



Mr. Gangaprasad Swami

☎ : +91 9922419116 ✉ : swami.gangaprasad@gmail.com

Objective :

Scaling new heights of success with over 15+ years of hard work & dedication, targeting assignments in Management Cader and professional growth in Agri-Business Industry with an reputed organisation.

Key Impact Areas

- ❖ Marketing & Sales Management
- ❖ Business Development
- ❖ Strategic Planning
- ❖ New Product Development
- ❖ Market Research, Survey & Expansion
- ❖ Revenue Generation
- ❖ Leader & Visionary information Bearer
- ❖ Team Management
- ❖ Service Delivery
- ❖ Public Relation
- ❖ Lead Generation
- ❖ Recruitment & Talent Acquisition
- ❖ Competitive Analysis & Market Intelligence
- ❖ Digital Marketing
- ❖ Advertising, Media Planning & Event management
- ❖ Agribusiness Management
- ❖ e-Commerce (Agribusiness)
- ❖ Operations Management
- ❖ Manage B to B , B to C (All Format Of Sales)

Executive Profile

- ❖ B.Sc. (Agri) + MBA (Agri-Business Management) with 15+ years of experience in Sales & Marketing, Business Development, Strategic Planning and Resource Optimization in Agribusiness Industry including e-Commerce in Agribusiness.
 - ❖ Capable of successfully guiding large-scale change, improve Marketing, Sales, Promotional performance, instituting quality initiatives, targeting and seizing new business opportunities, maximizing people potential.
 - ❖ Developing internal or independent business concepts (e-Commerce In Agri-Business) and resources. Have full budgetary, P&L and financing experience, with proven ability to solve problems. Skilled high-level negotiator and communicator, written or oral.
 - ❖ Proven expertise in strategizing & Planning the Sales process management, Forecasting, Budget,Pricing, Key account management, Expenses, Profitability, New product development, Market research and brand strategy Partnered with multiple disciplines (including global campaign teams, digital and insight teams, corporate marketing, product/solution marketing, partner marketing and field/regional marketing) to drive visibility, engagement and demand in target accounts
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Work Experience:

✓ **Business Manager- Agri Commodities** (April 2020 to Till Date)

Swades Foundation , Raigad.

Nature of Job & Responsibilities:

- ✓ Sourcing Of Agro Commodities (Raw Cashewnuts) through Farmers,FPO & Traders with the help of Sourcing Team/App in assigned Territory.
- ✓ Identify, engage & enroll FPO's Or Group Of Farmers with Their Processing ,Packaging & Storage Facilities.
- ✓ Supervise Farmers Production Planning & Field Operation Team through Application
- ✓ Supervise & Ensure smooth daily operations of all procurement,storage and Supply chain activities.
- ✓ Planning Of Supply Chain from Collection Center – Warehouse – Dispatch Center -End User or Customer Delivery with least Cost Model.
- ✓ Identity, Engage, Develop and Manage FPO's across Raigad Districts with strategic & Operation efficiency.
- ✓ Manage All Operations From Agri Commodity Sourcing to Packaging with help of Of Processors & Graders in Assigned Territory.
- ✓ Promote Schemes Among The Group Of farmers & FPO's
- ✓ MIS Review & Updates
- ✓ Coordination with Branding Team
- ✓ Developing B to B Sales, Retail Market,Hotel,Restaurant,Caterer,Hypermarkets, wholesale & Distributors model
- ✓ Developing Sales-Modern/Online Trade (Amazon,Facebook Markets, Trade india & Indiamart)
- ✓ Developing Sales Through Digital Marketing (Google Adwords,Facebook,Bulk Email,Whatsapp Business & Instagram) & Managing Print, Visual & Audio Visual Media.
- ✓ Developing Society Model & Weekly Bazar
- ✓ Developing Institutional Sales Channel
- ✓ Manage All Pre-Sales & Post Sales activities
- ✓ Lead- Backward Integration team & Forward Integration team .Focus will be on Improving Profitability of the Product.
- ✓ Profit & Loss Of Cashewnuts Commodity.
- ✓ Developing & Maintaining the relationship with potential & prospective Clients
- ✓ Develop and execute sales Process Focusing on closing high value Enterprise Leads (B toB)
- ✓ Market Study,Competitor analysis & Niche Market Identification
- ✓ Managing (4 + Sales Team , 4+ Supply Chain 4 + Operations & 1+ 1 Digital Marketing) 14 Team Members.

