

Profile of Vijay Sardana (in Brief)

Of

VIJAY SARDANA

PGDM (IIM-A), M.Sc. (Food Tech.) (CFTRI), B.Sc. (Dairy Tech.), Justice (Harvard),
PG Dipl. in Int'l Trade Laws & Alternate Dispute Resolution (ADR) (ILI), LL. B (in Progress)
Specialized in Food & Consumers Laws, IPR & Contract Laws, Trade Policy
Agribusinesses Value Chains, Commodity Markets & Innovation Management



Special Award by President of India

This Special Award by President of India, is recognition of Sh. Vijay Sardana for Contribution in growth of India's commodity markets. This award is recognition of the constant efforts to make commodity markets better.

Vijay Sardana is well known and experienced senior Professional, Speaker, Writer, Author, Blogger, Independent Panelist on TV debate, Discussion Moderator, Conference & Event Presenter, Corporate Trainer, Photographer and Business Advisor with specialization on the subjects related to innovation management in Industries & Economic issues including application of modern technologies for Consumer-agri-food products, commodity markets, rural and bio-economy.

This Special Award is recognition of Sh. Vijay Sardana for Contribution in growth of India's commodity markets. This award is recognition of the constant efforts to make commodity markets better. The award was presented by Shri Pranab Mukherjee, Hon'ble President of India (Designate), in the presence of Sh. *Subhash Chandra*, *Chairman of the Zee Group*, during Financial Markets Conclave and on the occasion of India's Best Market Analyst Award in Mumbai.

Global Agriculture Leadership Award for promoting Food Business & Commodities Sector



Distinguished Personality Award for the Contribution to Commodities Markets

by
Commodity Participants Association of India



| Name | VIJAY SARDANA |
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| Current Positions & Honorary Responsibilities | <ul style="list-style-type: none"> ○ Vice-President & Head – Food Security & Agribusiness, Policies and Programs, UPL Group ○ Member, Commodity Derivatives Advisory Committee, Securities and Exchange Board of India (SEBI), Govt. of India, Mumbai ○ Governing Director, Board of Governing Directors, Sri SIIM Foundation Trust of Sri SIIM Foundation Trust, New Delhi, a philanthropic organization, established by Dakshinâmnâya Sri Sharada Peetham, Sringeri, India. ○ Chairman, ASSOCHAM All India Committee on Direct Selling ○ Member, Risk Management Committee, Board of Directors, National Commodity and Derivatives Exchange Ltd. (NCDEX), Mumbai ○ Director on Strategic Management Committee (SMC), Rasna International ○ Project Board Member to the New Vision for Agriculture Project Board of World Economic Forum, New York / Geneva ○ Liaison Delegate, World Business Council for Sustainable Development, Geneva ○ Honorary Advisor, Poultry Federation of India ○ Director, ARPL Agribusiness Knowledge Services, New Delhi ○ Member, Management Committee, Solvent Extractors Association of India, Mumbai ○ Member, Academic Consultative Committee, Jaipuria Institute of Management, Noida ○ Member, Academic Consultative Committee, University of Petroleum and Energy Studies, Dehradun. It is a first of its kind university in the Pan Asian region. ○ Member, Board of Advisors, Centre for Agri-Management (CAM), Department of Business Administration, Utkal University, Bhubaneswar ○ Visiting Faculty to IIMs and other Leading Management Institutes. ○ Member, Editorial Board, Processed Food Industry, Leading Monthly Magazine on processed food sector space. |
| Directorships held on the Board of various Public and Private Companies | <ul style="list-style-type: none"> ○ Chairman of the Board, ACE Commodities & Derivative Exchange Limited, Mumbai, Anchored by Kotak Mahindra bank. ○ Chairman, Risk Management Committee of ACE Commodities & Derivative Exchange Limited, Mumbai (Since 2013), Anchored by Kotak Mahindra bank. ○ Chairman, Settlement Guarantee Fund of ACE Commodities & Derivative Exchange Limited, Mumbai (Since 2013), Anchored by Kotak Mahindra bank. ○ Independent Director, (Government Nominee) ACE Commodities & Derivative Exchange Limited, Mumbai (Since 2013), Anchored by Kotak Mahindra bank. ○ Director, Achievers' Resources Pvt. Ltd. (Since 1998) ○ Director, Jaiprakash Agri-initiatives Company Limited (Group company of Jaiprakash Associates), Noida (Till Oct. 2012) |

