



APPOINTMENTS

The Punjab state Cooperative Milk Producers' Federation Limited (Milked Punjab) invites applications/resumes for appointment of Nine full time consultants (Sales & Distribution) i.e. 01 for Verka Mohali Dairy, 01 for Verka Gurdaspur Dairy, 02 for Verka Patiala, 01 for Verka Hoshiarpur Dairy, 01 for Ice Cream for Verka Chandigarh Dairy, 01 for Ice Cream for Verka Bathinda Dairy and 02 for Modern Format Store for Verka Milkfed H.O. on contract basis initially for period of one year (which could be extended further as per requirement).

Qualification & Experience:- The desired candidate should have MBA in Marketing/Equivalent from a reputed university/institute, with atleast 05 years experience in Sales and Marketing of Milk and Milk products.

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

General Manager (HR)

THE PUNJAB STATE COOPERATIVE MILK PRODUCER'S FEDERATION LIMITED

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

www.verka.coop

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Detail bifurcation regarding qualification & experience for these Consultants to be hired is given below:-

Qualification & Experience for full time consultants (Sales & Distribution) i.e. **01** for Verka Mohali Dairy, **01** for Verka Gurdaspur Dairy, **02** for Verka Patiala, **01** for Verka Hoshiarpur Dairy :- The desired candidate should have MBA in Marketing/Equivalent from a reputed University/Institute, with atleast 05 years experience in Sales and Marketing of Milk and Milk products.

Qualification & Experience for full time consultants **01** for Ice Cream for Verka Chandigarh Dairy, 01 for Ice Cream for Verka Bathinda Dairy

- 1) Education Qualification : MBA / PGDM from a recognized University/Institute.
- 2) MBA / PGDM Domain : Marketing / Sales.
- 3) Minimum Experience : 5 Year in Sales , Distribution and Marketing of Ice-Cream / Frozen Dessert / Frozen Products.

Qualification & Experience for full time consultants:- **02** for Modern Format Store for Verka Milkfed H.O. :-

- MBA in marketing/Equivalent from a reputed University/Institute.
- Prior experience in **modern trade/organized retail** or FMCG sales operations.
- Strong understanding of category management, retail partnerships, and supply chain processes.
- Proficiency in MS Office and business reporting tools.

Skills & Competencies

- Strong interpersonal and communication skills to build effective partnerships.
- Ability to negotiate and resolve challenges with confidence and professionalism.
- Analytical mindset with the ability to translate data into actionable insights.
- Excellent organizational and time management skills.
- Adaptability to work in complex situations and handle multiple priorities.
- Team-oriented with proven leadership and mentoring abilities.
- Knowledge of modern trade operations, retail trends, and digital retail solutions.

Salary for the above consultants shall be negotiable. Managing Director may increase/decrease the number of consultants to be hired depending upon the requirement. Interested eligible candidates may send their resumes by post/e-mail. The last date of receipt of the resumes is 12.10.2025.

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 remuneration of selected candidates will consist of a fixed component and a variable component, which shall be negotiable and linked with the performance. Statutory deductions like TDS etc., shall be applicable as per prevalent rules from time to time.
3. 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.
4. 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.
5. No TA/DA will be paid for attending the interview.
6. This is only invitation for applications for appointment on contract basis and does not purport to be a regular appointment.
7. The eligible candidates may send their applications/CVs complete in all respects so as to reach in Milkfed Head Office latest by 12.10.2025 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 12.10.2025 till 5:00 PM at the below mentioned e-mail:
careersverka@verka.coop

While sending their CV's/applications, the candidates should mention the subject as "Application for Full Time Consultants (Sales & Distribution) for Verka Dairies".

8. Mandatory Submission of Google Form:

All candidates are required to complete the following Google Form accurately providing correct and complete information as requested (kindly login through gmail-id before opening the following google link) :-

https://docs.google.com/forms/d/e/1FAIpQLSfGHc-9q0vYNtY_vsmHH46LBTXSNW6xV5G5DZZHTn2j_Y33w/viewform?usp=dialog

MILKED shall not be held responsible for any consequences arising from incorrect, incomplete, or misleading information provided by the candidate in the application form. Applications/resumes that are incomplete, incorrect, or not received at the specified email/postal address within the prescribed date and time shall be summarily rejected.

9. **Important:**

It is mandatory for all candidates to:

- Fill out the Google Form till last date and time, and
- Submit their CV/resume via email or post within the stipulated deadline.

Failure to comply with either of these requirements will result in disqualification and the application will not be considered under any circumstances.

10. For any query the candidates may contact at 0172-5041830/0172-5041852/+91-8800772044 (Sh. Inderjit Singh Incharge Marketing Milkfed).

Terms and conditions for candidates: -

1. That he/she shall be engaged to work as Consultant (Full Time) (Sales & Distribution) in Milk Union _____, Verka _____ Dairy on contract basis initially **for a period of one year** from the date of appointment.