✓ **Manager- Sales & Factory Operations** (April 2018 to March 2020)

Agreeta Solutions Pvt.Ltd-(ag-COM)

Nature of Job & Responsibilities:

- ✓ Sourcing Of Agro Commodities (Wheat) , Fruits & Vegetables From Group Of Farmers & FPO with the help of Sourcing Team/App in assigned Territory.
- ✓ Supervise Farmers Production Planning & Field Operation Team through Application
- ✓ Planning Of Supply Chain from Collection Center – Warehouse – Dispatch Center -End User or Customer Delivery with least Cost Model.
- ✓ Alpasa-(Bulher) Manage All Operations till Packaging Of Whole Wheat Atta in Factory.
- ✓ Developed B to B Sales, Retail Market,Hotel,Restaurant,Caterer,Hypermarkets, wholesale & Distributors model
- ✓ Developed Sales-Modern /Online Trade (Amazon,Facebook Markets, Trade india & Indiamart)
- ✓ Developed Sales Through Digital Marketing (Google Adwords,Facebook,Bulk Email,Whatsapp Business & Instagram) & Managing Print, Visual & Audio Visual Media.
- ✓ Developed Society Model & Weekly Bazar
- ✓ Manage All Pre-Sales & Post Sales activities
- ✓ Lead- Backward Integration team & Forward Integration team .Focus will be on Improving Profitability of the Product.
- ✓ Managing (5+ Sales Team , 4+ Supply Chain 3 + Operations & 2+ Digital Marketing) 15 Team Members.

✓ **Management Core Team Member** (July 2016 to March 2018)

Agreeta Solutions Pvt.Ltd., Pune (E-Commerce & Information Services in Agri-Business)

Nature of Job & Responsibilities :

- ✓ Generate Leads for agFARM & agCOM through Personnel & Professional Networking or through Social or digital Media
- ✓ Presentation & Demonstration of Products/Services with Corporate Clients
- ✓ As a Part of a dynamic business team, Develop & execute the sales & marketing Strategy for agFARM & agCOM (Farm to Business E-Marketplace For FPO, Processors ,Exporters ,Traders & Local Business.
- ✓ Prospect with Clients (FPO, Growers, Exporters, Traders ,Contract Farming & Food Companies) For new Revenue opportunities
- ✓ Develop and execute sales Process Focusing on closing high value Enterprise Leads
- ✓ Manage Customer relationships with senior leaders of large enterprises & ensure highest level of satisfaction
- ✓ Ability to prioritize opportunities and apply appropriate resources, participating in the planning and development of strategic and high value initiatives.
- ✓ Take leadership role in pricing, risk identification and Management & competitive assessment areas
- ✓ Foster team work and promote integration across teams.
- ✓ Ensure clean hand off from pre-sales to appropriate solutions delivery resources
- ✓ Work within Agreeta guidelines to negotiate appropriate pricing, Service level & legal terms with clients.
- ✓ Track & analyse Sales related activities and identify potential issues and opportunities
- ✓ Foster and develop increased awareness of agFARM & agCOM within professional & personnel networking groups
- ✓ Link up FPO or Farmers Group With Processors through agFARM (App) & then Develop Business Development Activities through Soil testing , POP & Advisory services
- ✓ Take initiative to make Strong Agriculture Value chain through backward & forward Linkages
- ✓ Responsible for capacity building and market linkage aspects of Farmer Producer Organisation in Maharashtra & Madhya Pradesh Region
- ✓ To promote agribusiness by developing agribusiness models for farmers producer companies.
- ✓ To review of business plans prepared by farmers producer companies and consult them for options available for input marketing and output (produce) marketing.
- ✓ To prepare database of farmers producer companies to derive their marketing potential.
- ✓ Monitoring the studies under taken by the Project.i.e. Geographical Indication, Commodity profiling and Value Chain analysis.
- ✓ To prepare Marketing Strategy Supplement by analysing district potential and prepare a plan for improving market led extension.
- ✓ Contributed in First Public Private Partnership **PPP** project (Chilli) in Nandurbar district with **Swani Spices Pvt Ltd.**
- ✓ Introduced and established Chilli in Nandurbar district through **Contract Farming.**
- ✓ Responsible for conducting various field activities in the district like demonstrations, exposure visits, trainings, post-harvest demonstrations, buyer seller meets.
- ✓ I have assisted to establish Farmers Producer Companies.
- ✓ I have assisted in branding of the Products through sales channel by agCOM for FPO
- ✓ Have given hands on training to agriculture officers and farmers on market led extension.
- ✓ Has been a coordinator for Various Committees Visits in Nandurbar district and presented a project and field activities to committees.
- ✓ Developed a Business Model of primary processing for 7 farmers groups in the districts

