

Adding value to coconut through branding and goodwill



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period of two years, under his leadership and with his continuous efforts, the Company has grown from a mere Rs.50 lakhs to the turnover of Rs. 8 crores employing more than 60 workers.

In the year 2012, the business was extended to Activated Carbon which is another value addition to the raw material. In the same year Vinay started Carbon Block making unit which supplies Carbon filters for water purification. In the year 2014 he started M/s Vision Advance Specialty Carbons Pvt Ltd which produces 6000Mt/annum of Coconut Shell based Activated Carbon and has given more than 150 employments directly. The annual turnover of the company is expected to cross Rs. 60 crores during the coming financial year.

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any other products. So it can be commercialized with little efforts. According to Vinay, we need younger creative brains who can work to add value and commercialize waste of coconut. Vinay is planning to achieve Rs.100 Crore turn over by working more on branding and good will. He is also planning to start retail offices throughout the globe and introduce various other products of coconut. ■

Vinay Javagal S. a computer science engineer was a project coordinator at Tata Consultancy Services. At the age of 13, he started dreaming of becoming a businessman and had a vision to develop rural employment in his village. In the age of 22, while working in TCS, he started searching for a business platform where he can link the family coconut business for developing rural employment. In the year 2008, after analyzing demand and supply gap of Coconut Shell Charcoal for Activated Carbon manufacturing and the consistent growth of Carbon market with the bank loan of R.s. 2 lakhs he had started the company Sonavi Associates to do trading of Coconut Shell Charcoal with major companies in India and abroad. In the same year after realizing his companies consistent business growth, he resigned from TCS to start a manufacturing unit for Charcoal and Charcoal Crushing. Over a

