



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

व्यवसाय विकास समन्वयक

A Business Development Coordinator helps the sales and marketing team find new clients, partnerships and revenue opportunities for a company. They handle market research, client-meeting preparation, proposals and follow-up...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/gen-6735

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

A Business Development Coordinator helps the sales and marketing team find new clients, partnerships and revenue opportunities for a company. They handle market research, client-meeting preparation, proposals and follow-up coordination.

2 At a glance

Minimum qualification	BBA/B.Com after Class 12 (MBA speeds growth)
Work mode	Office desk job + local travel for client meetings
Demand	High in startups, IT, education and services
Top earning	₹1,00,000+/month at BD Manager/Director level

3 What you need

INTERESTS

- Enjoy analysing problems and situations
- Like talking to people and spotting new opportunities
- Interest in numbers, charts and market data

ABILITIES

- Clear communication and persuasive presentation
- Managing multiple tasks and deadlines together
- Leadership and ability to coordinate with teams

KEY SKILLS

- Market research and competitor analysis
- Proposal and business email writing
- Negotiation skills
- CRM software and MS Excel/presentation tools
- Lead generation and follow-up
- Fluent communication in English and Hindi

4 How to get there

- 1 Pass Class 12 in any stream (commerce preferred).
- 2 Complete graduation in BBA/BBM/B.Com or a marketing-related subject.
- 3 Do internships to gain hands-on sales/business development experience.
- 4 Start as a Business Development Intern or Coordinator.
- 5 Pursue an MBA/PG Diploma in Marketing for faster growth.

MAIN EXAMS

- CUET-UG (for BBA/B.Com in central universities)
- CAT/MAT/CMAT (for MBA admission)

5 Where to study

GOVERNMENT INSTITUTES

- आर.ए. पोदार प्रबंधन संस्थान, राजस्थान विश्वविद्यालय — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- मालवीय राष्ट्रीय प्रौद्योगिकी संस्थान (एमएनआईटी) - प्रबंधन विभाग — Jaipur, Rajasthan (<https://www.mnit.ac.in/>)
- जयनारायण व्यास विश्वविद्यालय — Jodhpur, Rajasthan
- महर्षि दयानंद सरस्वती विश्वविद्यालय — Ajmer, Rajasthan

PRIVATE INSTITUTES

- BITS Pilani (Department of Management) — Pilani, Rajasthan (<https://www.bits-pilani.ac.in/>)
- Manipal University Jaipur — Jaipur, Rajasthan (<https://jaipur.manipal.edu/>)
- Amity University Rajasthan — Jaipur, Rajasthan

ONLINE

- स्वयं (SWAYAM) - प्रबंधन कोर्स — Online (<https://swayam.gov.in/>)
- इग्नू (IGNOU) - बीबीए/एमबीए — Online/Distance (<https://www.ignou.ac.in/>)
- Coursera - Business Development — Online (<https://www.coursera.org/>)

FEES

BBA/B.Com fees are roughly ₹10,000-60,000 per year in government colleges and up to ₹1,00,000-3,00,000 per year in private institutes. MBA fees vary by institute.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com/>)
- सामाजिक न्याय एवं अधिकारिता विभाग, राजस्थान छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Companies in almost every sector - IT, marketing, retail, healthcare, education, law and NGOs.

WORK CULTURE

Mainly a desk job with local travel to meet prospective clients. Work often exceeds 40 hours a week, and opportunities exist for persons with disabilities.

WHO HIRES

- | | |
|--|---|
| • IT and software services companies (TCS, Infosys etc.) | • Startups and e-commerce companies |
| • Edtech and fintech companies | • Banks, insurance and financial services |
| • Hotels, travel and real-estate companies | • Media, advertising agencies and NGOs |

DEMAND (2026)

In 2026, the growth of India's startups, IT services and digital businesses means every company needs BD professionals to win new clients. Opportunities are rising fast even in cities like Jaipur, Udaipur and Kota as startups and service firms expand.

7 Career growth

- 1 Business Development Intern
- 2 Business Development Coordinator/Associate
- 3 Business Development Specialist/Senior Specialist
- 4 Business Development Manager
- 5 Business Development Director

EARNINGS

Starting	₹18,000-30,000
Mid level	₹35,000-60,000
Senior level	₹70,000-1,20,000+

Per the Rajasthan career portal (PayScale source) income has ranged about ₹12,000-76,000 per month; in 2026 metros and larger firms pay more. Incentives/commission raise total earnings.

8 The good parts · The challenges

The good parts

- Demand in every industry, so plenty of job options
- Fast growth with strong communication and networking skills
- Extra income through incentives and performance bonuses

The challenges

- Constant pressure of targets and deadlines
- Likely to work more than 40 hours a week
- Relatively low pay in starting positions

9 Real-life journeys

Sanket Sharma

Business Development Manager, Corporate Knights (Toronto)

A management (BMS) graduate from Mumbai University, Sanket Sharma started out doing business development for startups and financial institutions. He rose from Business Development Coordinator to Business Development Manager at sustainable-business magazine Corporate Knights - the same example cited on the Rajasthan government career portal.

Corporate Knights (masthead) · <https://www.corporateknights.com/masthead/>

Aakanksha Bhargav**CEO, PM Relocations - grew business via new cities and clients**

Right after her MBA, 21-year-old Aakanksha Bhargav joined her father's packers-and-movers firm, opened a new Bengaluru office single-handedly and won new clients. Handling everything from client meetings to deliveries, she grew the ₹3-crore company of 2007 to over ₹200 crore turnover - a living example of the power of business development.

The Weekend Leader · <https://www.theweekendleader.com/Success/3217/breaking-barriers-boldly.html>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Sales Representative
- Customer Care Executive
- Visual Merchandiser

11 Sources & further reading

1. Rajasthan Career Guidance - Business Development Coordinator — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b5%e0%a5%8d%e0%a4%af%e0%a4%b5%e0%a4%b8%e0%a4%be%e0%a4%af-%e0%a4%b5%e0%a4%bf%e0%a4%95%e0%a4%be%e0%a4%b8-%e0%a4%b8%e0%a4%ae%e0%a4%a8%e0%a5%8d%e0%a4%b5%e0%a4%af%e0%a4%95-business-development-coor/>
2. National Career Service (NCS) — <https://www.ncs.gov.in/>
3. NIRF Rankings (Management) — <https://www.nirfindia.org/>
4. SWAYAM portal - management courses — <https://swayam.gov.in/>

**And 770+ more careers — the whole portal**

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gssjethantri.in