

Sales Assistant

Full-time

Base Location: Eastern UP

Field Position



About Oorja

Oorja (www.oorjasolutions.org) is an award-winning social enterprise based in New Delhi. We are on a mission to empower 1 million farmers globally by 2030 with the agricultural solutions they need to sustainably increase their income and quality of life.

Oorja is a Farming-as-a-Service company working at the intersection of sustainable agriculture and renewable energy. Our focus is on powering beneficial appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology for their farms. Oorja wants to close this gap. We finance decentralized solar energy systems for community use. Oorja sells irrigation and milling as affordable *services* on a pay-per-use basis to smallholder farmers, without any upfront cost to them. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs.

Our core strengths are our inclusive, farmer-centric business model and a diverse and driven team with shared passion for sustainable development. Some of our investors and partners in this mission are:



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Role Background

In this position, you will be joining our Sales and Marketing team in Bahraich, eastern UP. You will be working to increase sales of irrigation and milling services from solar pumps and mills

You will also be collecting cash payments from our locally hired Operators and from farmers, attending to customer issues, and digitising payment data in Excel. You should be comfortable using email and Microsoft Office and have your own laptop and motorcycle. You will be responsible for all Operators and customers within a defined catchment area in Bahraich district and must be able to motivate and influence others positively. You will be supported by friendly, supportive and passionate team members. We expect you to bring a mature, professional and collaborative demeanour and to interact with customers and other groups with sensitivity, empathy and respect.

Note: Relocation to another district in Eastern UP where Oorja operates may be required within the first six months.

Roles and Responsibilities

As a Sales Assistant, you will be expected to serve a key role within our Sales field team. Your responsibilities include, but are not limited to:

Sales and Utilisation

- Conduct door to door visits, organize focus group sessions attended by current and prospective customers (farmers); inform them the benefits of Oorja's services
- Act as a mobiliser: Canvas and convince new customers to sign up and use the services regularly
- Sign up new customers at existing solar project sites; maintain their membership records
- Identify and implement opportunities to increase irrigation and milling sales
- Identify and resolve customer faults to maximise customer satisfaction and efficiency
- Report technical faults promptly to the Project Engineer
- Coordinate with the Farmer Advisory teams to ensure customers receive training and maximum benefit from Oorja's services.

Payment Collections

- Prepare and distribute bills to customers
- Collect payments in cash from Operators on a weekly basis and follow up with customers (farmers) to clear their dues and achieve 100% payment collections rate
- Take photos of flowmeters on the last day of each month and verify against register
- Deposit cash collected in company's bank account on a monthly basis following instructions from management
- Digitise all payments – including service fees and membership fee collections – on a weekly basis into payment software provided by company
- Digitalise all payment data in Excel on a monthly basis; cash reconciliation with the registers and flowmeters
- Communicate with customers (farmers) via SMS using software to send payment reminders, payment receipts, new schemes, discounts and incentives

Operator Support

- Interact daily and provide support to Operators: work closely with Operators for day-to-day operations and customer service of solar pumps, solar mills and solar cold storages; assist them in recording sales in register; verify entries in register are recorded correctly; ensure complete cash payments received at the end of each month
- Inspect that Operators are correctly cleaning solar panels and rotating panels for maximum efficiency every 2 days
- Ensure cabinets and fencings are consistently under lock and key; ensure Pump Operators are acting as security guards overnight
- Provide training to Operators on mobile apps and systems used by the company
- Ensure Operators comply with company policies and procedures
- Promptly try to address any non-compliance and report it to management

Customer Service

- Provide outstanding customer service: promptly attend to customer requests, complaints and problems; keep record of customer issues; escalate any major unresolved customer problems to Operations Manager
- Assist with handling incoming customer calls and queries via telephone; keep digital records of inbound requests
- Support with any other operational tasks as required by supervisor.

Qualifications

- At least 2 years of experience in payment collections and servicing of rural customers
- Confident sales and mobilization skills
- Mature, professional and respectful demeanour with ability to interact with customers with sensitivity, empathy and respect
- Go-getter; positive mindset and keen interest in growing business
- Track record of producing results in a fast-paced environment
- Excellent communication skills in Hindi; self-identified “people-person”
- Attention to detail, highly organised and efficient
- Proficiency with MS Office and smartphone apps will be very useful

What We Offer

- A highly enthusiastic, self-driven international team
- A melting pot of diverse talents – development professionals, researchers, engineers, farmers, scientists and community mobilisers
- Competitive remuneration package
- Comprehensive health and accident insurance
- Interesting field of work where you will build your understanding of solar technology and the development sector
- Close mentorship for career development
- A flat and open work culture and friendly work environment
- Experience and responsibility at an award-winning company in the renewable energy and agri-tech industries, among the fastest-growing segments of the global economy
- The change to make a difference and to help improve people’s lives.

How to Apply

If this exciting opportunity appeals to you, please send your application by filling the brief online application form before July 12, 2025 – www.oorjasolutions.org/apply-now.

Equal Opportunities and Non-Discrimination Statement

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavours to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.