



THE ODISHA STATE COOPERATIVE MILK PRODUCERS FEDERATION LTD.

The Odisha State Cooperative Milk Producers' Federation (OMFED), set up by the Government of Odisha in 1980, with an aim to promote dairying as a source of livelihood in the rural parts of the State and propel Odisha towards self-reliance in milk and milk products.

The OMFED invites applications from eligible candidates for the position of Deputy General Manager(Marketing).

JOB DETAILS

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| Job Name | Deputy General Manager(Mktg)- Odisha State Cooperative Milk Producers Federation (OMFED) |
| Designation | Deputy General Manager(Marketing) |
| No. of Post | 01(One) |
| Qualification | Full time MBA in Marketing from a recognized Institute / University |
| Experience | Minimum 10 years of experience in Dairy Industry out of which 3 years as Functional Head of Marketing or Sales Division. |
| Age | 45 years as on 31.07.2023 |
| Nature of employment | Contractual Engagement for a period of 3 years. Contract will be renewed every year subject to satisfactory performance. |
| Monthly consolidated remuneration | Minimum monthly consolidated remuneration is Rs.1,20,000.00 on CTC basis. The remuneration would be Negotiable, depending on experience and Suitability /Merit |

Key roles and
Responsibility

- Prepare marketing plan, formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel & strategies.
- Ensure implementation of approved marketing strategies on an ongoing basis for milk distribution and marketing of milk products.
- Overview modern trade and e-com channel strategy and responsible for its on-time execution.
- Identify, select and appoint area wise distributors and retailers for product positioning and market promotion.
- Monitoring of transport tender for engagement of hired transport vehicle in different marketing routes and engagement of insulated vehicles as per requirement and also ensure full utilization of vehicle carrying capacity, reorganizing/reshuffling of existing routes in order to minimize the per litre transport cost of all dairies.
- Conduct market survey and consumer studies at regular intervals.
- Set marketing goals and objectives for marketing team.
- Collection of feed-back from field staff on day to day basis regarding implementation of marketing strategies and output.
- Prepare data base of input and output on day basis.
- Review the target and achievement of all marketing personnel posted at different Dairies along with submission of Tally Sheets of all markets to Accounts Division.
- Monitoring and addressing of market complaints.
- Arrange comprehensive information about distributors, retailers for new initiative.
- Draw strategies to new product launch.
- Prepare & monitor budget of marketing section.
- Implement marketing strategies to ensure maximum return on investment.
- Working closely with the marketing team to understand their needs and provide pro-active solutions to enhance sales.
- Implementing the marketing and sales promotion strategy.
- Stay update with changes in marketing strategies.
- Appraise performance of the staff reporting to him.
- Arrange to provide necessary training to the marketing personnel.
- Any other duties assigned from time to time

