion of moderate input high output techniques in growing horticulture crops
3. Promotion and creating awareness in direct marketing techniques by farmers.
4. Initiation of farmers Self Help Groups to channelize cooperative farming and marketing system to get the maximum benefit.
5. Environmental cleanliness programme in Pulicate Lake area
6. Awareness campaign on global warming and how it affects the fishing industry among fisherman folks in Pulicate Area
7. Training the younger generation (school going children) of fisherman folk to establish small tourist spots nearby their area by maintaining clean environment
8. Involved in promotion of plastic free environment in coastal area
9. Initiation of work in development of Mangroves in Pulicate Area
10. Promotion of self sufficient Kitchen gardening for the rural and semi -urban population
11. Encouraging women in agriculture and marketing and establishment of nursery
12. Promotion of organic home and terrace garden in the city of Chennai
13. Promotion of floriculture under low cost green house and dry flower techniques in tribal areas of hilly tracts of Tamilnadu
14. Awareness programme on cut flower and foliage trade among the tribal community
15. Awareness programme on Arbitration and Mediation in rural and tribal areas
16. Encouraging the rural and tribal community in having a written agreement with mediation or arbitration clause for small business transactions
17. Training to the tribal community in safeguarding their hilly tracts
18. Encouragement of tribal community in commercializing their indigenous agriculture products like ragi, beans, samai etc
19. Training the farmers and tribal community in making their own organic inputs to their farm
20. Conducted various programmes in Horticulture therapy for rehabilitation of special children of a rehabilitation institution in Chennai
21. Conducting training programmes in Plants as Stress relievers for the corporate professionals.
22. Promotion of traditional method of farming using innovative technologies and Good Agriculture Practices (GAP)
23. Linkage of Marketing Potential of Farmer's Product to Consumers

MEMBERSHIP:

- ❖ Fellow and Approved Valuer of Institution of Valuer
- ❖ Registered Valuer, Centre Board of Direct Taxes, IT Department
- ❖ Member, International Society for Horticulture Science (ISHS)
- ❖ Member, Indian Society of Agribusiness Professional, New Delhi
- ❖ Member, Indian Society of Certification of Organic Products (ISCOP)
- ❖ Member, Arbitral Women Forum worldwide

- ❖ Member, Council for National and International Commercial Arbitration, Chennai, India

AVAILABLE FOR:

- ❖ Consultant for Farm Advisory, Native Landscape and Ecohorticulture ,Horticulture Therapy related Projects
- ❖ Sustainable Agriculture and irrigation Practice
- ❖ Evaluator for scientifically efficient Agriculture and Horticulture Practices
- ❖ Agriculture Valuation
- ❖ Crop Designing and Planning (Crop Architecture)
- ❖ Online Horticulture Advisory Service
- ❖ ADR and Arbitration Consultation in Agriculture and its commodities.
- ❖ Trainer and Conducting workshops and classes in Arbitration/Mediation, Urban and Rural Agriculture aspect including trade.
- ❖ Trainer for rural and tribal development projects
- ❖ Online consultancy and training

AREA OF INTEREST:

Horticulture and Landscape (Native) Consultancy, Crop Planning and Designing, Sustainable Agriculture, Agriculture Valuation and Evaluation of farm practices, Online Horticulture Advisory Service, Horticulture Therapy Consultancy, Environment Consultancy.

Arbitration and ADR in Agriculture and its commodities, drafting Agreements related to Agriculture Industry (Contract Farming, Lease Agreements, Landscaping agreements, Inclusion of Mediation /Arbitral Clause and Opinions on Arbitration and Mediation in Agriculture).

