

The Punjab State Cooperative Milk Producers' Federation Limited (Milkfed) invites applications/resumes for appointment of one full time consultant (sales & Distribution) with Head Quarter at Delhi on contract basis initially for a period of one year. The contract period could be further extended as per requirement.

Qualification & Experience : - The desired candidate should have MBA in Marketing/Equivalent from a reputed institute and should have minimum 15 years of experience in Sales & Marketing, out of which minimum 10 years experience in dairy sector. Preference shall be given to candidates having prior working experience in Delhi- NCR.

Salary for the above consultant shall be negotiable. Interested eligible candidates may send their resumes by post/e-mail. The last date of receipt of the resumes is 02.03.2025.

Important instructions for the candidates:-

1. The appointment is of temporary nature and shall be on contract basis, initially for a period of one year, which may be extended further depending upon satisfactory work, conduct and performance of the person and requirement of the job.
2. The selected candidate shall be paid fixed all inclusive emoluments, after statutory deductions, which shall be negotiable and linked with the performance.
3. The candidates shall be posted at Delhi Marketing Office.
4. Interested eligible candidates may send their CVs with name, Father's Name, Date of birth, Educational Qualifications & scores from Class X onwards, Work Experience, Contact details (with e-mail and Mobile Number), Photograph.
5. Milkfed reserves the right to evaluate the resumes and call selected number of candidates for further interview. The decision of The Managing Director, Milkfed shall be absolute and final in this regard. The shortlisted candidates shall be called at Verka Head Office, Chandigarh to present a complete marketing plan to minimum target 50,000 liters in Delhi NCR by end of March 2026. Special focus shall be on augmenting network in terms of area coverage, number of distributors, retailers, branding, booth augmentation, expansion in Modern format stores, E-commerce, staff management, logistics planning etc. with special emphasis on value added fresh products.
6. No TA/DA will be paid for attending the interview.
7. This is only invitation for applications for appointment on contract basis and does not purport to be a regular appointment.

8. The eligible candidates may send their applications/CVs complete in all respects so as to reach in Milked Head Office latest by 02.03.2025 addressed to

Managing Director
The Punjab state Cooperative Milk Producers' Federation Limited
SCO 153-155, Sector 34A, Chandigarh – 160022

Or through e-mail latest by 02.03.2025 till 5:00 PM at the below mentioned e-mail: careersverka@verka.coop

10. Candidates are also required to fill the following Google form giving exact and proper details as desired in the form:-

<https://docs.google.com/forms/d/e/1FAIpQLSfZbAAAPbKFPptPg-ZSD12zoh2xZot4OCN6sef7MXno6yPwEw/viewform?usp=header>

11. Milked will not be responsible for any consequences arising out of furnishing incorrect and incomplete details in the application form. Such incomplete applications/resumes or applications/resumes not received at the aforesaid address/e-mail address within the due date and time shall out rightly be rejected. It is mandatory to fill the Google form and to send CV/Resume by mail or post within the mentioned due date and time.
12. For any query the candidates may contact at 0172-5041830.

Terms and conditions for candidates:-

1. The selected candidate shall be engaged to work as Consultant (Full Time) (Sales & Distribution) in Milk Union Ropar, Vera Mohali Dairy initially for a period of one year from the date of appointment.
2. The selected candidate shall be paid consolidated remuneration of Rs.----- (negotiable) per month by Milk Plant Mohali, as per the tasks and duties being assigned to him/her as mentioned in the terms & conditions.

In addition to the above, he/she will be paid TA/DA and mobile expenses equivalent to the entitlement of Dy. General Manager level officer, as per the prevalent rules from time to time. The entire expenditure so incurred shall be borne by Verka Mohali Dairy. The engagement can be withdrawn within one-month advance notice if his/her services are not required any more at any stage or his/her performance is not found to the satisfaction of management. Statutory deductions like TDS etc., shall be applicable as per prevalent rules from time to time.

3. Remuneration: The Consultant's total remuneration will consist of a fixed component and a variable component. The specific details of this compensation structure, including the fixed fee amount, the basis for calculating the variable

component (e.g. performance-based metrics, project milestones), and the payment schedule, will be discussed and agreed upon with shortlisted candidates during the selection process.

4. That he/she shall be responsible to cover the following areas: Panipat and beyond, along with complete Delhi-NCR for sales and distribution of Milk and fresh products.
5. That for no intent and purpose he/she will be considered in the direct employment of the Milk Union and for all intent and purpose he/she shall be engaged for specific assignment as Consultant (Sales & Distribution) (Full Time) for a specific period as mentioned above without any lieu of any type of regular employment in the service of the Milk Union.
6. In case he/she wish to leave the services, he/she shall be required to give one-month notice period in advance to the Milk Union Mohali or deposit one month's salary in lieu of the notice period.
7. That on termination of his/her services or on expiry of the settled period or even earlier due to other eventualities stated above, he/she will return all the assets, data, records, files or other documents or copies in his/her possession relating to or connected to the business operations of the Milk Plant.
8. That during the course of his/her working with the Milk Union, he/she may have access to confidential information about the management policies and other business operations and secrets. In such a situation, he/she will not disclose, provide or make available any such information to any person or entity or make use of the same for himself/herself, by adhering to the non-disclosure of confidential information.
9. That Milk Plant will reimburse his/her TA/DA expenses while on tour in connection with the work of the Union as per entitlement of a Dy. General Manager level officer of Verka Mohali Dairy. He/She will however get his/her tour program approved by the General Manager, Verka Mohali Dairy.
10. That so long as he/she remain engaged with the Milk Union, he/she will at all times keep strict confidentiality and will not, without any authority of the General Manager, Verka Mohali Dairy in writing, disclose to anyone other than officers of the Milk Union authorized to receive the same, any information of what so ever nature relating to the business or operations or any secret to any person which according to the Milk Union form confidential or valuable property of the Milk Union.
11. That he/she shall work in close coordination with Incharge Marketing, Verka Mohali Dairy for his/her day to day activities. However, his/her final reporting authority shall be General Manager, Verka Mohali Dairy only.
12. That sales progress shall be reviewed on monthly as well as quarterly basis by Verka Mohali Dairy. He/She shall be liable to submit necessary reports, retailer/distributor list, performance, market intelligence, competitor activity etc.

