



Lavish Health Care Private Limited

AGORA

JOB NOTIFICATION

Letter No.:- LHCPL/CO/HR/MH-UP/Rectt./03/2026

Date: 14/03/2026

Organization: AGORA - Lavish Health Care Private Limited

Sector: Agriculture & Rural Development

Job Location: Maharashtra and Uttar Pradesh

Eligibility: Applications are invited **only from candidates belonging to Maharashtra and Uttar Pradesh**. Candidates from these two states will be considered eligible for the recruitment process.

Closing Date of Application : 29th of March

AGORA, a project of Lavish Health Care Private Limited, is expanding its agricultural operations and inviting applications from **qualified and motivated candidates** for multiple positions in the agriculture sector. The organization is focused on supporting farmers, strengthening rural supply chains, and delivering agricultural products such as **seeds, fertilizers, crop protection products, agricultural tools, dairy products, and farming support services**.

Both **freshers and experienced candidates** are encouraged to apply. Selected candidates will be responsible for supporting farmer engagement, managing franchise networks, expanding agricultural business operations, and strengthening field-level activities across different regions.

1. Farmer Relationship Officer / Village Operation Executive (FRO / VOE)

Reporting To: Block Operation Manager

Coverage Area: Multiple villages (10 - 25 depending upon density)

Work Role: Field Work + Branch Coordination + Store Support

Role Objective

The primary objective of this role is to build strong relationships with farmers at the village level, ensure product availability, generate demand for agricultural products, and support the smooth functioning of AGORA stores through effective coordination with branch operations.

Key Responsibilities

- Promote AGORA products including seeds, fertilizers, crop protection products, tools, and other agricultural inputs.
- Identify crop-wise requirements of farmers and generate sales leads.
- Provide **branch coordination support** for stock management and operational requirements.
- Support village-level **AGORA mini stores** in daily functioning and customer assistance.
- Coordinate with the branch for product availability, stock requirements, and dispatch.
- Provide basic crop advisory and product usage guidance to farmers.
- Organize farmer meetings, demonstrations, and awareness programs.
- Ensure proper branding and communication of company schemes at the village level.

Preferred Qualification & Eligibility

- Intermediate or Diploma in Agriculture or related field.
- Freshers and experienced candidates can apply.

2. Block Operation Manager / Block Business Manager (BOM / BBM)

Reporting To: District Manager

Coverage Area: Multiple blocks (approximately 8-10 blocks)

Work Role: Business Management, Team Handling, and Operational Supervision

Role Objective

This role focuses on managing AGORA business operations across several blocks, ensuring profitability of branches, and leading field teams for sustainable growth.

Key Responsibilities

- Take overall responsibility for sales performance, profit margins, and growth in assigned blocks.
- Supervise and guide Village Operation Executives working in the field.
- Ensure smooth operations of AGORA standard branches.
- Develop seasonal sales strategies and operational plans.
- Forecast demand and maintain optimal inventory levels.
- Strengthen relationships with key farmers, Farmer Producer Organizations (FPOs), and institutions.
- Monitor and improve franchise partner performance.
- Organize marketing campaigns, field demonstrations, and promotional activities.
- Submit MIS reports and performance reviews to the District Manager.

Preferred Qualification & Eligibility

- Graduation, Masters, or MBA (Agriculture preferred).
- Minimum **1-2 years of experience** in agricultural sales or related field.

3. District Branch Manager (DBM)

Reporting To: Area / Regional Manager

Coverage Area: Multiple blocks within a district

Location: District Headquarters

Role Purpose

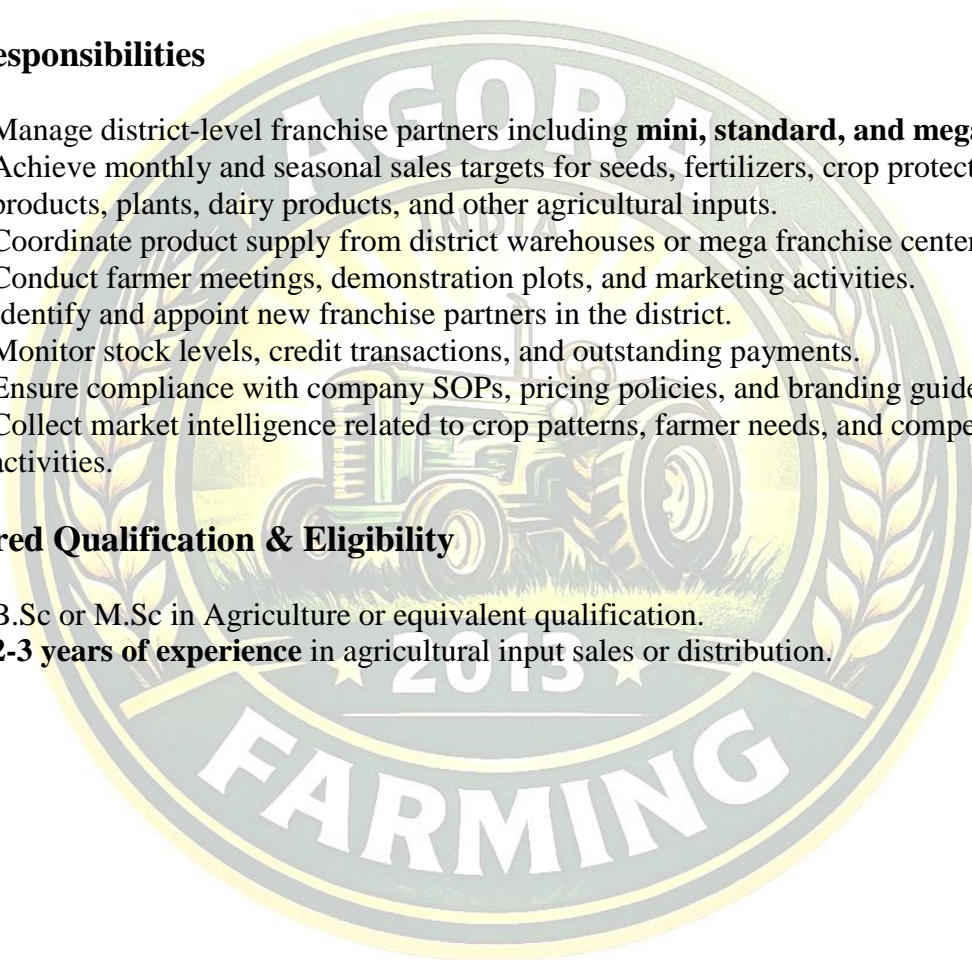
The District Branch Manager will oversee AGORA franchise operations within a district and drive sales performance, farmer engagement, and franchise partner success.

