

Job Description

Post Name	Junior Executive– Retail Sales/ Seed / IB
Age Criteria	Not more than 28 years as on the Date of Advertisement
Job Description	<ul style="list-style-type: none">• 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 /• 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 renew 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 by 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

Surveys for New Depot Locations and evaluation.

- To implement developmental plans for new business

opportunities and revenue streams by coordinating/ identifying & constant liaison with various government departments and vendors.

- To implement management's plan and ensure efficient execution of projects within approved cost and timeline and also ensure timely receivables from various agencies.
- Identifying and proposing new vendors for upcoming projects in order to have competitive rates and margins.
- Powerful documentation skills & MIS Skills. Command over MS- Office especially Excel for necessary report submission, analysis etc.
- To ensure achievement of project requirements and plan & realization numbers for the projects/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
- 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.
- To implement Sales & Marketing plan including seed promotion & awareness activities, 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 seed 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 /
- Collect and provide information on market trend, competitors' strategy & activities.
- Overall Supervision and responsible for all functions at Retail Outlet (Depot) – Seed related.
- Responsible for the budgeted Top Line and Bottom line of Retail Center.
- Maintain all statutory documents, licenses and registers at the depot and is renewal on timely basis as per Indian Seed Acts.
- To promote the sale of Seed to farmers.
- Conduct seed demonstrations, farmer meetings and other sales promotion activities like participation in agricultural fairs/*melas*/exhibitions, discount schemes and others
- In accordance with business requirement, liaison with following dignitaries:
 - Sarpanch at village level/President at Nagar Palika level
 - President taluka Panchayat
 - Talati & Gram Sewak
 - Fertilizer Inspector

- Extension Officer –Agriculture
- Chairman & Secretary of Local Co-ops
- Proprietors of Retail Outlets
- Progressive farmers of villages
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Qualification

B.Sc– Agriculture, Chemistry or Diploma in Agriculture. For IB Any Science graduate

(Candidates with relevant experience in Agri industry shall be preferred.)

Remuneration

Pay Scale shall commensurate with skills, experience and market trends.

Location

Within Gujarat or Anywhere in India & the role would require extensive travelling