during the review period with next quarters marketing plan, in consonance with the broad marketing plan submitted during the selection process and targets assigned to him/her.

13. That based upon interim sales performance, reviews and recommendations, his/her period of services may be extended for a period of another one year on the same terms and conditions. Additionally, the same shall be criteria to consider increment in salary if felt. However, all rights in the matter shall be reserved by Verka Mohali Dairy.
14. **That he/she shall be required to carry out the following tasks, functions and duties: -**
 - a) Plan, develop, organize, direct, manage and evaluate the personnel, operations and budget of this Milk Union,
 - b) Lead and manage production planning, customer service purchasing, inventory control, forecasting warehousing, transportation and other areas,
 - c) Develop analytics, systems and data management capabilities, including Metrics and reports,
 - d) Direct the training, supervision, mentoring and performance evaluations of supply chain staff,
 - e) Direct, coordinate, assign, monitor and review the work of individuals engaged in supply chain related duties,
 - f) Understand customers' needs, service those needs, maintain and develop positive business relationship with a customer's key personnel involved in or directly relevant to supply chain activities,
 - g) Collaborate with staff, other departments, senior management, and decision makers to share information, problem solving and to clarify management objectives,
 - h) Manage/coordinates the sales and operations planning process including supply/demand forecasting, inventory management and on-time delivery,
 - i) Develop annual plans with prioritization and resourcing,
 - j) Develop and/or participate in the development of the supply chain strategy for the organization,
 - k) He/She will also be responsible for brand promotion. He/She must make the product popular amongst the consumers,
 - l) He/she will be responsible for meeting the sales targets of the organization through effective planning and budgeting,
 - m) Implement and adhere to transact best management practices,
 - n) Monitor and analyze current trends in the marketplace,
 - o) Direct and manage corporate governance and regulatory compliance,
 - p) Identify and manage risk within the supply chain,
 - q) Address tactical and strategic supply chain issues,
 - r) Stay informed of advances in supply chain technology & approaches, and apply within the organization to improve supply chain processes,
 - s) Establish key performances indicators, monitor ongoing performance, and improve performance against set goals,

- t) Develop and implement new systems, best practices, inventory control, demand planning and other optimization in order to grow the business,
 - u) His/Her duty will be to map potential customers and generate leads for the organization. He/She shall look forward to generating new opportunities for the organization,
 - v) He/She will be responsible for not only selling but also maintaining and improving relationships with the client. Client relationship management will also be his/her KRA.
15. That he/she will indemnify the Milk Union against all damages, consequences and costs in case he/she act contrary to the terms and Conditions and interest of the Milk Union.
 16. That he/she will be responsible for ensuring the collection of payment of milk and Milk products from the distributors of Delhi and NCR area.
 17. The performance will be monitored at different intervals by the management and the targets regarding the same will be given to him/her periodically.
 18. Apart from the above, he/she will perform any other duty as specified assigned to him/her by General Manager, Verka Mohali Dairy efficiently, sincerely and to the best of his/her ability, so that the work of Marketing Section of the Milk Union may run smoothly and on commercial lines/principles.
 19. That he/she will not engage in any financial transaction/deal with any channel partner of Milkfed/Verka Union Mohali for his/her personal gains.
 20. That in the event of his/her quitting his/her role of Consultant (Marketing), he/she will be required to extend a notice of one month in advance and during the notice period all recoverable dues, if any, pertaining to his/her period shall be got cleared and Nothing Due/Recoverable Certificate shall be mandatorily required to be taken from Verka Mohali Dairy. In the event of non-compliance, Milk Union shall be at liberty to recover the same through any mode without being prejudiced.
 21. That he/she will have to become Nominal Member of Milk Union as per the defined procedure. Terms & conditions of such membership will be governed between him/her and Milk Union.
 22. **Arbitration:**In the event of any difference or dispute having arisen out of any work contract or agreement at Milkfed Punjab level, the same shall be referred to The Registrar, Cooperative Societies, Punjab to decide the dispute himself; or transfer it for disposal to any Officer not below rank of Deputy Registrar, Cooperative Societies, Punjab for dispute resolution by the arbitrator. The provision of the Punjab Cooperative Societies Act, 1961 and rules, 1963 as amended up to date shall apply to arbitration proceedings which shall be held in the office of designated arbitrator.

23. The jurisdiction of the courts in case of any further legal dispute post arbitration will be the courts at Chandigarh UT Only. However, before approaching a court, the parties shall have to first exhaust the remedy provided under the para above. For this the necessary parties shall have to become nominal member of Milkfed/Union as per the laid procedure of Registrar Cooperative Societies Punjab.
24. All Legal proceedings, if necessity arises, can be instituted by any of the aggrieved parties in the courts situated at Mohali. The parties shall be able to approach the court only after exhausting remedy provided under arbitration clause.

Dy. General Manager (HR)