



After facilitating

**39 Placement Interviews generating Job Placement Offers for 151 Students** in 2014-15,  
**39 Placement Interviews generating Job Placement Offers for 130 Students** in 2013-14, and  
**33 Placement Interviews generating Job Placement Offers for 144 Students** in 2012-13, we at the University Placement & Counselling Cell of our esteemed Navsari Agricultural University; are pleased to announce that the forthcoming Off-the-Campus Recruitment Drive of Placement Programme 2015-16 of *AgroStar* is to be held during the last week of June, 2016. The details are as follows:

## *AgroStar* – [www.agrostar.in](http://www.agrostar.in)

- ☞ The **AgroStar** is a renowned start up in the agri tech space developing a “direct-to-farmer” m-commerce platform. Think about an Amazon for farmers! The company has generated strong traction on its platform and is well funded by prominent VC's like IDG Venture Partners and Aavishkaar Ventures.
- ☞ This is an opportunity to be part of initial tech team that will architect and execute a roadmap for use of technology by Indian farmers through their smartphones. AgroStar aspires to disrupt the traditional norms of rural agri business and build a solid tech platform where farms can have access to relevant agri information on their phones and great quality agri products at their doorsteps.
- ☞ Through AgroStar, farmers can procure an entire range of agri inputs by simply giving a missed call on the company 1800 number.
- ☞ The Pune based company is founded by Sitanshu Sheth & Shardul Sheth having diverse backgrounds in retail and consulting.
- ☞ The company has received investment of \$5M from investors like IDG Ventures and Aavishkaar.
- ☞ The company also counts Snapdeal's Kunal Behl and Rohit Bansal as it early angel investors and mentors.
- ☞ AgroStar has current operations in Gujarat and Maharashtra and with the funding the company plans to expand operations in 3-4 additional states and strengthen its tech and leadership teams.
- ☞ Assurance of good quality products, fair pricing, product availability and laser focus on customer service ensures that the farmers get hooked on to the AgroStar platform. AgroStar is a channel partner with multiple leading national and multinational brands that are available through its platform.
- ☞ As the penetration of smart phones is happening at a very rapid rate in rural India the promoters believe that it's not long before farmers are comfortable in shopping for their entire farm needs through AgroStar's mobile app.
- ☞ They are looking for **Fresh MBA (ABM) candidates**; to work and excel with them...to join their dynamic team which is continuously excelling and causing exponential growth.

# Excellent Opportunity in **AgroStar** for MBA (ABM) Students

*Available Opportunity and Job Location:* Marketing Coordinator @ Ahmedabad and Jaipur – 2 Vacancies

## Job Profile for Marketing Coordinator Position

- ✓ Coordinating all Campaigns...
- ✓ Marketing and Promotional activities to be carried at field level for the Farmers about AgroStar products & services...
- ✓ Coordinating with Field Sales team for conducting any other marketing events...
- ✓ Coordinating with local vendors for materials required for marketing activities...
- ✓ Preparing and sending MIS on monthly basis to the Head Marketing.

### Expected Essentials from the Ideal Candidate:

- ✓ Smart, Energetic, talented, self driven **MBA (Agribusiness Management) MALE Candidates** with Conceptual Clarity about basics of Agriculture/Horticulture, Farming, Economy, etc....
- ✓ Having **fairly good Academic Track Record...**
- ✓ **Ideal candidate must have good communication skills and good hand with MS Office...** with patience, passion and skills to work with the end customers. Should have drive for results, willingness to learn, ability to bounce back from setbacks and never give up attitude, energy and dynamism, confidence, and courtesy.

☞ **Selection Process:** Registration and Resume Submission (in hard and soft copy) with the Institute Placement Officer (**latest by 20<sup>th</sup> JUNE, 2016 Morning 10:00 am**)... The shortlisted candidates will go for Further Selection Process...

☞ **Only the interested, eligible and non-placed MBA (ABM) Students of AABMI, NAU, Navsari** need to register their names with the Placement Officer of their own Institute by submitting the required details **latest by 20<sup>th</sup> JUNE, 2016-MONDAY Morning 10:00 am...**

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