

## **THE ODISHA STATE COOPERATIVE MILK PRODUCERS 'FEDERATION LTD.**

The Odisha State Co-operative Milk Producers' Federation Limited , Bhubaneswar, Odisha, popularly known as "OMFED" is the Apex Organisation of the Dairy Cooperatives of Odisha. OMFED has a total handling capacity of 9.0 Lakh Liters Milk per day and 11 nos. of functional affiliated Milk Unions. It has 13 nos. of Milk Processing & Product Manufacturing Plants (including one Ultra Modern Automation Dairy Plant of 5 LLPD), , 02 Ice- Cream Plants, 01 Powder Plant , 02 Cattle Feed Plants, 01 Bypass Protein Plant & 01 Mineral Mixture Plant. OMFED invites application for dynamic & experienced professionals for following contractual position as per details hereunder :-

### **JOB DETAILS**

<b>Name of the Post</b>	General Manager (Marketing)
<b>No. of Post</b>	01 (One)
<b>Qualification</b>	B. Tech ( Engg.) /BE /BTech( Dairy/Food Technology)/Degree Buisness Admnistration Or Post graduate in relevant Field preferably with MBA in Marketing/PGDRM
<b>Experience</b>	Total 15-20 years of which 08 years in managerial position in large to medium size cooperatives.
<b>Age</b>	Maximum 45 years as on30 <sup>st</sup> June2025.
<b>Nature of employment</b>	Contractual
<b>Monthly consolidated remuneration</b>	Negotiable

<b>Roles and Responsibilities</b>	<ol style="list-style-type: none"> <li>01. Prepare marketing plan, formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel &amp; strategies.</li> <li>02. Ensure implementation of approved marketing strategies on an ongoing basis for milk distribution and marketing of milk products.</li> <li>03. Overview modern trade and e-com channel strategy and responsible for its on-time execution.</li> <li>04. Identify, select and appoint area wise distributors and retailers for product positioning and market promotion.</li> <li>05. 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.</li> <li>06. Conduct market survey and consumer studies at regular intervals.</li> <li>07. Set marketing goals and objectives for marketing team.</li> <li>08. Collection of feed-back from field staff on day to day basis regarding implementation of marketing strategies and output.</li> <li>09. Prepare data base of input and output on day basis.</li> <li>10. 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.</li> <li>11. Monitoring and addressing of market complaints.</li> <li>12. Arrange comprehensive information about distributors, retailers for new initiative.</li> <li>13. Draw strategies to new product launch.</li> <li>14. Prepare &amp; monitor budget of marketing section. Initiating action for ATL &amp; BTL for its implementation.</li> <li>15. Implement marketing strategies to ensure maximum return on investment.</li> <li>16. Working closely with the marketing team to understand their needs and provide pro-active solutions to enhance sales.</li> <li>17. Implementing the marketing and sales promotion strategy.</li> <li>18. Stay update with changes in marketing strategies.</li> <li>19. Appraise performance of the staff reporting to him.</li> <li>20. Arrange to provide necessary training to the marketing personnel.</li> <li>21. Any other duties assigned from time to time.</li> </ol>
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Submission of application	<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“ <b>APPLICATION FOR THE POST OF GENERAL MANAGER (MARKETING) ”</b> which should reach the INCHARGE (HR), OMFED,D-2, Sahidnagar, Bhubaneswar-751007, Odisha on or before <b>15<sup>th</sup> September,2025</b>. The application along with the requisite documents can also be submitted through e-mail <b>omfed@yahoo.com</b> and 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&amp; 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><b>Selection Process:</b></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><b>General Conditions:</b></p> <p>i) Candidates are requested to website of OMFED- <a href="http://www.omfed.com">www.omfed.com</a> 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</p>
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	<p>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> <p>vii) The decision of Omfed Management will be final &amp; 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) Any dispute arising out of this connection will be subject to jurisdiction of appropriate Courts in Odisha.</p>
<b>Remarks</b>	<p><b>For more details of the position, candidates may refer the website of OMFED at <a href="http://www.omfed.com">www.omfed.com</a></b></p> <p><b>Maximum 45 years as on 30<sup>st</sup> June, 2025.</b></p> <p><b>Last date for receiving application is 15<sup>th</sup> September, 2025.</b></p>

**ANNEXURE**

**THE ODISHA STATE COOPERATIVE MILK PRODUCERS' FEDERATION LTD.**  
**(OMFED).**

**APPLICATION FORMAT FOR THE POST OF GENERAL MANAGER(MARKETING)**

- 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 30.06.2025 :  
6) Sex :  
7) Category :  
8) Marital status(Married/Unmarried) :  
9) Address with PIN Code

Affix recent  
colour  
passport Size  
photograph

Present Address

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.....  
.....

Permanent Address

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.....  
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- 10) Contact details (a) Phone :  
(b) E-Mail :

- 11) Qualification & Certification (10<sup>th</sup> 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

(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(Per annum)	Basic Pay/Per month	Duration of experience (DD/MM/YYYY )		Total years & months of experience	Type of assignment handled/ specific nature of work/duty performed
					From	To		

**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 :

Full )

(Signature in

Name:

Documents/Certificates Attached:

- 1)
- 2)
- 3)