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| <p>Submission of application</p> | <p>i) Interested eligible candidates may apply in the prescribed Application Format, as per annexure and submit the same duly filled in and signed along with the proof of documents in a cover superscribed “APPLICATION FOR THE POST OF DEPUTY GENERAL MANAGE (MARKETING)” which should reach the Dy. General Manager (HR), OMFED,D-2, Sahidnagar, Bhubaneswar-751007, Odisha on or before 11.09.2023. The application along with the requisite documents can also be submitted through e-mail amhr.omfed@gmail.com or by post.</p> <p>ii) The candidates already employed in Government/Semi-Government/Central PSU/State PSU shall submit “No Objection Certificate” issued by their present employer at the time of personal interview.</p> <p>iii) Internal candidates shall apply through proper channel.</p> <p>iv) Applicant shall attach self-attested copy of the Mark-sheet/Certificates/Documents regarding Age, Qualification, Working Experience, Present Remuneration& recent colour passport size photograph with the Application Form.</p> <p>v) Applications without supporting documents /incomplete/ not fulfilling the prescribed criteria in any respect shall be rejected.</p> <p>Selection Process:</p> <p>Eligible candidates will be shortlisted and called for personal interview. Selection will be made on the basis of career rating, review of past performance and personal interview by the Selection Committee.</p> <p>General Conditions:</p> <p>i) Candidates are requested to website of OMFED- www.omfed.com for any notification, updates, result etc. relating to recruitment.</p> <p>ii) At any stage of recruitment process, if it is found that the candidate has furnished false or incorrect information, then the candidature/appointment of the candidates shall be cancelled.</p> <p>iii) Interested eligible candidates are requested to fill up the application form neatly without any overwriting or cutting which may lead to rejection of application.</p> <p>iv) Application submitted after the due date shall liable for rejection and cannot be entertained.</p> <p>v) Canvassing in any form will be viewed adversely and may lead to disqualification.</p> <p>vi) Finally selected candidates shall have to produce the required documents at the time of joining as per Rules of OMFED.</p> |
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| | <p>vii) The decision of Omfed Management will be final & binding on candidates in all matters relating to eligibility, acceptance or rejection of the application, selection of candidate, cancellation of the recruitment process etc. No. enquiry/correspondence will be entertained in this regard.</p> <p>viii) The selected candidates is supposed to furnish a Surety Bond with OMFED towards his/her continuance in the Federation for agreement period. Any breach of Agreement may attract penalty for deduction of 03 months Gross Salary (CTC) of his/her. One Surety Bond shall be signed by the candidates along with one Guarantor for the same in this regard.</p> <p>ix) Any dispute arising out of this connection will be subject to jurisdiction of appropriate Courts in Odisha. Courts in Odisha.</p> |
| <p>Remarks</p> | <p>For more details of the position, candidates may refer the website of OMFED at www.omfed.com</p> <p>Age limit for the position is 45 years as on 31.07.2023.</p> <p>Last date for receiving application is 11.09.2023</p> |

ANNEXURE

THE ODISHA STATE COOPERATIVE MILK PRODUCERS' FEDERATION LTD. (OMFED).
APPLICATION FORMAT FOR THE POST OF DEPUTY GENERAL MANAGER(MKTG)

- 1) Post applied for :
- 2) Full Name (in capital) :
- 3) Father's/Husband's Name :
- 4) Date of Birth :
(As recorded in HSC or equivalent exam) (Attach copy of certificate)
- 5) Age as on 31.07.2023 :
- 6) Sex :
- 7) Category :
- 8) Marital status(Married/Unmarried) :
- 9) Address with PIN Code

Affix recent
colour passport
Size photograph

Present Address

Permanent Address

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- 10) Contact details (a) Phone :
(b) E-Mail :
- 11) Qualification & Certification (10th towards) (Attach copy of certificates):

| Sl. No. | Exam passed/ Discipline | Name of the Board/ University/ Institute | Duration of course | Year & month passing | Whether regular course (Yes/No) | Maximum marks | Marks obtained | % of Marks/ CGPA |
|---------|-------------------------|--|--------------------|----------------------|---------------------------------|---------------|----------------|------------------|
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(In case of CGPA/Grades, please indicate equivalent percentage as per norms adopted by the University/Institute & attach a copy of such norm fixed by the concerned University/Institute)

- 12) Post Qualification Experience (attach copy of certificates)

| Sl. No. | Name & Address of organizations worked | Post held | Scale of Pay/ CTC | Basic Pay | Duration of experience (DD/MM/YYYY) | | Total years & months of experience | Type of assignment handled/ specific nature of work/duty performed. |
|---------|--|-----------|-------------------|-----------|-------------------------------------|----|------------------------------------|---|
| | | | | | From | To | | |
| | | | | | | | | |
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Declaration

I.....Son/Daughter/Wife of, do hereby declare that all the statements made in this application are true and correct to the best of my knowledge and belief. In the event of any information being found false, my candidature/appointment is liable to be cancelled/terminated without any notice to me.