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| Past Positions & Responsibilities | <ul style="list-style-type: none"> ○ Jury Member, Financial Market Leadership Award, India's Leading Business Channel - Zee Business ○ Chief Operating Officer and Director, Jaiprakash Agri-Initiatives Company Limited (Group Company of Jaypee Associates), Noida ○ Special Invitee, on the Board of Directors of Suguna Foods Limited, Coimbatore ○ Managing Director, Anand Rathi Commodities International, Mumbai ○ Executive Director, Centre for International Trade in Agriculture and Agro-based Industries (CITA) ○ Vice President, Agrinet Solutions Limited, Mumbai ○ Director / Secretary, Confederation of Indian Food Trade & Industries, New Delhi ○ Head, Business Development, Tetra Pak India, New Delhi |
| Date of Birth | <ul style="list-style-type: none"> ○ Feb. 18th 1967 |
| Passport Details | <ul style="list-style-type: none"> ○ Passport No. Z3322880, Valid till 28.06.2025 |
| Professional Qualifications | <ul style="list-style-type: none"> ○ PGDM / MBA (IIM, Ahmedabad) ○ M.Sc. (Food Tech.) (UN/FAO IFTTC / CFTRI), ○ B.Sc. (Dairy Tech.) (Rajasthan Agri. Uni.) ○ PG Dipl. in International Trade Law & ADR (ILI) ○ LL.B (in progress) |
| Professional Courses | <ul style="list-style-type: none"> ○ Corporate Governance Board Leadership Training of Trainers (TOT) Program organized by International Finance Corporation (World Bank Group) and Indian Institute of Corporate Affairs, Ministry of Finance, Government of India. ○ Justice (Harvard) ○ PG Dipl. in Intellectual Property Rights (ILI) – (Course Work Complete) ○ Course on IPR Laws & Patents (WIPO) ○ Qualified ISO-9000 Lead Assessor (UK) ○ Qualified ISO-14000 Lead Assessor (UK) ○ Food Safety Management System (ISO-22000) Auditor |
| International Contribution in Various Capacities | <p>Actively engaged in the activities of the following organizations for the global development agenda:</p> <ul style="list-style-type: none"> ● World Economic Forum, Geneva / New York ● World Business Council for Sustainable Development (WBCSD), Geneva ● Initiative for Global Development (IGD), Washington ● International Food Policy Research Institute (IFPRI), Washington ● Grow Africa ● Grow Asia |
| Countries Visited for | <p>Bangladesh, Barbados, Canada, China, England, Ethiopia, France, Germany, Hong</p> |

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| various assignments: | Kong, Italy, Kenya, Malawi, Malaysia, Nepal, Netherlands, Nigeria, Poland, Rwanda, Scotland, Singapore, South Africa, South Korea, Sri Lanka, Switzerland, Tanzania, Thailand, UAE, Uganda, USA, Zanzibar |
| Professional Affiliation | <ul style="list-style-type: none"> • Life Member, Indian Council of Arbitration • Life Member, Indian Institute of Management Ahmadabad (IIM-A) Alumni Association • Life Member, Association of Food Scientists and Technologist (India) • Life Member, Indian Society for Training and Development (ISTD), New Delhi • Life Member, Indian Dairy Association, New Delhi. • Life Member, International Food Technology Training Center / CFTRI Alumni Association, Mysore • Life Member, Dairy Technologist Society of India • Life Member, Agriprenures Association of India • Life Member, Georgian Association of India. • Technical Member, Crop Care Federation of India • Executive Member (Delhi Chapter) Association of Food Scientists and Technologist (India) • Member, Society for International Development, Rome, Italy |
| On site Experience | <ul style="list-style-type: none"> • Visited more than 500 factories and establishments • Travelled to about 30 countries to study various aspects of Policy environment, Markets, Commodities and Agriculture value chains • Addressed or Trained more than 100,000 people in 130+ locations |
| Publications & TV Programs | <ul style="list-style-type: none"> • 500+ Articles in magazines & 260+ articles on Blogs on contemporary public policy issues and business subjects • More than million readers every month and about regular appearance on economic and business issues on leading TV channels. |
| Books | <ul style="list-style-type: none"> • Guide Book on Implementation of HACCP in Food Industry |
| Social Media | <ul style="list-style-type: none"> • Blog: Vijay Sardana Online: Contributed more than 350 articles, TV programs and Newspaper Reports. Read in more than 150+ countries and unique readership of more than 225,000+ worldwide. • Facebook pages on FodderYatra, Start-up India Forum, Consumer Alert |
| Hobbies | <ul style="list-style-type: none"> • Travelling, Photography, Reading and Writing, Listening to Music |
| Proven Strengths as Professional | <p>Leadership experience in strategic forward-planning; operating within the tight financial disciplines imposed by ambitious budgets, methodical administration to deadlines (not to speak of crisis management where necessary); and the application of modern leadership methods (through staff motivation and involvement in both decision-making and target-setting, clarity in communication, and easy personal inter-relations across all spectrum of people and societies in India and abroad.</p> <p>I will add the following to your team:</p> |

