

PARTHA PRATIM TALUKDAR

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WORK EXPERIENCE

Aug 2018 – till date :

Sr Area Manager, Institutional Sales- International Tractors Limited, HQ: Guwahati

: Responsible for sales of Institutional and Government section for the state of Assam & North East states, West Bengal & Odisha for entire range of Sonalika & Solis range of tractors.

: Handling the territory in participation of various Tenders floated by various Govt Deptt. , PSUs, and other quasi Govt. organisations, Municipal bodies, Defence & para military force Deptt., as well as state govt. Deptts as well as direct participation from Co through State & CPP e-procurement portals, GeM bids, tenders & EOI.

: Looking into and participating in the Agricultural Govt subsidy schemes operating in the 3 states viz. CMSGUY & SMAM scheme in Assam & NE and FSSM/SMAM scheme in West Bengal, OAIC in Odisha. Involved directly as well as involving respective local dealers to participate in the subsidy process, providing quotes to the farmers and farmer groups, following up at the District agricultural officer level for subsidy, order to payment release.

Highest market share of 33% with 2880 nos achieved under Assam CMSGUY scheme in last two financial years.

Regularly maintaining MS of 32% with 438 (FY 21) , 430(FY22) nos under Odisha Agro Subsidy scheme

: Responsible for empanelment of tractor range models tested by various CFMTTI into various Govt subsidy schemes of all the states, also coordinate with Sonalika industries & other vendors for enlistment for implements under subsidy as well as using for propagation as composite unit with various Agricultural related deptts.

: Participated in various municipality tenders of West Bengal state viz. Khardaha, Dankuni, Barrackpore & Asansol municipality and have been successful in bagging order from all of the bodies.

: Kolkata Municipal Development Authority & State Urban Development Authority for procurement of tractors under their Solid Waste Management scheme for incorporation of our tractor specification in GeM.

: Regular participation in GeM bidding as well as bagging orders through the GeM portal with orders received from Army Headquarters, Ketekibari, Tezpur, Bongaigaon & Numaligarh Refinery Limited, Krishi Kigyan Kendras of Assam, executed 20 nos tractor order from ICAR HQ, Barapani , Border Road Organisation, Arunachal, Project Vartak & Ground Water Commission, Odisha, KVK, Nadia, Malda from West Bengal.

: Introduced 63 nos of Low HP model of tractor in corporate Tea gardens of Assam & West Bengal for sprayer & other tea garden cultivation application in FY 19-20 & 45 nos in FY 20-21 to M/s Amalgamated Plantations, Assam Company, M K Jokai, M K Shah Tea.

: Regular coordination with all dealer team and demonstrator for demonstration, field trials to Deptts and customers using various application attachments with tractor models at customer premises. Follow up filed visit reports of dealer sales team for conversion and daily visit reports for business generation.

Nov 13' – Aug 2018'.

Marketing Advisor, AACP-AF, The World Bank, Guwahati.

- Marketing Extension and Improving Marketing Linkages (to guide extension machinery of PIUs about marketing extension, market chain and entrepreneurship development.)
- Technology Transfer (to handle problems of technology transfer to farmers under the proposed reorganized extension programmed under AACP.)
- Training (to guide extension workers on planning, design and delivery of training.)
- Social Mobilisation (to assist in issues of group formation and maintaining sustainability of groups for mobilization of fund, commodity production and collective marketing.)
- Environmental Issues (to advise on IPM and INM matters.)
- Agriculture Development (to deal in post liberalization issues viz. RKVY, NFSM, Mechanisation Deptt (Engineering) & World Bank matters to provide advantage of evolving economic scenario to farmers.)
- Horticulture (to support in post harvest handling issues of horticultural products.) specific to Vegetables & Fruits.
- Farming System Approach (to advise in intensification and diversification of production with Farming System approach.) also the Nodal for NARMIL – in the Forest component.
- Conceptualize / draw approach for Formation of initial 25 nos. of FPOs in the districts of Assam viz. Kamrup, Nalbari (Agriculture only) Nagoan, Sonitpur.
- Enterprise Development (SME / MSME / PPP) methods– (to ensure liaison with Farmers/Beneficiaries/SHG/FIGS/FPOs for setting up Units of 'Cultivation' , 'Post Harvest Inputs& Technologies', Processing, Market Linkages with both sellers as well as buyers for remunerative disposal of the produce to potential buyers/Corporate.

Nov' 03 – Oct 2013

Product Manager (Sales), Tata Motors – Guwahati, Kolkata, Patna.

- ¾ Successfully handling sales/ marketing operations of Light Commercial Vehicles for Guwahati, entire North eastern region; last located at Area Office- Patna, Bihar for Medium & Heavy Commercial Vehicles and Govt & Institutional Sales.
- ¾ Significant contribution in managing the dealers for state of Bihar and coordinating with the Logistics for vehicle dispatches on time.
- ¾ Successfully launched and generated 'tremendous response' for the new models launched.
- ¾ Successfully handled key clients like: Govt Organizations viz. Department of Police / Agriculture / NTPC/Barauni Refinery / National Highway Authority of India / Airport Authorities of India / Gammon India/ Defence sector and various other organizations.
- ¾ Demonstrated abilities in bagging 'large orders' for various Govt Projects apart from private contractors.
- ¾ Instrumental in carrying out sales promotional activities for the launch of Tata 207 DI Pick –up vehicle for improved product visibility & augmenting business growth.