Place:

Date :

(Signature in Full)

Name:

Documents/Certificates Attached:

- 1)
- 2)
- 3)
- 4)
- 5)

CONTRACT AGREEMENT

This terms of contractual engagement is made on this _____ day of _____ (month) 2023(year) between the Odisha State Cooperative Milk Producers' Federation Ltd (OMFED), having its Corporate Office at D/2 Sahid Nagar, Bhubaneswar-751007, Odisha represented through the person authorized in official capacity for and on behalf of the Managing Director herein after referred " Federation" on the First Part

AND

Shri/Smt _____ son/daughter/wife of _____ Resident of village _____ town _____ under P.S _____ in the district of _____ herein after referred as contractual officer on the Second Part.

WHEREAS in furtherance of the steps taken by the Federation for engagement of personnel in managerial position on contract basis, issued offer letter to the Second Part for contractual engagement who has agreed to serve as such for a minimum period of one(01) year which is extendable up to three(03) years subject review of performance annually with effect from _____ day of _____, 2023 & the terms covenants and agreements hereafter reserved and contained.

Terms and Conditions are hereby agreed by and between the parties.

1) **Designation:**

The Contractual personnel will be designated as _____ as per advertisement published in the Newspapers.

2) **Duration of Contract:**

Your contractual engagement to the present position is purely temporary in nature; for a period of one(01) year commencing from _____ and extendable up to three(03) years subject to review of performance annually or until further order whichever is earlier and terminable with three(03) months notice from contractual officers & one month notice from OMFED. The services of the contractual personnel shall stand automatically terminated at the expiry of the contract period, unless terminated earlier.

3) **Administrative Control :**

The services of the contractual personnel will remain solely under the direction, control and superintendence of the Managing Director, OMFED / the authority under whose control his services has been placed from time to time for as per order of the Managing Director, OMFED.

4) **Placement and Transfer:**

The contractual personnel shall obey the orders issued regarding placement of his/her services since the services are transferrable to any Unit or affiliated District Milk Union at the sole discretion of the Management based on the exigencies of work.

5) **Self-learning:**

The Contractual personnel shall get himself/herself acquainted with the relevant laws/ rules related to his/her job responsibilities and always be updated, and ignorance of it shall not be treated as a genuine ground if some anomaly is noticed in the job performance.

Contd....P/2

6) **Duties & Responsibilities:**

The Contractual personnel shall carry out the duties and responsibilities indicated in the ANNEXURE-1 of the Offer letter issued for the present contractual engagement which shall form part and parcel of this agreement. The Contractual personnel will be deemed to be on duty for twenty-four hours a day and could be asked perform duty at any time even beyond office hours in the exigencies.

7) **Remuneration:**

The contractual personnel would be paid a fixed remuneration of Rs. _____ per month subject to realization of statutory contribution including employer's share like provident fund and other deduction as admissible from time to time excepting EDLI which shall be borne by the OMFED and administrative charges. However TA/DA for any approved tour will be reimbursed as per Federation Rules for each category of post.

8) **Engagement & Official Secrecy :**

The contractual personnel under no circumstances will be permitted to work for any other firm or person, either whole time or part time, to own, or in any way be associated with any firm or person as advisor, director or partner, whether paid or not, for your services, without prior written permission of the Managing Director, OMFED or share any information relating to the company's technical knowhow, business practices or any other information of confidential character to other persons/organization during continuance of this engagement and thereafter.

9) **Regularization & extension of engagement:**

The contractual personnel shall have no right or claim or preference for regular employment in OMFED and his/her engagement shall be purely on contractual basis for a period of one year. The decision of the Federation regarding extension of contract shall be final and binding on the contractual personnel concerned and shall not be subject to challenge.

10) **Leave:**

The contractual personnel will not be entitled for any Earned Leave. However, the maximum number of Casual Leave to be allowed in a year shall be 12 working days which shall be proportionately calculated (one Casual Leave will be accrued per month) from the date of joining in this organization. The contractual personnel shall not be allowed more than 05 days of Casual Leave in a spell which should not exceed total 07 working days if so availed alongwith holidays. The contractual personnel shall have to get the leave sanctioned by the Competent Authority before proceeding on leave. Leave of absence for more than 12 working days in a year shall be treated as leave without pay.