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| | <ul style="list-style-type: none">○ Maintaining high standards of integrity and corporate governance and intelligent use of organizational resources, modern information systems and technology with innovation and thoughtful leadership and uncompromised ethical business conduct.○ Leveraging from their earlier experiences of managing businesses in dynamic environment and with strong understanding of technology and product innovation in maintaining leadership position for the organization in the market○ Strong Managerial, Technical and Financial knowledge of all aspects of business conceptualization, policy, technology and Management;○ Strong experience of Global Trade competitiveness and global trade dynamics and new world trade order including WTO related issues○ Practical Experience of running and managing Industry, Policy Making and Strategic Planning;○ Strong Business sense and Negotiation Skills about business operations○ Strong Networking Capability with all levels of stakeholders from small traders, policy makers, business and national leaders○ Understanding of technology, regulations and promote high standards of compliance and corporate governance○ Good Understanding of Finance Management in businesses.○ Sound analytical ability to asses a given situation with patience and perseverance;○ Strong Knowledge base on Commodity, Agriculture and Food Laws, Labelling laws, IPR laws and International Trade laws○ Convincing Capability for bringing home the points that will help people take decision in favor of the conviction presented;○ Leadership & Motivation quality with team spirit and team building capabilities & communication skills.○ Strong Oral and Written Communication Skill and Strong interpersonal skills and high energy levels, effective and transparent communication and to handle all types of audience starting from farmers to CEO to Cabinet ministers.○ Wide Network of Professionals, Practicing Managers and Policy Makers in many parts of the world.○ Good understanding of global policy environment and Trade negotiations and its linkages with industry, society, environment and market○ Strong academic pedigree ideally suitable for the assignment. |
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Pl. do let me know if any other information is required.

Vijay Sardana
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Profile of Vijay Sardana :

Vijay Sardana is well known and experience corporate manager, speaker, writer, author, blogger, corporate trainer, well known TV panelist on economic policy, bio-economy, on issues impacting global and national trade and rural economy including food, agriculture and consumer issues, and business advisor on subjects related to economic policies, research and innovation management, consumers and business risk management, consumer-agri-food products and value chain development.



Mr. Sardana was awarded for his exemplary work and contribution. Sh. Pranab Mukherjee, Hon'ble President of India gave special contribution award for the development of commodity markets in India and also the Global Agriculture Leadership Award for exception contribution for development of Food businesses and Commodity Trade by Governor of Haryana and Uttar Pradesh.

He is currently involved in various capacities with various leading organizations including Vice President & Head, Food Security Initiatives & Agribusinesses (Policies and program), UPL Group, Mumbai; Member, Commodity Derivatives Advisory Committee, Securities & Exchange Board of India (SEBI), Govt. of India; Member of Committee of Board of Directors on Risk Management, NCDEX, Mumbai; Jury Member of Committee for the Best Market Analysts Annual Award By Zee Group, Independent Director & Member of Board of Governing Directors of Sri SIIM Foundation Trust, a philanthropic organization, established by Dakshinâmnâya Sri Sharada Peetham, Sringeri, India, Former Chairman, and Independent Director appointed by Government of India leading Kotak Groups's anchored ACE Commodity & Derivative Exchange, Mumbai; Director, ARPL Agribusiness Services, New Delhi; Advisor, Poultry Federation of India; Member, BRICS Business Council on Agribusiness, Member of Global Committees of New Vision for Agriculture, World Economic Forum; Liaison Delegate for World Business Council for Sustainable Development; Technical Advisor Committee, Compact 2025, International Food Policy Research Institute, Washington; Director, Strategy management Group, Rasna International; Member, Academic Council, Jaipuria Institute of Management, Noida

Vijay Sardana is also in the Management Committee Member of Solvent Extractors Association of India, Life Member of Indian Dairy Association, AFST(I), All India management Association, and Consulting editor and Member of Editorial Board of food processing, besides members of other important associations and professional bodies.

Vijay Sardana is alumni of well-known leading institutes like IIM, Ahmedabad, CFTRI, Mysore Collage of Dairy Science and Indian Law Institute, New Delhi and acquired professional qualification from WIPO, Geneva and Harvard University, USA with wide global

experience of more than 20 years in various leadership positions. Mr. Sardana is also student of Law and legal systems.

He has committed himself for the development of globally competitive, efficient and fair agribusinesses and commodity markets with the deep and insightful knowledge, experience, insight and understanding of complex interrelation between social, economic, technical, legal and political aspects of global bio-economy.

Vijay Sardana has travelled about 30 countries and worked on wide range of issues affecting agro-commodities and agribusinesses from almost all agro-climatic situations on various aspects with wide range of business houses, international development organizations and policy making bodies around the world.

Mr. Sardana has contributed through his projects, trainings, writings, researches, critical analysis for various stakeholders and during interactions with various committees of policy making bodies, institutions and publications and invited to many national and international forums like WEF, IFPRI, Grow Africa, WBCSD, IGD, etc.

His blog, “**Vijay Sardana Online**”, is read in more than 150 countries and he has contributed more than 500 articles related to agriculture, agribusinesses and related issues. He had authored popular book titled “Guide for HACCP Implementation in Food Industries”.

His understanding of complex dynamics of commodity markets and agribusinesses is a great asset for business leaders, equity investors, professionals, executives, farmers and policy makers.

He is among the few whose in-depth knowledge and hand-on professional work and views are well recognized in commodity trade and agro-based industries.

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- Blog: Vijay Sardana Online / Twitter: @vijaysardana
- Convener: Facebook pages on FodderYatra, Start-up India Forum, Consumer Alert