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करियर शीट • CAREER SHEET

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A Distributor Salesman Representative (DSR) is the most vital link in the FMCG and distribution industry — every day they cover a fixed route or 'beat', visiting kirana stores, paan shops and small retailers to book orders, add...



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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 Distributor Salesman Representative (DSR) is the most vital link in the FMCG and distribution industry — every day they cover a fixed route or 'beat', visiting kirana stores, paan shops and small retailers to book orders, add new outlets, ensure good in-store product visibility and reconcile past stock. Moving everyday products like soap, biscuits, oil, tea and snacks from the distributor's godown to the shops and growing sales is their core job. It is an active, on-the-road, people-facing role in which even a Class 10 pass youngster can start out and rise to supervisor, area sales officer and even owning their own distributorship.

2 At a glance

Minimum qualification	Class 10/12 pass + age 18 (NSQF Level 4)
Course duration	About 3–6 months (Distributor Salesman course)
Starting salary	₹12,000–18,000/month + incentives
Work mode	Full-time field beat/route sales job

3 What you need

INTERESTS

- Enjoy meeting and talking to new people and shopkeepers
- Interest in selling, targets and the world of products
- Keen to work outdoors, on the move and active in the field

ABILITIES

- Good communication and the ability to persuade
- Basic arithmetic, bookkeeping and an honest nature
- Physically active, hardworking and comfortable travelling

KEY SKILLS

- Planning daily sales calls and covering shops along the beat/route
- Identifying new outlets and expanding sales coverage
- Keeping stock, order and collection records and using mobile sales apps
- Resolving retailer complaints and problems
- Understanding customer needs, building a sales pitch and booking orders
- In-store product display, visibility and merchandising
- Explaining product features, benefits and schemes

4 How to get there

- 1 Complete Class 10 or 12 and reach the age of 18.
- 2 Enrol in the NSQF Level 4 'Distributor Salesman' course (RASCI/NSDC); about 1 year of experience is an added advantage.
- 3 Practise good communication, basic arithmetic and mobile sales apps.
- 4 Gain field experience as a DSR with a distributor or FMCG company.
- 5 By meeting targets, move from salesman to sales supervisor and area sales officer.
- 6 In Rajasthan, RSLDC/PMKVY centres also offer free training and placement support.

5 Where to study**GOVERNMENT INSTITUTES**

- राजस्थान कौशल एवं आजीविका विकास निगम (RSLDC) — Jaipur, Rajasthan (<https://livelihoods.rajasthan.gov.in/rsldc/>)
- राष्ट्रीय कौशल विकास निगम (NSDC) – डिस्ट्रीब्यूटर सेल्समैन — All-India network (<https://nsdcindia.org/distributor-salesman>)
- जन शिक्षण संस्थान (JSS) — Various districts of Rajasthan (<https://nsdcindia.org/find-nsdc-training-centre-jss/>)
- एनआईओएस व्यावसायिक प्रशिक्षण केंद्र — Online / locate nearest centre (<https://voc.nios.ac.in/registration/locate-study-centre>)

PRIVATE INSTITUTES

- Retailers Association's Skill Council of India (RASCI) — All-India / Mumbai (<https://www.rasci.in/>)
- Centum Learning Ltd (कौशल प्रशिक्षण भागीदार) — Jaipur and other Rajasthan centres (<https://www.centumlearning.com/>)

ONLINE

- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)
- एनएसडीसी - प्रशिक्षण केंद्र खोजें — Online (<https://www.nsdcindia.org/find-nsdc-training-centre>)

FEES

Under most government schemes (NSDC, RSLDC, PMKVY, NAPS) the Distributor Salesman course is free or very low-cost. Retail/sales courses at private institutes can cost roughly ₹5,000–20,000.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/fresh/onlineInstituteSearchIndex>)
- Buddy4Study – ITI/Vocational Scholarships (<https://www.buddy4study.com/article/iti-scholarships>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Distributors, stockists and super-stockists of FMCG companies, mobile/telecom distributors, and any company that sells products through distributors. The work is mainly in the field — markets, kirana stores and retail outlets.

WORK CULTURE

Typically 6 days a week, 9-10 hours a day, with most time spent travelling in the field. Overtime and fixed sales targets are part of the job, and meeting targets earns incentives.

