



Terms of Reference - General Manager, Karnabhumi FPC

About SEWA Bharat

Self Employment Women's Association is a movement of women workers in the informal economy, working towards self-reliance and full empowerment. Over 48 years, 1.7 million women in India across 18 states have become members of this decentralized, grassroots movement. SEWA Bharat is the National Federation of all SEWA Organizations. Its objective is to expand the movement across India and to support individual SEWAs in their journey towards autonomy. SEWA members have promoted over 140 collectively-owned social enterprises over 48 years of its existence. SEWA Bharat has now set up an Enterprise Support System (ESS) to help these social enterprises scale, become sustainable, and replicate their model. This is a team of specialists in strategy, marketing, communications, fundraising, and compliance. The ESS is supporting 10 enterprises in focus over a period of three years.

About SEWA Karnabhumi

Karn Bhumi Krishak Producer Company Limited was incorporated under the project on 23rd May 2018. The main objective of the company is to empower and increase the income of the members by engaging in the production and marketing of agriculture and allied products. The members belonged to the districts of Munger and Bhagalpur of Bihar. It engages in the input marketing of seeds, fertilizers, pesticides, and output marketing of vegetables, cereals, market gardening, and horticulture. The origins of Karnabhumi lie in the struggles of women farmers who wanted to increase the yield from their land, making it more productive. It is an active cooperative where women are front runners not just as leaders but as a robust peer support system for helping with adaptation to new technologies, practices, and systems.

Tasks & Deliverables

Leadership & Capacity Building

- To mobilize the community and build local inclusive leadership with help of supervisors.
- To build up share capital of the company
- To Engage with the Board of Directors on all aspects of FPO operations
- To act as an effective link between SEWA Bharat and the Karnabhumi.
- To design, implement and monitor capacity building programs for Karnabhumi board of directors and grassroot managers.

Business Development

- To identify business opportunities through a periodical market scan, leads, and proposals for Karnabhumi.
- To develop Business plans for FPOs, regular updation, achieve month-wise input & output marketing targets and year-wise targets of the FPC.
- To accomplish FPOs output marketing and input sales objectives by orienting, training, assigning, coaching, and disciplining - supervisors and Krishi Sakhi; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions of all employees.
- Identification OR Selection of key commodities through value chain assessment from FPC levels, forecasting requirements; preparing an annual budget; scheduling expenditures, supporting FPC to develop business plans (B2B, B2B2C) and its implementation.



- To achieve marketing and sales operational objectives through the field team (supervisors and Krishi Sakhi) of FPC by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; resolving problems.
- To determine annual and gross-profit plans for FPC by forecasting and developing annual sales quotas for the FPC; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; setting selling prices; monitoring costs, competition, supply, and demand.
- To build partnerships with different brands and markets enabling companies to strengthen and supply with effective involvement of Farmers producer companies (FPC).
- To ensure timely recovery of payments dues from Shareholders for market facilitation support; review and revise the targets periodically in discussions with management and SEWA Bharat ESS.
- To assess and understand market-related risks periodically for the FPOs and develop mitigation/coping plans

Operations

- To design, implement and supervise the implementation of crucial business processes including demand assessment, output assessment, credit policy, and output aggregation; conduct a periodic review, resolving issues and suggesting improvisation for increasing operational efficiency.
- To plan, assign, coordinate and supervise the field team (agricultural expert, Supervisors, Krishi Sakhi) for ensuring efficient execution of product quality assessment, vendor communication, output aggregation, grading, sorting, packaging, loading, and timely delivery.
- To plan, coordinate, and supervise the field team (agricultural expert, supervisors, Krishi Sakhi) for ensuring timely and cost-efficient delivery of inputs, cash recovery, stock updates, and internal transfer of stock.

Eligibility

- Bachelor's or master's degree in related field will be preferred
- Work experience, preferably with grassroot mobilization and business development
- Good interpersonal skills and communications at all levels of management, demonstrated some leadership capacity.
- Ability to take initiative and leadership with minimal supervision
- Strong oral, written and interpersonal communication skills specially in Hindi

Location

Munger, Bihar

Application Process

Email your resume to ess@sewabharat.org before 30th July, 2021. Only female candidates wanting to work in women empowerment, livelihood and agriculture are encouraged to apply.