- ¾ Merit of positioning the branch at **No1 position** in sales volume of 207DI vehicles throughout all branches of Tata Motors pan India – duly recognized & facilitated with citation by the then CMD – Mr. Ratan Tata
- ¾ Holds distinction of selling Total of 4700 nos. of 207 DI in the initial 3 years of launch.
- ¾ Significant contribution in undertaking intensive market Survey/analyzing application wise ‘matrix’ – accordingly targeted the weaker segments, district wise volume sales & targeting for getting maximum business from sick units or competition having higher market share.
- ¾ Throughout was responsible for ensuring adequate stock of spare parts of the assigned segment of Vehicle at the dealership premises to cater to the requirement of servicing as well as repair of volume of no. of vehicles sold in the particular assigned area.

Dec’98- Oct 2003

Greaves Cotton & Co. Ltd, ‘Area Sales In –Charge’, Branch Office - Guwahati

- ✦ Actively involved in sales & marketing of entire range of Greaves Diesel, Petrol, Kerosene engines (0.5 HP – 120 HP), for applications like machine for ‘Bolo Sprayers’, Agricultural Pump sets – Diesel as well as kerosene run, vibrators, hoists, rammers, cranes, fire fighting equipment, Introduced Greaves power Tillers & was responsible for operation and distribution of BG III Spare parts through Distributor and over 75+ retailers throughout assigned area of operation.
- ✦ Active role in approving the first 5 HP Diesel Lightweight Monoblock pumpset through SLTC, Assam Govt to be used for Farmers Irrigation, by providing a much more fuel efficient pumpset apart from being portable & light weight for farmer’s convenience.
- ✦ Liaison with various Govt Agencies viz. NABARD/APTDC/ WPT&OBC/AAIDC on regular basis to propagate the use of our range of products for multiple purposes for farming.
- ✦ Successfully launched and provided 15.5 hp Dongfeng Engine power Tillers to the Farming masses of North-east by providing subsidized Power tillers in the Deptt. of Agriculture – Govt. of Arunachal, Tripura, Mizoram & Assam.
- ✦ Regular liaison with entire Tea Industry sector for providing of ‘Bolo’ sprayers powered by our Greaves 1.1 hp 6000 rpm eng.
- ✦ Held regular Free service camps at village Haat/Panchayat levels of our range of Products mostly Pumpsets/PowerTillers/Hullers/sprayers with a view to build confidence on our product service and trouble shootings taken care of. Also door to door service campaigns are carried out whereby the subsidy availed Pumpset or Power Tillers are inspected (with Agri/DRDA Official or Bank Officials) and ensured to be in operative condition to be in a position to repay the Loan amount
- ✦ Identifying factors responsible for poor growth in assigned area and resolving it by implementing innovative ideas by maximizing the benefit which can be got from the ‘bare’ engine when not used as a pumpset in ‘off-season’.

May’1996 – Nov’98

Kirloskar Oil Engines Ltd, Guwahati as ‘Sales & Mktg. Officer – SEBG/Agro industrial’

- ✦ Successfully handled operations of entire range of I C Engines of ‘Small Engine Business Group’ at Area Office – Guwahati ranging from 3.5 – 30 hp. Used mainly for Agricultural Irrigation as Diesel Pumpsets for both STW as well as LLP, apart from the ‘Prime mover’ being used for a various of other agricultural purpose applications like threshers/weeder/lawn mowers/sugarcane crushers/ hullers/also marine engines to power generating sets to name a few.
- ✦ Played a key role in carrying out extensive promotional activities like Van/Live Demonstrations, customer and mechanics meets, conducting seminars involving Govt. officials of Deptt of Agriculture, Horticulture, DRDA in all the states of North - east for for improving brand visibility and meeting the target customer segment for the products being offered by means of Live demo/Miking activity during village haats/ wall paintings/ attending Panchayat meetings to educate the rural masses of the benefits of the products and the means to avail the subsidies offered under different schemes viz. MWS/SGSY/PMRY.
- ✦ Successfully launched many ‘new models’ with good success and bagged regular orders from Govt Agencies / DRDA / Deptt. of Agri (all N E States) / R D Stores (Tripura) / RIFD & NABARD funded projects / MWS to cite a few.
- ✦ Planning & strategizing promotional activities for deeper market penetration by visiting new villages – holding Panchayat camps and educating the efficiency of cost of our products benefits over competition, availability of the products as well as for their Servicing and spares.
- ✦ Liaison with the Govt. Deptt personnel for upcoming schemes – gather information of fund allocation district wise, participate in the SLTC for approval and price fixation of the Govt subsidized Pumpsets and power tillers for subsidy allocation, influenced more than 7 nos of MLA’s to use their MPLAF towards donation of agricultural implements for their constituency people using our products.

ACADEMIA:

- ✦ Accredited Lead Auditor for ISO 9001:2008, 22000, HACCP, Global GAP.
- ✦ PGDM (Assam Institute of Management, Guwahati – in 1999.
- ✦ B.Sc. (Agri), Assam Agricultural University, College of Agriculture, Jorhat in 1994.
- ✦ P.U. (Science), St. Edmunds College, North Eastern hill University in 1988.
- ✦ I.C.S.E. from St. Edmund’s School, Shillong in 1986.

DATE OF BIRTH: 12th November, 1969

LANGUAGES KNOWN: English, Assamese, Hindi, Bengali, Nepali, Mizo, Khasi.