

# Param Mitr

Param Mitr or Good friend is one of the greatest riches in life. With good friends, you are not alone. They are sensitive to your need and happy to participate in the joy and burden of life. Sahaj e – Village is looking for that good friend for the expansion of their business.

The primary purpose of Param Mitr is to participate in business plan development for each business and work towards achieving agreed sales, revenue and transaction objective. This will be done by capability building of Sahaj Mitrs, evaluating and appointing right Sahaj Mitrs in coordination with company people and doing market development activities in line with respective business need.

A Param Mitr needs to achieve profitable growth for the company and build in the image of the organization amongst the rural populace. Param Mitr needs to have an inquisitive mind for exploration and progression to extend the Market Coverage and for deploying requisite Infrastructure. Param Mitr should be a self-motivated person.

[Param Mitr should have the capability to maintain the robust processes](#) so that whenever and wherever any kind of Competition activities would take place, can inform his territory. Should be willing enough to build Capability of channel Partners. Engage with Customers as Business Partners and should have that much knowledge about his forte so that he can measure performance of his Channel Partners.

[Managing Institutional Sales](#) through Business Relationships with Schools for e-learning products, Garage and Parking lots supervisors for General Insurance products etc. Should be capable enough to maintain robust Systems and Processes to Manage Key stakeholders

## Selection Criterias:

A Param Mitr must have respectable market standing among all existing Sahaj Mitr in his designated geography.

1. Minimum qualification – Class XII pass
2. No criminal records
3. Should be an existing entrepreneur
4. Financially sound – Should be ready to invest in manpower/ initial deposit etc.
5. Influential in the locality
6. No political background
7. Computer savvy
8. Has required infrastructure – Desktop/ Laptop/ connectivity