- ✓ Implementing marketing updates to farmers groups and help them to implement innovative technologies and concepts in agriculture.
- ✓ Monthly reporting to head office.
- ✓ Reporting to CMD

- ✓ **Executive Director** (January 2010 to June 2016)
Connect Agri Services Pvt.Ltd. Pune
 Nature of Job & Responsibilities:
- ✓ **Leader**
 - Advises the Board & Supports motivation of employees in organization products/programs & operations
- ✓ **Visionary / Information Bearer**
 - Ensures staff & Board have sufficient and up-to-date information
 - Looks to the future for change opportunities
 - Interfaces between Board and employees as well as organization and community
- ✓ **Decision Maker**
 - Formulates policies& planning recommendations to the Board
 - Decides or guides courses of action in operations by staff
- ✓ **Manager**
 - Manages financial & physical resources
- ✓ **Board Developer**
 - Assists in the selection and evaluation of board members
 - Makes recommendations, supports Board during orientation & self-evaluation as a chief Executive
- ✓ **Program, Product & Service Delivery**
 - Oversees design, marketing, promotion, delivery& quality of programs, products & services
- ✓ **Board Administration and Support**
 - Supports operations and administration of Board by advising and informing Board members, interfacing between Board and staff.
 - Recommends yearly budget for Board approval and prudently manages organization's resources within those budget guidelines
- ✓ **Community and Public Relations:**
 - Assures the organization and its mission, services are consistently presented in strong, positive image to relevant stakeholders

- **Core Activities:**
- ✓ Talent Acquisition as per the Business requirements & Manage Human Resources
- ✓ Handling of Clients Relationship Management activities.
- ✓ Planning, Implementing & Monitoring Business Strategy, Plans, Targets, Development
- ✓ Planning, Implementing & Execution Market Penetration strategies & New Ideas
- ✓ Branding Strategies & Media Planning (Audio, Visual & Digital Marketing)
- ✓ Client Retention Initiatives
- ✓ Market Study, Competitor analysis & Niche Market Identification
- ✓ Provide training's support to sales Team & Co-ordination
- ✓ Employee Learning & Development Initiatives
- ✓ Presentation & Demonstration of Products/Services with Corporate Clients

✓ **Sr. Executive: Advt Sales & Marketing** (January 2006 to January 2010)
Sakaal Papers Ltd., Pune (Agrowon)

Nature of Job & Responsibilities:

