

Rajendra Sidhaye

Shrirang is a Senior Management professional with 30 years of experience in management of high technology companies. His main experience is in the field of Engineering that includes Design & Development, Manufacturing & Production, Quality assurance & Quality Control, Ancillary Development, Value Engineering.

Rajendra is a student of College of Engineering Pune, University of Pune (E& TC) and has completed M. Tech. (Electronics) from IIT Mumbai. He has worked in Electronic Product Design & Development organizations with specialization in Micro-processor based Design of Electronics Systems. He has completed his management education from various institutes over the last few decades. His main area of expertise is Design & Development of Electronics & Software Application Systems, Products & Devices. He has worked with many leading organizations, such as ORG Systems Ltd., Datapro Electronics Ltd., Selectica Systems, Comsoft Technologies, and Global Electronics Commerce Systems. He now leads consulting organization "Effectiveness Plus" activities.

He has been the leader of Design & Development Units of a few organizations. His main experience is in Design & Development of application systems for a variety of Industry verticals. Over the years he has developed keen interest and expertise in R&D Management, Quality Management & Manufacturing applications.

Rajendra is passionate about social issues and has been the founder Chairman of Save Pune Traffic Movement and spends his spare time for this critical activity. He has been one of the organizers for a center that promotes development of Entrepreneurial skills and motivation for the modern youth.

His main areas of expertise include the following:

- Management of R&D Units , Product Creation and Commercialization: Process of new product creation
- Value Engineering & Value analysis– Used for product and process cost reduction and customer delight.
- Quality Management / Training & TQM / Certifications
- Technology Operations and Product Development (Concept to Delivery)
- Operations Management and Productivity Improvements
- Consultancy for SME Units