



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

कृषि उपकरण विक्रेता

An agri-equipment dealer sells, finances, supplies and services tractors, harvesters, threshers, rotavators and other farm machinery for farmers. It is a dealership-based business managing sales, spare parts and after-sales...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/agri-equipment-dealer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

An agri-equipment dealer sells, finances, supplies and services tractors, harvesters, threshers, rotavators and other farm machinery for farmers. It is a dealership-based business managing sales, spare parts and after-sales service to boost farm productivity.

2 At a glance

Minimum qualification	12th + graduation / certification
Avg Income	₹3–25 lakh/year
Sector	Farm machinery sales & service
Certification	ASCI AGR/Q7601

3 What you need

INTERESTS

- Interest in machines and technology
- Organising and planning
- Meeting people and selling

ABILITIES

- Working with machines, tools and software
- Numeracy and business sense
- Good communication and language skills

KEY SKILLS

- Sales and negotiation skills
- Customer and service management
- Inventory and spare-parts management
- Technical knowledge of farm machinery
- Understanding of finance, loans and subsidy
- Use of digital marketing and CRM

4 How to get there

- 1 Complete 12th in any stream or agriculture.
- 2 Do a BA, BCom or graduation in agriculture/agribusiness.
- 3 Take ASCI's certified AGR/Q7601 training.
- 4 Do a certificate course in equipment sales and management.
- 5 Gain sales/service experience at a dealership.
- 6 Start your own dealership with capital and a brand tie-up.

MAIN EXAMS

- No mandatory exam; CUET for graduation
- JET for Rajasthan agriculture universities

5 Where to study

GOVERNMENT INSTITUTES

- महाराणा प्रताप कृषि एवं प्रौद्योगिकी विश्वविद्यालय — Udaipur (<https://www.mpuat.ac.in/>)
- श्री कर्ण नरेंद्र कृषि विश्वविद्यालय — Jobner, Jaipur (<https://sknau.ac.in/>)
- स्वामी केशवानंद राजस्थान कृषि विश्वविद्यालय — Bikaner (<https://raubikaner.org/>)
- विश्वकर्मा कौशल विश्वविद्यालय — Jaipur

PRIVATE INSTITUTES

- सुरेश ज्ञान विहार विश्वविद्यालय — Jaipur
- वनस्थली विद्यापीठ (केवल महिलाओं हेतु) — Niwai, Tonk

ONLINE

- SWAYAM — Online (<https://swayam.gov.in/>)
- इग्नू (IGNOU) — Distance learning (<https://www.ignou.ac.in/>)
- वर्धमान महावीर खुला विश्वविद्यालय — Kota (<https://www.vmou.ac.in/>)

FEES

Course fees roughly ₹20,000 to ₹1.5 lakh per year; certificate courses cheaper. Starting a dealership needs separate investment for brand security and stock.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- राजस्थान SJE छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)
- विद्या लक्ष्मी शिक्षा ऋण पोर्टल (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Tractor and implement dealerships, farm cooperatives, machinery companies, custom-hiring centres and on fields.

WORK CULTURE

Mix of field and desk work; local travel is common. 6 days a week, 8-9 hours, with overtime in sowing/harvest seasons. Self-employment is possible.

WHO HIRES

- Mahindra, Sonalika, John Deere dealerships
- Escorts Kubota and Swaraj dealers
- TAFE (Massey Ferguson) dealerships
- Custom-hiring centres and farm cooperatives
- Online machinery platforms (Tractor Junction)
- Agri-input and implement distributor firms

DEMAND (2026)

Rising farm mechanisation, government subsidies and custom-hiring centres in Rajasthan keep demand for equipment dealers steady and growing.

7 Career growth

- 1 Junior Sales Executive
- 2 Senior Sales Associate
- 3 Sales Manager
- 4 Branch Manager
- 5 Regional Manager / Dealership Owner

EARNINGS

Starting	₹15,000–25,000/माह
Mid level	₹40,000–70,000/माह
Senior level	₹1.5 लाख+/माह या ₹15–25 लाख/वर्ष

Figures are indicative; a dealership owner's income depends on sales and commission.

8 The good parts · The challenges

The good parts

- Chance to own a business with good earnings
- Respect from boosting farmers' productivity
- Steady growth as mechanisation spreads

The challenges

- Large upfront investment for a dealership
- Pressure of sales targets and seasonal demand
- Credit-recovery and inventory risks

9 Real-life journeys

Seema Gupta

Tractor dealer, Alwar (Rajasthan)

Seema Gupta of Alwar is called India's only woman tractor dealer and the 'Tractor Queen'. An MCom gold medallist and chartered accountant, she took over the family's Escorts dealership in 1995 and later ran the full operation. With strong credit management she achieves nearly 95–100% recovery and 15–20% annual growth, and aims to build India's first all-women dealership.

Autocar Professional · <https://www.autocarpro.in/feature/india-sole-woman-tractor-dealer-harvests-gains-in-rajasthan-42351>

Rajat Gupta

Co-founder, Tractor Junction, Alwar (Rajasthan)

Rajat Gupta of Alwar comes from a tractor-dealership family and worked in that business during 2011–2015. In 2016 he co-founded Tractor Junction with his wife Shivani, giving transparent information on new and used tractors, implements, finance and insurance. The platform now connects 7 manufacturers and 200+ dealers, helping small-town farmers pick the right machine at the right price.

YourStory · <https://yourstory.com/2019/12/startup-bharat-tractor-junction-car-dekho>

10 Sources & further reading

1. Rajasthan Career Guidance (source) — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%95%e0%a5%83%e0%a4%b7%e0%a4%bf-%e0%a4%89%e0%a4%aa%e0%a4%95%e0%a4%b0%e0%a4%a3-%e0%a4%a1%e0%a5%80%e0%a4%b2%e0%a4%b0-agricultural-equipment-dealer/>
2. Agriculture Skill Council of India — <https://asci-india.com/>
3. NIRF Ranking — <https://www.nirfindia.org/>
4. National Scholarship Portal — <https://scholarships.gov.in>



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