2. **Remuneration:** The Consultant's total remuneration will consist of a fixed component (consultancy/Professional Charges) 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. In addition to this, he/she will be paid TA/DA and mobile expenses equivalent to the entitlement of Dy. Manager level officer, as per the prevalent rules from time to time. All consultancy and related expenses shall be borne by Verka _____ Dairy/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. All payments, including the performance-based incentive, shall be subject to applicable statutory deductions as per prevailing government norms and TDS shall be deducted U/s 194 J.

3. That he/she shall be responsible to cover the following areas:

- For consultant selected for Verka Mohali Dairy- For potential/untapped area of Himachal Pradesh falling under the milk marketing area of Verka Mohali Dairy i.e. Manali Route, Nahan Route and Shimla route .
- For consultant selected for Verka Gurdaspur Dairy - For potential/untapped area of Jammu & Kashmir falling under the milk marketing area of Verka Gurdaspur Dairy i.e.Jammu – Udhampur route .
- For consultant selected for Verka Patiala Dairy:- Untapped market of G.T. Road belt of Haryana or any other station coming under marketing area of Milk Union Patiala .
- For consultant selected for Verka Hoshiarpur Dairy:- For potential/untapped area of Himachal Pradesh falling under the milk marketing area of Verka Hoshiarpur Dairy i.e. Kangra, Una and Hamirpur.
- For consultant selected for Ice Cream for Verka Chandigarh Dairy /Bathinda Dairy:- The area of operation shall be North India, however, Milkfed Punjab will retain the flexibility to depute him/her at any other location for any official exigencies.

- For consultant selected for Modern Format Store for Verka Milkfed H.O. :- Area of operation shall be as decided by Incharge Marketing, Milkfed H.O.

4. That for no intent and purpose he/she will be considered in the direct employment of the Milk Union/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 Milk Union/Milkfed.
5. In case he/she wish to leave the services, he/she shall be required to give three month notice period in advance to the Milk Union _____ / Milkfed or deposit three month's fixed consultancy/Professional Charges in lieu of the notice period.
6. 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 Union/Unit/Milkfed.
7. That during the course of his/her working with this Milk Union/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.
8. That Verka _____ Dairy (for Consultant at Dairy)/Milkfed H.O. (for Consultant at H.O.) will reimburse his/her TA/DA expenses while on tour in connection with the work of the Dairy/Milkfed as per entitlement of a Dy. Manager level officer of Verka _____ Dairy/Milkfed. He/she will however get his/her tour program approved by the General Manager, Verka _____ Dairy (by Incharge Marketing Milkfed H.O. for consultant at H.O.).
9. That so long as he/she remain engaged with the Milk Union/Milkfed, he/she will at all times keep strict confidentiality and will not, without any authority of the General Manager, Verka _____ Dairy (Incharge Marketing H.O. for consultant at H.O.) in writing, disclose to anyone other than officers of the Milk Union/Milkfed 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/Milkfed form confidential or valuable property of the Milk Union/Milkfed.
10. That he/she shall work in close coordination with Incharge Marketing, Verka _____ Dairy for his/her day to day activities. However, his/her final reporting authority shall be General Manager, Verka _____ Dairy only.

For consultant at H.O. :- That he/she shall work in close coordination with Marketing Staff of Milkfed H.O. for his/her day to day activities. However, his/her final reporting authority shall be Incharge Marketing, Milkfed H.O.

11. That progress/sales progress shall be reviewed on monthly as well as quarterly basis by General Manager Verka _____ Dairy (by Incharge Marketing H.O. for consultant at H.O.). 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.

12. That based upon interim sales performance, reviews and recommendations, his/her period of consultancy may be extended for a period of another one year on same terms and conditions. Additionally, the same shall be the criteria to consider enhancement in fixed consultancy/Professional Charges if felt. However, all rights in the matter shall be reserved by Verka _____ Dairy/ Milkfed.

13. **That he/she shall be required to carry out the following tasks, functions and duties:**

- **(For consultants to be hired for Verka Mohali, Patiala, Gurdaspur, Hoshiarpur)**
- 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/coordinate 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) 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.

That he/she shall be required to carry out the following tasks, functions and duties: - (For consultants to be hired at H.O for Modern Format Stores.)

Key Responsibilities

- **Sales & Marketing Management**
 - Plan, develop, and manage sales, merchandising, and marketing activities across modern trade channels.
 - Drive product listings, category management, and business tie-ups with key retail chains.
- **Retail Partnerships & Client Relations**
 - Build and maintain strong relationships with modern trade partners through consistent communication and collaboration.
 - Negotiate terms, contracts, and agreements to support promotions, displays, and shelf space management.
 - Develop joint growth strategies to strengthen long-term partnerships.
- **Operations & Supply Chain Support**
 - Collaborate with logistics, procurement, production, and sales teams to ensure smooth order fulfillment and product availability.
 - Support demand forecasting, new product launches, and promotional campaigns.
 - Monitor compliance with contracts, agreements, and regulatory requirements.
- **Market Insights & Business Growth**
 - Conduct regular market research and competitor analysis to identify trends, pricing strategies, and customer behavior patterns.
 - Recommend and implement new technologies, systems, and best practices in retail operations.
 - Explore new business opportunities in modern trade, including hypermarkets and online grocery platforms.
- **People Development & Leadership**
 - Train, mentor, and support field staff handling modern format store operations.
 - Ensure alignment with brand objectives and encourage high performance.
- **Performance Tracking & Reporting**
 - Develop simple analytics and reporting systems to track sales performance, visibility spend, and return on investment (ROI).
 - Set clear KPIs (e.g., stock-to-sales ratio, fill rates, promotion ROI) and review performance regularly.

