



## INDO AFRICA ALLIANCE



### **Short Business Profile of Mr Sunil Modi**

**Known as Biography of African Continent our Board of Advisor Mr Sunil Modi in last 30 years of his stay in Africa Continent acted on various fronts from Industry house, Trading, Consultancy etc. have successfully acted as a Representative, Buying Agent, Selling . in 28 Countries of Africa .**

**During life span on International front carrier of 3 decades have visited and resided in China , Hong kong, Thailand , Japan, Philippines , Indonesia ,Malaysia , & Korea beside Africa Continent.**

**During his stay in Africa he executed by implementing of textile plant in Tanzania, Mineral water plant in Kenya, ice cream plant in south Africa and bottling plant in Madagascar and traded in Madagascar in spices.**

**He has been appointed as trade counsellor in India by the ministry of economy, planning and regional development republic of cameroon, central Africa.**

**During year 2013, he was appointed as chairperson by Hon. Vice chancellor Dr Akshai Aggarwalji; Gujarat Technological University for the world bank project of developing skilled university in africa particularly in cameroon with fomic business school and intiaded the world bank project.**

**In year 2012 he returned to india inspired by Ex CM now PM Hon. Shri Narendra Modiji to develop our students on International business front.**

**In 1986 for his meritorious contribution in International brotherhood development, he was conferred upon henry geiseinbeer fellowship by german Junior chamber of commerce Germany.**



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**In 1988 for his outstanding contribution in Entrepreneurship awareness of Jaycees across globe he was conferred upon senatorship at Asia Pacific conference Tokyo Japan by junior chamber of commerce United states of America.**

**After returning to India he joined as a President of its own family business firm Named Babukakkal & Sons which was founded in 1880 legacy continues with the time and phase.**

**He is also the President of Indo Africa Alliance and serving as International Education, Management Trainer, Foreign Trade Advisor & Consultant for African Continent.**

- As a speaker at 2012 BRICS seminar for African continent –bridging gap on common platform.**
- Served Indo African Chamber & Opportunity Africa.**
- African Experience-A Biography published in 2003.**
- Key Speaker on Challenges & Business Opportunities in African Region at 38th World Congress in February 2011.**
- Appointed as a Representative Coordinator by CISA (Centre for Indian Studies in Africa) in South Africa.**
- Conducted workshop on family values, ethics, culture of hope, passion for a bright future at Addis ababa Ethiopia & Colombo Sri Lanka.**

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**SUNIL R. MODI**

**President**

**R-B Mody & Co.**

**BABU KAKKAL & Sons.**

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Providing confident, results-focused leadership requires a board combination of strategic planning, team direction and problem resolution-skills. I possess an extensive International marketing experience in the African Continent for more than 30 years in Textiles, Chemicals, Pharmaceuticals, Plastic, and Paper & Consumer Goods Industries.

Throughout my career I have demonstrated my loyalty commitment to excellence and solid work ethic. I have built successful recons of results that indicate my skills in International Marketing Management, Export Import Management, Public Relation, Business Excellence Tools, Man Management and Time Management.

In addition to being an innovative strategy planner, proactive in business policy implementations with sounds grasp of situational demands in accordance to international parameters, I am also a resourceful decision maker that combines strong leadership and organizational skill.

## Educational & Professional Development

- B.Sc. – Chemical Technocrat
- L.L.B. (Business Law)
- International Marketing Management
- Export – Import Management

## Personal Details

- Date of Birth : 29-11-1957
- Languages Known : English, Hindi, Gujarati, Swahili (East African Region)

Sincerely

Sunil R. Modi

**International Education & Management Trainer, Foreign Trade Advisor & Consultant for African Continent**

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## Business Profile of Mr Sunil Modi

In Last 30 years have successfully acted as a Representative, Buying Agent, Selling Agent, Marketing Agent, As a Consultant for different Industrial sector in African Continent covering 28 Countries.

During life span on International front carrier of 3 decades have visited and resided in China , Hongkong , Thailand , Japan, Philippines , Indonesia ,Malaysia , & Korea beside Africa Continent.

