

PRYM Solutions Private Limited

About Us

Salam Kisan is a tech-enabled end-to-end agriculture platform that provides data-driven insights to increase productivity and profitability for farmers.

Vision: Driving rural communities towards resilience and sustainability.

Mission: Transcending agriculture by bridging the fragmented agriculture value chain with data-driven insights, artificial intelligence, and end-to-end products and services.

Location

Nariman Point, Mumbai

Job Title

Agri Operational Manager

Job Description

The role of an Agri Operational Manager is to apply scientific principles and knowledge to improve agricultural practices and maximize crop production. Agri Operational Manager work closely with farmers, agricultural organizations, and research institutions to develop and implement sustainable farming techniques, increase yields, and optimize resource utilization.

Responsibilities

- **Crop Management:** Agri Operational Manager provide guidance on crop selection, planting techniques, and crop rotation strategies. They advise farmers on optimal seeding rates, fertilization methods, irrigation practices, and pest and disease control measures. Agronomists also monitor crop health and provide recommendations for nutrient management and soil conservation.
- **Soil Analysis and Management:** Agri Operational Manager analyze soil samples to assess nutrient levels, pH balance, and soil structure. They interpret the results and provide recommendations for soil amendments, such as fertilizers, lime, or organic matter, to optimize soil health and fertility. They may also advise on erosion control and soil conservation techniques.
- **Research and Development:** Agri Operational Manager stays updated with the latest research and advancements in agricultural science. They conduct field trials, experiments, and data analysis to evaluate new crop varieties, innovative technologies, and agricultural practices. Agronomists contribute to research projects and collaborate with scientists to improve agricultural productivity and sustainability.

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- **Precision Agriculture: Agri Operational Manager** utilize modern technologies, such as remote sensing, geographic information systems (GIS), and global positioning systems (GPS), to gather data and analyze field variability. They help farmers implement precision agriculture techniques, including variable rate application of inputs, site-specific management, and data-driven decision-making.
- **Crop Quality and Post-Harvest Management:** Agri Operational Manager provides expertise on achieving desired crop quality and post-harvest handling. They advise on harvest timing, storage conditions, and quality control measures to minimize losses and maintain crop value. Agri Operational Manager may also assist in grading, packaging, and marketing strategies to ensure the marketability of agricultural products.
- **Education and Extension Services:** Agri Operational Managers play a role in educating farmers and agricultural communities. They conduct training programs, workshops, and demonstrations to disseminate knowledge on best practices, new technologies, and advancements in agronomy. Agronomists also provide extension services, answering farmer inquiries, troubleshooting crop-related issues, and delivering on-site support.
- **Sustainable and Environmental Practices:** Agronomists promote sustainable farming practices that minimize environmental impact and conserve natural resources. They advocate for integrated pest management (IPM), water conservation, soil conservation, and biodiversity preservation. Agronomists work towards balancing agricultural productivity with environmental stewards
- **Team Management and Supervision:** Recruit, train, supervise, and evaluate field staff or workers involved in various agricultural activities. Provide leadership, guidance, and support to ensure a productive and safe working environment. Delegate tasks, set performance goals, and foster teamwork and collaboration.
- **Financial Management:** Develop and manage the budget required for operations in the field, including forecasting expenses for local events, travel and daily allowances, monitoring revenue, and analyzing financial performance. Make decisions to optimize profitability and minimize costs. Manage financial risks, such as market price fluctuations, and explore opportunities for diversification or value-added activities.
- **Equipment and Infrastructure Management:** Coordinate and oversee the maintenance, repair, and replacement of farm equipment like drones, drone bikes, and soil testing devices. Ensure that machinery, vehicles, irrigation systems, and other company assets are properly maintained and in good working condition. Evaluate the need for new equipment or technology investments to improve operational efficiency.
- **Regulatory Compliance:** Ensure compliance with agricultural regulations, permits, and licensing requirements. Stay updated with relevant laws and regulations governing agricultural practices, food safety, environmental protection, and labour standards. Implement and enforce safety protocols and practices to ensure the well-being of workers and minimize environmental impact.

