

# Vijay Pratap Singh Aditya

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Vijay Pratap Singh Aditya is a first generation technology entrepreneur and rural markets, digital financial services & agriculture sector expert working on financial inclusion, supply chain and market access issues of rural communities. Vijay is Electrical Engineering Graduate with Post-Graduation in management from the Indian Institute of Forest Management, Bhopal, India. In last 20 years Vijay's work has focussed on rural India, on technology and innovation; for enabling access to markets, agriculture value chain, financial and enterprise services for rural businesses, financial inclusion, farm-producers and artisans. He is considered a technology pioneer, leading rural markets analyst and an expert in digital financial technologies, agriculture economy and food supply chain.

Vijay brings in over 20 years of experience in information technology innovation and deep understanding of rural markets. Vijay is passionate about networking rural communities and forging partnerships, to seek transfer of equity in favour of farmers, primary producers and artisans in the value chain.

Vijay is Co-founder, Director and Chief Executive Officer (CEO) of **ekgaon**. Having co-founded **ekgaon** 18 years back, he has built the company as a network-integrator providing real-time platform where service providers compete for the under-served consumer services markets. **ekgaon** platforms ensure cost effective service delivery by using mobile phone apps to transmit verified and secured transaction information, traceability, impacting in cost savings as well as enhancing productivity across the farm value chain. Its flagship platform **www.ekgaon.com** sells 'direct from farm' produce, sourced from largest of its kind, technology enabled network of farmers and producer organisations across India, the 'Ekgaon ~ One Village One World Network'.

Vijay, has been included amongst 50 Social Entrepreneurs in India by the India's premier business magazine, "The Business Outlook" in its September, 2009 special Independence Day issue. The magazine identified these entrepreneurs as "New Wealth Creators - 50 Social Entrepreneurs.... and how they are making India better". Vijay was awarded the "Civil Society Citizen Karmaveer Puraskar - Social Entrepreneur, 2012 – 13". Vijay is part of global community of social entrepreneurs as Ashoka – Lemelson Fellow since 2008 for life and Ashoka Globalizer Fellow 2010 & 2012.

Vijay served as a mentor for Tata Social Enterprise Challenge (TSEC), organised by the Indian Institute of Management, Calcutta for several years. He had been a mentor & judge in Ennovent Pool, a sustainability enterprise accelerator and Eureka! Asia's largest Business Model competition organised by Indian Institute of Technology, Mumbai. He has also served as a judge for the DBS-NUS Social Venture Challenge Asia, Singapore for several years. Vijay continues to be part of the Screening Committee at AUD Centre for Incubation, Innovation and Entrepreneurship of the Ambedkar University, New Delhi (now also a AIC, under AIM, NITI Aayog) and Advisory Committee of the North East Agriculture Technology Entrepreneurs Hub (NEATeHub), (now also a AIC, under AIM, NITI Aayog with the Assam Agricultural University). Vijay mentors StartUps across health, agriculture, skilling, e-commerce and other services, with various incubators. Vijay has served in the Area Advisory Board-Marketing stream of the Amity University and currently serves on the Board of Studies, Ambedkar University Delhi and Strategic Academic Advisory Board of the Xavier University, Bhubhneswar.

Vijay served on the board of IndLinux Society, promoting Indic-language computing. Vijay is also a founder, Board of Directors and the Chairman of Audit & Compliance Affairs Committee of the Business Correspondent Federation of India (BCFI), India's second largest franchisee network, promoting a self regulating framework for deepening financial inclusion in India. Vijay is Head of Digital Financial Services in India for Opportunity International.

In his personal time Vijay reads, write, travels and does gardening. He is an avid researcher of Indic-heritage and has widely travelled across the sub-continent researching Indic history and heritage. Vijay writes a blog <http://ekchidiya.tumblr.com/>, through which he is trying to bring the voice of common people to the forefront of social media and social discourse.

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