



# Ashish Gupta

## Social Entrepreneurship and Technology Expert

Passionate individual with over 20+ years of strong Leadership experience. Core Competence in Sustainability (Agriculture), Research, Resilience, Future Systems Thinking and Technology. Aiming to co-create systems to help scale up sustainability benefits (social, ecological and economic) using Technology and creative out-of-box thinking.

✉ [embed.ashishg@gmail.com](mailto:embed.ashishg@gmail.com)

☎ +91.9810348193

📍 Delhi, India

🌐 [linkedin.com/in/guptaji](https://www.linkedin.com/in/guptaji)

## SKILLS

Branding and Brand Management   Business Intelligence   Confidence in Approach   End of Life Cycle Thinking

Entrepreneurial Development   Financial Management   First Principles Thinking   Growth Strategies   IT Strategy

Persistent Impact   Project-Team Management   Resilience and Crisis Management   Root Cause Analysis and Mitigation

Sustainability Impact Analysis   Sustainable Development Goals Systems   Systems Thinking Strategic Leadership

True Cost Accounting   Market Linkage Model Design

## WORK EXPERIENCE

### Founding Trustee

#### Gram Disha Trust and Delhi Organic Farmers Market Trust [🔗](#)

09/2018 – Present

Delhi India

*Creating Sustainable Value for Smallholders in India and Himalayan Ecosystems*

#### *Achievements/Tasks*

- Successfully Co-Founded Trust as per Legal Compliances - including designing suitable objectives and statutes. Successful fund raising for trust through donations and programs.
- Designed and Implemented programs of Agriculture, Culture, Craft, Internship for youth and Livelihood programs for Smallholder Farmers. Impacted 2 villages in Himachal Pradesh and Uttarakhand directly with the programs.
- Created corporate Structure for Trust to hold business assets as per Corporate Legal Compliances.
- Created online protocol framework to enroll suitable vendors and farmers based on transparency system for consumers. Screened and enrolled over 20 vendors to the market platform.
- Successfully executed multiple events and promotions for farmers, consumers on Sustainable Agriculture, Farmers Issues, Seeds and Food. Created and Managed budgeting and Financial management of Trust accounts - Website and content management for Trust.

### Founder - Social Entrepreneur

#### Organic Way of Life (Jaivik Haat), Jaivik Haat Private Limited (JHPL) [🔗](#)

10/2009 – Present

Delhi, India

#### *Achievements/Tasks*

- 100% Single Handed Successful Business Establishment from ground-up for 10+ years. Successfully lead team towards decisions on appropriate Compliance and Crisis Management during events like COVID-19 lockdown for business continuity.
- Assisted over 3000 farmers in over 10 years to establish localized and interconnected markets. Created innovative design systems for capacity building of smallholder clusters and fundamental market linkage through brand building.
- Lead Business decisions through strategic networks to achieve sales turnover of INR 40 lacs+ (and upto INR 70 lacs+) from 3rd Year Onward with Negligible debt exposure. Break-even achieved 3rd Year Onward. Increased Turnover over 30% Y-o-Y by suitable sourcing, networking and marketing interventions.
- Created Systems for transparency and fair prices for farmers - assisted other farmers and clusters in entrepreneurship. Developed Business models, processes and web technology systems for farm - First time in India - selling Apples trees online through Web Marketing System based on the Magento Platform for e-commerce. [🔗](#)
- Advised Government of India (Ministry of Agriculture) and Food Safety Regulator FSSAI - (Ministry of Health) on Organic Farming and Food Standards and Systems for India, including smallholder appropriate systems like Participatory Guarantee Systems (PGS).
- Successfully transferred running Business via Corporate Formation, Compliances, Valuation, Taxation and Finance to a Trust for continuity.

## WORK EXPERIENCE

### Consulting - Sustainable Food Systems Expert Various Organisations (IFOAM-OI, FAO, WHH, APO)

05/2014 – Present

Delhi, India

Food and Agriculture Organisation of United Nations (FAO), Welthungerhilfe (WHH), Asia Productivity Organisation (APO)

#### Achievements/Tasks

- Consultant - Sustainable Food Systems Architecture - Government of Himachal Pradesh - Natural Farming Program for 50000 smallholders - to advise and assist creation of food system for market linkage of chemical free produce and fair market access.
- Advised FAO on Sustainable Food Systems Capacity Development, Sustainable Development Goals (SDG 2.4.1) Frameworks, Participatory Guarantee Systems (PGS), Big-Data Analytics (Data Collection) for Smallholder farming clusters in India. Prepared Training Module Presentations for Ministry of Rural Development on Agroecology smallholder Women Farmer Organic Clusters (MKSP) . [🔗](#)
- Assisted APO with creation of Training Programs on Social Entrepreneurship for Rural Development for Government Employees and NGOS for 18 countries in Asia.
- Created Scalable Food Systems Platform for WHH for connecting 5 NGOS and over stakeholders 3000 farmers to localized markets. Advised the G7 (German Presidency - 2015) Countries Network on Sustainable Agriculture Impact for Global South.
- Published 6 research papers, journals on Sustainable Agriculture Nationally and Internationally on Pricing, Standards, Non-Timber Forest Produce, Smallholders and Food Systems.

