

CAREER COUNSELLING CELL

KHATRA ADIBASI MAHAVIDYALAYA
KHATRA:: BANKURA

Job recruitment by Saha Steel Group authorized channel partner for Tata Steel

Reference: **Office of the Development Officer Bankura University, Dec 27, 2022**

Saha Steel Group, Authorised Channel Partners for **TATA Steel and TATA group companies**. Saha Steel Group consists of 5 Group Companies with verticals across Manufacturing, Distribution and Construction, operating in India, Bhutan, Bangladesh.

Saha Steel is looking for suitable candidates (from both Fresher/Current Batch and your college Alumni) willing to work in Sales and Marketing for a TATA Product under Fertilizer segment for districts Bankura, Purulia and Jhargram.

Salary: As per industry standards **-INR 10,000-15,000** per month along with other benefits /incentives.

Training: Relevant product training will be provided for selected candidates. Agriculture background is not mandatory.

Department: **B.A, B.Sc, B.Com (any department)**

Soft Skills: **Good Communication Skills**

Apply online within 5.01.2023

<https://forms.gle/K7BH5a9MwKRFmU2e8>

Job Title: Area Sales Officer

Reports To: The Area Sales Offer will report to Sales Manager

Department: Fertilizer and Agricultural Products

Job Overview: Area Sales Officer will be responsible for relationship management of dealers in districts across West Bengal, including new dealer appointments, demand generation and farmer activities.

Responsibilities and Duties:

- Basic Knowledge of Sales & Marketing.
- Sound knowledge of season wise crop pattern in West Bengal
- Willing to travel within West Bengal across Multiple Districts
- Direct interaction with farmers, coordinating with wholesalers and retailers
- Market Research and Feedback.
- Time to time arrangement of Farmer Meetings at Villages.
- Generate demand of Fertilizer through farmers
- Keeping up to date with products and competitors.

- • Collecting customer feedback and market research.
- • Perform Product Demo with Farmers from time to time.
- • Appointment of new dealer for sales of Bulk Fertilizer PRODUCTS.
- • Relationship management with dealers: Address the needs and queries of retailers & facilitate them for better functioning.
- • Share information and knowledge of various schemes and Products
- • Sales promotion & marketing Activities: Conduct sales promotional activities like farmers meet and field activities.
- • Daily reporting on sales activities to top management.

Travel Required: Yes (within West Bengal)

Personal Characteristics: Self Motivated and Hardworking

Licences: Having personal 2-wheeler is mandatory

Contact Details: Dr. Md. Asif Iqbal
Convenor, Career Counselling Cell
Khatra Adibasi Mahavidyalaya
Mob. 9614804084

By Order
Principal, Khatra Adibasi Mahavidyalaya

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