# JOB PROFILE

<table>
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<tr>
<th>Post Name: JUNIOR EXECUTIVE/ EXECUTIVE OFFICER (On Contract)</th>
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<td><strong>Age Criteria</strong></td>
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| Not more than 28 years as on the Date of Advertisement  
***Age may be relaxed for exceptionally good candidates*** |
| **Job Description** |
| - To implement Sales & Marketing plan including agri extension services in the area assigned to him to achieve sales, collection & business development targets in line with Company’s objectives and adherence of all statutory compliances and internal control measures.  
- To ensure achievement of marketing & sales plan & realization numbers for the depots/territory assigned.  
- To implement market development plan to establish our brand in the market  
- To implement effective agri extension services and brand promotional activities.  
- To implement special projects as per the requirement & as and when required  
- To implement activities required to enhance customer awareness towards the company’s brand and products  
- To provide various services to farmers with MIS and report the same to concerned agencies  
- Provide effective customer care services to ensure high customer satisfaction and brand equity  
- Adherence to company system & procedures and general administration as per company norms.  
- Strict adherence to statutory compliances  
- Govt. Liaison – Department of Agriculture, District Administration Department/KVK/University etc.  
- Collect and provide information on market trend, competitors’ strategy & activities.  
- Overall Supervision and responsible for all functions at Retail Outlet (Depot)  
- Responsible for the budgeted Top Line and Bottom line of Retail Center.  
- Maintain all statutory documents, licenses and registers at the depot and its renewal on timely basis as per FCO guidelines.  
- To promote the sale of all agro-inputs to farmers at one roof to provide one-stop shop solution.  
- Guide farmers about package of practices of scientific farm management & integrated nutrient management. |
- Guide farmers about importance of Soil & Water analysis & to get it analyzed ay GSFC Soil & Water Testing Laboratory.

- Guide farmers about Sardar products, its recommended dosage and advantages, tissue culture plants.

- Conduct crop demonstrations, farmer meetings and other sales promotion activities like participation in agricultural fairs/melas/exhibitions, discount schemes and others.

- Share information about Krishijivan Magazine and generate subscription for it.

- Maintain minimum level inventory for each product and ensure optimum space utilization of depots.

- Effectively manage cash in hand and regularly deposit it in banks.

- In accordance with business requirement, liaison with following dignitaries:
  1. Sarpanch at village level/President at Nagar Palika level
  2. President taluka Panchayat
  3. Talati & Gram Sewak
  4. Fertilizer Inspector
  5. Extension Officer –Agriculture
  6. Chairman & Secretary of Local Co-ops
  7. Proprietors of Retail Outlets
  8. Progressive farmers of villages
  9. Chairman/Secretary of APMC
  10. Local Banks/NGOs
  11. Research Scientist at Govt./University Farm/KVKs

**Qualification**

B. Sc. (Agriculture) and/or M. Sc. (Agriculture)

**Knowledge of Hindi writing/speaking is must.**

**Experience:**

0-2 years. ( Fresher may apply)

**Location**

Rajasthan - the role would require extensive travelling.