Key Responsibilities

- Manage district-level franchise partners including **mini, standard, and mega stores**.
- Achieve monthly and seasonal sales targets for seeds, fertilizers, crop protection products, plants, dairy products, and other agricultural inputs.
- Coordinate product supply from district warehouses or mega franchise centers.
- Conduct farmer meetings, demonstration plots, and marketing activities.
- Identify and appoint new franchise partners in the district.
- Monitor stock levels, credit transactions, and outstanding payments.
- Ensure compliance with company SOPs, pricing policies, and branding guidelines.
- Collect market intelligence related to crop patterns, farmer needs, and competitor activities.

Preferred Qualification & Eligibility

- B.Sc or M.Sc in Agriculture or equivalent qualification.
- **2-3 years of experience** in agricultural input sales or distribution.



4. Area Manager (AM)

Reporting To: Regional Manager

Coverage Area: Multiple districts

Role Purpose

The Area Manager will be responsible for driving business growth, expanding the franchise network, and ensuring operational efficiency across multiple districts.

Key Responsibilities

- Supervise and manage multiple District Managers.
- Achieve area-level sales and expansion targets.
- Identify new franchise partners and expansion opportunities.
- Monitor stock flow, logistics operations, and credit exposure.
- Lead large farmer meetings and coordinate with supply chain and finance teams.
- Ensure successful launch and promotion of new products and schemes.

Preferred Qualification & Eligibility

- B.Sc / M.Sc in Agriculture or MBA in Agribusiness.
- **2-3 years of experience** in agricultural sales, territory management, or channel management.



5. Regional Manager (RM)

Reporting To: Zonal Manager / Head Office

Coverage Area: Multiple regions

Role Purpose

The Regional Manager will provide strategic leadership to ensure business growth, profitability, and operational efficiency across assigned regions.

Key Responsibilities

- Develop and execute regional business strategies.
- Drive revenue growth, profitability, and market expansion.
- Manage and monitor franchise network performance.
- Supervise Area Managers and senior field leadership.
- Coordinate with suppliers, manufacturers, and major stakeholders.
- Review regional MIS reports, budgeting plans, and risk management activities.
- Support long-term brand positioning and expansion initiatives.

Preferred Qualification & Eligibility

- M.Sc or MBA (Agricultural Sales or Marketing preferred).
- **3-5 years of experience** in agribusiness companies or related sectors.



6. Zonal Manager (ZM)

Reporting To: Business Head / Director / Managing Director

Coverage Area: State or Multi-State Zone

Role Purpose

The Zonal Manager will lead zonal operations, implement company policies, and drive long-term business expansion across large geographical areas.

Key Responsibilities

- Develop zonal growth strategies aligned with company objectives.
- Oversee regional performance, revenue generation, and profit management.
- Lead large-scale franchise expansion and partnership development.
- Provide strategic guidance on pricing, product mix, and supply chain management.
- Represent the company with government agencies, large clients, and vendors.
- Mentor senior leadership teams and build future leadership pipelines.

Preferred Qualification & Eligibility

- M.Sc / MBA / PGDM in Agriculture or Marketing preferred.
- **5+ years of senior leadership experience** in agribusiness or related industries.



8. Multi Tasking Staff (MTS)

Total Posts Vacant: 50

Work Role: Store Support and Basic Field Activities

Role Objective

The Multi Tasking Staff (MTS) will support the day-to-day functioning of AGORA stores by assisting in inventory handling, store operations, and basic field support activities. The role also focuses on ensuring smooth service for farmers and customers visiting the stores.

Key Responsibilities

- Assist in daily store operations and maintain cleanliness and organization of the store.
- Support inventory management including loading, unloading, and arranging agricultural products.
- Help in maintaining stock records and informing supervisors about stock requirements.
- Assist customers and farmers visiting the store and guide them to the concerned staff.
- Support field staff during farmer meetings, demonstrations, and promotional activities when required.
- Help in packaging, dispatch, and basic logistics support for agricultural products.
- Ensure proper handling and safe storage of products inside the store.

Preferred Qualification & Eligibility

- Minimum qualification: **10th or 12th pass.**
- Freshers and experienced candidates are eligible to apply.
- Basic understanding of store work or agricultural products will be an added advantage.



Contact Us

Email: Info@agoraindia.in | | Support@agoraindia.in

Toll Free No. : 1800 4191 516

★ 2013 ★