

Ekta C Hingoo

ekparmar007@gmail.com

240/B Woodsville,
Billabong School Iain,
Opp. Arya Four Square,
Vadodara-390011, Gujarat, India

M. +91-7383-005-930

Career Highlights

- Total 6 years of experience.
- District Coordination- End to End retail Supply chain operations management.
- Product Manager- Urban Sardar
- e-Commerce Business Executive
- Project Officer - Government Business -TC TDD projects.
- Plant Tissue culture- Production- Hardening- sales and marketing.
- Procurement - Element required for Tissue culture.
- Biofertilizer - Production and sales experience.

Experience Summary

Agri Retail/Agri Marketing, Tissue Culture, Government Projects, Product Manager, Procurement, E-Commerce, SAP HANA S4

Ambitious employee with extensive experience in Agri & retail marketing, e-commerce activities, administrative as well as supply chain operations. A dedicated worker with effective communication skills, excellent customer service and a passionate person who can promote best practices among cross-functional teams seeking a challenging position in a reputable organization. To become an essential ingredient in a company where I can utilize my hard earned Skills to the fullest

Technical Qualifications

- Extensive knowledge in the end to end supply chain and manufacturing process.
- Troubleshoot during production and sales.
- Develop protocols and Tackled DBT certification Audit
- Sales and Marketing of wide variety of Banana, Sugarcane, Parwal, Gauva, Anjeer, Lemon, Pomegranate, Bamboo and Teak plants
- Conducted large scale farmer meetings, crop demonstrations & campaigns



Software Skills

- SAP-NETWEAR, SAP-HANA-S4 MM, SD, PP and MM Module (6+ working knowledge of strong SAP background with proficiency in computer skills. Strong in Excel, Word and Power Point skills)

Education

- M.Sc Biotechnology, Ganpat University, Kherva, Mehsana, India in 2013,
- B.Sc Biotechnology, H.N.G.U University, Mehsana, India in 2011

Achievements

- Attended GSFC Manager Training for team building and getting Star Performer Gold Medal.
- Appreciation letter for Krishi Jivan Magazine.
- Won a Best female player trophy in Cricket Match
- Appreciation letter for contribution in helping business at GSFC Agrotech Ltd reaches a respectable figure in 2020-21.
- Gratitude Letter for PMKSK inauguration efforts.
- Real Trooper Certificate for organizing the exhibition.

Strengths and Reasons for Selection

- Experience in making significant contributions to research projects. Demonstrated skill in problem solving and critical and analytical thinking, problem solving, interpersonal relationships, written and oral communication, and planning/organization
- Made a difficult or important business decision. Completed tasks without clear instruction or boundaries
- Trained a co-worker or managed a team
- Helped an organization improve productivity, cut costs, or increase revenue.
- Highly dedicated and reliable Agricultural Sales representative with an excellent record of sustaining and expanding the company's customer base.

Work History (04 - 2017 to current)
GSFC Agrotech Limited, Vadodara, India
(Sr. Executive officer)

Coordinator – Retail Outlet

Dec 2021 –Present

- Conducting a market survey of **Warehouse/ Depot management:-** Inbound – Outbound, Storage, Cross-functional processing management, Controlling overall activities of assigned Retail outlets
- Concerned areas
- Regular field visit along with depot-in-charge to understand the market and generate product demand
- Encourage assigned In-charges of retail outlets to ensure maximum sales and achieve targets.
- End to End retail operations management; inventory management, cash handling in-store promotion, administrative management

Product Manager- Urban Sardar

April 2022 – Present

- Sales Co-ordination with 287 retail outlets in 44 districts for entire supply chain in Gujarat and Rajasthan.
- Marketing, Brand Advertising, Media Sales and Online Advertising of product
- Conducted large scale farmer meetings, crop demonstrations & campaigns
- Handling MIS for 287 Retail Outlet sales data analysis and reconciliation through SAP HANA S4 & mFMS
- Dealing with customer queries and complaints
- Serve as a liaison between Business and IT for all the enhancements which include Requirement gathering, Solution development, Testing in quality server, and Deploying the solution in production

e-Commerce business executive

April 2021 – Present

- Working knowledge of e-commerce Order Management and account management
- Streamlined supply chain process for e-commerce order worth Rs. 3 Lac from single outlet
- Working knowledge of e-commerce Applications
- Interface (API) (Flipkart & Amazon)

