

ANKUR DUBEY

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EDUCATION

Master of Business Administration (MBA) – Agribusiness Management

Dayalbagh Educational Institute, Agra | May 2024 | 82%

Master of Science (M.Sc.) – Agriculture

Dr. Bhimrao Ambedkar University, Agra | May 2022 | OGPA 7.0

Bachelor of Science (B.Sc.) – Agriculture

Dr. Bhimrao Ambedkar University, Agra | May 2020 | 66%

PROFESSIONAL EXPERIENCE

CHAMBAL FERTILISERS., Karnal

Dec 2024 – Present

Market Development Officer

- Consulted farmers and retailers via calls on soil health, fertilizer management, pest control, and crop production techniques across North India
- Increased sales** by understanding farmer problems through calls, recommending suitable products, and providing agronomic solutions that encouraged purchases
- Enhanced farmer engagement through **Krishak Mitra app** by providing technical support, sharing product information, and driving app adoption
- Conducted farmer meetings in **Karnal**, promoting products and boosting farmer engagement and adoption
- Maintained accurate data entry in **iFMS** module for **DBT** channel through effective monitoring and validation procedures, ensuring error-free beneficiary payment processing

MANKIND AGRITECH., Agra

May 2024 – Sep 2024

Sales Supervisor

- Achieved 20% sales growth** by executing field promotion strategies targeting farmers and retailers, educated stakeholders on product benefits, and converted consultations into revenue

SKILLS

CORE MANAGEMENT SKILLS: Product knowledge, Market promotion, channel partner coordination, Sales planning, sales analysis, Demand forecasting, Product Strategy, Business & Market Analysis, Demand Planning & Performance Analysis

DIGITAL TOOLS: Microsoft Excel, Microsoft PowerPoint, SAP (Basic), Power BI (Basic), iFMS Portal, Krishak Mitra App

SOFT SKILLS: Clear Communication, Relationship Building, Problem Solving, Team Collaboration, Customer Service

CERTIFICATIONS & TRAINING

- Product Strategy Micro-Certification** – Product School
- Product Prioritization Micro-Certification** – Product School
- McKinsey Forward Programme** - McKinsey & Company
- Sales Management Certification** - HubSpot Academy
- Advanced Excel** - Data Analysis & Reporting (6-Month Workshop)
- Soft Skills Development** - Communication & Interpersonal Skills Workshop
- Agriclinic and Agribusiness Training Programme** - JARDS, Agra

ACHIEVEMENTS

- Supported sales growth and increase farmer income** across Haryana by advising farmers on crop solutions and promoting products via calls and Karnal field visits
- 1st Position** - Best Mushroom Production Model, Department of Horticulture, Agra
- 1st Position** - Best Community College Model, National Conference, RBS College, Agra

PROJECTS

MBM DISSERTATION

May – 2024

Replacement of DAP

- Developed organic liquid fertilizer as DAP alternative, conducted field trials to validate efficacy, and assessed commercial viability through cost analysis, demand forecasting, and farmer adoption research

INTERESTS

- Solving business case studies, conducting market analysis, and developing data-driven strategic solutions, also enjoy exploring business and leadership podcasts