

Sidharth Dash

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✓ Experience

- **Zuari FarmHub limited (Adventz group of companies)** June 2024 - Present
Retail store manager
Retail store manager at Zuari FarmHub Ltd (Adventz group of companies), Cuttack, Odisha.
 - Managing, training, and providing overall guidance to the sales team of an assigned territory.
 - Setting reasonable sales targets to be achieved by the sales team.
 - Monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
 - Collecting customer feedback and providing updates to senior management.
 - Traveling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness.
 - Utilizing outbound telephone calls, email communications, and face-to-face meetings with Dealers, Distributors and retailers to close sales.
 - Developing and sustaining long-term relationships with customers.
 - Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects.
 - Directing and performing fieldwork including selling and building good will.
 - Training to the farmers about new technology in Agriculture and awareness of using Fertilizer, pesticides, seeds and nutrients.
 - Financial management.
- **Odisha University of agriculture and technology (OUAT)** March 2023 - June 2024
Assistant Manager Livelihood (Agriculture)
Assistant Manager Livelihood (Agriculture) at Krishi Vigyan Kendra Deogarh, OUAT, Bhubaneswar, Odisha.
 - Capacity Building, Skilling, Agro-Enterprise Models and Entrepreneurship Development of Farmers and Farm women and Extension Functionaries of Deogarh district of Odisha
 - Prepared the Skill Development Plan & work for Improvement of skill and employment ecosystem along with line department and District Administration.
 - Project Monitoring, Evaluation and Supervision of Agro enterprise Infrastructure development activities.
- **Badische Anilin & Sodafabrik (BASF), Odisha** July 2021 - November 2022
Field Development Officer
Field Development Officer at Badische Anilin & Sodafabrik (BASF), Odisha.
 - Educates farmers on how to apply agricultural chemicals and fertilizers to crops.
 - Coordinate with field teams to ensure efficient operation.
 - Maintain accurate records and prepare reports.
 - Collect and analyze data to report on field activities.
 - Communication with dealers and retailer.

✓ Education

- **Sam Higginbottom University of agriculture technology and Sciences (SHUATS), est. 1910, (ICAR), Prayagraj, UP.** 2018-2020
M.Sc (Ag.) Specialization in Extension and Communication
- **Siksha 'O' Anusandhan Deemed to be University (SOA), Bhubaneswar, Odisha.** 2014-2018
B Sc. Agriculture
- **MANAGE, Hyderabad** 2024-2025
Post Graduate Diploma in Agriculture Extension Management (online)
- **Smart computer Academy** 2020
PGDCA

✓ Skills

- Strong leadership and team management, Deep understanding of Agriculture market, Developing marketing strategies and using data to make decisions, Relationship Building with farmers, Drafting/Documentation, Event Management, Sustainable Agriculture, Critical Thinking, MS Office, Creative Problem Solving.

✓ Projects

- **Impact analysis of Farmer producer organisations(FPOs) in Puri district of Odisha.**
 - Increase the Farmers income.
 - Improve the competitiveness.
 - Eliminate intermediaries.
 - Improve productivity.

✓ Publications

- **Published a Textbook entitled:-**

Book title:- Textbook of Programme Evaluation and Impact Assessment.

Author name:-Sidharth Dash, Guru Prasad Satpathy, Maitree Tripathy, Debabrata Swain.

Publisher:- Daya Publishing House.(Astral International Pvt.ltd.New Delhi-110 002

A Textbook specifically designed for the course "Programme Evaluation and Impact Assessment".

- **Published a two Book chapters entitled:-**

Book title:- Global Agricultural Innovations(Seeds of progress)

Publisher:- PMW.

(1) "Technology Advancements and Digital Transformation in Extension: integrating AI in Agricultural Extension.

(2)Cultivating the future: Empowering Innovations in Global Agriculture.

- **Published Research Paper on Impact analysis of Farmer producer organisation (FPOs) on Vegetable farmers of Puri district of Odisha**
- **Published Research paper in AMA (ISSN:00845841) on Perception of Farmers regarding Odisha Millet Mission in Koraput District of Odisha.**
- **Published a Research Paper in Scopus rated magazine AATCC.**
Moser's triple roles framework and gender dynamics of intra household labor division in Odisha.
- **Published a research paper in Indian journal of Extension Education**
Constraint of ICT adoption in Agriculture in Khurda and Baragarh Districts of Odisha.
- **Published a research paper in Agriculture association of textile chemical and critical reviews journal.**
Assessing the factors influencing ICT availability among the farmers of Odisha.

✓ Interests

- SDGs
- Livelihood
- Skill Development
- Agriculture
- Management

✓ Activities

- Watching Documentaries
- Social Work
- Reading Books-short Stories,Human psychology, Polity,Geopolitics.
- Gardening

✓ Languages

- English
- Hindi
- Odia