

**“How to be Relevant in a Family Business in the Era of Disruption”
by Shri Indraneel Chitale - Director & CEO of Chitale Group of Industries
Online talk session held on 11 September 2020, 5:30 PM**

An online talk titled “How to be Relevant in a Family Business in the Era of Disruption” was delivered by Shri Indraneel Chitale, Director & CEO of Chitale Group of Industries. He is the representative of the fourth generation of the Chitale family which started a dairy business in 1939 as a supplier and since then has evolved into an international brand with a wide array of food products. The fourth generation has brought in technological changes in the business model and made the products available in the global market. Shri. Indraneel highlighted the use of technology like Cloud Computing, IoT and Machine Learning. These technologies are used in plant automation, logistic management, production and supply management and other aspects of business. The ‘Gyan’ for the current entrepreneurs highlighting the values, leadership and remaining relevant was the highlight of the insightful talk.

The Chitale Legacy

The Chitale legacy traces back to the 1950s, when the visionary Shri Bhaskar Ganesh Chitale started a small dairy farm and started his milk distribution business at Bhilawadi in Sangli District. This worthy lineage was ably carried forward by his sons, who got affiliated with the business upon completion of their education. The beginning of the 1950s was also marked by yet another significant milestone: the establishment of Chitale Bandhu Mithaiwale. The second generation of the Chitale family played the role of formidable anchors to look after the dairy business. The third generation members of the family carried the mantle forth by introducing modern, innovative ideas to become a trusted and renowned brand. The fourth generation of the family – Shri. Kedar and Shri. Indraneel Chitale are expanding the family business with a combination of technology and tradition, and the brand has spread its wings over 30 retailers across 5 states, 350 distributors in India and abroad like Europe, Asia, Dubai, Australia and many more countries.

How technology played an important part in strengthening the Halwai/Mithaiwala presence

Shri. Indraneel Chitale, himself being an Electronics and Telecommunication Engineer, made smart use of technology which helped him to convert the unorganized food sector based-brand into a national retail-based food manufacturing company. The use of technology helped to manufacture their products more efficiently, thereby improving shelf life and food safety standards. Greater use of the latest imported machinery and software ensured consistent quality, which is the USP of the Chitale group. Technology played a major role that helped in the standardization of ingredients, raw materials, processes and various parameters of the manufacturing process, proper chemical and biological analysis in the laboratories and packaging mechanism to ensure quality and freshness of the product.

Adaption of modern technology and engineering is the key to business growth

Shri. Indraneel highlighted on the technological upgrades as being the value added by the fourth generation. The business is using latest technology in every aspect. The manufacturing plant is fully automated using Industry 4.0 IoT standards with advanced machinery from Japan and Germany, customized as per the local production needs of 120+ products. The dietary needs of over 8 lakh cows are tracked using RFID and cloud computing. The RFID is used to track the product logistics and delivery. Technology is used for standardization of raw material as well as the entire process from manufacturing till tracking delivery. Neural Network and Machine Learning is used to analyze the product sales data from various suppliers to identify the demand-supply logistics of the market and produce as per the need so that every item that is produced is delivered fresh.

Mantra for success – the ‘Gyan’

Shri. Indraneel shared highlights on building a brand by keeping a total quality-oriented approach and customer-centric practices and services. With this, he shared that the Group’s core value was “QUALITY”. Shri. Indraneel dedicated the success of Chitale Dairy as being closely intertwined with the unified approach religiously practiced by all the Chitale family members as well as employees who all are working towards a common goal of delivering ‘QUALITY’. The Chitale Group has emerged as a leader in the Indian dairy industry, while retaining Indian traditions and family values. He inspired the audience by talking about the integrity in business and value-based advertisement. He gave a few key points to all our Engineering and Management students such as aim to reach global standards, be good citizens, learn civic sense, be sensitive towards the environment, understand the economy, question everything till convinced, walk the talk, empower & coach. His tip on ‘focus on remaining relevant’ is pertinent in every aspect of one’s career. He shared an analogy of a dinosaur and a cockroach, with the message that one has to be adaptive to changes to be resilient in business.

Corporate Social Responsibility

“Give back to the community what you have gained from it” is the principle that the Chitale Group advocates and embodies in its approach. They have applied an organic growth model to all their business verticals which has ensured farmer growth and community development. This has been made possible through various initiatives such as encouraging rural education by aiding schools, establishing public gardens, bus shelters, community toilets, building village roads, setting up rural hospitals, promoting rainwater harvesting, giving interest-free loans to landless labourers for buffalo rearing, motivating people through active participation in Gram Swachata Abhiyan, helping drought-affected farmers by supplying water and fodder, extending donations to various relief funds.

The Webinar ended with an interactive question answer session where he spoke about Human Resource Management, product distribution during the COVID pandemic, Chitale Digital, various Internship programs for students and about his new start-ups: HR Neeti, Women’s cricket, Shoptimize and Herby.

Vidyalankar congratulates the “Chitale Group” for being felicitated by *FSSAI*, for maintaining preventive measures in COVID-19 pandemic (no case of COVID infection to any employee) and high level of hygiene and food quality standards.