After returning to India have joined as a President of its own Family Business Firm Named Babu Kakkal & Sons which was founded in 1880-Legacy Continues with the time and phase . Company saw the good & bad periods of the Pre and Post Colonial Rule.

The company had industry in Java & Sumatra (now called Indonesia) of Sugar & Coir. Thereafter with the phase of time entered in the field of Textile & have established a Co-Manufacturing Unit in Coimbatore for Textile, Machinery, Spares Parts & Engineering goods.

Future diversified into chain Management of Exports of various Products.

During this course of time undersigned successfully implemented various turnkey projects in Africa Countries.

Also the President of India Africa Alliance and serving as International Education, Management Trainer, Foreign Trade Advisor & Consultant for African Continent.

Have conducted various Seminar & Sessions for International Business school in the above Countries on Retail Management, Time Management, Market Management, Reality Management & Export Import Management .Specializations in Exports Imports “How to do Business with Africa”. A very good Public relation & Human relation touch has kept me in the field.

### Major Projects

Title	Synopsis
<ul style="list-style-type: none"><li>• Textile Plant in Tanzania</li></ul>	<ul style="list-style-type: none"><li>• Successful implement of the terry towel &amp; canvas type cloth textile manufacturing plant in Tanzania.</li></ul>
<ul style="list-style-type: none"><li>• Mineral Water Plant in Kenya</li></ul>	<ul style="list-style-type: none"><li>• The project was successfully executed on turnkey basis for the manufacture of packaged drinking water in Kenya.</li></ul>
<ul style="list-style-type: none"><li>• Ice- Cream Plant in South Africa</li></ul>	<ul style="list-style-type: none"><li>• The focus of the Project was to implement a fully functioning Ice – Cream Plan near Johannesburg, South Africa</li></ul>

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## Contributed in the Capacity of :-

- CEO of various Industries in African Continent.
- Consultant to Rubber Food, Textile Paper Industry in Kenya, Tanzania, Uganda, Nigeria & Sudan
- Conducted seminars on public relation, management in Srilanka, Africa etc.
- Overseas Representation for Companies in China, Indonesia & South Africa.
- Served as a Vice President of Indian Junior Chamber (1986-1987).
- Implemented theme “brotherhood relation globally “in Japan, Philippines, Hongkong, Thailand,.
- Conducted Chairman Ship Parliamentary procedures workshop in above countries.
- As a speaker at 2012 BRICS seminar for African continent – bridging gap on common platform.
- Served Indo African Chamber & Opportunity Africa.
- African Experience- A Biography published in 2003.
- Served as a State Vice President for Maharashtra State Junior Chamber.
- Published book on guide’s line to local organization movement in Junior Chamber.
- Visiting Faculty to IMM – Delhi on International Business Development for MBA Students.
- Key Speaker on Challenges & Business Opportunities in African Region at 38<sup>th</sup> World Congress in February 2011.

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- **Speaker on Retail Industry in India – After entry of FDI at SAL Institute of Management, Ahmedabad (Gujarat) on 20<sup>th</sup> October 2012.**
- **Speaker on Retail Industry in India – Management & Marketing with its Present Status & Future Opportunity on 31<sup>st</sup> January 2013 at VJTI, Matunga (Mumbai).**
- **Conducted seminar on How to do Business in Africa at SAL Institute of Management, Ahmedabad (Gujarat) on 16<sup>th</sup> February 2013.**
- **Appointed as Honorary International Co-ordinator & Convener by SAL Institute of Management, Ahmedabad (Gujarat).**
- **Appointed as a PRESS Representative Columnist for Panchami Disha Magazine.**
- **Served as a Vice President for Global Sales with E'monte Pens Pvt Ltd. Mumbai And Contributed in Achieving the best Display's and Marketing Excellence Award at various Events and Exhibition in India an Abroad.**
- **Appointed as Marketing Coordinator in India by United World school of Business for B-school student exchange, faculty, hospitality management & business prospect.**

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## ACHIEVEMENTS

We are pleased to inform that Mr Sunil Modi who is alumni of Khalsa college -1978 batch has been appointed as committee member centralized for good governance by PRIME MINISTER OFFICE New Delhi.

