



Business Coordinator

Background:

SUPA Biotech P Ltd is one of the pioneer companies set out to do business of sustainable agriculture using Biodynamic Farming Systems. SUPA has carved out a unique model of working with promotion of organic agriculture among the different stake holders. The principal motivation has always been the farmers first. SUPA continues to work in partnership with her voluntary arm for technology support, creative thinking in extension and the production of high quality BD formulations. After 20 years of operations SUPA has made a place for herself in the country and among successful and happy farmers.

After many years of research and trial, SUPA is now increasing its portfolio among different user groups. Due to the increase in the number of clients and formats of work SUPA now needs dedicated, smart and enthusiastic team members to support the organization achieve its goals in different parts of the country.

Business Development Cell

SUPA is working with an old organized farming system called Biodynamic Agriculture. The system has very strong and in-depth scientific base, some of the phenomenon's which is the basis of the systems is still in the developing stage of conventional science today. SUPA is a pioneer in the sector of sustainable agriculture in India, organic agriculture is a field predominant with players from the conventional biofertilizer companies. In the early 2000 when the country woke up to the call from agriculture activists, farmers and some forward looking policy makers Organic agriculture was limited to the use of bio fertilizers isolates and a few bio agents to support the production system.

SUPA introduced a well organized methodology of providing farmers a complete solution to adopt Organic s with the help of Biodynamic Agriculture. SUPA set out with meager resources and a small but dedicated team and approached the user the farmers themselves. The results of all technology have been miraculous and farmers adopted



Terms of Reference / Business Coordinator

the technology with ease.

Many times a business does not succeed only on the basis of a good product. The marketing strategy, reach, competitors, government policy etc play a very important role in the success.

In the last 15 years however SUPA has through its sister agency SARG partnered with a number of government, CSR and special projects and made progress in the business.

Now the company stands on a unique ground as the government policies are positive, the user groups are aware and ready to receive sustainable technology.

The business of promoting more farmers and adding more farms to SUPA Technology is about to take off in a new paradigm . A robust business cell which has a world view and grasp of the big picture and the tenacity of looking a different models and ways of doing the business of making our farms better is the slogan of the business cell.

Role of Business Coordinator:

The role is to function as an 'incubator' of new ideas and pathways for the promotion of the company ideas and products. To laizon with the different agencies which are currently business providers . To network and explore different formats of business . To create the terms and models of business with the partners. To lead a team of functionaries to achieve the goal.

Expectations and delivery Biz - Coordinator

A unique cell has to be led by a Coordinator who has in his track record shown that he can tread on un-trodden paths (has innovation).

The business coordinator will not only deliver the existing ideas and strategies into successful business models. He/ She will also create new goals and then exhibit the ability to achieve the targets.

Biz Coordinator will have the capacity to lead a team, cultivate team spirit , motivate and inspire with his hard work and discipline to achieve the set goals.

The Biz Coordinator will with the Management set out road map for the business development of the company and lead to achieve it.



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Domain Expertise

Ideally incumbent would have studied Agri - Business / Rural Marketing or Management in Marketing holding experience in marketing of products of rural sector inclusive of goods and services.

The person would have had a minimum of 7 – 10 years of relevant experience in building a network of sales hierarchy , developing strategy and business plans, contribution in development of communication material and knowledge of its application.

The products and services the Biz coordinator would have worked on could be from agro inputs products (organic) , service products like data service , E commerce like E chopal , Service centers for farmers etc

Delivery of the Coordinator

Take from the present to at least two times the number of clients, user groups and partners. To successfully take the BD technology users from the present 20,000 farmers to a minimum of 1 lac farmers in two – three cropping seasons.

Remuneration Package

The incumbent will be suitably remunerated with both gross salary as well as incentives. (Package Rs. 5 lakh/ anum)

Place of Posting

Presently Akola , Maharashtra

Controlling Authority

Director Operations Maharashtra

SUPA