

**VIKAS SUBHASHCHAND CHANDAK Ph.D.**

Phone : 02717-401411 (R), Mobile : 9925018507, Email: [chandakvikas@gmail.com](mailto:chandakvikas@gmail.com)

Over 15 years of experience ensembles working closely with multiple stakeholders involved in Agro Business viz., farmers, channel partners, C & S agencies, Govt. officials, certification bodies and coordination and management of internal teams viz., production planning, product development & launches, marketing - sales, finance, project & CAPEX, HR, corporate, legal and regulatory affairs.

My strength is the belief that key to success is staying relevant, updated and always focusing on “what your customers care about”, “teams perform when you align them with organisation vision, mission and goals coupled with a growth plan charted for each individual” and “highlighting what differentiates you from your competition”.

Strong believer that there is ample space for all to work and hence there is no word like “competition” instead what matters is customer intimacy and strong partnerships leading to long term success and have used this simple formula to measure success.

**PROFESSIONAL EXPERIENCE**

1 <sup>ST</sup> AUG-14 – TILL DATE	CADILA PHARMACEUTICALS LIMITED – AGRO BUSINESS STRATEGIC BUSINESS UNIT (SBU) HEAD – AGRO BUSINESS	A'BAD, GUJARAT
	<p>As a Strategic Business Unit Head, overall responsible for budgeting revenues and profit of the company's Agro Business, getting the same approved from board, strategic planning &amp; execution to achieve same by aligning all goals to a common target and providing input to top management. The sectors of operation include seven verticals viz., Tissue Culture (TC), Bio-fertilizers &amp; Agro Inputs, Trading (Seeds), Institutional / Govt. Sales, Horticulture/Floriculture, Nursery &amp; Landscaping and Farming operational over 17 states across India. Reporting directly to Executive Vice President – Directors Office &amp; CMD and managing &amp; over viewing about 100+ permanent employees across functions and 400+ Channel partners / Stake-holders. Managing operations viz., sales &amp; marketing, purchase, production, supply chain, R&amp;D for product &amp; market development, portfolio management and product launches, quality control &amp; certifications and coordinating with support functions viz., finance, admin, CAPEX, HR and Corporate team to achieve the objectives. In last two years the Agro Business has reported the CAGR of 30 per cent in sales with double digit profitability. Key deliverables during this tenure are</p> <ul style="list-style-type: none"> <li>• SBU has successfully launched, branded and commercialized product in major verticals viz., Tissue Culture (premium value added Banana, Potato mini tuber, pomegranate, lemon, sugarcane SSB from TC, etc) &amp; Bio-fertilizers / Agro Inputs (Natural potash granules &amp; powder, bio-pesticides &amp; liquid mycorrhiza).</li> <li>• Extended company's presence to new areas viz., Odisha, Bihar &amp; Rajasthan for TC, Uttarakhand &amp; Rajasthan for Bio, Potato Seed in Karnataka, Tripura &amp; Maharashtra and registered growth in all verticals.</li> <li>• Established Cadila as a premium Tissue Culture manufacturer and preferred suppliers of Organic Inputs.</li> <li>• Increased focus on R &amp; D for increasing product pipeline viz., TC (Oranges, Ginger, Turmeric, Guava, etc), in Agro-input (Bio-pesticide &amp; Botanical herbicide formulations), in Institutional business (Knowledge Sharing projects, afforestation and Green Highways, etc), in nursery (seasonal and ornamental flowers).</li> <li>• Retaining existing team and talent by conceptualizing &amp; initiating Individual Development Program (IDP) in coordination with HR and extensive training for team to align them with the business vision and goals in coordination with Learning &amp; Development team.</li> <li>• Ensured strict regulatory compliances for sales and manufacturing permissions from respective departments and Quality control certifications/audits viz., DBT, IFOAM and INDOCERT accreditations.</li> <li>• For robustness in business process got ISO 9001, 14001 &amp; 18001 certification, implemented SAP to agro business under project SPRINT, on-line advance booking system for TC in AGRONET, SMS based invoicing and collection platform, KPI model for individual performance mapping, Whatsapp platform for field discussion, seeking expert guidance and result sharing, etc.</li> <li>• In coordination with Production, Finance, CAPEX and Engg. team executed projects for Solar powered Green house, 85 T Chiller &amp; automated agar clearing, bottle and cap washing machine for TC, automated liquid and powder line assembly for bio-fertilizers, micro-irrigation for farms, etc.</li> <li>• Conceptualized, presented and got approval for capacity expansion project of 5 million plants for Tissue Culture and completely automated fermentation unit for micro-nutrients, bio-fertilizers and bio-pesticides.</li> <li>• Made representations and got knowledge sharing project in Tripura and NE for potato seeds, TC raises SSB sugarcane with factories in UP &amp; Gujarat, and Bio-fertilizers in state of Uttaranchal &amp; Chhattisgarh.</li> </ul>	

