



Job Title: Chief Executive

Location: Ratlam, Madhya Pradesh

Organization: Jovita Milk Producer Company Limited under the project Shwetdhara implemented by Ananda Foundation supported by IDFC FIRST Bank CSR.

About Jovita MPCL

Jovita Milk Producer Company Limited is a farmer-owned enterprise committed to strengthening rural livelihoods through sustainable dairy development. Under the Shwetdhara project, Jovita MPCL is working to build an integrated, technology-driven, and farmer-centric dairy ecosystem across Madhya Pradesh. The organization aims to enhance milk productivity, improve animal health services, expand market access, promote women-led dairy entrepreneurship, and create long-term value for smallholder dairy farmers.

As Jovita MPCL enters its next phase of growth, the organization seeks to evolve into a robust, self-sustaining dairy enterprise with diversified revenue streams, strong farmer engagement, innovative service delivery models, and a significant presence in the dairy value chain.

Position Summary

The Chief Executive Officer (CEO) will provide visionary leadership to drive Jovita MPCL's strategic growth and transformation. The CEO will be responsible for strengthening the company as a profitable, farmer-owned dairy enterprise while advancing its social mission. This includes expanding input and extension services, strengthening market linkages, enhancing operational efficiency, and building innovative business verticals.

The CEO will lead Jovita MPCL in becoming a model Farmer Producer Company in the dairy sector by integrating technology, promoting women's participation through the Gram Sakhi network, advancing breed improvement initiatives including embryo transfer technology, and ensuring long-term financial sustainability.

Key Responsibilities

1. Strategic Leadership and Business Growth

- Develop and execute a long-term growth strategy aligned with Jovita MPCL's vision, the Shwetdhara project objectives, and the aspirations of member farmers.
- Identify and develop new business verticals, including cattle feed, animal health services, breeding services, and advisory solutions.
- Position Jovita MPCL as a leading farmer-owned dairy enterprise in Madhya Pradesh.



2. Dairy Value Chain Development

- Strengthen end-to-end dairy value chain operations, including milk collection, quality assurance, processing partnerships, logistics, and market access.
- Improve milk quality, productivity, and traceability through technology-enabled systems.
- Build robust supply chain and distribution networks to support future scale.

3. Farmer and Member Prosperity

- Enhance member engagement, loyalty, and economic returns through improved services and transparent governance.
- Design and implement programs that increase farmer income, productivity, and resilience.
- Ensure equitable participation of women dairy farmers and strengthen the Gram Sakhi model as a last-mile service and extension platform.

4. Innovation and Technology Integration

- Drive adoption of innovative dairy technologies, including digital farmer services, productivity monitoring, and data-driven decision-making.
- Lead advanced breed improvement initiatives, including artificial insemination and embryo transfer technology.
- Promote technology-enabled extension services for animal health, nutrition, and farm management.

5. Financial Sustainability and Resource Mobilization

- Ensure financial viability, profitability, and long-term sustainability of the company.
- Develop business plans, budgets, and financial strategies to support expansion.
- Mobilize debt, grants, and strategic investments for infrastructure, processing, and business growth.
- Oversee financial controls, risk management, and compliance.

6. Operations Excellence

- Oversee all operational functions, including procurement, sales, distribution, input supply, and service delivery.
- Establish efficient systems, standard operating procedures, and performance management frameworks.
- Drive revenue growth and ensure achievement of sales and profitability targets.

7. Stakeholder and Partnership Management

- Build strategic partnerships with financial institutions, dairy processors, government agencies, research institutions, and development organizations.



- Represent Jovita MPCL with investors, donors, regulators, and industry stakeholders.

8. Team Leadership and Organizational Development

- Build and lead a high-performing, mission-driven team.
- Foster a culture of accountability, innovation, collaboration, and continuous learning.
- Mentor senior leadership and strengthen institutional capabilities across functions.

Key Performance Indicators (KPIs)

- Growth in the PFC member base
- Increase in farmer income and milk productivity
- Revenue and profitability growth
- Expansion of value-added products and services
- Strengthening of Gram Sakhi-led business and service delivery
- Adoption of breeding and productivity enhancement technologies
- Improvement in member satisfaction and retention
- Mobilization of strategic partnerships and investments

Qualifications and Experience

- Bachelor's degree in Business Administration, Dairy Technology, Agriculture, Rural Management, or a related field. MBA or equivalent advanced degree preferred.
- Minimum 5–10 years of leadership experience in dairy, agribusiness, Farmer Producer Organizations (FPOs), or rural enterprise development.
- Proven track record of scaling businesses, building markets, and leading organizational transformation.
- Strong understanding of dairy value chains, farmer institutions, and rural markets.
- Experience in financial management, fundraising, and stakeholder engagement.
- Familiarity with dairy technology, breed improvement, and farmer-centric service models will be an advantage.

Core Competencies

- Strategic thinking and execution
- Business development and market expansion
- Financial and commercial acumen
- Leadership and people development
- Partnership and stakeholder management
- Innovation and change management
- Farmer-centric approach
- Commitment to sustainability and social impact



Compensation and Benefits

- Competitive remuneration aligned with industry standards.
- Performance-linked incentives.
- Opportunities for professional development and leadership growth.
- A unique opportunity to build a transformative farmer-owned dairy enterprise and create lasting rural impact.

Why Join Jovita MPCL?

This is an opportunity to lead one of the most promising farmer-owned company. The role offers the chance to shape the future of inclusive dairy development by building a resilient, innovative, and scalable organization that improves the lives of thousands of dairy farming families.