



Let's Work Together
and Explore Opportunities...



After facilitating

74 Placement Interviews generating Job Placement Offers for 216 Students in 2018,
66 Placement Interviews generating Job Placement Offers for 201 Students in 2017,
52 Placement Interviews generating Job Placement Offers for 190 Students in 2016,
39 Placement Interviews generating Job Placement Offers for 155 Students in 2015,
39 Placement Interviews generating Job Placement Offers for 130 Students in 2014,
33 Placement Interviews generating Job Placement Offers for 144 Students in 2013,

we at the *University Placement & Counseling Cell* of our esteemed Navsari Agricultural University; are pleased to announce the **Forthcoming Golden Opportunity in the form of yet another Campus Recruitment Drive of Placement Programme-2019 of KisanKraft Ltd.** is to be held **during March month**. The details are as follows:

Section-I: Let's Know the Recruiting Organization – KisanKraft Ltd.

Kindly visit <http://www.kisankraft.com> for thorough understanding of your Prospective Employer...

- ☞ The KisanKraft Limited, established in 2005, is **one of the largest companies in India, in high-tech machinery for small & marginal farmers. It is an ISO 9001:2008 certified wholesale importer & distributor of high quality agricultural equipment focusing on improving the quality of life of marginal farmers with small land holdings by helping them to increase their earnings, crop yields and cultivated areas. In a short span of 14 years, KisanKraft has become one of the most reputed and trusted companies in this segment with a nationwide presence.** It is a leader in small-farm machinery business segment in India with ~400 products covering land-preparation, sowing, crop-management, harvesting and post-harvesting operations.
- ☞ KisanKraft has **an all India distribution network comprising of 3000 dealers, 15 regional offices, 1 HO in Bangalore & 1 International Office in China.** Their strength is good quality products (tested on field with Indian farmers and with agricultural universities), backed by excellent service with ready-in-stock spare parts. They have **manufacturing facilities at Bangalore, patents for innovations, and ISI:BIS certification for many of products. Most of products also have certifications from FMTTIs and SAUs. They are empanelled by many state governments across India.**
- ☞ The Company has 350 numbers dedicated and hardworking employees including 75-member strong technician team and thousands of dealers across India that provides effective services which in turn support its best quality products specially designed for Indian conditions. They have a R&D team for seeds development, with many Ph. D., M. Sc. and B. Sc. (Agri.) Scientists. Their in-house labs for Tissue Culture and Seeds have all necessary equipment. R&D team is developing new cultivars to increase yields, reduce water consumption and increase farmer profitability in sustainable environment.

Section-II: Let's Understand the Nature of Vacancies

Looking for genuinely interested, competent, young, self driven professionals; in the *Sales, Marketing, Relationship Building-Maintenance and Agronomy Profile*; who would want to be a part of what could be one of the most interesting phases in the history of KisanKraft Ltd.; and excel with a dynamic team which is continuously excelling and recording exponential growth.

Expected Essentials from the Ideal Candidate

(A) Designation, No. of Vacancies and Place of Posting/Job:

- ✓ *Jr. Agronomist – 15+ Vacancies PAN India*
- ✓ *Sales & Marketing Executives, Managers, Zonal Managers and All India Director – 25+ Vacancies PAN India*

(B) Pay Package Offer:

 **Best in the Industry**  **+ Excellent Exposure + Learning + Career Growth + Statutory and Performance Bonuses + ESI + PF...**

(C) Educational Qualification:

- ✓ UG/PG in Agriculture or Agri. Engineering or Agri. Biotech. for Jr. Agronomist Position
- ✓ UG/PG in Agriculture or Agri. Engineering or Agri. Biotech. OR MBA (ABM) for Sales & Marketing Positions

(D) Competency Requirements: *Energetic, Talented, Self Driven Candidates with Excellent Communication Skills, Interpersonal Skills and Conceptual Clarity, Flair for Sales & Marketing, Pleasing Personality, Acquisition & Selling Skills, etc. are highly desirable.*

