

ARUN KUMAR

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Targeting assignments in **Business Development/Marketing Operations /Rural Skill Development** with a growth-oriented organization of repute preferably in **Agricultural** industry

|| CAREER SUMMARY

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- **M.Sc. (Agronomy) with over 6 years of experience in Agriculture Business Development & Skill and Rural Development** operations
- Currently associated with **S M Sehgal Foundation Gurugram, Haryana as Asst. Program Lead (AgricultureDevelopment)** leading a 15 field member team
- **UPL Limited (Adarsh Farm Service Division), Mansa, Punjab as Assistant Business Development Officer;** leading a **field team** and ensuring overall growth, marketing & profitability
- Completed **certification on Food Safety and Management System (ISO 22000) from AUBSI (Amity University and British Standards Institution) in 2014**
- Exposure of analyzing marketing trends and providing valuable inputs for product enhancement; creating sales & marketing strategies
- Directed Commodity Management and steered the implementation of strategies towards optimizing levels
- Drove the development & implementation of key business development strategies and steered marketing operations
- Attended Agri Business & Agri Clinic training from MANAGE, Center for Agriculture and Rural Development, Muzaffarnagar
- An effective communicator with strong analytical, logical, and interpersonal skills to relate to people at any level of business; quick learner with the capacity to work under pressure and meet deadlines

|| CORE COMPETENCIES

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~ Business Development	~ Rural Skill Development	~ Key Account Management
~ Revenue Growth & Expansion	~ Market/ Competitor Analysis	~ Opportunity Creation
~ Cold-calling	~ Liaison & Coordination	~ Team Management

|| WORK EXPERIENCE

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Since March'21 to till date with **S M Sehgal Foundation Gurugram, Haryana as Asst. Program Lead (AgricultureDevelopment)**

Key Result Areas:

- Managing & mentoring of 15 members teams(Project officer and Field Assistant)
- Managing & Mentoring Project Management with core team and client
- Identified potential agriculture development opportunities and penetrated into new markets and technique
- Relationship conduit between agriculture distributor and organization regarding scientific crop package of practice
- Contact between farmers and mandi buyer and agent regarding crop sales
- Monitoring the farmers meets, e-chopal, live Demonstration, Krishi melas, expuser visit, etc.
- Organizing field staff meet & imparting training on implementing to the Sustainable Water Management work
- Organizing field staff meet & imparting training on implementing to the Agriculture Development
- Communicating with top-notch farmer and imparting knowledge about services/ project
- Establishing sound relationships with farmer; understanding their project & services
- Building effective working relationships with farmer through regular meetings; identifying and obtaining further agriculture development opportunities
- Working closely with colleagues to identify new prospects and cross-selling integrated services / project
- Maintaining relationships with colleagues in other divisions to identify common new ideas and cross-selling integrated search and affiliate propositions
- Adherence of MIS reporting
- Corrective actions to be initiated on mystery audit deviation reports by planning & ensuring implementation of all the actions
- Conducting market research through industry contacts & trade events; tracking news to identify ideas for growth
- Coordinating with various teams including civil engineering and technical, and software teams
- Play a key role to initiate CSR project in different group

|| PREVIOUS EXPERIENCE

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Since March'20 to March'21 with **Ambuja Cement Foundation Alwar, Rajasthan as (Project Officer) Agriculture Development Officer**

Key Result Areas:

- Managing & mentoring of 5 members teams
- Contact between farmers and mandi buyer and agent regarding crop sales
- Monitoring the farmers meets, e-chopal, live Demonstration, Krishi melas etc.
- Organizing Field Staff meet & imparting training on implementing to the Sustainable Water Management
- Communicating with top-notch farmer and imparting knowledge about services/ project
- Establishing sound relationships with farmer; understanding their project & services
- Identified potential agriculture development opportunities and penetrated into new markets and technique
- Working closely with colleagues to identify new prospects and cross-selling integrated services / project
- Conducting market research through industry contacts & trade events; tracking news to identify ideas for growth
- Coordinating with various teams including civil engineering and technical, and software teams

Jun'19 to Nov' 19 with UPL Limited (Adarsh Farm Service Division) Mansa, Punjab as Assistant Business Development Officer

Key Result Areas:

