



BIO-PROFILE of Prof A. Gopalakrishnan Iyer

Prof. A. G. Iyer (DoB – 24th December 1968), has more than **3 Decades** of Rich and Wide Experience and had led **MAN B&W** (joint company of Maschinenfabrik Augsburg-Nürnberg, Inventor Rudolf Diesels Venture & Burmeister & Wain, Scandinavian Shipbuilding Contractors and 2 Stroke Engine Licensees of MAN) heading their INDIA Business in Power Generation. His experience spans *Industry, Power Sector, Media, Strategic Management, Academic, Publishing & Consulting*. His columns on Power Sector in the Indian Express B2B media between 1995-2000 generated enormous debate amongst government and Industry Professionals. He has also been instrumental for more than 4,000 MW of Market Upheaval in Captive Power during the period 1996 – 2001 which is the World Record for establishment of ‘Decentralized and Distributed Power’ anywhere in the World and also **GRID Integration** (Synchronous / Parallel Operation with the GRID) of these Captive Power Plants.

The First Independent Power Plant of the Country (LVS Power) was also established under the aegis of **Prof. A G Iyer** as the **Chief of MAN B&W – Augsburg, GERMANY – in INDIA**, as well as the **Model PPA** (Power Purchase Agreement) for the same which became the benchmark for all PPAs in INDIA. It is pertinent to mention here that the First Captive Power Plant in Industry in INDIA was also established for **Standard Alkalies (then MAFATLAL Group)**, Thane-Belapur, Mumbai, **MAHARASHTRA**, for Caustic Soda Production in the year 1996 – 97 which also happened under the leadership of **Prof. A G Iyer**, which rolled off several Captive Power Plants in INDIA.

He has established the Power Plants for other Leading Groups as well like **JINDAL Steel**, Hissar, **HARYANA** ; **ISPAT Group (MITTALS)**, WEST BENGAL and **ODISHA** ; **FACOR Group** (Ferro Alloys Corporation – Balasore Alloys), **ODISHA** ; **L&T – Ultratech Cement (now ADITYA BIRLA Group)**, Tadpatri, **ANDHRA PRADESH** ; **Gujarat Ambuja Cement (MODI Cement – Takeover)**, Rawan, near Raipur, **CHATTISPUR (then MADHYA PRADESH)** ; **JINDAL Steel Strips**, Vasind, **MAHARASHTRA** ; **Sree Rayalaseema Alkalies**, Kurnool, **ANDHRA PRADESH** ; **Yelahanka Power Station**, near Bengaluru, **KARNATAKA** (Subsidiary **SEMT Pielstick Design**) ; **Kirloskar Ferrous Industries Limited**, Solapur, **MAHARASHTRA** (**SEMT Pielstick – Kirloskar Design**) ; **Saurashtra Cements Limited (JAY MEHTA Group)**, Verawal, **GUJARAT** and many more.

Prof. A G Iyer has also been responsible for the push for INDIA to Double its initial **NSM** (National Solar Mission) Targets from **20 GW to around 40 GW** as on date. He is the proponent of **PACE** (Positive Action for Climate Equity) which is adopted as the Core Theme of **REPA** for ‘Climate Change Mitigation and Affirmative Action’ for Nations to combat and reduce dependence on FOSSIL FUELS. His Report as the President, REPA, and ENERTIA Foundation, titled **RUSM** (Rashtriya Urja Sourya Mission) – National Energy Solar Mission (NESM) for 100 GW Solar by 2022 was adopted by the **MNRE** (Ministry of New & Renewable Energy), **Government of INDIA**, in August 2014 after it was released in Gujarat in April 2013. The said target has been advocated to be expanded to 400 GW by 2024 under his Presidentship at REPA.

Prof. Iyer is **INDIA’s Topmost Technomist** ; Engineering, Government Policy & Public Management Strategist. He carries with passion a brand new vision for a futuristic model of the global economy with a key role for India in the new Political Economy. His 2016 authored (Digital Edition 2017 and Updated in 2019), Path Breaking Biography “**ATAL SHASTRA** - Saga of “Suvarna Shree, SarvaPriya **ATAL BIHARI VAJPAYEE**” - INDIA’s Best Prime Minister, Tallest Parliamentarian Ever and A Champion of Liberalism & Pluralism”; Co-author, **Late Brother, Shri A. Prakash Iyer** has made waves in the Political & Economic circles and this book-treatise on late PM Atal Bihari Vajpayee is considered amongst the Best readings on the Former Prime Minister of India and his model of “Inclusive Growth based Development Economics”, which the other path-breaking book “**INDIA BRANDished** - SuperPowering BRAND INDIA 2022” (First Published in 2003 & 4th Updated Edition – 2015 – Digital Version 2017) describes as **COPE** (Consensually Operated Political Economy), a contemporary work to **Late President of INDIA, Dr. A P J Abdul Kalam’s INDIA 2020**.

