

**Deputy Manager / Manager (Agri business), Rajkot/Raipur
(For GSFC Agrotech Limited)****Requirement**

Education Qualification	B.Sc (Agri) + MBA (preferably in Agri-business Management) / or any other post-graduation course in agriculture like M.Sc.-Agri.
Experience	Minimum 05 years of relevant experience in marketing of agri-input.
Age	Not more than 40 years as on the date of advertisement.
Language proficiency	Fluent in speaking English and Hindi
Location	The current job location shall be at Rajkot/Raipur. However, recruit may be placed anywhere in India on the basis of company's requirement in future.

I. Overall Objective

Drive the overall sales and distribution of Agri inputs in concerned region.

II. Roles & Responsibilities**a) Sales & Distribution**

- Planning, forecasting and execution of Agri-inputs sales in concerned region;
- Defining sales territories for sales team as well as channel members;
- Obtain product requirements from the dealers/distributors and raise indents accordingly;
- Ensure receipt of timely payments of the sales proceeds;
- Monitor sales performance of concerned region region for sales team as well as channel members of the area;
- Keep track of changing business environment, competitors' activities and Govt. policies to analyze market potential in the concerned region region for various agri-input products of the company;
- Determine the adequacy of existing distribution channel and recommend need for appointment of new Distributors/Dealers/Own outlets etc. to support the targeted business;
- Providing business and market feedback to the management and assist in identification of new market territories, intensifying presence in existing productive markets, new products etc.
- Monitor and ensure prices of Fertilizers at market place as per the MRP declared for states;
- Co-ordination with various Govt. authorities & fulfilling requirements.

- Coordinate with H&T contractors and supervise for physical delivery of materials, distribution, standardization of damaged material and necessary documentation;
- Coordinate with retailers and ensure that entries are made in MFMS module for receipt of finished products in order to claim subsidy;
- Manage company owned retail outlet / dealer network to ensure targeted sales of agri-input products.

b) Relationship Management

- Identify core customers & maintain liaison;
- Liaison and maintain good working relationship with Railway Authorities, Warehousing Managers, Dealers/distributors, H&T Contractor, Seed Certification agencies, Agri. Universities, quality control Inspectors, local Bank, Government Agencies and Opinion leaders etc.

c) Inventory Management

- Check the net stock availability for sales on a daily basis and ensure that the inventory does not fall below the threshold level.

d) Compliance

- Ensure compliance of Fertilizer Control Order (FCO), Essential Commodity Act (ECA), Govt. issued monthly movement supply plan;
- Ensure compliance of DBT requirements, Fertilizer Monitoring System (FMS), m-FMS (mobile based Fertilizer Monitoring System);
- Collect and send samples drawn by Fertilizer Inspectors from retail outlets for quality analysis to Central Laboratory;
- Maintain retail outlets /warehouses as per guidelines specified in Shop and Establishment Act, FCO, etc.

e) Documentation / MIS & Market Intelligence

- Ensure the following tasks through team:
 - ✓ Preparation of retail invoices, indents and dispatch papers in SAP as part of the routine sales and distribution process through team;
 - ✓ Ensure maintenance of cash, bank and imprest ledger for proper accounting and reporting;
 - ✓ Generate Stock Accounting MIS in SAP;
 - ✓ Collect market data to know competitors' positioning in the market.

f) Sales Promotion Activities

- Identify, propose and implement season wise advertising and suitable sales promotion activities and campaigns to address identified needs of the customer in the Rajkot/Raipur market segment;

- Prepare month-wise schedule of sales promotion and publicity programmes and forward to concerned office;
- Organize and conduct assesses programs eg. Farm demonstrations, night meetings, agri-fairs etc. and ensure effectiveness;
- Promote subscription of Krishi Jeevan Monthly magazine and soil and water sample collection;
- Prepare month-wise progress report of sales promotion and publicity programmes.

g) Improvement and Innovation

- Keep updated about new developments in own area of work;
- Display willingness to adopt to new corporate initiatives;
- Recommend changes to improve process efficiency.

h) People Management

- Allocate work, guide, and monitor and motivate staff reporting in order to ensure a motivated staff and efficient functioning of the department;
- Identify and recommend team members for suitable skill enhancement programs.

III. Key Performance Indicators

- Percentage achievement of monthly collection target for concerned region;
- No. of instances where the subsidy claim process has been delayed due to non-receipt of documents / improper entry in Mobile Fertilizer Management System (MFMS);
- No. of complaints / grievances received from core customers;
- No. of customers visited in a month (against target);
- Percentage delivery as per dispatch plan at location;
- Number of implementable suggestions recommended.

IV. Required Skills

- Market research;
- Financial acumen;
- Negotiation;
- Problem-solving;
- Strong analytical and research;
- Cost consciousness;
- Teamwork;
- Excellent written and oral communication;
- Creativity;
- Excellent customer service;
- Knowledge of relevant SAP modules.

V. Working Environment

The role may require extensive travelling, at least 15 days per month.

VI. Remuneration

Shall commensurate with skills, experience and market trends.

VII. Mode of Selection

Short-listed candidates will be asked to take one or more assignments which are designed to assess their suitability to GSFC's requirements. Only high scoring candidates will be called for personal interview.

VIII. Additional Information

For further details regarding GSFC Agrotech Limited (GATL), kindly log on to

<http://www.gsfcagrotech.com>

We are an equal opportunity employer committed to creating an inclusive environment.

The Grade / Post apart from the above mentioned post may be offered to exceptionally good candidates based on age / experience.