8 <sup>TH</sup> JUNE, 09 - 31 <sup>ST</sup> JULY.14	CADILA PHARMACEUTICALS LIMITED – AGRO BUSINESS DGM & VERTICAL HEAD – BIOFERTILISERS & AGRO INPUTS	A'BAD, GUJARAT
<p>In these 5 years Bio-fertilizers and Agri Input vertical was the best performing business vertical and I, was rewarded by three promotions in five years. I, managed and lead a profit centre, right from envisioning a marketing strategy, developing an economic business case to execute an aggressive project plan for a sick and non-performing business unit and transformed it into the most profitable and high growth business of Agro-SBU. In these years, vertical grew at a CAGR of 50 per cent with significant growth in top-line sales. Contribution of Bio-fertilizers &amp; Agri Input Business to Agro-SBU increased from 4 per cent to 33 per cent and bottom-line witnessed change from -ve 4 per cent to 21 per cent. Top-line growth was achieved by extension in product portfolio from 3 products to 10 products (100+ SKU's) covering complete gamut of seed, soil &amp; crop treatment, strengthening of business in existing territories, adding new territories and introduction of retail channel complementing institutional sales. Improvement in bottom-line was achieved by increase in Gross Contribution (GC) by 15 per cent and reduction in marketing and distribution expense by better planning and execution. Products were sold in Gujarat, Madhya Pradesh, Uttar Pradesh, Chhattisgarh and parts of Maharashtra state and reporting was directly to Executive Vice President &amp; SBU-Head (Agro Business).</p> <ul style="list-style-type: none"> <li>• Preparation of budget for production, marketing, distribution and human resource for Biofertilizer &amp; Agro input.</li> <li>• Leading and mentoring a team of 60 professionals handling production, R &amp; D, registrations, licensing, business development, supply chain and marketing of Agro Input products.</li> <li>• Innovating, developing and implementing business strategies for respective markets in coordination with sales, finance and retailers to generate sales volume to meet targets and enhance market penetration.</li> <li>• Identified potential markets, launched new products and developing brands for existing one's by various branding initiatives across all customer touch-points – retail merchandising, dealer – distributor and farmer schemes, farmer demos, staff empowerment, institutional sales, campaigns, etc.</li> <li>• Conceptualized and executed a complete product portfolio for Agri Input Business which includes selected and prioritized molecules from the current R&amp;D pipeline and latest molecules in collaboration with some top institutes to create a niche for the business. Collaborated with Pharma F &amp; D for better products.</li> <li>• Introduced and managed Mycorrhiza, <i>Aspergillus</i>, Brassinolide and other bio-fertilizers / agro-inputs formulation to retail channels and today these products are sold as brand.</li> <li>• Introduced and marketed products to 10 big and small corporate and five state government departments.</li> <li>• Documented and established processes for successful Organic certification from INDOCERT under NPOP. Mentoring and training individual personals to improve their skill sets to make them future leaders having accountability for the business. Provided guidance and imparted monthly training to marketing and production teams helping them achieve goals.</li> <li>• Implemented SAP for better production planning and PHARMANET for online stock and sales across all C &amp;S.</li> <li>• Developed and Introduced "AGRONET" – an online field force reporting portal for smooth and efficient functioning of field force, capturing field data with respect to customers, etc for promotional usage and messaging updates.</li> <li>• Coordinating with support departments viz., finance, sales – admin, purchase, human resource, logistics, legal, registration, etc to achieve business goals.</li> </ul>		
24 <sup>TH</sup> JAN, 07 – 6 <sup>TH</sup> JUNE, 09	MAXEEMA BIOTECH PVT. LTD. SR. MANAGER (BUSINESS DEVELOPMENT)	A'BAD, GUJARAT
<p>As Senior Manager (Business Development) carried out strategic planning with respect to enhancement of retail market, getting organic certifications al local and international level, registration of products for exports, generate export order and click institutional sales, develop promotional material and methodology for successful marketing.</p> <ul style="list-style-type: none"> <li>• Export documentation, registration, business for products in Korea, Israel and Latin American markets.</li> <li>• Developed, executed, monitored and analyzed competitive market intelligence, market research plans, business models for product pricing, placement, movement and performance in domestic and exports market.</li> <li>• Accessing market demand &amp; developing strategies for future growth of company's operation based on region specific needs and financial outlook of the end user.</li> <li>• Devising strategies to strengthen and expand the base of the company through organic franchise model of "Green Earth – one stop destination for safe / alternative farming needs".</li> <li>• Established "Customer Help Desk / Line" to respond to queries (technical and financial) rose by various stakeholders in the business. Conceptualize and develop crop production protocols for various crops.</li> <li>• Communicate effectively with Govt. agencies, International agencies, Private sector organizations, etc. for getting entire product range tested and registered at various international and national offices of business.</li> <li>• Conceptualize and prepare End (farmer) to End (Retail market) business proposals for acquiring projects in organic agriculture sector based on financial feasibility.</li> </ul>		