- Manage & mentoring a team of 55 members
- Performed Lead Generation, Cold-calling, and Market Survey to gain understanding of business model Analyzing & exploring potential opportunities from existing customers
- Monitoring farmers meets, regarding crop sales by mandi buyer and agent
- Contact between farmers and grain storage, cold storage in-charge
- Maintaining relationship between farmers, mandi buyer and crop agent
- Communicating with top-notch customers and imparting knowledge about services/ products
- Establishing sound relationships with customers; understanding their business & services
- Building effective working relationships with customers through regular meetings; identifying and obtaining further sales and business development opportunities
- Identified potential business development opportunities and penetrated into new markets
- Responding to various incoming Requests for Information (RFIs) and Requests for Proposals (RFPs) from clients
- Working closely with colleagues to identify new business prospects and cross-selling integrated services / products; providing regular feedback about marketplace and competitor activity
- Maintaining relationships with colleagues in other divisions to identify common new business prospects and cross-selling integrated search and affiliate propositions
- Conducting market research through industry contacts & trade events; tracking news to identify ideas for growth
- Developing & sustaining internal & external relationships with Extension Officers & Operators, Farmers, Regional Teams & Distributors (UPL & SWAL)

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Dec'17 to May'19 with Indian Society of Agribusiness Professionals, Karnal as Project Coordinator

Key Result Areas:

- Managed operations for PMKVY, Saksham Yuva Yojana, and Agriculture Skill Development
- Providing training to the students on Agri Business and helping them to be self employed
- Guiding them in formulating business proposals and bank financial statements
- Corrective actions to be initiated on mystery audit deviation reports by planning & ensuring implementation of all the actions.
- Adherence of MIS reporting
- Assisted in the placement for PMKVY and Saksham Yuva Yojana
- Supervised marketing & sales operations for PMKVY
- Drove training sessions for Agriculture Skill Program

Jun'15 to Nov'17 Arya Collateral Warehousing Services Pvt. Ltd., Noida as Asst. Manager (Corporate Professional Warehousing)

Key Result Areas:

- Collaborated with various clients & field teams; drafted transaction reports
- Monitoring farmers meets, regarding crop sales by mandi buyer and agent
- Contact between farmers and store company regarding grain and vegetables' storage
- Conducting market research through industry contacts & trade events; tracking news to identify ideas for growth
- Played a key role as a member of Operation Management Corporate Team and managed Admin Operations
- Managed key accounts and developed relations, led effective reporting & documentation at all times
- Administered commodity management and ensured optimum levels at all times
- Rendered assistance in skill development; gained knowledge & understanding of software including EWMS, SMS idea, Form Zero, and Stock Audit

Highlight:

- Bagged **Outstanding Performance Award** for overachieving targets in 2017

|| PART-TIME EXPERIENCE

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Jan13' to Mar'14 with J. P. Green (under Environment Vision), Noida as Horticulture Officer

|| CONFERENCES/ SEMINARS ATTENDED

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- **Successfully attended seminars on:**
 - Environment Safety in 2015
 - Food safety & Management in 2014
 - Organic Certification & Organic Management in 2013
- **Attended:**
 - National Conference on Agriculture Management at Shangri-La, New Delhi in 2014
 - Krishi Mela IARI, Pusa (2012-14)

|| CERTIFICATION

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- Successfully completed certification on **Food Safety and Management System (ISO 22000)** from AUBSI (Amity University and British Standards Institution) in 2014

|| INTERNSHIP

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Organization: Botanical Garden Republic of India, Noida

Duration: 4 Months

Learning: Gained knowledge & understanding of seed germination of endangered plants, seed collection & packaging, and vermin -compost making

|| TRAININGS

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Title: Food Processing

Organization: Food Processing & Horticulture Centre, Kotdwar, Uttrakhand

Duration: 30 Days

Title: Organic Certification with IPL

Organization: Sikkim Organic Mission, Gangtok, Sikkim

Duration: 7 Days

Title: Agri Business & Agri Clinic

Organization: MANAGE, Centre for Agriculture and Rural Development, Muzaffarnagar, Uttar Pradesh

Duration: 2 Months

Title: Industry Internship

Organization: Amity Cold Chain Centre at National Cold Chain Project, Amity University

Duration: 4 Months

|| EXTRACURRICULAR ACTIVITIES

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- Volunteered in Amity Youth Fest at Amity University, Noida in (2012-14)
- Headed the team as Sports Captain of AIOA in Amity Sangathan (2011-14)
- Actively participated in National-Level Inter School Handball Meet in 2010
- Received an award from DM in Bharat Scouts & Guide in 2010

|| EDUCATION

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2021-2023: Studying MBA (Agribusiness Management and Marketing Management) online program from Bharati Vidyapeeth University, Pune

2018: M.Sc. (Agronomy) from CCS University, Meerut; secured 62.80 %

2015: B.Sc. (Agriculture & Food Business) from Amity Institute of Organic Agriculture, Amity University, Noida; secured CGPA 6.0

2011: 12th from M.B. Inter College, Dadri, Uttar Pradesh; secured 69 %

2009: 10th from M.B. Inter College, Dadri, Uttar Pradesh; secured 53.6 %

|| PERSONAL DETAILS

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Date of Birth: 20th September 1992

Languages Known: English and Hindi

Permanent Address: Chithera Village, Dadri, Greater Noida- 203207, Uttar Pradesh, India