- ✓ Generating revenue through client's and agencies Co-ordination
- ✓ Planning, Conceptualization, Marketing, Operations, Sales, execution and Co-ordination for variety of Supplements/Events/Projects such as (Crop pattern wise supplements,Agriculture Exhibitions, Conferences, Seminars, Workshops, Training's for Farmers.)
- ✓ Maintain a sales revenue targets as on basis of Daily, Weekly & Monthly.
- ✓ To develop & maintain the relationship with current & potential key Clients
- ✓ Create, maintaining and grow key accounts and major accounts in the Region.
- ✓ Handle daily business operations with corporate clients.
- ✓ The main responsibilities include creating budget, managing finances & contracts for advertisements & events (venue proposals, booking venues, hiring equipment, selecting and managing caterers, designers and sub-contractors, and monitoring the effectiveness of an event.)
- ✓ Making sure that every operation runs smoothly on the day of the event.
- ✓ Handling Planning, Budgeting, Marketing and Operational Activities of the Advertisements/events.
- ✓ Preparation of the ppp reports on the basis of monitoring and evaluation of the event.
- ✓ Managing finances and contracts for Brand promotion activities.
- ✓ Development of publicity & promotional, extension activities and producing promotional materials for publicizing the event..
- ✓ Liaison with clients to determine exact requirements
- ✓ Handling of Clients Relationship Management activities.
- ✓ Planning,Implementing & Monitoring Business Strategy,Plans,Targets,Development
- ✓ Planning ,Implementing & Execution Market Penetration strategies & New Ideas
- ✓ Branding Strategies & Media Planning (Audio, Visual & Digital Marketing)
- ✓ Client Retention Initiatives
- ✓ Market Study,Competitor analysis & Niche Market Identification
- ✓ Presentation & Demonstration Of Products/Services with Corporate Clients

✓ **Sales Officer** :(June 2005-December 2005)
Pranav Group of Industries (Krishnna Valley Agro India Ltd)

Nature of Job & Responsibilities:

- ✓ Arranged demonstrations, farmer group discussions,counseling to farmers & dealers.
- ✓ Participated in various Exhibitions & Seminars for product promotions
- ✓ Achieved targets (Revenue) through farmers & dealers network.
- ✓ Assisted, recruiting junior staff.
- ✓ Generated new dealers.
- ✓ Developed & Maintained the relationship with potential & prospective dealers
- ✓ Market Study,Competitor analysis & Niche Market Identification

Projects:

- ✓ Title: Fruits & Vegetable Survey: **ITC Ltd**

- ✓ Title: Market Research Survey Wine:**Dajibbah Wines Pvt Ltd**

Awards & Other Activities :

- ✓ Conferred With Krishi Bhushan Awarad-2017 @ Krishi Manthan The National Agri-Business Summit @ Bhopal Madhya Pradesh.
- ✓ Interacted With (Agribusiness) MBA Students @SILC, Pune, As a Guest lecture on "Career In Agribusiness Industry"

Educational Qualification :

- ✓ **Agri Clinics & Agri Business:** NIAM, Hyderabad :2010
- ✓ **MBA (Agribusiness Management):** Mitcon Institute of Management, Pune: 2005
- ✓ **B.Sc. (Agri):** Marathwada Agriculture University, Parbhani :2003
- ✓ **H. Sc (Dairy Science):** Maharashtra Udaygiri College, Udgir: 1999
- ✓ **S.Sc.:** Lonkar Highschool, Pune: 1997

Personal Profile:

- ✓ Full Name: **Mr. Gangaprasad swami**
- ✓ Date of Birth: **17th August 1982**
- ✓ Nationality: **Indian.**
- ✓ Sex: **Male**
- ✓ Marital Status: **Married**
- ✓ Languages Known: **English, Hindi, Marathi & kanadda.**

Declaration

I hereby declare that above information is true to my knowledge.

Yours Faithfully
(Swami Gangaprasad)

Address: FlatNo.106, Dream City, Wing-B1, Jambhulwadi Road, Dattanagar, Katraj, Pune-411046