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- **Market Research and Marketing:** Conduct market research to identify consumer trends, demand patterns, and potential markets for farm products. Develop marketing strategies and establish relationships with buyers, distributors, and retailers. Promote farm products and brands through various channels, such as direct sales, farmer's markets, or online platforms.
- **Record-Keeping and Reporting:** Maintain accurate records of field staff, and operations, including production data, financial transactions, inventory levels, and regulatory compliance documentation. Prepare reports on farm performance, financial results, and key performance indicators. Utilize farm management software or systems to streamline record-keeping and reporting processes.
- **Sales Strategy and Planning:** Develop and implement sales strategies and plans for the assigned territory in alignment with overall business goals. Analyze agri market trends, farmers' needs, and competitor activities to identify opportunities and determine sales targets. Develop territory-specific sales forecasts and budgets.
- **Business Development:** Identify and pursue new business opportunities within the territory. Prospect and qualify leads, conduct market research, and analyze customer data to identify potential customers and target segments. Build and maintain a pipeline of prospective clients. Actively promote and sell products or services to meet sales objectives.
- **Customer Relationship Management:** Build and maintain strong relationships with existing and potential dealers within the territory. Conduct regular customer visits, meetings, and presentations to understand their needs, address concerns, and ensure customer satisfaction. Provide product knowledge and technical support to customers as needed.
- **Territory Management:** Efficiently manage the assigned territory by planning and prioritizing sales activities. Develop and maintain a territory coverage plan, including regular visits to key accounts and strategic prospects. Monitor sales performance, track progress against targets, and report on sales activities and outcomes.
- **Travel:** Agri Operational Managers often require extensive travel within their assigned region to meet with farmers, attend industry events, and visit sales representatives. Flexibility and the ability to work remotely are typically required.

Qualification

- **Experience:** At least 5-8 years of proven experience in an agri and allied field is required
- **Education:** A bachelor's degree in agriculture or a master's in agri-business management
- **Operation Experience:** Significant experience in agri operation is typically required, preferably in a territory-based role. Candidates should have a proven track record of managing operations at the ground and driving the team efficiently. Experience in business-to-business (B2B) sales is often preferred.
- **Territory Management:** Strong territory management skills are crucial for this role. Candidates should have experience in effectively managing a specific geographical territory, including planning and organizing sales activities, prioritizing accounts, and maximizing territory coverage. Familiarity with territory mapping and route planning tools is beneficial.

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- **Business Development:** Candidates should have a demonstrated ability to identify and pursue new business opportunities within a territory. They should be skilled in prospecting, lead generation, and building relationships with potential farmers and dealers. Experience in expanding market share and acquiring new accounts is valued.
- **Customer Relationship Management:** Excellent farmers and dealers relationship management skills are essential. Candidates should have experience in building and maintaining strong relationships with farmers and dealers, understanding their needs, and providing effective solutions. Strong communication, negotiation, and interpersonal skills are required.
- **Sales Strategy and Planning:** Candidates should possess strategic thinking and planning skills. They should have the ability to develop and implement sales strategies and plans that align with overall business goals. Experience in analyzing market trends, setting sales targets, and creating sales forecasts is important.
- **Communication and Presentation Skills:** Excellent verbal and written Marathi communication skills are crucial for effectively communicating with farmers/dealers, sales representatives, and cross-functional teams. Candidates should be able to deliver persuasive sales presentations, negotiate contracts, and convey complex ideas clearly.
- **Leadership and Teamwork:** The ability to lead and work effectively as part of a team is important. Agri Operation Manager often collaborates with sales representatives and other cross-functional teams. Candidates should have experience in providing guidance, support, and training to sales teams. Strong leadership, coaching, and motivational skills are valued.
- **Industry Knowledge:** Familiarity with the agri industry or market in which the company operates is advantageous. Candidates with prior experience in the industry may have an advantage as they already possess knowledge of the market dynamics, customer needs, and competitors.

Remuneration

7 – 10 LPA (based on experience and performance evaluation during an interview).

Communication Details

Qualified candidates can send their resumes in confidence to hrdesk@salamkisan.com