17 <sup>th</sup> JAN, 2006- 23 <sup>rd</sup> JAN-07	NATIONAL INNOVATION FOUNDATION SENIOR FELLOW (VALUE ADDITION, RESEARCH & DEVELOPMENT)	A'BAD, GUJARAT
<p>As a Senior Fellow worked on Validation &amp; Business Development plans for Agricultural Technologies which, are innovated by grassroots innovators and checking elements of novelty through prior art search, seeking institutional partnership for validation, tie-up with industry for preparing marketable product and protecting the same with patent. Handled seed varieties, insect-pest control, disease control and Agril. Machinery innovations.</p> <ul style="list-style-type: none"> <li>• Screening potentially viable agricultural innovations based on novelty, financial feasibility, product development, market acceptability and dissemination.</li> <li>• Carrying out and monitoring detailed prior art search (both patent and non-patent) to establish novelty / validating claims for the potentially viable and novel agricultural technologies.</li> <li>• Preparing value-addition, research and business development strategy through validation and market testing through both formal and informal means for agricultural practices, agrochemical formulations and seeds.</li> <li>• Develop product development plans to help grassroots innovators mobilize funds from TePP, MVIF and other such programs within and outside the country for marketable agricultural innovations.</li> <li>• Preparation and implementation of Business Development Plan for innovators and help them in licensing / marketing / expanding scope and turning into entrepreneur by helping them set up a small manufacturing unit.</li> <li>• To build product development teams on contractual basis to get the products and/or services developed through licensees ensuring appropriate benefit sharing arrangements.</li> <li>• To facilitate wider market research with the help of student interns pursuing MBA for short listed Agricultural innovations and evaluating market / business potential for these novel technologies &amp; providing technological details of innovation to protect IP</li> </ul>		
17 <sup>th</sup> JAN, 2001- 16 <sup>th</sup> JAN-06	INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD	A'BAD, GUJARAT
<p><b>Joined as Academic Associate</b> with Centre for Management in Agriculture &amp; later as <b>Research Associate</b> with K. L. Chair of Entrepreneurship on projects relating to “<b>In Situ Conservation of Agro-biodiversity</b>” &amp; “<b>Policies to Enhance Food Security and Improved Nutrition through On-farm conservation of crop biodiversity in western India</b>”.</p> <ul style="list-style-type: none"> <li>• Coordinating, handling and assisting IIMA faculties in literature search, case study research and preparation, material preparation, correspondence, etc for courses taught in Management and Fellow program for students.</li> <li>• Developed course material and coordinated Management Development Program (MDP) “<b>Harnessing Intellectual Property for Strategic Competitive Advantage in Agriculture</b>”.</li> <li>• Coordinating various classes / courses undertaken by assigned faculty for students of PGP, FPM and PGP-Agriculture programme at IIMA (eg. Agriculture Management, SMIPR, etc).</li> <li>• Statistical Analysis and Interpretation of the results from the research Data collected the part of the survey using SPSS, SPAR and Indostat.</li> <li>• Research, analysis, survey, coordination and compilation of report by an Expert Committee set up by the government of Gujarat focusing on “<b>Effect of WTO – Agreement on Agriculture on agricultural exports from Gujarat</b>”.</li> <li>• Handling patent databases and other IP tools for research and course work.</li> </ul>		
1 <sup>st</sup> APRIL 2000 – 16 <sup>th</sup> JAN 2001	SOCIETY FOR RESEARCH AND INITIATIVES FOR SUSTAINABLE TECHNOLOGIES & INSTITUTIONS (SRISTI) RESEARCH ASSOCIATE	A'BAD, GUJARAT
<ul style="list-style-type: none"> <li>• Managing, Coordinating and conducting survey of Biological diversity under GEF – Using Biodiversity Project.</li> <li>• Experience of conducting farmer's survey under the project International conference on creativity and Innovation at Grassroots for Sustainable Natural Resource Management (ICCIg)</li> <li>• Conducted survey relating to the germplasm conservation practices and Varietal development practiced in rice and other major crops of South Gujarat followed by the farmers.</li> <li>• Statistical Analysis and Interpretation of the results from the research Data using SPSS, SPAR and Indostat.</li> </ul>		
1 <sup>st</sup> JUNE,98- 1 <sup>st</sup> DEC' 98	CYANAMID INDIA LTD. MARKETING TRAINEE	A'BAD, GUJARAT
<p>Part of the marketing team in districts Mehsana, Rajkot, Sabarkanta, Kutch and Banaskanta for promotion of weedicide STOMP.</p> <p>Carried out extensive demo's, farmer meets and other campaigns to generate awareness in farmers.</p>		

