


# Janardhan Naik M.

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## Summary

I firmly stand by the "Farmer First" philosophy of agribusiness.

I have experience in determining and developing new market strategies for products to be successful in targeted market; has the capability to produce results within the given time frame; has excellent communication and presentation skills; understands all market movements in order to come up with innovative strategies to control greater market shares for the product sold.

I'm having great relationship with channel partners and sales team. Motivates sales teams to exceed sales goals. Talented sales professional effective at multi – tasking and reaching sales targets. Builds loyalty and long term relationships with customers.

Skills/Interests: Marketing analysis, Creativity thinking, Listening, Leadership, Influencing others, Presentation skills, Public speaking, Stress management, Sales and Market Research.

## Experience

### **Area Sales Manager**

#### **(Odisha) Mangal Murti Seeds**

Pvt Ltd Jan 2022 – Present (1.3  
year +)

#### Core Responsibilities:

- Drive Sales, Market development and all promotional activities in Western Odisha.
- Manage Sales Team of 7 Sales Officer and 12 field assistants.
- Responsible for Sales on major field crop of Paddy (Research Variety & OP Variety), Vegetables & Granules.
- Core Team member for developing Communication for Key pillar Crop in region.
- Trainer for Sales Capability Development of Field Force.
- Responsible for Achieving Sales Volume and Revenue Goals in Paddy Crop by implementing the Sales Growth Strategies.
- Establishing & Strengthening Distribution Channel and bringing high customer focus in all activities in the assigned Area Geographies.
- Responsible for Managing, Directing and Leading team of Territory Business Leaders to deliver on short and long term business results and increase their effectiveness by providing on the job Learning and coaching for success.



## **Management Trainee - Marketing**

### **Mangal Murti Seeds**

Jan 2021 – Dec2021(1

Year) Handling Marketing

role

- Understand each department's (marketing, sales, production, R&D, seed processing and quality control of seeds).
- Provide administrative support (e.g. data entry).
- Handling sales force automatic (Agri Smart).
- Handling Trade partners chemicals (TradeCrop International, CADAgro, Sudarshan Farm chemicals Pvt.Ltd, InGene ORGANICS).
- Participate in company's strategic planning.
- Help business head in evaluating performance (e.g. writing reports, analyzing data, sales, collection and outstanding data).
- Keep track of business revenue and sales team.
- Research ways to increase profitability and lower risk.
- Create and give presentation of month review and season review.
- Responsible for extensive visit to different areas, demonstration organizing field days.
- Marketing activities like jeep campaign, field demonstration, conducting farmers meeting and channel partner meeting.



## **Business Development Associate**

### **BYJU'S Learning App**

June 2020 – Oct 2020 (4 months)

- Individual contributor role in an employee – oriented
- High – performance environment that emphasizes spreading BYJU'S unique way of learning
- Connect with potential customers, setup meetings
- Counsel the students on the BYJU'S unique of learning and assist them to become premium subscribers



## **Summer Intern**

### **Mahindra Summit Agri – Science Pvt Ltd**

Apr 2019 - Jun 2019 (3 months)

- Perceptual mapping of Japanese visa via MNC visa via Indian products in terms of Price & Efficacy in Rice, location is Andhra Pradesh & Telangana
- Study the Awareness of Japanese products usage among farmers & channel partners
- Study the perception of farmers & channel partners regarding Japanese products usage
- Study the influential factors for farmers purchase decision of products
- Influence of Brand name among farmers & channel partners
- Price benchmarking of Japanese visa via generic brands
- Corporate brand Awareness of Nihhon & Sumitomo products



## **Live Project**

IFFCO Kisan Sanchar Ltd

Aug 2019 – Aug 2019 (1 month)

- Need base analysis of Rural Market Segmentation



## **Graduation RAWE Program Project**

Dr. PDKV University

- Rural Agricultural Work Experience Programme in Deulgaon Raja.
- KRISHI VIGYAN KENDRA (KVK) JALNA, gave me the opportunity to interact and learn day to day activities of farmer in the field of Geroli Khurd in Deulgaon Raja, Jalna District, Maharashtra. I got to learn activities of crop production, crop protection, Rural Economies and Agricultural Extension.
- AELP (Agriculture Experiential Learning Program): Production and preparation of bio-fertilizers and bio-pesticides.

## **Education**



### **Symbiosis Institute of International Business**

Master of Business Administration - MBA, Agricultural Business and Management  
2018 – 2020.



### **Dr. Punjabrao Deshmukh Krishi Vidyapeeth Akola**

Agriculture B.Sc.

2014 - 2018

## **Licenses & Certifications**



Marketing Analytic - The Marketing Process, Metrics for Measuring Brand Assets, Customer Lifetime Value.



The Fundamental of Digital Marketing.

