

**APPRAISAL FORM****EmpCode : 1206 Name : Ritesh kumar singh Date-Time : 09-01-2023 02:22:52****(Achievement)**

1	This Year Total growth in sales of Mustard from 1.8 MT in 2021 to 10.1 MT in 2022 . Achieved growth percentage of 461 against Lat year sale. Total territory achievement of 10.1 MT against the target of 4 MT.
2	This Year Research Paddy Sales-19.8MT against the target of 18 MT. Achieved growth percentage of 10 against Target.
3	This Year Total growth in New Hyb. Paddy in 2228,2318 is 9.5 MT against the base of 1.9 MT .Achieved growth percentage of 400 against Last year sale. Total territory achievement of 19.3 MT against the target of 48 MT.
4	This Year Collect Hyb Paddy ABS of 79 MT against the target of 75 MT. Also collect the ABS of Maize 60 MT. And also collect the ABS of Mustard
5	This Year Conducted 127 PDA activity. This year total 88 percent of participation in activity by me.
6	This Year Total Demand Generation Activity run in my territory (KSS-72,AKK-58,PSA-65) .Also done Harvesting Activity on Maize and make farmers Testimonial
7	This Year run a New Project on Hyb Paddy 2318 , In which target 40 Village of Nagra (Potential-800 Acreages) Market . Demo received 120 Packet each and every Data registered on VNR Demo App
8	This Year Conducted 3 Rct in mustard and 3 RCT in Focus Hyb.Paddy 2228,2318 in which total Dealer, Retailers Covered no is 65
9	Alignment of Retailers and drive My retailers concept by me in District Chapra and Siwan Massage given by Management, which help me to do most of the business and collect ABS among them.
10	This Year all the Demo Registered on App by team which help us easy to track and organized activity on it.

**(Feedback)**

1	What is your feedback regarding the existing & new processes that are being followed or needs to be followed in your respective functions?
Ans.	VNR Demo and Sarathi farmer Details Share with Me My team and update the Demo app And Access Of Sarathi Farmers.
2	At work, are there any factors that hinder your growth?
Ans.	there is no any Hinder
3	At work, what are the factors that facilitate your growth?
Ans.	Timely supply of the marketing tool equipment and good quality
4	What support you need from the superiors to facilitate your performance?
Ans.	Timely supply of the marketing tool equipment and good quality
5	Any other feedback !
Ans.	time to time Tranning Programme .

**(KRA)**

SNo.	KRA/Goals	Description	Measure	Unit	Weightage	Target	Self Rating	Remarks
1	Sales TGT Vs ACH	Need to give number on the basis of percentage achievement	Processes	%	30	100	53	I have achieved my Sale according to last year the % is 53
2	Collection				10			

SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	Payment Under CD	Anyone of the given 3 options ( 2A1, 2A2,2A3) to be considered accordingly: 2A1- ABS Collection should be for 80% of Business, both in Total volume and 90% in terms of Number of Parties. 2A2- 85% of Business Revenue to be collected in ABS plus CD. 2A3- Balance Outstanding of Kharif to be collected by November OR 1 month after account settlement, Rabi Outstanding Collection to be completed by 31st March.	Processes	%	5	Logic2a	Quarter	100	73.75	Total Collection 36.45 lakh Against the target of 177.7 lakh
(b)	Collection not to exceed 270 days	The Collection should not exceed 180 days. There will be a penalty if OS exceeds more than 180 days.	Processes	%	5	Logic1	Quarter	100	100	No Any Party Over 270 Days for collection.
3	Return	a)Hy Return b)OP Returns to be as per the given target limits					10			
SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	Return	a)Hy Return 15% = 100%, 15% to 25% = 80%, 25%to 30% = 50%, More than 30% = 0,	Processes	%	5	Logic6	1/2 Annual	100	75	Total Hy Paddy Return is 51 % And Hy Maize Return is 6.37 %
(b)	Return	b)OP Returns to be Less than 5% = 100%, 5% =0 : Weightage to be 50% each for a and b, if no OP than entire will be in Hybrid sales. Sales Return is volume based on proportionate weightage to corn and paddy.	Processes	%	5	Logic6	1/2 Annual	100	150	No any Returning of OP Variety.
4	Channel Management	Target vs Achivement , i): New Retailer Registered, ii) Unnati: Percentage Scanning,					10			

SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	New Retailer Registered:	Need to Add a minimum of 105 Retailers to his business along with entire mapping of the retailers business. To be reviewed on basis of number of visits and business achieved from these new retailers, Target vs Achievement , New Retailer Registered.	Processes	%	5	Logic5	Annual	100	75	The Total number of added Retailers is 182 and 63 are new Retailers.
(b)	Unnati: Percentage Scanning	Min 70%, less will be zero.	Processes	%	5	Logic5	Annual	100	100	The Total Scanning Percentage is 90.8 %
5	OFD/ Demo Management	Need to visit OFDs in different markets and train MDOs how to take observations in the field - To be evaluated based on Number of OFD visited against number of OFD allocated in % terms, Number of Training Conducted for MDOs - to be divided in 2 parts a and b and weightage be 5 each					15			
SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	OFD Demo	No of OFDs Demo plots visited against the allocated target. (Excel Sheet to be attachedQtr). Mandatory Fortnightlymonthly Visit on 50% or __ (fix no.) of same demo OFD focus commercial hybrid, visit report with relevant photo to be submitted to line mgrPD Executive	Processes	%	8	Logic2	1/2 Annual	100	80	I received 21 OFD of Paddy and visited by myself 15 ,I received 3 OFD of Mustard and visited by myself 2
(b)	OFD Data Sharing	80 percent OFD data need to be submitted as per PD data sheet by crop cycle. Data to be updated on the day of data recording on Sarathi App.	Processes	%	7	Logic5	Quarter	100	97.5	I Have submitted 23 Maize OFD Data with PD Team 2022I Have Received 21 Paddy OFD and Submitted all data with PD

										Team On Time all Data was Submitted in the DEMO APP. I Have Received 3 Mustard OFDs all Details are Submitted in-app, and all data is shared with the PD team.
6	Market Development	To conduct market development activities as per target of the territory						15		
SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	Self Attendance	Min 25 PDA of the total activities conducted in territory ( can be common with MDO MDA), to be validated through Sarathi App.	Processes	%	8	Logic5	Annual	100	90	I have Attended 22 PDA activities. and the total PDA Activity done by MDO is 76.
(b)	MDOs Engagement	To ensure 15 Activities per month per MDO, to be validated through Sarathi App.	Processes	%	7	Logic5	Quarter	100	78.75	KSS, AKK, and PSM Activity numbers are 178 Which is done by MDOs.And MDO Conducted 2 Sarathi farmers meetings during Paddy Season.
7	Reporting	To ensure proper and timely reporting						5		
SNo.	Sub KRA/Goals	Sub Description	Measure	Unit	Weightage	Logic	Period	Target	Self Rating	Remarks
(a)	7A1- Self ATP. 7A2- TE Bills	Anyone of the given 2 options ( 7A1, 7A2) to be considered; 7A1-	Processes	%	2	Logic4	Quarter	100	100	I have submitted my ATP and TA bill

		Self ATP - weekly or 15 days. 7A2- TE Bills to be uploaded by 5th of next month								on time with ABM Sir.
(b)	MDO Review	MDO Review (common review format to be designed and shared with team by GMs) to be completed by 5th of next month	Processes	%	3	Logic4	Quarter	100	100	We have conducted Weekly Review meetings on Conference calls with MDO and monthly reviews of the past month and planning for next month.
8	Retailer Crop Tour	Minimum 4 retailer crop tour to be conducted on new promising launched Hybrid/ focused product in each half; H1 & H2 with a participation of minimum of 25 retailers in crop tour, with a visit of minimum 3 plots during the crop tour.	Processes	%	5			100	0	I have done 1 RCT in Chakai JAMUI.

**(Skill/ Behavioral)**

SNo.	Behavioral/Skills	Description	Weightage	Target Rating	Self Rating	Comments
1	Communication	Need to attend 4 MDO meeting/month in territory and train MDOs for OFD observation/New Products USP/ % MDOs who can idnependently conduct farmer meetings	35	100	100	I have to attend more than 5 MDO meetings in the territory activity type KSS, AKK, PSM & PDA. I trained MDO for the Sarathi Farmers Meeting which is help to improve the sale And good brand value of Our VNR new Hy Paddy, Mustard, And Maize.
2	Initiatives	Initiative to be planned and executed as discussed and documented with RBM	30	100	100	I have taken the initiative of Sarathi farmers Demo Updation and maize demo updation on time and sales reconciliation and submitted

						the territory data with RBM, sir, on time.
3	Team Coordination	You have to attend 2 mega crop show	35	100	0	we have conducted the AKK, KSS, PSM, and total activity conducted 178. Coordinate with Chhapra team for Paddy sale in Jamui HQ.