

## **Mahila Abhivruddhi Society (APMAS)**

**Position** : **Business Development Officer (BDO) - FPOs**  
**Location** : **Siwan, Bihar**

**About MAS:** Mahila Abhivruddhi Society (APMAS) is a national level technical resource organization working for the advancement of people's institutions such as women self-help institutions, farmer institutions, and other community-based organizations that believe in and respect the spirit of self-help and keep it as a guiding principle. It works closely with the state governments and key stakeholders in the development sector towards achieving poverty reduction and socio-economic empowerment of the marginalized and the poor. ([www.apmas.org](http://www.apmas.org))

### **Overall Purpose of the Job:**

Business Development Officer will be responsible for all the business-related activities at FPO level in entire project area of Siwan, Saran and Gopalganj districts in Bihar state. Fulfilling the organizational vision and mission by effective planning and coordination with the project team, FPOs BODs, Institutional Buyers, Bulk Buyers for Business development. Facilitate FPOs to take up input marketing of licensed, non-licensed items by linking with input supplying companies and also facilitate output marketing by directly linking buyers and sellers, explores opportunities to start primary and secondary processing businesses at FPO level. Involve in product development, reducing the cost of cultivation, documentation and submission of periodical reports.

### **Key Responsibilities**

#### **1. Project / Organizational**

- a. Coordinate with the project staff, FPO-CEOs to prepare reports and documentation as and when needed.
- b. Contacting potential Buyers across various locations to build relationship and arranging meetings.
- c. Conducting regular field visits, meetings and workshops to motivate and share the learning knowledge.
- d. Ensure the regular updating of project related MIS for input and output marketing business of FPO.

#### **2. Capacity building**

- a. Identifying the opportunities, coordinating with team and conducting training programmes, workshop and field visits to the FPOs,
- b. Developing various strategies to improve for both existing and new business opportunities.
- c. Conducting programmes to create awareness on post-harvest activities, value addition and new technology adaption.
- d. Continuous updating on new Govt. scheme related to FPOs business.

#### **3. Business Development**

- a. Improve market access for smallholder farmers through FPOs and establish linkages with private and Govt. Agencies for both input and output marketing of FPO.
- b. To be part of the decision-making body regarding business activities and take lead in business development for the FPO.
- c. Make extensive field visits and attend farmers group meetings, FPO board meetings, etc., to assess the challenges and opportunities
- d. Networking and partnership management with stakeholders such as NGOs, FPOs, Financial institution and Institutional buyers.
- e. Preparing FPOs Business Planning and Establishment of required systems in FPOs
- f. Ensure inputs requirement at the farmer level and consolidation of information at FPO level for the planning of collective activities.
- g. Weekly field visits for demand and supply assessment in Input and output marketing.

## **A. Input Marketing**

- a. Promote input marketing of the FPOs promoted/supported by APMAS
- b. Developing market linkages to the FPOs (From both private players and Internal FPOs).
- c. Facilitate applying and acquiring required licenses like inputs, Marketing and other dealerships in addition to Pan, GST, Set systems, for FPOs
- d. Work towards re-application of licenses on the verge of expiry. Coordinate and connect with suppliers and distributors for procurement of agri-inputs.

## **B. Output Marketing**

- a. Market support to the partner FPOs staff, BOD ensuring better access to institutional buyers.
- b. Managing core operations like price fixations and logistic planning of multiple FPOs in multiple commodities such as Paddy, Onion, Chilli, Millets etc.
- c. Promote output marketing of the FPOs promoted/supported by APMAS.
- d. Work towards feasibility and viability study of output marketing business activity.
- e. Analysing the price trends for the identified commodities.
- f. Work in developing business process design and commodity value chain framework for output marketing activities.
- g. Customer identification and acquisition.
- h. Preparing annual plans, DPRs, Book keeping, MIS, Credit support for Primary processing units and warehouses.
- i. Must know about quality parameters of vegetables and fruits.
- j. Creating vendor codes at different buyers and other licenses related to marketing

## **Other Activities**

- Monitoring FPOs who have availed financial products from various financial institutions for timely repayment of the Loan.
- Supporting the FPOs in planning the effective use of loan availed by implementing the business projections.
- Achieving the monthly and seasonal targets as per the FPO annual plan.
- Preparing plans and timely submission of work assigned by reporting officer from time to time.

## **Eligibility Criteria**

- Must be Post-Graduation in Agri-business Management.
- Preferably 2 - 3 years' experience in Agri-Marketing / Value chain development.
- Good knowledge in Agri input and output market
- Technical Knowledge – Ms Word, Excel, MIS is must.

Interested candidates may please apply (**before 20<sup>th</sup> May. 2023**) on the 'APMAS-HR recruitment page' by clicking on <http://apmas.in/apmas/hr> or may visit APMAS vacancies page at <http://www.apmas.org/vacancies.php>

**Note:** APMAS is an equal opportunity employer. We take affirmative action to ensure equal opportunity for all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, disability, or other legally protected characteristics. All selections are on merit. Qualified women candidates are strongly encouraged to apply.