11) **Tenure Completion :**

Upon completion of tenure or otherwise, the contractual personnel shall to handover all articles, books of accounts, documents, assets entrusted to him/ her or may have come into his/her possession during the period of contract and he/she has to obtain a Clearance Certificate for the same forthwith for release of his/her financial dues. In default, he is liable for consequences under the law in force, besides compensating for the same.

12) **Code of Conduct:**

The contractual personnel undertakes to act and function with all professionalism, utmost care, skill, honesty, good faith and integrity as well as high moral ethical standard. The Federation shall have power to deduct from the monthly remuneration or the contractual officer to reimburse for any loss caused by him arising out of his/her absence, negligence, misconduct or for loss arising on account of any reason whatsoever for which he is found responsible.

13) **Reporting:** The Contractual personnel should submit his/her monthly activity report to the concerned reporting authority before 5th of every month which shall be submitted to the Managing Director, OMFED with remarks for appraisal of performance.

Other terms & conditions

- i) If this contract is terminated by OMFED before the end of the aforesaid fixed term, you will not be paid any compensation or remaining salary for the un-expired period except one months notice or salary in lieu of one month notice.
- ii) You will keep all the technical information that you will come across during your tenure with OMFED “CONFIDENTIAL” and shall not disclose the same to any third person/party.
- iii) You will not take home or remove any documents from OMFED Offices and you will also not reproduce any documents from OMFED Offices during your tenure.
- iv) During the period of tenure, you will be guided by the Rules and Regulations prevailing in OMFED which is applicable to your assignment.
- v) Further, it may please be noted that you will not be entitled for any other payment/facility other than fixed remuneration of Rs. _____ only after statutory deductions as aforesaid.
- vi) If you are found to be lacking in aptitude or negligent in due fulfillment of your obligations under this contract or your progress report is found not to be upto the mark, this contract shall be terminated by OMFED without assigning any reason thereof.
- vii) You will be obliged to follow the accepted norms of discipline and general conduct of the organization. Any violation thereof shall entail in immediate termination of this contract without any notice and without prejudice to the right of OMFED to take any further action against you, as may be required.

IN WITNESS WHEREOF the parties have executed these present on the day, month and year first above-written.

(Full Signature of the Contractual Engagee)

(For & on behalf of the Appointing Authority)

Name:

Name:

Address:

Address:

Date:

Date:

Witness signature-

Witness signature-

Name:

Name:

Address:

Address:

Date:

Date:

SURETY BOND

I,Shri/Smt.....years.....S/O.....residing
at Profession do
hereby offer/declare myself as surety for Sri.....
(hereinafter called “the employee”) and undertake that the employee shall do and perform
all that he has undertaken to do and perform under the Agreement dated for
the post of executed by him in favour of The Odisha State Co-operative Milk
Producers’ Federation State of Orissa (herein after referred to as the Federation) and in case
of the employee making any default therein, or committing any breach of the terms and
conditions of the said agreement, I being the guarantor hereby bind myself to pay to the
Federation the amount sufficient to cover any loss or damage or penalty the reason of such
default, as per the terms of the said Agreement and I further agree that the
Federation/Union may, without prejudice to any other remedies recover from me the said
sum even without proceeding or trying to recover it from the employee. I also agree that any
variation of the terms of the said agreement made with the employee will not discharge me
from liability under this Bond.

I have read the original agreement made by the Federation with the employee and I
undertake and assure the Federation that the employee shall not commit any breach of the
terms of the said agreement and my liability shall be joint liability along with that of the
Employee appointed as..... in OMFED on contractual basis.

Date the day of, 2023.

(Signature of the Surety)

In the presence of :
Witness :

1. _____
(Signature)

Name & Address

(Signature of the Employee)

2. _____
(Signature)

Name & Address