

Vishal Rajkumar Chordia

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Vishal is...

An entrepreneur, seeker, co-creator, co-builder...

Always an Indian first, spiritual and devotional and an earnest disciple of the Gurus he has been blessed with.

Believes in ideas and work that are transformational - whether it is taking a small, regional foods & spices company global, or re-inventing a state government's organization to create a stimulus across 8,000 small entrepreneurs, or finding and supporting young world class sportspersons to represent India.

An active hands-on investor, mentor and co-traveler, for new ventures that leverage Indian Knowledge Systems.

Grateful and excited to participate in the Indian renaissance.

Striving to travel the path of life with spiritual awareness to achieve self-realization and in the process be an instrument of Jagat Kalyan

- Grateful to existence for a supportive family and environment that allows me to experience the highs and lows of entrepreneurship
- Inspired by Indic form of compassionate & loving way of learning & risk taking – allows mistakes & experimentations & seeks real solutions beyond the superficial
- **Motto: Grow with co-travellers & awaken the inner entrepreneur**

Director | Pravin Group

1999 - Present

Since 1970s Pravin is a household name in the Pune region for its pioneering spice mixes & pickles. Took leadership of this innovative organization as a 22 year old. Built numerous partnerships to make the Pravin Group one of the top 5 spice companies of India.

- Grew the small regional business to INR 700 crore enterprise serving over 90 million consumers in 23+ countries
- Created an entrepreneurial culture with 1,500+ employees, resulting in 3 new brands for 200+ products, manufactured in 9 ultra modern plants across 4 states
- Built an entrepreneurial partnership with ~2,000 suppliers, ~14,00 distributors & ~200,000 Retailers – developed learning/upgrade programs for them ranging from farming practices to technology implementations to inventory management
- Awards include: 2019 - Maharashtra Achievers' Awards, Economic Times
2010, '11, '12 - International Great Taste Award, Guild of Fine Foods, UK

Chairman | Maharashtra State Khadi & Village Industries Board (MSKVIB)

2016 - 2019

MSKVIB, promotes socio-economic growth for ~700,000 small entrepreneurs. Mobilized employees & craftspeople into renewed action – leading to real livelihood improvements.

- Travelled extensively across the state, met over 8,000 small entrepreneurs to understand their concerns, challenges and possibilities
- Created learning & exposure programs that engaged the crafts people with industry experts, product designers, artists, new consumers
- Successfully energized the community by launching pioneering retail formats/crafts' festivals under a new brand – MahaKhadi
- New highly focused projects launched for entrepreneurs in honey, Kolhapuri chappals, solar charkha & pottery
- Awards include: 2019 - Kalam Innovation in Governance Award
2019 - Award for MahaKhadi brand, MSME, Government of India
2018 - Global Citizen Award, Entrepreneurs Organization, Toronto

Co-Founder & President | Lakshya Sports Foundation

2009 - Present

Co-founded with like-minded folks who dream of Olympic golds for India. Lakshya identifies & nurtures budding talent in the crucial formative & unsupported stages

- Supporting 200+ sportspersons in 10 sports thru financial aid, training & mentoring
- Milestones reached: Participation in 2016 Olympics and Individual & team medals in 2018 Common Wealth Games AND Next Milestone: 2020 Olympics
- Awards include: 2015 - Symbiosis Krida Bhushan Award
2020 - Rashtriya Khel Protsahan Puruskar

Additional Initiatives in Entrepreneurial Ecosystem

- **Founded Indico Ventures Lab** to fund, incubate, & support entrepreneurs with global vision using Traditional Knowledge Systems – 5 brand to launch in 2021
- Funded and supported 3 regional language feature films on socially relevant issues
- As Member of Advisory Board of Symbiosis International University have focused on curriculum changes to make learning more experimental & entrepreneurial
- Supported an employee initiative at Pravin that became an awarded HR tech venture

Personal Information

- Married for the last 20 years and has two boys aged 14 & 20
- B. Com from Pune University & MBA from Symbiosis International University
- Under 16 national level tennis player

Director | Pravin Group

Growing 2 lac Village & Small Town Entrepreneurs with Spices & Pickles

Introduction

Two generations of Chordias built Pravin Masalewale as a small, very local, very traditional spice and pickles company. The company catered to segments of consumers in and around the Pune region. The spice and pickles business was considered as a cottage industry and not recognized as a bankable industry. The logistics and distribution was also built to serve small family or co-op run operations.

The Work

To build a company of the future. A company which could attract professional talent beyond family and friends. A company, that could dream of being present in households across India and the world.

