

Appraisal Form**EmpCode : 620 Name : Anubhav sharma Date-Time : 31-12-2017 03:14:06*****(Achievement)***

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|---|---|
| 1 | Hybrid Paddy Sales grown from 16 MT to 33 MT |
| 2 | Veg Sales grown from 13 Lakhs to 22 Lakhs (YTD December) and near to double the Veg sales figure. |
| 3 | Apart from Spongeguard & Chilly , now Okra , Tomato , Bitter & Bottleguard are also make good part of sales figure. |
| 4 | conducted 56 PDA with only 1 Staff , to get the competitive edge in next paddy season. |
| 5 | Expanded VNR presence in all blocks of the territory in terms of Retailer & Farmer contact. |
| 6 | Channel Strength has increased by reducing our dependency on particular one Distributor. |

(Feedback)

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|------|--|
| 1 | What is your feedback regarding the existing & new processes that are being followed or needs to be followed in your respective functions? |
| Ans. | Well and good. |
| 2 | At work, are there any factors that hinder your growth? |
| Ans. | No such factors are there . |
| 3 | At work, what are the factors that facilitate your growth? |
| Ans. | Regular Guidance from seniors was very responsive |
| 4 | What support you need from the superiors to facilitate your performance? |
| Ans. | Approval for 4wheeler hiring every month so that i can track all those pockets for short duration opportunities . |
| 5 | Any other feedback ! |
| Ans. | 1)As discussed in BRM , i have already made a list of progressive farmers village wise , so if they will be shown our facility at Raipur , that will be crucial for VNR business in the territory. 2) New Marketing tools must be added . |

(KRA)

| SNo. | KRA/Goals | Description | Measure | Unit | Weightage | Target | Self Rating | Remarks |
|------|---|--|--------------|------|-----------|--------|-------------|---------------------------------|
| 1 | Achieve Sales Target in given territory | To ensure the monthly targets are achieved through adoption of proper sales strategies | % Compliance | % | 40.0 | 100.0 | 100.0 | doubled the figure in Paddy and |

| | | | | | | | | | |
|---|--|---|--------------|---|------|-------|-------|--|--|
| | | | | | | | | | will double the Veg Sales figure too. |
| 2 | Ontime Collection | To ensure that the collection goals are achieved as per the targets of monthly RCP. The deviationvariation pattern in collection also needs to be considered | % Compliance | % | 15.0 | 100.0 | 90.0 | | Outstanding is due on those which have the habit , this year we will adopt the policy of Cash & Carry with them. |
| 3 | Channel Management and stock return | To strengthen and develop good rapport with the network(primary and secondary) in given territory by ensuring a) Channel expansion selection of partycontribution b) Working at retailer level c) building Rapport with existing distributors d) Command over channel e) stock return percentage | % Compliance | % | 10.0 | 100.0 | 100.0 | | has increased the retailer base for paddy and veg . Made the New Distributors which is necessary for VNR future. |
| 4 | FDFV, new productsegmentpocket identification,Marketing campaign | To generate demand at the root level for the product and to expand the VNR portfolio in the territory a)successful Field dayField vists b) successful demonstaration of new product c) Marketing campaign d) Judicious use of inputs e)Introduction of new products from VNR portfolio in the market f) market development activity around this product to establish it g) sinificant contribution to the territory turn over | % Compliance | % | 15.0 | 100.0 | 100.0 | | invoiced the almost every new Hybrid in territory and tracked them and shown them to retailers and farmers . |
| 5 | New product demo and OFD managementreporting | New product identification for the territory and to speeden the product delivery customized to the territory need. a) Morning evening report b) fortnightlymonthly territory reporting monthly meeting c)?Timely Submission of expense d)? Stock return approval e) zero incidence reporting on accident f) wearing helmetseat belt g) adhering to the safety norms as per HR manualwhile on work or personal travel | % Compliance | % | 10.0 | 100.0 | 100.0 | | Bold Segment is growing in territory , so my focus is always on it.Timely submitted all the reports . |
| 6 | Safety and Reporting | Ensuring that all the safety rules are followed properly and reprotis are shared in time. a)Reporting of competitors | % Compliance | % | 5.0 | 100.0 | 100.0 | | Always followed safety |

| | | | | | | | | |
|---|--|---|--------------|---|-----|-------|-------|--|
| | | activitiescheme promotion trade expansion new product introduction man power recruitment promotional inputs by competitors b) information presented and shared during monthly meeting | | | | | | standards , always presented the right information at tme. |
| 7 | Market intelligence (MARKET INFORMATION) | Update on competitors activity in the territory | % Compliance | % | 5.0 | 100.0 | 100.0 | Fully updated about Competitors activity and always conveyed the same to the management. |

(Skill/ Behavioral)

| SNo. | Behavioral/Skills | Description | Weightage | Target Rating | Self Rating | Comments |
|------|--------------------------|---|-----------|---------------|-------------|--|
| 1 | INTERPERSONAL SKILLS | Degree of co-operation with team members; Ability to interact effectively with superiors, peers and subordinates | 20.0 | 100.0 | 100.0 | i am always eager to support and seek help whenever i need them from either seniors , Juniors or Subordinates. |
| 2 | COMMUNICATION | Clarity of thought and expression; skills and desire of sharing relevant information with all concerned (upward, lateral, downward) | 20.0 | 100.0 | 100.0 | no hesitation in sharing the information and asking something whoever from i can get that information. |
| 3 | PROBLEM SOLVING | Ability to go to the core of the problem. Makes a correct diagnosis with relevant | 20.0 | 100.0 | 100.0 | No issues with any of the parties till now, shows my this skill. I have cleared all the pending issues with the parties. |
| 4 | ATTENDANCE & PUNCTUALITY | Regularity of attendance. Punctuality related to work place and work/ assigned tasks | 20.0 | 100.0 | 100.0 | Always regular in attendance and punctual about assigned tasks. |
| 5 | INITIATIVE | Takes the first step. Proactive. Creates and is alert to opportunities | 20.0 | 100.0 | 100.0 | Always lead to find the opportunities and act |