Mr Sunil Modi has been appointed as a Board of advisor to vice chancellor of Gujarat Technological University for 120 management colleges of Gujarat under centre for global Business studies , international advisory member for corporate governance research centre, chairperson for Research and Consulting Services Cell committee for Centre of Excellence.

Chairperson for world bank project for developing skilled university in Africa as per world bank norms on behalf of Gujarat Technological University Ahmedabad.

Mr Sunil Modi has conducted more than 73 seminars at different colleges in Gujarat in 2014-2015 covering INTERNATIONAL BUSINESS, HOW TO MARKET YOUR SELF , ENTREPRENEURSHIP, HOW TO START EXPORT IMPORT BUSINESS, FAMILY ETHICS VALUE CULTURE IN BUSINESS, RETAIL MARKETING, CORPORATE GOVERNANCE, GOOD GOVERNANCE, ACADEMIC GOVERNANCE, ADMIN GOVERNANCE and much more.

Mr Sunil Modi contributed as a speaker at 2012 BRICS Seminar for African Continent - BRIDGING THE GAP ON COMMON PLATFORM.

He has been honored HENRY GEISSENBIEF FELLOWSHIP BY GERMAN JUNIOR CHAMBER FOR INTERNATIONAL EXCELLENCE IN 1986.

IN 1999 HE WAS FURTHER CONFERRED UPON SENATOR HONOUR BY JUNIOR CHAMBER INTERNATIONAL -USA FOR HIS MERITORIOUS CONTRIBUTION ON THE PLATFORM OF INTERNATIONAL RELATION.

Appointed as representative coordinator in India by CISA (Centre for Indian studies in SOUTH AFRICA) Johannesburg.

# Undisclosed facts of Commitment, Passion, Self Belief & Hope who turned An Entrepreneur

It gives us immense pleasure to present before you, In short a hidden fact of an individual who with his self belief, commitment, passion, and positive attitude fought against destiny. A word call impossible doesn't exist within this individual, who was shot 16 bullets in the body by the robbers in East Africa, but bullets missed the brain and heart; still tried to run and catch the robbers, stood strong surviving with passion. There After a fatal accident occurred in valley in Kenya when this individual with his friend was in car on the way from Nairobi to nakuru around 6 pm near the valley creek. A giant size container truck came from wrong direction and hit the car at point blank. an explosion occurred the friend who was driving was torn in from centre of the body with steering wheel ripping through his chest and lungs died on the spot and this individual who with the belt and car door was thrown in to the valley fell on the rock such was impact that his right hand turned around 360degree from shoulder he kept on hanging with one hand on a branch of tree saw the death below one slip he would have died 20000ft below but had a will suddenly 4 local natives who had seen the accident came to rescue they brought rope and 2 of them came down the valley hold the individual by risking their lives brought him out like a holly wood movie from jaws of death ,then took him to the hospital treated him and left . Their after individual went in to coma for 6 months and came back after seeing death now leading 2nd life.

Further surviving an accident from the over bridge stumbling down 250 steps losing both the hands & suffering from Retinal detachment in left eye having a partial vision with 27 stitches in the eyes,



still says believe in yourself. **Yes you can do it. Believe in yourself, never lose hope.**

Every problem comes with the solution, A day never ends in the evening, there is always a new beginning in the next day. Just follow one line **“Yes I can do it, nothing is impossible”**. And the impossible person known as **A Biography of the so called Black Magical Continent Africa where he spend more than 3 decades of his chilled spinning career from jungles to Sahara desert , surviving winter & summer from -10C to + 45C .**

Still going strong in his career visited more than 28 countries in Africa, he love Africa, the local people who are very lovely, straight forward. His message to the new generation is **“Never give up, fight it out; success is yours”**.

This gentleman is none other than our beloved Mr Sunil Modi who is associated with Gujarat Technological University as Board of Advisor, Corporate Governance Research Centre, and Centre for Global Business Studies, Honorary International Advisory Member & International Consultant & Foreign Trade Advisor- Africa Continent & Ex- Alumni of Khalsa College.

Thanking you ,

Sunil Modi