That he/she shall be required to carry out the following tasks, functions and duties: - (For consultants to be hired for Ice Cream for Verka Bathinda and Chandigarh Dairy.).

a) Sales & Marketing Strategy

- Plan, develop, organize, and evaluate the overall sales, marketing, and distribution strategy for Verka ice creams in assigned regions.
- Prepare annual business and sales promotion plans, prioritizing critical markets, channels, and budget allocation.
- Assist in formulating and executing regional marketing strategies, including outdoor branding, retail activations, and digital campaigns.

- Conduct market research, competitor analysis, and pricing reviews to maintain competitiveness and profitability.
- b) **Sales Planning & Distribution Management**
 - Lead sales planning, demand forecasting, inventory control, warehousing, and distribution with focus on maximizing availability during peak demand.
 - Collaborate with production, logistics, and cold chain operations to ensure uninterrupted supply and proper storage practices.
 - Address day-to-day distribution and sales challenges, including negotiation with distributors, retailers, and institutional buyers.
 - Identify and mitigate risks such as product spoilage, freezer downtime, or low sales in specific territories.
- c) **Business Development & Market Expansion**
 - Achieve sales targets through effective market development, distributor engagement, and channel expansion.
 - Identify new business opportunities by mapping potential exclusive distributors, retail outlets, institutional buyers (hotels, restaurants, caterers), and modern trade/e-commerce cold chain partners.
 - Strengthen client and distributor relationship management by ensuring regular engagement, timely supplies, and joint business planning.
- d) **Team Development & Performance Monitoring**
 - Train, supervise, and mentor sales and distribution teams for effective execution.
 - Manage, coordinate, and monitor the work of sales executives, distributors, and retailers engaged in ice cream sales and promotions.
 - Develop analytics, reporting systems, and dashboards to monitor primary, secondary, and tertiary sales performance.
 - Establish and monitor ice cream-specific KPIs (e.g., freezer utilization ratio, strike rate in outlets, sales achievement, wastage ratio, visibility score).
- e) **Brand Promotion & Consumer Engagement**
 - Lead brand promotion activities such as sampling, in-store promotions, seasonal campaigns, and events.
 - Understand consumer preferences and seasonal demand patterns, and design promotional schemes accordingly.
 - Implement category management in freezers/retail outlets by ensuring attractive visibility, planogram compliance, and proper freezer utilization.
- f) **Compliance & Risk Management**
 - Ensure adherence to food safety standards, regulatory obligations, and cold chain requirements in ice cream sales and distribution.
 - Identify and mitigate operational risks, ensuring customer satisfaction and sustainable business growth.
 - Stay updated on industry trends, flavor innovations, freezer technology, and cold chain advancements, and recommend adoption.

14. That he/she will indemnify the Milk Union/Milkfed against all damages, consequences and costs in case he/she act contrary to the terms and Conditions and interest of the Milk Union/Milkfed.

15. That he/she will be responsible for ensuring the collection of payment of milk and Milk products from the distributors.

16. The performance will be monitored at different intervals by the GM Verka _____ Dairy (By Incharge Marketing H.O. for Consultant at H.O.) and the targets regarding the same will be given to him/her periodically by them.
17. Apart from the above, he/she will perform any other duty as specified assigned to him/her by General Manager, Verka _____ Dairy/ (By Incharge Marketing H.O. for Consultant at H.O.) efficiently, sincerely and to the best of his/her ability, so that the work of Marketing Section of this Milk Union/Milkfed may run smoothly and on commercial lines/principles.
18. That he/she will not engage in any financial transaction/deal with any channel partner of Milkfed/Milk Union _____ for his/her personal gains.
19. That in the event of his/her quitting the role of Consultant (Sales & Distribution), he/she will be required to extend a notice of three months 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 _____ Dairy(Milkfed H.O. For consultant at H.O.). In the event of non-compliance, Milk Union/Milkfed shall be at liberty to recover the same through any mode without being prejudiced.
20. That he/she will have to become Nominal Member of Milk Union/Milkfed as per the defined procedure. Terms & conditions of such membership will be governed between him/her and Milk Union/Milkfed.
21. That he/she shall be entitled to 07 casual and 14 sick leaves during a calendar year and no other kind of leave shall accrue to him/her. He/She shall be entitled to observe holidays as per the observance by others at his place of posting.
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 _____. 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 Milk Union/Milkfed 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 _____. The parties shall be able to approach the court only after exhausting remedy provided under arbitration clause.
25. This appointment shall stand withdrawn in case he/she fails to report within 01 month from the receipt of these orders.

26. If the appointment on the terms and conditions mentioned above are acceptable to him/her, he/she should sign the duplicate copy of these orders as a token of acceptance of the above terms and conditions of the appointment.

General Manager (HR)

