

JAAGRIT PRABHAT MISHRA

CHIEF EXECUTIVE OFFICER, KALLORDS

EXECUTIVE SUMMARY

A visionary serial entrepreneur and senior media professional with over 22 years of multi-sectoral leadership spanning pharmaceuticals, media, journalism, and education. Currently serving as the Chief Executive Officer at Kallords and the Chairman of Madhya Pradesh Rajya Sahkari Jan Aushadhi Vipanan Sangh, Mydt. (MPRSJAVSM), driving large-scale institutional growth, public-private alliances, and sustainable business models.

Recognized for leading high-impact initiatives such as the Jan Apoorti retail ecosystem project—a strategic venture dedicated to economic development, pan-India retail supply chain setup, and the empowerment of Self-Help Groups (SHGs) and female entrepreneurs. A high-level strategist skilled at building cross-border alliances, liaising with global agencies (including UNCTAD), and scaling startups into sustainable corporate entities.

KEY LEADERSHIP ROLES

Chief Executive Officer | Kallords

Overseeing overall enterprise direction, strategic development, and operational execution to drive growth and organizational excellence.

Chairman | Madhya Pradesh Rajya Sahkari Jan Aushadhi Vipanan Sangh, Mydt. (MPRSJAVSM)

Directing pharmaceutical marketing initiatives to bridge the gap between affordable generic and ethical medicines and everyday consumers.

Director | Apex Bank, Madhya Pradesh (2018 – 2024)

Provided strategic governance and oversight to support regional cooperative banking operations and institutional financial growth.

Project Promoter | Jan Apoorti Retail Project

Spearheading a flagship nationwide retail supply chain model targeting grassroots socioeconomic upliftment and SHG integration.

CORE EXPERTISE

- Corporate & Business Strategy:** Designing scalable multi-year roadmaps, organizational structures, and venture expansion models.
- Pharmaceutical & Healthcare Distribution:** Specialized knowledge in healthcare retail, generic supply chains, and cooperative market distribution.
- Public-Private Partnerships & International Relations:** Strong track record in inter-agency collaboration, international development alliances (UNCTAD), and government liaisoning.
- Grassroots Retail & Supply Chain Operations:** Concept-to-execution expertise in building pan-India distribution ecosystems (e.g., Jan Apoorti).
- Media, Communication & Public Relations:** Over two decades of cross-functional experience in journalism, media planning, and public affairs management.
- Startup Mentorship & Executive Leadership:** Building high-performing multi-disciplinary teams, managing P&Ls, and mentoring startup leadership.