



## COFFEE BOARD

### Integrated Development Programme for Coffee and Black Pepper produced by Scheduled Tribe farmers in Karnataka

(A collaborative initiative (2019-22) of the Coffee Board, Ministry of Commerce and Industry, Govt. of India,  
and the Department of Tribal Welfare, Govt. of Karnataka)

#1, Dr. B.R.Ambedkar Veedhi, Bengaluru - 560 001. Ph:080-22386290, cbf.coffeeboard@gmail.com

CB/RES/PROJ/PH2/20-21/83

Date: 24<sup>th</sup> December 2020

### CALL FOR APPLICATIONS FOR THE POST OF BUSINESS DEVELOPMENT EXECUTIVE

Coffee Board, a statutory organisation under the Department of Commerce, Ministry of Commerce and Industry, Government of India, with its headquarters in Bengaluru, invites applications from eligible candidates to work as **Business Development Executive** on a purely ad-hoc basis in the above mentioned collaborative project. The project activities involve promoting sustainable coffee farm-based livelihoods for Scheduled Tribe farmers in Biligirirangana Hills of Chamarajanagar District, Virajpet taluk of Kodagu district and Mudigere taluk of Chikamagaluru district. This project has the objective of enabling the tribal farmers' community based organizations (CBOs) to realize higher returns for its members by directly marketing the branded coffee and allied products in domestic and international markets.

The above-mentioned project seeks to engage **one (1)** technically qualified person as 'Business Development Executive', to coordinate the sales and marketing of the CBOs' products. The responsibilities of the 'Business Development Executive' include:

- Planning, directing and coordinating the sales activities between production managers, logistics staff, financial institutions and consumers/distributors.
- Negotiate contracts with customers and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Maintain optimal inventory by tracking, collating and interpreting sales figures.
- Maintain financial statements and records of budgets, expenditures, sales revenues, customer accounts, return-on-investment and profit-loss projections.
- Attract potential customers and retain existing ones through social media, advertisements, promotional campaigns and presentation in trade shows;
- Analyzing business developments, monitoring market trends for sales forecasting and strategic planning to ensure the sale and profitability of products.

The Business Development Executive would report directly to the Project Coordinator and would be based out of the Coffee Board's head office in Bangalore.

**Engagement duration:** Eleven (11) months from the date of offer letter indicating selection.

#### Essential qualifications:

The candidate must have a minimum qualification of an undergraduate degree in Business Management/Administration. Post-graduates in Business Management / Administration would be preferred. Candidates should possess atleast one year's experience in sales / business development (preferably in food products or FMCGs). They should possess strong written & oral communication skills and be willing to travel to interact with channel partners and farmers' representatives. Candidates upto 35 years of age may apply. Excellent abilities in spoken Kannada are essential.

#### Remuneration:

The consolidated remuneration for the said position will be **Rs.25,000/- (Rupees Twenty Five thousand only) per month**. Additionally, the Executive would be eligible for reimbursement of travel and travel-related expenses at actual, as per norms that would be defined in the offer letter. No other allowance would be payable. Upon successful completion of the first eleven months, the ad-hoc engagement could be extended for a further period based on a performance appraisal. At any point of time, the selected candidates shall not have any *Locus standi* to claim permanency in Coffee Board or in the Government of Karnataka.

#### Application Procedure:

The filled-in applications for the post of Business Development Executive in the prescribed format (given below), filled in either Kannada or English, should be sent by post to the Project Coordinator, Tribal Coffee Development Project, Coffee Board, No.1, Dr. B. R. Ambedkar Veedhi, Bengaluru – 560001, in a sealed envelope on which 'Application for the position of Business Development Executive – Tribal Coffee Development Project' is written. Alternatively, the scanned or typed documents may be emailed to cbf.coffeeboard@gmail.com.

**Last date and time for receipt of filled-in applications is 8<sup>th</sup> January 2021, 4.00 P.M.**

**FORMAT OF APPLICATION FOR BUSINESS DEVELOPMENT EXECUTIVE**

Affix your latest  
self-attested color  
Passport Size  
Photograph here

Name (In Kannada/ English in Block Letters)		
Date of Birth (DD/MM/YYYY) (As per 10 <sup>th</sup> Class Certificate)		
Father's Name		
Gender (Male / Female)		
Caste (General / OBC / SC / ST)		
Willing to travel by public transport and bike? (Yes / No)		
Can you perform the job functions of this position? (Any request for special provisions?)		
Fluency in Kannada	1. Read	
	2. Write	
	3. Speak	

**Contact Details:**

Permanent Address with Pin Code	
Postal Address with Pin Code	
Telephone / Mobile Number	
E-mail ID	

**Educational Qualifications possessed by the candidate:**

Qualification possessed by the Candidate	School / College	Board / University	Year of Passing	Maximum Marks	Marks Obtained	%
SSLC or Equivalent						
PUC / Pre-Degree Course or Equivalent						
Graduate Degree						
Masters Degree						
Any other relevant Qualification/s (certificate courses)						

**Work Experience possessed by the candidate:**

Position/ designation	Name of the organization / estate	Period		Remuneration	Name of the Employer & contact details
		From	To		

**Declaration:** I hereby declare that the particulars furnished above are true and correct to the best of my knowledge and belief. I also declare that I am fulfilling the requisite criteria of qualifications for the applied post of Business Development Executive on contractual basis on fixed remuneration as advertised for the said position. In case, information provided by me being found incorrect or false or I suppressed any relevant information, my candidature may be cancelled at any point of time.

Date :

Place:

**Signature of the Candidate**

**List of Enclosures (Self Attested):**

Sl. No.	Name of the Document
1	
2	
3	
4	