TERMS OF REMUNERATION: By Negotiation

EDUCATION:

B.Sc., (Horticulture), TamilNadu Agriculture University (TNAU), India – 92%

M.Sc., (Horticulture), TamilNadu Agriculture University (TNAU), India – 95%

ACADEMIC HIGHLIGHTS:

- Indo American Hybrid Seed Medal for Excellence in Floriculture.
- TNAU – Merit Scholarship – B.Sc., (Horticulture) – 1993 – 1997.
- TNAU – Merit Scholarship – M.Sc., (Horticulture) – 1997 – 2000.
- Highest O.G.P.A Holder in B.Sc., (Horticulture) -- 1993 – 1997

COMPUTER SKILLS:

- Operating Systems : Windows
- Application Software : MS Office and Accounting Software

MEDIA EXPOSURE:

I. INTERVIEW:

1. Television:

- a) Four episode programme in '**Mangair Choice**' AVM Production, in Sun News Channel. Broadcasted on January 18th 2001 (every Thursday for four weeks).
- b) Live Telecast of pros and cons of the '**Art of Bonsai**' in '**Kelvigal Aiyeran**' in Vijay TV during November 24th of 2003.
- c) Live telecast on Marketing of "**Horticulture Produce and inclusion of Arbitration Clause**" in related agreements in **DD Podhigai** (State Channel) during 22nd October, 2008
- d) Live Telecast on "**Online Agriculture Service**" in "Dial JAYA TV" programme in JAYA TV during February 8th 2012
- e) Programme on **Gardening** - 3 Episodes telecasted in the programme "ILLARAM NALLARAM" in Jaya TV during the month of November 2012

2. News Paper/ Daily:

English:

1. July 14th 2001 - "**Healing with Plants**" - Reporter - Merlin Martina published in "Arcot Road Times".
2. May 5th 2003 - "**The Power of Flowers**" - Reporter - Akila Dinakaran Published in "The Hindu"
3. June 19th 2003 - "**Plants as stress Reliever**" - Reporter - Sangeeth Kurian Published in "The Hindu"
4. July 25th 2003 - "**Green Friends**" - Reporter - AB Published in "Indian Express"
5. May 31st 2004 - "**Organize your own marketing Channel**",

Reporter: M.J. Prabhu, Published in
"The Hindu"

Vernacular Language (Tamil):

1. October 7th 2001 - **"Poo Pookum Osai Ketkathan Asai"** - Reporter: Uma Balakumar Published in 'Dinamani Kathir'
2. January 20th 2002 - **"Chedikalai Kathaliyungal (Love Plants)** - Reporter - Vaidehi Published in "Dinakaran".
3. July 30th 2003 - **'Arokiyan Tharum Thavara Therapy'** - Reporter - K. Ravichandran Published in 'Malai Chuder'
4. August 10th 2003 - **'Veetilae Thottam Podunga'** - Reporter: Paul Suyambu Published in 'Dinathanthi'.

Magazines:

English

- a) September 2003 - **Healing with plants** - Reporter Mukta Hegde Published in 'Eves Touch'.

Vernacular Language (Tamil):

1. February 2002 - **'Noi Theerkum Thotakalai'** - Reporter Vaidehi Deshikan Published in Mangai Malar.
2. **Thavarai Chikisai Alikum Tamirabarani Mangai** - Reporter - RPM published in Vijaya Bharatam.
3. June 2004 - **'Chedikalai Valarthal Tension Kuraiyum** - Reporter M. Samundeswari - Published in 'Kumudham Snehidi'.
4. June 2008 - **'Mottai Madiyil Azhaghu Thottam'** - Reporter Ms. Vaidehi - Published in Kungumam.
5. August 2008 - **'Horticulture Therapy'** in Question and Answer Column - Published in Kungumam
6. September 2014 - **"Thol Kodukkum Thotakkalai"** : - Reporter Mr.Balu Sathya - Published in Kungumam Thozhi
7. March 2015 - present - Series in Gardening: - Magazine Editor Mrs.Vaidehi - Published in Kungumam Thozhi
8. December 2016 - Author for the book titled **"Gardening - Mulumayana Thottakkalai Vazhikaati"** published by Vikatan Publication.

Internet

July 27th 2003 - '**Go Green the natural' way** – Reporter : Sangeeta Kanchilal in Chennai online.

PUBLICATION :

1. An article about '**Anthurium**' in SPIC FARM NEWS Journal March 2005.
2. An article about '**Malarkalum Manamum** (Horticulture Therapy) in SPIC FARM NEWS Journal – March 2005.
3. An article on "**Marketing of Horticulture Produce**" in Journal Vatika published by Indo American Horticulture University.
4. An article on "**Arbitration in Agriculture Commodity**" in journal Commodity India.com

URL : www.koviseagro.com
www.kovisefoundation.org
www.koveglobal.com