

## **CareerBest: (GrowBig with AgriBusiness)**

### **Background**

Unemployment and unavailability of manpower are major challenges being faced by the youth and the corporates respectively. Prima facie these two challenges feel contradictory, because if there is surplus manpower (or unemployed), how there is unavailability for the corporates and vice versa. Further analysis reveals that in reality there is a **lack of quality manpower** for the CORPORATES and **meaningful employment** for the YOUTH especially in the AgriBusiness sector.

### **Existing Status:**

#### Employer

Most AgriBusiness corporate houses are small to medium in nature, and very few are larger companies but the challenges faced are the same to all. Large business houses mitigate these challenges by hiring comparatively better stuff; inhouse orientation programmes, capacity building sessions and also on-field training to some extent.

But most others struggle with the available stuff and keep spending on their on-job learning for 3, 4 or even up to 5 years to the extent that they can discharge certain responsibilities and bring some revenue to survive. Situation becomes worse, once those partially trained employees are either engaged by the competitors or they leave for minor gains.

#### Existing Status: Employee and / or Unemployed Youth

Similar to larger companies, a limited number of best performing or say intelligent students get proper placement; whereas a very large population of unemployed youth looking for survival accept even the odd jobs and / or package, irrespective of their interest, qualification, skill, location etc. etc and struggle begins.....challenges continue..... While there is a large number of people who are continuously wandering in search of jobs.

Further, even those who are engaged find it difficult to rise beyond a certain level. In most of the cases, despite working for a number of years with full commitment, they don't get the desired growth. At the same time, it is also common that they are superseded by a new person even with lesser experience at a comparatively higher package making the situation more stressful; and the challenge to grow becomes secondary to even survival for long.

Employments in AgriBusiness include,

- Business Planning
- Marketing and Product Positioning
- Sales (including B2B, B2C, institutional etc)
- Product Development (including testing and trials)
- Business Development
- Research & Development
- Production and Quality Management
- Self-employed (Business) & Field Advisory etc. etc.

## Programmes: Team hFService

In order to address to such rising issues or to avoid facing such challenges in future, 'Team hFService' comprising of seasoned professionals with over 3 decades of first hand experience in the agriculture and agri-business sectors, offers relevant 'career related' capacity building programs such as:

1. Agri. for Non-Agric.
2. Freshers' Booster
3. Quick Recap
4. Mid-Career Push (Grow Big)

### 1. Agri. for Non-Agri:

Large number of non-agri people join jobs in AgriBusiness and struggle throughout to excel as they are not formally trained in Agriculture. Many times they commit blunders unknowingly and both - the employee as well as the employer suffer adverse.

'Agri. for Non-Agri.' is a short duration ONLINE / ONSITE\* orientation program for individuals (searching for jobs) as well as a group of employees (from AgriBusiness organisations) with 0 to 2 years of experience.

The aim of this programme is to provide an overview of the agriculture and agribusiness sector, its current status, practical aspects related to farms and farmers; and to provide proper guidance and training to successfully handle specific responsibilities.

#### Program Benefits:

Individual(s)	Organisation
<ol style="list-style-type: none"> <li>1. Quick adaptation to the Agri. Business sector</li> <li>2. Competitive edge in job market</li> <li>3. Boost in job performance and confidence</li> <li>4. Enhanced problem solving and decision making skills</li> <li>5. Fast career growth (promotions and salary hike), Recognition and Rewards etc.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased productivity from employees</li> <li>2. Higher employee retention and growth</li> <li>3. Qualitative edge as an employer</li> <li>4. Sufficient talent pool at every level</li> <li>5. Exceptionally high ROI (Return on Investment) within no time</li> </ol>

### 2. Freshers' Booster:

In most of the State Agricultural Universities (in different Indian states), curriculum are designed to ensure complete exposure w.r.t. the entire primary production sector, hence they are diverse in nature as it includes crops, fruits, vegetables, flowers, microbiology, animal husbandry, poultry production etc. etc. as it is aimed to cater to the needs of rural areas. So that along with a glimpse of the rural areas, the needs there can also be understood.

'While this diversity equips students with a wide base of theoretical knowledge, it often lacks the practical exposure necessary to excel in real-world agricultural business environments; and practically it is not even possible to include them.'

**'Freshers' Booster'** is an ONLINE / ONSITE\* program intended for individuals and / or group (of agri. freshers) about to enter the professional world. This program includes a recap of the practical aspects of formal training, detailed opportunities and tips to address the challenges.

*Program Benefits:*

1. Clearer Career Direction
2. Practical Application of Knowledge
3. Enhanced Interview Readiness and Confidence
4. Better Salary Prospects from the Start
5. Excel in professional world

### **3. Quick Recap:**

Change and growth are related concepts that can be important for personal and professional development. Whereas in the practical world, it becomes challenging to stay updated on broader industry trends and advancements, after working with a certain organisation or dealing with similar assignments for a few years (with 2 to 5 or even up to 7 years of experience). This not only results in our slow growth despite working very hard, but also affects our confidence to explore new opportunities.

**'Quick Recap'** is an ONLINE program intended for individuals engaged in AgriBusiness that solves it through- 'refreshing past learning and providing insights into current industry trends beyond their day-to-day activities. This is a refreshing tailor made program for the specific group of employees dealing with one or the other activity in the business.

Program Benefits:

1. Equipped with the latest know-how and emerging trend(s).
2. Readiness to hold additional responsibility
3. Preparedness for newer opportunities
4. Fast Career growth

### **4. Mid-Career Push (GrowBig):**

With the increase in the number of years, there is stagnation in the career and growth. Options become limited and many times people feel suffocated. The situation becomes challenging (when a senior executive despite continuing with a poor career growth) has to work with a comparatively lesser experienced person with a higher package. This happens despite giving your 100 percent.

If you are one of them facing a similar situation, "**Mid-Career Push (Grow Big)**" is an excellent tool to see new lights. This ONLINE program is specifically designed for INDIVIDUALS willing to Grow Big in reality.

*Program Benefits:*

1. Enhanced leadership and management skills
2. Strategic planning and execution
3. Preparedness for diverse roles and responsibilities
4. Professional excellence and recognition
5. Accomplishments beyond expectations