The Concept of **RELSII** (*Remote Location of Strategic Infrastructure and Industry*) espoused by Authors in **INDIA BRANDished** was furthering of **Dr. Kalam's PURA** (*Providing Urban Amenities in Rural Areas*), thereby RELSII leading to Advocacy of Rural Infra for Inclusive Growth & Rurbanisation. The Concept of Inclusive Growth itself emerged from the larger idea "**Investment for Inclusion**" advocated in **INDIA BRANDished**, another key concept of the several was **AGM** (*Androgynous Growth Model*) espousing Gender equality in terms of participation and contribution to GDP and Political Economy.

His next book "**POWERING in CRISIS**" - A Strategic Direction for India's Energy Security, Energy Sustainability & Power Access for All by 2022 (*First Edition 2005 & Revised Updated 2015 – Digital Version 2017*) has been appreciated by Planners & Energy Sector Professionals as a commendable work on Energy Strategy & Security.

His latest Authored path-breaking International Treatise and Work Titled "**BHUTAN BRANDished - SAGA of 21st Century KINGDOM DEMOCRACY & GNH Economy**" was released on **11th November 2019** at the **Royal University of BHUTAN** on the **64th Birth Anniversary** of *His Majesty*, **JIGME SINGYE WANGCHUK**, 4th DRUK GYALPO (4th KING) at Thimphu, BHUTAN.

His Media Entrepreneurship and Specialized Trade Domain Publications subsequently made waves in Indian & Overseas Market.

He has to his credit creating Power & Energy sector, Infrastructure Media Brands, as a founding figure and Chief strategist of "**ENERTIA**" & "**MARKENOMY**" under the aegis of '**FALCON MEDIA**'. He also founded INDIA's First YouTube based Online Media Interface covering Infrastructure, Renewable Energy, Power, Oil & Gas, Defence, Aviation, Public Sector Enterprises and Economy-at-large titled "**ENFRAtv**". The Holding Entity, **ENERTIA ENFRAMedia Pvt. Ltd. (EEPL)** has also ventured to publish **DEFENCE & MARINE BIZ (D&M Biz)**.

Further, he has established under the aegis of '**DEFENCE & Marine**' Biz the **INDIA DEFENCE TECH Conclave (IDT) – INDIA's first ever Defence Think Tank (IDTT)** for "**TOOTH TO TAIL PREPAREDNESS**" for Deterrence and '**Make-in-INDIA**' for **DEFENCE** and has advocated more than doubling the Indian Defence Budget to **US \$ 115 Billion** and to sustain the same with annual increments to invest **US \$ 400 – 500 Billion by 2022 in the INDIAN Defence Economy**.

He has also founded Non-Profit Organizations contributing to Indian & Global Economy at Large, covering various sectors like Renewable Energy, Power, Infrastructure, Oil & Gas, Natural & Earth Resources, Mining & Minerals, SMEs (*Small & Medium Enterprises*), Tourism etc. He is thereof the Founder President of the entities **ENERTIA Foundation**; **REPA** (*Renewable Energy Promotion Association*); **MARKENOMY Foundation**; **ASMEI** (*Alliance for SME's of India*).

He has been the Youngest Visiting Professor of Management at the age of 27 years and has taught at Leading Management Institutions in Western India for more than 2 decades in the domains of "**International Business (IB)**"; **International Marketing (IM)**; **Strategic Management (SM)**; **Business Economics & Trade Environment** ; **Branding & Brand Management**" etc.

In addition to his media responsibilities across **Falcon Media Group** & Advisory activities via **Falcon Strategic Advisories INDIA (FSAI)**, along with the non-profit movement via Renewable Energy & Climate Equity at REPA & the rest, he is also the Associate Dean & Professor of Global Business Environment, Government & Public Policy, **NDIM** (*New Delhi Institute of Management*) and has recently established **REPA – NDIM Centre of Excellence in Renewable Energy** in Alliance with this top MBA Institution of the country that has been adjudicated as the No. 1 Industry Oriented B-School in the Country by the AICTE-CII Survey for 3 Consecutive Years 2017-18, 2018-19 and 2019-20.

Prof. A G Iyer in his 3 decades of multi-faceted experience in the Industry has also been closely associated with **Indian Pharmaceutical Industry** set-up during his stint in the Teaching Profession as Professor for International Marketing – Pharma & Health Care for various Institutions in INDIA. He has also worked closely with Alternative Therapy and Medicine in INDIA under AYURVEDA between the Years 2001 to 2004. During this period the growth of Alternative Medicine in INDIA including the study of Virology and Immunology was the key factor.

Prof. Iyer had been closely associated with Study and Research in the area of Natural Immunology using the technique of AYURVEDA which advocates the Human Living and Lifestyle Cohorts on 2 factorials namely **RITUCHARYA** (*Seasonal Routines*) and **DINCHARYA** (*Daily Routines*). The Human Body according to AYURVEDA works on the principles of **VATA, PITTA & KAPHA** or a Permutation and Combination of the three. This study and its acceptance was later found in the Preventive Medicine Branch and Immunology via the establishment of the **AYUSH Ministry in INDIA** by the **Government of INDIA**.