Project Officer - Government Business

April 2019 – Present

- Engage directly with key Government DSEG department to improve Tribal region district. Liaison with District Agriculture Officers, Project administrators and other Gov. officers
- Project initiation- Project planning- Project execution- Project closure like TC Banana, Sugar cane, Pomegranate, Parwal Lemon Tindora project.
- Guide multiple districts Field Project persons and 81 retail outlets DI for proper execution and completion of government projects on time.
- Effective interpersonal skills for interface with government auditors and company management

Tissue culture Hardening Incharge

June 2019 – Present

- Identified pests, weed and plants to determine the appropriate selection of pesticides and fertilizer
- Cultivated and supported a wide variety of crop Banana, Sugarcane, Parwal plants
- My main achievement is to help in the design of new tissue culture laboratory and reach sales and production to 25lac plants of Banana and Sugarcane. Trading of other crops like Guava, Pomegranate, Lemon, Bamboo, Anjeer and finds a market for selling

Sales and Marketing June 2017 – Present

- 6 Years end user SAP-SD experience in Supply chain Management.
- Experience in various areas like Sales Planning, Order Management, Customer Service, Customer Master & Price Master maintenance, Delivery and Sales Order creation, Order Status Management.
- Customization of Plant Parameters defining of Storage Locations, Stock transfer, Good Receipts with tolerance limits, Physical Inventory and Movement type.
- Extensive experience in the end to end supply chain and manufacturing process

Tissue culture production Incharge April 2018 – March -20

- Knowledge of aseptic techniques and tissue culture method and practices.
- Preparation of plants tissue culture media - stock transfer and mother culture maintenance, Material Management, Record keeping necessary to manufacture products
- Plant disease and growth screening, documentation and maintaining all DBT Standard records.
- Identify, propose, and execute process and procedural changes to improve process performance, robustness, productivity and efficiency
- Provides specialist level functional and configuration knowledge in designing SAP solutions in the PP/PI module of SAP to meet business requirements
- Batch determination and also Shelf live expiration date.

Procurement of Material June 2018 – April – 2020

- **Cut down procurement cost through consortiums and re-assessing vendors, saving the company 25% in material procurement and in sugarcane plants 50% savings on total saves 2 cr.**
- In-depth experience in technical process of Order to Purchase flow in SAP-HANA S4 module
- Purchased the highest quality merchandise at the lowest possible price and in correct amounts, direct purchase from manufacturer leading to savings for the Company.
- PR, RFQ/Maintain Quotation, Price Comparison and Purchase Order (Standard and with different Account Assignment Categories) Outline Agreement.
- Inventory management (Goods Movements; GR, GI, TP and ST)
- Maintain Vendor evaluation criteria (Quality, delivery and quantity reliability).
- Release Strategy for all purchasing Document (Internal / External) depending on the total value of the document.
- Handle procurement documentation in order to maintain detailed records
- Adept at maintaining cordial and professional relationships with Vendor, customers, colleagues and management.

Biofertilizer Production and sales April 2017 – March -18

- Acknowledgment of Media preparation – autoclave – Isolation – Screening- Purification in aseptic condition and Bacteria transfer in culture - fermentation process - large scale production - packing and dispatch.
- Good working experience on PP Master Data Setup like BOM
- Yearly Production Planning, Create and conformed Process Order.
- Extensive experience for configuring the key integration points between the PP Module and other SAP modules
- Monthly consumption booking, Material Controlling

Personal Details

Date of birth : 18th March 1991
Gender : Female
Marital Status : Married (Spouse working in Haldor Topsoe, Faridabad)
Nationality : Indian
Children : 2 Daughters

References

Mr. S. K Mishra
CEO – GSFC Agrotech Ltd.
Vadodara, Gujrat, India
M. +91-7874833789

Mr. Madan Dhukate
Head- TC Vadodara, Gujrat, India
M. +91-8511185730

Vadodara
27th April 2023

.....XXXXXXXXXXXXXXXXXXXXX.....