

Subject Matter Specialist (MALE) - MARKET LINKAGE - 1 Nos
Location - Budaun, Uttar Pradesh

- * Required Experience - 5 to 7 years of work experience in coordination between farmers and retailers.
- * Education Qualification - Bachelor's degree or Diploma in social work or sociology or rural development
- * Additional Qualification - Master's degree or management degree/ MBA in Rural Development
- * Skills & Competencies -
 - excellent communication skills
 - time management skills
 - Problem solving skills
 - Analytical skills
- * Responsibilities -
 - His main role involves identifying potential rural markets for specific products.
 - He primarily conducts thorough research on rural markets and analyses demographic data.
 - His responsibilities include conducting mapping surveys, coordinating various activities, and organizing field awareness programs and workshops.
 - Organizing promotional activities and events to enhance product awareness in rural areas.
 - Developing strategies to connect rural producers or suppliers with markets is a key aspect of his responsibilities.
 - He provides training and capacity building to rural producers and market actors to boost their market participation and competitiveness.