(E) Special Requirements:

- ✓ **Students having any PENDING Paper / ATKT / Backlog / Failure in any subject/s are INELIGIBLE as per Company's Recruitment Guidelines as well as the Placement Policy Guidelines of NAU, Navsari.**
- ✓ *Ability to clearly and effectively communicate both verbally and in written form...*
- ✓ *Outgoing personality with good people skills...*
- ✓ *Desire to work in RURAL sales. Willingness to travel to small towns and villages for dealer development, machinery demonstration to farmers, customer support, etc.*
- ✓ *The candidate must to be familiar with agriculture, rural economy, hard-working and willing to travel.*

(F) Job Profile:

✓ Sales & Marketing Positions:

1. *Develop and execute a data driven sales plan for your territory*
2. *Define sales target, track performance, and revise strategy to deliver on goals*
3. *Align your plans with agronomy data for your zone, with the help of KisanKraft's Agronomy team*
4. *Field demonstration of current products, exhibition participation and other promotional activity*
5. *Report day to day progress on your Sales & marketing initiatives to managers*
6. *Devise strategy by interacting with farmers, dealers and agri-officers*
7. *Ensure empanelment in various governmental agencies, and Participate in tenders*
8. *Develop a line of KisanKraft's exclusive stores across your zone*
9. *Develop new markets and channels for new products among dealers/farmers in your zone*
10. *Driving sales numbers & profitability*
11. *Learn from colleagues, dealers and farmers, and share your knowledge with others!*

☞ **Travel:** *Extensive travel is required for this position. Minimum travel of 15-days for dealer visits and 3-days of field demonstration is mandatory.*

✓ Jr. Agronomist Position:

1. *Mid-level position for technical support to farmers, cultural practices of different crops, economics of cultivation practices*
2. *Responsible for generating product requirement specifications for mechanical solution*
3. *Backing up field demonstration and product performance under different field condition*
4. *Data collection of different Agro-climatic zones of respective states*

☞ **Key Skills:** *Practical knowledge in intercultural operation, Soil, Fertilizer and Water management strategy for any crops.*

Section-III: Selection Modalities

- ✓ Registration with and Timely Submission of Resume in Soft Copy in .doc format without photo to Institute Level Placement Officer **latest by 11th March, 2019 - MONDAY - 10:30 am**
- ✓ Short listing by the Company Authority
- ✓ Group Discussion & Intensive Personal Interview @ **NAU, Navsari in March, 2019** (Exact Date, Timing & Venue will be conveyed very soon)

All The Best to Beat The Best to all the Career Aspirants!!! You CAN, You WILL!!!

Dr. Mehul G. Thakkar

Associate Professor in HRM & Counselling Officer @ AABMI

University Placement & Counseling Head @ NAU

E-mail: mehulgthakkar@nau.in, getmgt@gmail.com

Contact No.: 02637-282960 (O), 9427163205 (M)

Dr. C. V. Savalia

Director of Student's Welfare &

Chairman of University Placement & Counseling Cell @ NAU

E-mail: dswnavsari@nau.in, dswnavsari@gmail.com

Contact No.: 02637-292112 (O), 9979888962 (M)

RIGHT People at the RIGHT Places at the RIGHT Time to do the RIGHT Things & Delivering the BEST Performance!!!

Placement Programme 2019: Aiming Higher... Striving Hard... We Can, We Will...



Spectacular Start of Placement Programme 2019



☞ Already organized 8 Placement Interviews of renowned Organizations including MNCs...

☞ Already 11 Students have secured JOB with nearly 5 Lacs Pay Package...

(if you are One of them, Heartily Congrats..... If you are NOT One of them, All The Best...

☞ Many More Companies lined up exclusively for Genuinely Interested & Eligible Students of NAU; **whose database is available with the University Placement & Counselling Cell of NAU, Navsari...**

