



APPOINTMENTS

The Punjab state Cooperative Milk Producers' Federation Limited (Milkfed Punjab) invites applications/resumes for appointment of one full time consultant (Sales & Distribution) for Assam and North East Markets with Head Quarter at Guwahati on contract basis initially for period of two years (which could be extended further as per requirement):-

Qualification & Experience:- The desired candidate should have MBA in Marketing/Equivalent from a reputed institute, and should have minimum 07 years of experience in Sales & Marketing, in National Cooperative / Local Cooperative Dairy Sector having reputed dairy brand of that region. Preference shall be given to candidates having prior working experience in Assam and Seven Sister States of North East.

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 12.05.2025. Milkfed Punjab reserves the right to evaluate the resumes and call selected number of candidates for further interview.

For further detailed information & updates, may please visit our website <https://verka.coop/career/>

Dy. General Manager (HR)

THE PUNJAB STATE COOPERATIVE MILK PRODUCER'S FEDERATION LIMITED

S.C.O. No. 153-155, SECTOR 34-A CHANDIGARH - 160022

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The Punjab State Cooperative Milk Producers' Federation Limited (Milkfed) invites applications/resumes for appointment of one full time consultant (sales & Distribution) for Assam and North East Markets with Head Quarter at Guwahati on contract basis initially for a period of two years. 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 07 years of experience in Sales & Marketing, in National Cooperative / Local Cooperative Dairy Sector having reputed dairy brand of that region. Preference shall be given to candidates having prior working experience in Assam and Seven Sister States of North East.

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 12.05.2025.

Important instructions for the candidates:-

1. The appointment is of temporary nature and shall be on contract basis, initially for a period of two years, 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 Guwahati BSO 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 for further interview for final selection.
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 12.05.2025 addressed to

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

Or through e-mail latest by 12.05.2025 till 5:00 PM at the below mentioned e-mail: careersverka@verka.coop

9. 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/1FAIpQLSe-GQH1f0TEhlqsgpRXVM5pcsWS3spA5l2oPCRpyonPX5tjgg/viewform?usp=header>

10. 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.
11. For any query the candidates may contact at 0172-5041830.

Terms and conditions for candidates: -

1. That selected candidate shall be engaged to work as Consultant (Full Time) (Sales & Distribution) with Milkfed for North East Markets with Head Quarter at Guwahati, initially **for a period of two years** from the date of appointment.
2. That he/she shall be paid consolidated remuneration of **Rs.**_____ (negotiable) per month by Milkfed as per the tasks and duties being assigned to him/her in the terms and conditions. In addition to the above, he/she will be paid TA/DA and mobile expenses equivalent to the entitlement of Manager level officer, as per the prevalent rules from time to time. The entire expenditure so incurred shall be borne by Milkfed. 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 i.e. consolidated salary.
4. That he/she shall be responsible to cover entire Assam and Seven Sister States for sales and distribution of Ambient & Long shelf Life products, initially.
5. That for no intent and purpose he/she will be considered in the direct employment of Milkfed 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 this Milkfed.
6. In case he/she wish to leave the services, he/she is required to give one-month notice period in advance to the Milkfed 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 Milkfed.
8. That during the course of his/her working with Milkfed, 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 Milkfed BSO Guwahati will reimburse his/her TA/DA expenses while on tour in connection with the work of Milkfed as per entitlement of a Manager level officer of Milkfed. He/she will however get his/her tour program approved by the Incharge Marketing Milkfed.
10. That so long as he/she remain engaged with Milkfed, he/she will at all times keep strict confidentiality and will not, without any authority of the Incharge Mktg Milkfed in writing, disclose to anyone other than officers of the Milkfed 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 Milkfed form confidential or valuable property of the Milkfed.
11. That he/she shall work in close coordination with Incharge Marketing, Milkfed / Manager (S&D) for his/her day to day activities. However, his/her final reporting authority shall be Incharge Marketing Milkfed.

12. That sales progress shall be reviewed on monthly as well as quarterly basis by Incharge Marketing Milkfed Head Office. 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 two year on 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 Milkfed.
- 14. That he/she shall be required to carry out the following tasks, functions and duties: -**
- a) Plan, develop, organize, direct, manage and evaluate sales and marketing operations and budget of this Milkfed BSO Guwahati,
 - b) Lead and manage 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/to be 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) That he/she will also be responsible for brand promotion. He/she must make the product popular amongst the consumers,
 - l) That 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) Establish key performances indicators, monitor ongoing performance, and improve performance against set goals,
- s) Develop and implement new systems, best practices, inventory control, demand planning and other optimization in order to grow the business,
- t) 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,
- u) 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 Milkfed/Milkfed BSO Guwahati & Its affiliated Milk Unions against all damages, consequences and costs in case he/she act contrary to the terms and Conditions and interest of them.

16. That he/she will be responsible for ensuring the collection of payment of milk and Milk products from the distributors of Assam and Seven Sister States of North East.

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 Incharge Marketing Milkfed efficiently, sincerely and to the best of his/her ability, so that the work of Marketing Section/Sales & Marketing Operations of Milkfed BSO Guwahati 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/its Units and affiliated Milk Unions for his/her personal gains.

20. This appointment shall stand withdrawn in case he/she fail to report within 07 days from the receipt of orders in this regard.

21. 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 Milkfed. In the event of non-compliance, Milkfed shall be at liberty to recover the same through any mode without being prejudiced.

22. That he/she will have to become Nominal Member of Milkfed as per the defined procedure. Terms & conditions of such membership will be governed between him/her and Milkfed.

23. That he/she shall have to submit a surety bond of 3 Lacs with Milkfed towards the collateral security for the nature of business transactions involved in it.
24. **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.
25. 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 as per the laid procedure of Registrar Cooperative Societies Punjab.
26. All Legal proceedings, if necessity arises, can be instituted by any of the aggrieved parties in the courts situated at Chandigarh. The parties shall be able to approach the court only after exhausting remedy provided under arbitration clause.

Dy. General Manager (HR)