Vishal Chordia studied the business by traveling and meeting thousands of consumers, retailers and distributors. Instead of creating a proprietary, winner takes it all business; he leveraged and grew the emerging entrepreneurial ecosystem of distributors and retailers supported by entrepreneurial teams of employees.

The Impact

Spices and pickles started reaching every part of Maharashtra, then beyond Maharashtra and finally to over 23 countries. The product range grew from 44 products in 1999, to over 150 products in 350 SKUs. Production, which started as a home activity grew to 9 modern plants in Maharashtra, Karnataka, Telangana, and Gujarat, now employs over 1,000 people across these states.

Most importantly an ecosystem of small and medium entrepreneurs grew around Pravin. Vendor base grew over 2,000. These range from small farmers to large traders across India. Distributors grew to 1,400 plus. The largest impact was small retailers – the backbone of Indian FMCG – over 200,000 became partners in Pravin's growth.

This growth in the ecosystem was enabled by sensitive and relevant learning programs for the entrepreneurs along the value chain. To raise the quality of the products, there were trainings conducted on farming practices. To improve work productivity, training programs were designed around technology implementation and usage. Workshops and trainings have been held on topics ranging from time management to inventory management. To be part of the Pravin ecosystem means you have access to innumerable learning alternatives to grow your entrepreneurial business as a vendor, distributor or retailer.

Recognition

Maharashtra Achievers' Awards, Economic Times. 2019.
International Great Taste Award, Guild of Fine Foods, UK. 2010. 2011. 2012.

Chairman | Maharashtra State Khadi & Village Industries Board (MSKVIB) Revitalizing 7 lac Small Entrepreneurs in Rural India

Introduction

MSKVIB, promotes socio-economic growth for ~700,000 small entrepreneurs across the state of Maharashtra. A government department, MSKVIB can do a lot for the benefit of these entrepreneurs.

The Work

To make MSKVIB an engine of growth and an entrepreneurial accelerator. Vishal Chordia, travelled through 22 districts of Maharashtra and conducted meetings with over 8,000 entrepreneurs. This resulted in many initiatives. MSKVIB chose focus areas. Then exposure and training programs were created for entrepreneurs. These included workshops with Industry experts, product designers, artists and new consumers. Then new brands, new retail formats and travelling retail events were created.

The Impact

A new platform MahaKhadi was created to inspire and galvanize the entrepreneurs. MahaKhadi is the new brand that brings together thousands of entrepreneurs distributed across the hinterland of Maharashtra. It becomes the focal point for their economic growth and pride in their work.

Over 1,000 entrepreneurs attended workshops and seminars designed to upgrade their knowledge and skills. 750 entrepreneurs participated in the MahaKhadi Yatra – which took them across 20 districts in 75 days. Over 50,000 consumers visited the fairs put up by MSKIB as part of this Yatra generating business over INR 70 lacs for the entrepreneurs.

A MahaKhadi Store prototype has been created in Pune. In a government plus private enterprise partnership, MSKVIB has taken out a tender to invite parties to take this store format across different towns. This will create a new and exciting retail option for the 7 lac entrepreneurs of Maharashtra.

Recognition

Award for MahaKhadi brand, MSME, Government of India. 2019.
Global Citizen Award, Entrepreneurs Organization, Toronto. 2018.

Founder & Mentor | Indico Ventures Lab

Advantage India - Building Global Ventures with Indic Entrepreneurs

Introduction

India is sitting on a treasure – of knowledge and wisdom. The world has only recently recognized the impact of Yoga and meditation (as mindfulness) but the possibilities are endless. Indico Ventures Lab is an initiative to work with Indian entrepreneurs and help them develop global brands by leveraging Indian Civilizational knowledge systems. IVL was launched in late 2018.

The Work

IVL works as a venture builder. IVL invests more than just funds; IVL invest knowledge, experience, ideas, infrastructure and networks to help entrepreneurs leverage Indian civilizational knowledge systems. This could be the field of life sciences (AYUSH - Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy), arts, entertainment, education, etc.

Working alongside entrepreneurs and co-founders, IVL support ventures from startup to scale to takeoff while giving them access to the global networks and services they need to grow.

The Impact

IVL will launch 5 brands by the end of 2021. These are in Life Sciences and have been developed with entrepreneurs with deep domain knowledge in AYUSH. To support the entrepreneurs, IVL is building a separate talent team, has set up manufacturing units, participated in international EXPOs and working with government departments for creating new categories in GST etc.

IVL has already started creating jobs and income for rural vendors across states.

IVL is the only venture builder in the world with focus on Indian civilizational knowledge systems. Vishal Chordia hopes the success of IVL will help create more supporters for Indian Knowledge Systems and lead to innumerable Indian brands in the world – and hence prosperity in India.