

Market Development Officer – Green Livelihoods, Villgro

Position	Market Development Officer
Sector	Green Livelihoods
Reporting Manager	Manager
Nature	State level project coordination to achieve deliverables in Maharashtra
About Villgro	Villgro is a leading incubator supporting startups that drive positive social impact. We support enterprises through grants, low-cost debt, and equity, while also offering targeted technical assistance. In addition, we design and implement programs that deliver tangible, real-world outcomes.
Key deliverables	<p>Villgro is seeking a dynamic professional with a passion for social impact and a strong entrepreneurial spirit to help shape the sector and build a successful track record in rural sales and marketing of renewable energy solutions.</p> <ul style="list-style-type: none"> • The role focuses on driving the adoption of climate-smart innovations in agriculture among farmers, FPOs, entrepreneurs, self-help groups, and similar stakeholders in selected districts of Maharashtra. • Adoption will be facilitated through outsourced distribution channels, along with enabling end-user financing to ensure accessibility and long-term success. • The role requires close coordination with channel partners and other stakeholders such as prominent NGOs, government entities (e.g., SRLM), and regional influencers to promote the commercial adoption of green livelihood technologies in a time-bound manner. • The candidate will be responsible for timely reporting to the Project Lead on project progress and risks.
Role & responsibility	<ul style="list-style-type: none"> • Coordinate and liaise with distribution channel partners, technology providers, and other stakeholders to ensure the successful adoption of climate-smart livelihood technologies by collectives (e.g., FPOs, SHGs, dairy collection centers) and individuals (e.g., micro-entrepreneurs, farmers). • Ensure project execution as per plan and provide timely progress updates to the Project Lead. • Conduct field visits to coordinate pilots, train sales agents on innovations, and drive product utilization on the ground. Capture field data and share structured reports with the team. • Scout and build partnerships with relevant organizations to increase awareness and marketing for enterprises, thereby enabling both short-term and long-term sales growth.

The ideal candidate would have:

Must have:

- Educational background in Business Administration or Agriculture
- 2–3 years of experience in project coordination and/or sales of agriculture-related products
- Strong sector knowledge in agriculture and climate-smart/renewable livelihood technologies
- Market and ecosystem understanding (farmers, FPOs, SHGs, NGOs, government programs)
- Project planning, coordination, and timely execution with clear reporting of progress and risks
- Ability to maintain cordial relationships and manage multiple stakeholders (channel partners, NGOs, government, technology providers)
- Capacity to explain product value convincingly and train farmers and sales agents on usage
- Prior experience working directly with FPOs, farmers, or SHGs
- Good documentation and communication skills in English and local language
- Willingness to travel extensively across districts within Maharashtra
- Ability to work under tight deadlines with accountability and reliability
- Problem-solving skills and adaptability to field-level challenges
- Result orientation and commitment to driving adoption outcomes

Good to have:

- Business development and/or rural sales experience, especially in renewable energy or agri-inputs
- Strong communication and persuasion skills to influence diverse stakeholders and regional influencers
- Experience in partnership development and outreach with NGOs, financial institutions, or networks
- Collaboration and teamwork across diverse institutions and grassroots communities
- Entrepreneurial drive, initiative, and ownership to scale adoption and enable financing models
- Impact reporting and data analysis skills to capture adoption trends and inform strategy

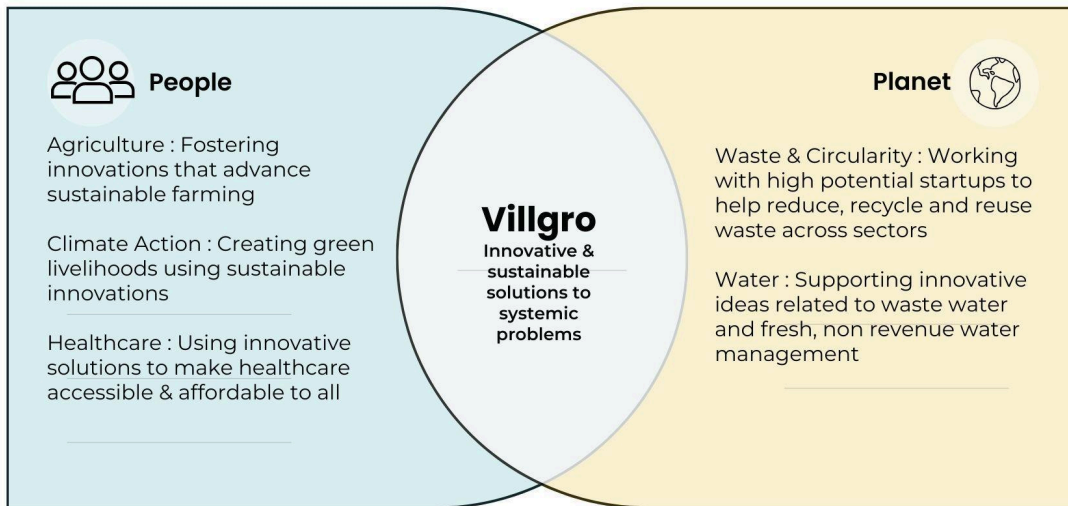
Compensation:

We offer competitive compensation that is on the higher end within the nonprofit sector and performance based variable component. Benefits include health insurance coverage for employees and their immediate family members. Additionally, we have a mental health policy in place that provides access to subsidized support services.

How to apply: Apply to this role by filling this [form](#). We look forward to hearing from you!

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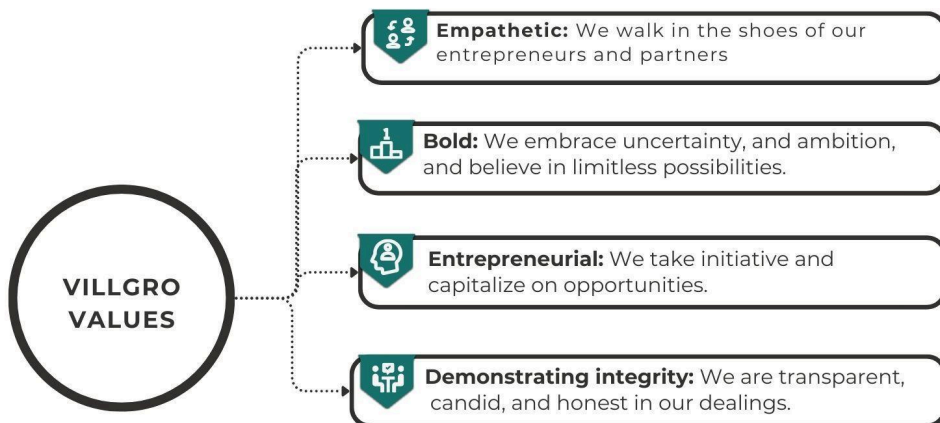
Villgro, India's pioneering social enterprise incubator, was founded in 2001 under the aegis of the National Innovation Foundation (Government of India). Our mission is to generate large-scale impact by leveraging innovative solutions to tackle India's most pressing social and environmental issues. Over the past 2 decades we have impacted 26.7 million lives through 402 enterprises across India.



We work with Social Entrepreneurs to generate impact.

- Create a viable business proposition using our unique hands-on approach to incubation.
- Develop a scalable business model by leveraging our market access platforms.
- Access innovative finance solutions (grant, debt, philanthropy etc.) to scale innovations

Values we hold close:



In case of any queries, please write to us at careers@villgro.org Read more about us at www.villgro.org