



Job Title: Sales Manager – Shwetdhara Project

Location: Ratlam, Mandsaur, Nagda, Sehore, Sanwer (Madhya Pradesh)

Organization: Ananda Foundation (for Jovita Milk Producer Company Limited under Shwetdhara Project supported by IDFC FIRST Bank CSR)

Job Summary:

The Sales Manager will lead revenue generation and market expansion for Jovita MPCL under the Shwetdhara Project. The role focuses on scaling sales of cattle feed, mineral mixtures, while strengthening the Gram Sakhi-led rural distribution model.

Key Responsibilities:

1. Revenue Generation & Business Targets:

- Achieve monthly and annual sales targets for:
 - Cattle Feed & Bulk Feed Supply
 - Mineral Mixtures & Feed Supplements
 - Drive per-village and per-PVK revenue targets.
 - Increase average ticket size per farmer and repeat purchase rate.
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2. Gram Sakhi Sales Model Strengthening:

- Develop Gram Sakhis as last-mile sales entrepreneurs.
 - Set individual sales targets for each Gram Sakhi and monitor performance.
 - Ensure regular field engagement, order booking, and collection efficiency.
 - Design incentive schemes to motivate Gram Sakhis.
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3. Market Development & Farmer Outreach:

- Conduct farmer meetings, demonstrations, and exposure visits.
 - Promote scientific dairy practices linked with product sales.
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4. Distribution & Supply Chain Coordination:

- Ensure product availability at PVKs and village-level points.
 - Coordinate with procurement and logistics teams for stock planning.
 - Reduce stock-outs and improve supply efficiency.
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5. Team Leadership & Capacity Building:

- Manage and guide Cluster Coordinators, PVK staff, and sales teams.
 - Conduct regular training on:
 - Sales techniques
 - Product knowledge
 - Customer handling
 - Build a performance-driven sales culture.
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6. Sales Monitoring, MIS & Forecasting:

- Track daily sales (product-wise, village-wise, Gram Sakhi-wise).
 - Maintain dashboards for:
 - Revenue
 - Active customers
 - Forecast demand and align with business planning.
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7. Strategic Business Growth:

- Identify new revenue streams (fodder business, etc.).
 - Support scaling of Jovita MPCL as a sustainable FPO.
 - Contribute to business plans for feed plant and dairy value chain expansion.
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Key Performance Indicators (KPIs):

- Monthly revenue achievement (%)
- Increase in active farmers/customers
- Gram Sakhi productivity (sales per Sakhi)
- Product-wise sales growth (feed, supplements, services)
- Repeat purchase rate



- Coverage expansion (villages/PVKs)
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Qualifications & Experience:

- Bachelor's/Master's in Agriculture, Dairy Technology, Rural Management, or MBA (Sales/Marketing preferred)
 - 4–8 years of experience in agri-inputs, dairy, livestock, or rural sales
 - Experience working with FPOs, SHGs, or rural entrepreneurs is preferred
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Key Skills:

- Strong rural sales and distribution management
 - Team leadership and target orientation
 - Understanding of livestock/dairy value chain
 - Communication and negotiation skills
 - Data-driven decision making
 - Willingness to travel extensively in project villages
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Benefits:

- Fixed salary + performance-based incentives
- Opportunity to lead a scalable rural business model
- Exposure to innovative dairy interventions (feed business)
- Career growth in social enterprise and FPO ecosystem