WHO HIRES

- | | |
|---|--|
| • Distributors and stockists of Hindustan Unilever (HUL) | • Distributors of ITC and Britannia |
| • Distributors of Dabur, Parle and Nestlé | • Amul (GCMMF) and other dairy distributors |
| • Distributors of mobile/telecom and other consumer-product companies | • Local FMCG super-stockists and distribution agencies |

DEMAND (2026)

India's FMCG market is growing fast and the country has crores of kirana stores that every company wants to reach. This creates constant demand for distributor salesmen in every city, town and village. Because one can start with low qualifications and grow with experience into supervisor, area sales officer and even one's own distributorship, it is a stable and rising career for youth.

7 Career growth

- 1 Distributor Salesman Representative (DSR)
- 2 Sales Supervisor / Senior Salesman
- 3 Area Sales Officer (ASO) / Sales Officer
- 4 Distributor / owner of one's own distribution agency

EARNINGS

Starting	₹12,000–18,000/माह + इंसेंटिव
Mid level	₹20,000–32,000/माह + इंसेंटिव
Senior level	₹40,000–70,000+/माह (एरिया सेल्स ऑफिसर/डिस्ट्रीब्यूटर)

Per Indeed (Feb 2026), the average direct/distributor sales representative in India earns about ₹21,600/month; target-based incentives add meaningfully to this. Becoming an area sales officer or starting one's own distributorship can multiply the income. (Figures are indicative and change over time.)

8 The good parts · The challenges

The good parts

- Even Class 10/12 pass youth can start with low qualifications
- A chance to earn incentives over the fixed salary by meeting targets
- Growth with experience to area sales officer and one's own distributorship

The challenges

- Hard days spent in sun, heat and travelling outdoors
- Pressure to meet sales targets every month
- Limited pay at entry level and irregular hours

9 Real-life journeys

R. S. Sodhi

Former Managing Director, Amul (GCMMF)

R. S. Sodhi, an engineering graduate from CTAE in Udaipur, Rajasthan, joined Amul in 1982 as a Senior Sales Officer — beginning his career in ground-level field sales and marketing. Working in the same organisation for nearly four decades, he became General Manager (Marketing) in 2000-2004 and Managing Director of Amul in June 2010, where he launched over 50 new products and helped build Amul into a ₹71,000-crore brand. His story shows that someone who starts on the sales field can, with dedication and discipline, go on to lead India's largest FMCG/dairy distribution organisation.

DNA India · <https://www.dnaindia.com/india/report-rs-sodhi-resigns-as-amul-md-rs-sodhi-amul-managing-director-amul-dairy-products-india-news-3015790>

Shobha Thombare

Shakti Amma (rural FMCG sales entrepreneur), Hindustan Unilever Project Shakti

Shobha Thombare of Ahire village in Maharashtra, widowed in 2005, joined Hindustan Unilever's 'Project Shakti' with a ₹15,000-20,000 investment supported by a self-help group, and began taking FMCG products like Lux soap, Wheel and Fair & Lovely door-to-door and to small shops across villages. Earning 13% commission on direct consumer sales and 3% on retailer sales, she stood on her own feet and supported her family. Her story inspires girls who want to build a self-reliant career in FMCG field sales and distribution.

Business Today · <https://www.businesstoday.in/magazine/special/story/project-shakti-helped-thousands-of-women-and-also-men-39877-2013-06-19>

10 Sources & further reading

1. Rajasthan Career Guidance – Distributor Salesman — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%a1%e0%a4%bf%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a5%8d%e0%a4%b0%e0%a5%80%e0%a4%ac%e0%a5%8d%e0%a4%af%e0%a5%82%e0%a4%9f%e0%a4%b0-%e0%a4%b8%e0%a5%87%e0%a4%b2%e0%a5%8d%e0%a4%b8%e0%a4%ae%e0%a5%88%e0%a4%a8/>
2. NSDC – Distributor Salesman job role — <https://nsdcindia.org/distributor-salesman>
3. Retailers Association's Skill Council of India (RASCI) — <https://www.rasci.in/>
4. RASCI – National Occupational Standards — <https://rasci.in/National-Occupational-Standards.php>
5. Indeed – Direct Sales Representative Salary (India) — <https://in.indeed.com/career/direct-sales-representative/salaries>



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