



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

कृषि विपणन विशेषज्ञ

An agriculture marketing specialist develops sales and branding strategies for farm products—market research, value addition, pricing and linking farmers to the right markets.



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-marketing-specialist

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 agriculture marketing specialist develops sales and branding strategies for farm products—market research, value addition, pricing and linking farmers to the right markets.

2 At a glance

Minimum qualification	B.Sc/BBA (Agri) or MBA (Agribusiness)
Duration	Bachelor's 3–4 years
Avg salary	₹6–15 LPA
Work mode	Field + desk job

3 What you need

INTERESTS

- Organising and planning
- Interest in markets and trade
- Leading teams

ABILITIES

- Understanding numbers, data and graphs
- Communication and persuasion
- Word and language skills, writing

KEY SKILLS

- Market research and analysis
- Digital marketing
- Supply chain management
- Negotiation
- Sales and distribution management
- Pricing and consumer behaviour
- Branding and marketing communication

4 How to get there

- 1 Complete Class 12 in agriculture or science
- 2 Take JET or CUET for admission
- 3 Do a B.Sc (Agriculture) or BBA (Agriculture)
- 4 Specialise via an M.Sc (Agri Marketing) or MBA (Agribusiness)
- 5 Train in agri-marketing at institutes like NIAM
- 6 Build market sense through internships and field work

MAIN EXAMS

- JET (Rajasthan agriculture universities)
- CUET (UG/PG)
- CAT/CMAT/MAT for MBA (optional)

5 Where to study

GOVERNMENT INSTITUTES

- चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान (NIAM) — Jaipur (<https://www.ccsniam.gov.in>)
- कृषि व्यवसाय प्रबंधन संस्थान (IABM), SKRAU — Bikaner
- महाराणा प्रताप कृषि एवं प्रौद्योगिकी विश्वविद्यालय (MPUAT) — Udaipur
- श्री कर्ण नरेंद्र कृषि विश्वविद्यालय (SKNAU) — Jobner, Jaipur
- कृषि विश्वविद्यालय — Kota

PRIVATE INSTITUTES

- सुरेश ज्ञान विहार यूनिवर्सिटी — Jaipur
- वनस्थली विद्यापीठ (केवल महिलाओं के लिए) — Niwai, Tonk

ONLINE

- स्वयम (SWAYAM) — Online (<https://swayam.gov.in>)
- इंदिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय (IGNOU) — Online/Distance (<https://www.ignou.ac.in>)

FEES

Degree/diploma fees range from about ₹60,000 to ₹2 lakh per year; an MBA in agribusiness may cost more. Figures are indicative.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)
- Vidya Lakshmi (Education Loan) (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Agribusiness companies, food-processing units, marketing firms, and government and non-government departments.

WORK CULTURE

Both field and desk work; local travel is common; part-time and contract roles also exist; about 6 days a week, 8–9 hours a day.

WHO HIRES

- Agribusiness, seed & fertiliser firms (IFFCO, Kaveri, UPL)
- Agri market boards and NIAM
- E-commerce & agri-tech platforms (DeHaat, Ninjacart)
- Food-processing & FMCG firms (ITC, Nestlé)
- FPOs and cooperative marketing federations
- Self-employment / marketing consultancy

DEMAND (2026)

Demand for skilled agri-marketing specialists is rising fast with the growth of e-NAM, FPOs, exports and branded/organic products.

7 Career growth

- 1 Field Assistant
- 2 Area Marketing Manager
- 3 Zonal Marketing Manager
- 4 State Head, Marketing
- 5 General Marketing Head

EARNINGS

Starting	₹4-6 लाख/वर्ष
Mid level	₹10-15 लाख/वर्ष
Senior level	₹25-30 लाख+/वर्ष

Depends on experience, company and performance; figures are indicative.

8 The good parts · The challenges

The good parts

- High pay and fast promotion opportunities
- Balanced mix of field and office work
- Helps farmers get better prices

The challenges

- Pressure of sales targets
- Frequent travel and long hours
- Dependence on market fluctuations

9 Real-life journeys

Varkey George

Founder, Life Exotics, Theni (Tamil Nadu)

Varkey George, an engineer who left a job at Texas Instruments in the US, returned to farm in Tamil Nadu, growing exotic fruits like passion fruit, longan and avocado. He built the 'Life Exotics' brand and sells directly to supermarkets in Kochi, Mumbai and Delhi, earning three to four times more than traditional crops through smart branding and marketing.

30 Stades · <https://30stades.com/farming/engineer-varkey-george-quits-us-job-to-cultivate-exotic-fruits-in-tamil-nadu-earns-4-times-revenue-than-traditional-fruits-2383101>

Gurdev Kaur Deol

Founder, Global Self Help Group Farmer Producer Organisation, Ludhiana (Punjab)

Gurdev Kaur Deol quit her government job for farming and set up a farmer producer organisation in Ludhiana to link organic farmers to better markets. She makes and markets value-added products like marmalade and pickles from gooseberries and vegetables, grew the organisation to a turnover of nearly ₹40 lakh, and employs over 300 women.

YourStory · <https://yourstory.com/2017/10/gurdev-kaur-fpo-organic-farming>

10 Sources & further reading

1. Rajasthan Career Guidance (source) — <https://cg.rajasthan.gov.in/careerguidance/>
2. e-NAM Portal — <https://www.enam.gov.in/>
3. NIAM Jaipur — <https://www.ccsniam.gov.in/>



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