

**Veena K. P.**

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Phone: 9902460852

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**Motivation:**

An enthusiastic, adaptive and fast-learning person with a broad interest in research. Willing to work as a key player in challenging and creative environment. I enjoy collaborating with people from different disciplines to develop new skills and solve new challenges.

**Professional Experience**

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- **HM Clause India Pvt. Ltd, Davanagere** (Since Oct 2023)

**Territory Sales Manager**

- Drive demand generation with focus on liquidation in my Territory through field promotional activities such as pre-sowing campaigns, Farmer Training Programs, Field days and Field visit in key villages of my territory.
- Plan, track and Manage team of Sales supervisors and their activities and actively manage relationships with Distributors and Retailers
- Focus on accurate and timely planning, placement, liquidation, and collections.
- Collaborated with key stakeholders to ensure smooth supply chain operations and availability of seeds during critical sowing windows.
- Successfully resolved critical farmers' germination and field complaints, ensuring product trust and strengthening long-term customer relationships.
- Managed sales and business development for central Karnataka in vegetable seeds.
- Conducted many farmer meetings, training programs, product trials to promote new hybrids and field visits to provide agronomic support and promote product benefits.
- Organized large-scale field demonstrations and crop trials to showcase the performance of new seed varieties.
- Regularly report sales and other commercial activities.
- Execute a plan for the growth of the responsible geography, increase market share and lead growth.
- Monitoring market trends, competitor activities, and pricing strategies to optimize sales performance.



- Built strong relationships with farmers, distributors, and retailers to drive sales growth.
- Accountable for collections from all customers in the sales region.

- **Rallis India limited, Bengaluru**  
**Associate Sales Support**

(Apr 2022 - Sep 2023)

*Responsibilities*

- Gathering data from sales team about seasonal activities conducted in farms and farmer advisory activities to the farmers.
- Managed four regions – Karnataka, Andhra Pradesh, Telangana, and Tamil Nadu sales team members.
- Coordination with ZSM, MDM, RSM, TSM and Sales executives.
- Liquidated products by interacting with farmers and executives.
- Maintain inventory of Farmer group/Farmers organization.
- Provide technical and knowledge support to Farmer groups in general.
- Preparing PowerPoint Presentations and sales display, contacting farmers to inform them about new developments in the company's products.
- Collecting success stories from Farmers and presenting them with team members. Also sending product details to farmers.
- Providing scientific support and guidance to buy excellent quality agricultural inputs to farmers.
- Interact with farmers on daily basis, guiding farmers about Agriculture technical aspects related to various crop seeds.

- **Saivi seeds Private Limited, Haveri**  
**Junior Research Assistant**

(March 2021 to Sep 2021)

*Responsibilities*

- All quality management, and quality assurance activities.
- Purity testing of Hybrids
- Collection, maintenance, and screening of accessions for crop development.
- Data compilation & analysis, documentation of generated data.
- Germination testing in Labs and Field
- Vigour, Grow out test and viability test of seeds under field condition.



- Manage and maintenance of Seed Inventory and procurement of seeds.
- Conduct land preparation, sowing, crop management and data recording.

## **Education**

- **Bachelor of Science (B.Sc. Horticulture)** **83.10% - (2016-2020)**  
In Horticulture from University of Horticultural Sciences, Bagalkote, Karnataka
- **PUC (PCMB)** **89.66% - (2014-2016)**  
Government PU college, Parashurampura, Chitradurga, Karnataka
- **SSLC** **82.40 % - (2014)**  
Government High School, Korlakunte, Challakere taluk, Chitradurga, Karnataka

## **Internship/ In Plant Training**

- Under gone 6 months course work in **Horticulture Experience Learning (HEL)**
  - Under Department of Floriculture and Landscaping, Department of Fruit Science, Department of Vegetable Science and Department of Seed Technology.

## **Technical Skills**

- **MS Office Suite Proficiency** – Skilled in Microsoft Excel, PowerPoint, and Word for data management, presentations, and documentation.
- **Excel Expertise** – Well-versed in Pivot Tables, VLOOKUP, data validation, and advanced formatting for sales analysis and reporting and advanced formulas.
- **PowerPoint Presentations** – Experienced in creating impactful sales reports, product demonstrations, and training materials.
- **Word Document Management** – Proficient in drafting professional reports, proposals, and structured documents with formatting tools.
- Proficient working knowledge in Internet.

## **Strengths**

- Ability to meet deadlines and handle multiple tasks, decisive with strong leadership qualities, flexible in work schedules.
- Able to work in fast paced, results oriented environment consistently delivering high quality work.
- Good writing and verbal communication skills
- Good at Distributor & Farmer Relationship Management
- Ability to work in a team environment.

## **Participations and Achievements**



- Cleared National level competitive scholarship examination( NMMS-National means cummerit scholarship)
- Participated in inter college sports meet in University of Horticultural Sciences, Bagalkote.
- Served as **NSS Volunteer** at UHS, Bagalkote.
- Participated in **RHWE Camp** organized by Karnataka state department of Agriculture.

### **Professional Attributes**

Result-Oriented ~ Efficient Planning & Execution Skills ~Team Dynamics ~ Skillful Time Management ~ Strong Work Ethics ~ Excellent Communication Skills – Independent Handling of Tasks ~ Quick Learner

### **Personal Details**

**Name** : Veena K.P  
**Date of Birth** : 26-01-1999  
**Marital Status** : Unmarried  
**Nationality** : Indian  
**Hobbies** : Reading Books and Newspaper, Visiting new places  
**Permanent Address** : D/O Prasanna Kumar, Korlakunte, Parashurampura Hobli, Challakere taluk, Chitradurga District, Pin - 577538

### **Declaration**

I hereby declare that the above information and particulars are true and correct to the best of my knowledge and belief.

### **References**

**Basavaraj H R**

**Head Sales and Marketing**

**Rallis India Limited- Bangalore**

**Contact-9754282757**

**Ranganatha K N**

**Regional Co-Ordinator**

**HM Clause India Pvt Ltd**

**Contact- 8861159387**

Yours Sincerely

*Veena*

**Place:** Chitradurga

**Veena K.P**