### Advisory Roles - Pro Bono

#### Ministry of Health and Ministry of Agriculture

12/2017 – 03/2020

India

Food Safety and Standards Authority of India (FSSAI - Ministry of Health) and National Center of Organic Farming (NCOF - Ministry of Agriculture)

#### Achievements/Tasks

- Advised Ministry of Agriculture – Task Force on Organic Farming and Mission Organic Value Chain Development for North East Region (MOVDNER) 2015
- Advised National Center of Organic Farming (NCOF Ministry of Agriculture) on PGS Systems in India as PGS Regional Council Organic Way of Life - 2017-2019
- Served and contributed as Member Expert Committee on Organic Foods Regulations - Food Safety Regulator of India Food Safety and Standards Authority of India (FSSAI) - towards food regulation standards and systems for Organic Foods in India 2018 onward
- Member Committee of Participatory Guarantee Systems (PGS) In India - Contributions towards process and system for implementing PGS for smallholders in India 2019 onward

### Technology Leadership Brief (Computer Engineering and Software Development)

#### Various Companies (GISIL Designs, Conexant Systems, NIKSUN, Pixtel Communications, iPolicy Networks)

07/2000 – 08/2008

India

#### Achievements/Tasks

- Developed Solutions for Secure PoS terminals, Biometric Compliance (ISO 19794), PCI DSS Compliance for PED EMV Level 2 Kernel, Cryptography applications, Processor Virtualization for ARM7 and USIP.
- Performed various roles for Data and Control Path development for IPSEC VPN, Intrusion Detection, QOS, Firewall and Packet Classification for ADSL Modem and DSLAM, OS Kernel Embedding, Board Bring-up.
- Developed interfaces for MMI, Call Management state machine and Protocol Stack Integration for ARM based GSM/GPRS Chipset.
- Managed technical teams of 4-6 engineers in various programs through task assignment, reviews and technical resolutions. Handled root cause analysis of large scale deployment systems (National Level) on Fintech and bio-metric systems for smallholders.
- Designed for High level Systems including Software Architecture, Deployment Models, Scalability and Costs.

## EDUCATION (HIGHEST)

### Master of Science - Software Systems

#### Birla Institute of Technology and Sciences

06/2002 – 02/2005

9.10/10.0

## CERTIFICATES

### Free Prior Informed Consent (FPIC) (12/2018 – Present)

Food and Agriculture Organisations (FAO) of the United Nations

### Resilience in Food Security Analysis (11/2018 – Present)

Food and Agriculture Organisations (FAO) of the United Nations

## HONOR AWARDS

Global Organic Ambassador (09/2014 – Present)  
*International Federation of Organic Agriculture Movements (IFOAM-OI)*  
– Awarded in Organic World Congress, Istanbul Turkey

## PUBLICATIONS

*Book*

### **Enabling Sustainable Food Systems - Innovators Handbook**

*Multiple*

List of Authors

*Tentative 2020*

FAO-INRA

In Press

*Research paper*

### **Participatory Guarantee System (PGS) for NTFPs measurement and management - complexities and opportunities**

*Gupta A.*

Naidu P.

*2015*

FAO - XI World Forestry Congress

<http://www.fao.org/about/meetings/world-forestry-congress/programme/technical-papers-and-posters/en/>

*Online Article*

### **PGS – Enabling organic production systems for small holders**

*Gupta A.*

List of Authors

*2017*

FAO

<http://www.fao.org/agroecology/detail/en/c/468233/>

*Paper Presentation*

### **Managing Prices for Sustainable Agricultural Food Systems: Challenges and Opportunities**

*Gupta A.*

Loconto A , Udupa N

*2017*

IFOAM-OI Organic World Congress

<https://goo.gl/YUUtMF>

*Chapter*

### **Participatory Guarantee Systems (PGS) – A Case of Small holders in the Indian Markets**

*Gupta A.*

List of Authors

*2016*

FAO

<http://www.fao.org/sustainable-food-value-chains/library/details/en/c/430196/>

*Paper Presentation*

### **Reform the standards for organic livestock farming for small & marginal farmers – a critique of current standard norms for animal based organic foods in India**

*Das S.*

Gupta. A.

*2017*

IFOAM-OI Organic World Congress, India

<https://goo.gl/58G59A>

## ACHIEVEMENTS

Presented on Sustainable Agriculture at G7 (German Presidency) (05/2014 – 07/2015) [↗](#)

*Advocacy presentation to Sherpas for G7 Presidency on 'Sustainable Agriculture - Nutrition and the G7' in April 2015. Co-Created the "Berlin Memorandum" for formal submission to the G7.*

Presented at 5th IFAD Farmer Forum 2014 (02/2014 – 02/2014) [↗](#)

*Presented to Governing Council in 5th IFAD farmers forum for advocating Sustainable Agriculture in India and the Global South.*

## INTERESTS

Backpacking and Travelling

Composting

Horticulture - Fruit Trees and Vegetables

Mountaineering

## SUPPORTED CAUSES

Ahinsa and Gandhism

Animal Welfare

Appropriate Technology for Agriculture

Crisis Relief

Food Safety and Nutrition

Sustainable Agriculture and Forestry