

JOB PROFILE

Post Name: JUNIOR EXECUTIVE/EXECUTIVE OFFICER/SR.EXECUTIVE (On Contract)

Age Criteria

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 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.

Qualification:

B. Sc (Agriculture)

Location:

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