Prof. A G Iyer is **INDIA's Pioneering "TECHNOMIST"** with wide experience spanning Geo-Strategy, Economic Sustainability, Renewable Energy, Defence & Security, Infrastructure, Healthcare, Education, etc. He Champions the Cause of **PACE** (*Positive Action for Climate Equity*) and establishing **GNHH** (*Gross National Harmony & Happiness*) towards a New World order for **GGHH** (*Gross Global Harmony & Happiness*), an Alternative to GDPs adapter from **GNH** (*Gross National Happiness*) Advocacy & its emergence from **BHUTAN**.

Prof. A G Iyer had started his career with Jyoti Limited, Vadodara, where he was responsible for turning the company around and making it profitable in its Water Technology Sector Division with break-through Orders in the domain of Cooling Water and Circulating Water Systems at Reliance Industries and ESSAR at Hazira, near Surat, GUJARAT. Later, he also delivered the famous Patalganga Lift Irrigation Scheme using State-of-the-Art Thyristor based soft-starting system which revolutionized via "**Automation of Industrial Water Supply Systems in INDIA**". The system was supplied to MIDC, Patalganga, in MAHARASHTRA (*INDIA's largest GDP contributing State*).

He further expanded his "**LIFT IRRIGATION, WATER SYSTEMS AND WATER RESOURCES**" expertise to a very niche area of '*Industrial Cooling Towers*' where he brought into INDIA and absorbed the Technology for Multi-Cellular State-of-the-Art '**COUNTER FLOW**' Design Cooling Towers via Mihir Industries Limited who represented GEA Polacel (Holland) and GEA Kirchner (Germany). *The introduction of these technologies in INDIA saved wide-spread use of Assam Pine Wood in Cooling Tower Industry, thereby saving INDIA's Forests and Environments as later on these designs were expanded to fit into concrete based design counter-flow FRP (Fibreglass Reinforced Plastic) Pultruded Section Cooling Towers.* Later this knowledge and in-depth expertise in Auxiliaries (*Pumps & Pumping Systems ; Water Systems ; Cooling Water & Raw Water Circuits and recirculation ; Cooling Towers & Heat Exchangers – Heat Transfer ; Piping and Fluidics and a host of other such sub-system auxiliaries of Power & Water*) of the Power Plants enabled him to indigenize balance of plant for the Captive Power Industry where he established 4,000 MW of capacity.

He has later championed the cause of **Hydropower and Hydro Storage** in INDIA and BHUTAN over the last Decade now and the Government of INDIA has adopted his advocacy of "*Hydropower as Renewable*" as well as its Water Resources perspective with multi-purpose benefits of Irrigation & Agronomy, Potable and Industrial Water Supply, Flood Control, River Navigation, etc. He advocates exploitation of INDIA's 100 GW of Pumped Storage Capacities and the 200 GW + Hydropower potential of the North East (Arunachal Pradesh, Sikkim, etc.) and those of Jammu & Kashmir, Himachal Pradesh and Uttarakhand in the Himalayan Terrain.

His constant support to the Narmada Sardar Sarovar Project and advocacy of its strategic economic upheaval for Gujarat's Agriculture was a water shed economic outcome of the Hydroelectric Project. Similarly, he has been championing the cause of Hydropower development in BHUTAN to grow its potential of 30 GW for cross-border trade of Hydro Electricity with INDIA. Similarly he is of the view that the Grid being agnostic, BHUTAN has potential to deliver 5 GW of Solar to INDIA in the medium term which will enable BHUTAN's Private Sector MSMEs a great opportunity to integrate with the INDIA Electricity Markets opportunity.

Prof. Iyer's width of knowledge and expertise extends to Sectors as wide as Energy, Defence, Water, Infrastructure (Ports, Airports, Aviation & related Infra, Urban Infrastructure, Real Estate, etc.), Environmental Technologies, Education, Healthcare etc.



Distinguished Alumnus - National Institute of Technology (NIT), Kurukshetra

(Formerly Regional Engineering College - REC, Kurukshetra)

Faculty of Mechanical Engineering (ME), B. Tech

PGMM (Post Graduate in Marketing Management)

MIM (Masters in International Marketing)

ISO Certified - CMS under RvA (Dutch Accreditation Council),

Geneva Conventions via CMSI (Certified Marketing Services Inc. USA)

Editor-in-Chief & Founder Publisher, **ENERTIA, MARKENOMY and Defence & Marine Biz**

Founder President, **REPA (Renewable Energy Promotion Association) &**

Chairman, WIRE (World Institute for Renewable Energy) –

REPA – NDIM Centre of Excellence in Renewable Energy;

Associate Dean & Professor of Global Business Environment,

Government & Public Policy, **NDIM (New Delhi Institute of Management);**

President, **ENERTIA Foundation; ASMEI (Alliance for SMEs of India) &**

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