## EDUCATION PROFILE

2001 – 06	Doctorate in Agriculture SARDARKRUSHINAGAR DANTIWADA AGRICULTURE UNIVERSITY	OGPA: 7.45/10.0
<ul style="list-style-type: none"><li>Ranked 1<sup>st</sup> in the University</li><li>Represented University and secured first position at “Rural Man” Contest – Young Manger at the ‘GRAMIN SIMRIDHI – 2004’ organized FMS-IIRM, Jaipur.</li></ul>		
2002 – 03	Post Graduate Diploma In Patent Laws NALSAR UNIVERSITY of Law, Hyderabad	GRADE : A+
<ul style="list-style-type: none"><li>Projects Carried out: (1) WTO and its Implications on Indian Castor Sector. (2) Patenting Genetic Inventions in OECD Countries with major emphasis on EU and US. (3) Patents –case study India (4) Concerns and Issues relating to Patenting Genetic Inventions in Developed Countries.</li></ul>		
1998 – 2000	M. Sc. Agriculture (Plant Breeding & Genetics) GUJARAT AGRICULTURAL UNIVERSITY, S K Nagar, Gujarat	OGPA: 7.92/10.0
<ul style="list-style-type: none"><li>Ranked 2<sup>nd</sup> in the University.</li></ul>		
1994 – 98	BSc Agriculture GUJARAT AGRICULTURAL UNIVERSITY Sardar Krushinagar, Guj	OGPA: 8.14/10.0
<ul style="list-style-type: none"><li>Ranked 1<sup>st</sup> in the University</li><li>Recipient of Vice-Chancellor Gold Medal for being Best Student during Graduate Degree with highest OGPA</li><li>Two Gold Medals for securing highest GPA in course of Agril. Entomology course during under-graduation.</li><li>Gold Medals for highest GPA in Agril. Economics and Cash Prize for securing highest GPA in Dry Farming</li><li>Merit Scholarship during entire B. Sc. Degree course.</li></ul>		

## OTHER KEY ACHIEVEMENTS:

- Represented Cadila at “Make in India Campaign” of Govt. of India.
- Panelist and Speaker on Agri-biotechnology seminar at “VIBRANT GUJARAT SUMMIT-2014”.
- Guest faculty on “Facilitating farmer’s innovation and its protection at NAARM, Hyderabad.

## REFERENCE

- Dr. Geeta Patel: Retd. SBU – Head & Ex. Vice President – Agro Business**  
Phone: +919909975178.
- Dr. K J Bakshi: Managing Director - maxEema Biotech Pvt. Ltd.**  
Phone: +919327036084

## PERSONAL PROFILE

Date of Birth	:	26 <sup>th</sup> March, 1977
Languages	:	English, Hindi, Gujarati
Nationality	:	Indian
Matrital Status	:	Married
Address	:	12, Abhishek Twin Bunglows, Nr. Rajvi Homes, Bh. Sun City Off. SP Ring Road, Gala Gymkhana Road, Bopal, Ahmedabad, Gujarat – 380 058. Phone: 91-2717-401 411

*The above furnished information is true and any documents to validate the same will surely be put forward at the time of Interview.*

**VIKAS CHANDAK**

Place: Ahmedabad