

Mahila Abhivruddhi Society (APMAS)
Job Description for the position of
Territory Marketing Manager (TMM) for Madanapalle, Chittoor, Andhra Pradesh

About APMAS:

Mahila Abhivruddhi Society (APMAS) is a national-level technical resource organization working for the advancement of people's institutions such as women's 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.

Role Description:

The **Territory Marketing Manager (TMM)** will be responsible for all the business-related activities at the FPO & FPO Federation level in the project areas of APMAS in the Andhra Pradesh and Telangana States. Fulfilling the organizational vision and mission by effective planning and coordination with the project team, FPOs BODs, Institutional Buyers, and Bulk Buyers for Business development. Facilitate FPOs to take up input marketing of licensed, and non-licensed items by linking with input supplying companies and also facilitate output marketing by directly linking buyers and sellers, exploring opportunities to start primary and secondary processing businesses at the FPO level. Involvement in product development, reducing the cost of cultivation, documentation, and submission of periodical reports. **Making an FPO a viable business organization through input and output marketing.**

Roles & Responsibilities:

1. Project / Organizational:

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

2. Capacity building

- Identifying the opportunities, coordinating with the team, and conducting training programs, workshops, and field visits to the FPOs,
- Developing various strategies to improve both existing and new business opportunities.
- Conducting programs to create awareness of post-harvest activities, value addition, and new technology adaption.
- Continuous updating on new Govt. schemes related to FPOs business.

3. Business Development:

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

A. Input Marketing:

- Promote input marketing of the FPOs promoted/supported by APMAS
- Developing market linkages to the FPOs (From both private players and Internal FPOs).
- Facilitate applying and acquiring required licenses like inputs, Marketing, and other dealerships in addition to Pan, GST, and Set systems, for FPOs
- 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:

- Market support to the partner FPOs staff, BOD ensuring better access to institutional buyers.
- Managing core operations like price fixations and logistic planning of multiple FPOs in multiple commodities such as Paddy, Onion, Chilli, Millets, etc.
- Promote output marketing of the FPOs promoted/supported by APMAS.
- Work towards feasibility and viability study of output marketing business activity.
- Analysing the price trends for the identified commodities.
- Work in developing business process design and commodity value chain framework for output marketing activities.
- Customer identification and acquisition.
- Prepare annual plans, DPRs, Bookkeeping, MIS, and Credit support for Primary processing units and warehouses.
- Must know about quality parameters of vegetables and fruits.
- Creating vendor codes for different buyers and other licenses related to marketing
- To work in coordination with other projects also (Projects Coordination).

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 loans availed by implementing the business projections.
- Achieving the monthly and seasonal targets as per the FPO annual plan.
- Prepare plans and timely submission of work assigned by the reporting officer from time to time.

KEY QUALIFICATIONS:

- PGDM / MBA in Agri-business Management.
- 1-3 years' experience in Agri-Marketing / Value chain development.
- Good knowledge of Agri input and output marketing
- Technical Knowledge – MS Word, Excel & PPT, and MIS.

Interested candidates may apply by clicking on <http://apmas.in/apmas/hr> on or before September 15th, 2026. Women candidates are encouraged. Salary is negotiable as per the experience. For more information, please visit our website: www.apmas.org