

**Mahila Abhivruddhi Society (Formerly APMAS)**  
**Job Description for the position of Business Development Manager**

**Location: Head Office, Hyderabad**

**ROLES & RESPONSIBILITIES:**

- The Business Development Manager (BDM) will be responsible for the business development of FPOs and FPO Federations. Involve and support for Agri. business projects of APMAS across the project areas in Andhra Pradesh, Telangana, and Bihar working towards the organization's vision, mission, and goals.
- Leading and guiding the field team of marketing and be proactive in decision-making of marketing-related activities
- Buyers identification for output marketing, establishing business processes and execution of sales operations
- Building input market access to FPOs by identification of clients and increasing market linkages portfolio
- Developing sustainable business models like establishment of processing & value addition units in FPOs by preparing feasible business plans & DPRs
- Make extensive field visits and attend FPO board meetings, farmers group meetings, etc., to understand the challenges and scope for improving the business performance of FPOs
- Facilitate applying and acquiring required input licenses, vendor registrations, value addition licenses, other dealerships, GST, EPOS machines for FPOs and renew the licenses on the verge of expiry
- Involve in commodity value chain studies to understand price and other trends whenever required by the organization
- Work on improving and developing FPOs marketing MIS
- Training the marketing team, staff & board members of FPOs promoted by APMAS as well as its partners. To be involved in developing the marketing IEC material for training purposes
- Organising and participating in the buyer-seller meets, workshops, Kisan expos & exhibitions etc.
- Coordinate and participate with team leads, BDOs, and FPO staff in the daily, weekly, monthly, and annual meetings for planning & review. Submission of reports & documents whenever required on Time.

**KEY QUALIFICATIONS:**

- PGDM / MBA in Agri-business Management.
- 3-5 years' experience in Agri-Marketing/ Value chain development.
- Good knowledge of Agri input and output marketing
- Technical Knowledge – MS Word, Excel & PPT, and MIS are a must.

Interested candidates may apply by clicking on <http://apmas.in/apmas/hr> on or before June 30<sup>th</sup>, 2024. Women candidates are encouraged. Salary is negotiable as per the experience. For more information, please visit our website: [www.apmas.org](http://www.apmas.org)