

**MIMUL**

**THE MIDNAPORE CO-OP MILK PRODUCERS' UNION LTD.**

(An Operation Flood Project, Government of West Bengal)

Ashok Nagar: Midnapur -721101: Paschim Medinipur

Phone (03222) 275697 ; Email: [mimulnin@rediffmail.com](mailto:mimulnin@rediffmail.com)

Ref. No: MU: CE: 21-22/ 119

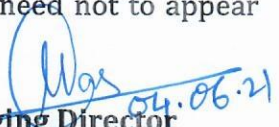
Dated- 04.06.2021

In pursuance to the notification no. MU: CE: 21-22/49 dated 04/05/2021, the WALK-IN-INTERVIEW for the post of 'Asst. Manager, Marketing' under the Midnapore Co-operative Milk Producers' Union Ltd was held on 11/05/2021 wherein sufficient number of eligible candidates were not present.

Thus, the Authority decided to extend the date of Walk-in-interview which was scheduled to be held on 17/05/2021 from 10.30 am to 11.30 am for the same post and same venue, but, could not be held due to lockdown declared by the Government.

Accordingly, the walk-in-interview will be held on 17/06/2021 from 10.30 am to 11.30 am for the same post and same venue. Interested eligible candidates are invited to go through the district website [www.paschimmedinipur.gov.in](http://www.paschimmedinipur.gov.in) for details.

N.B.: The candidates who appeared for interview on 11/05/2021, they need not to appear again.

  
Managing Director  
Midnapore Milk Union

Ref. No: MU: CE: 21-22/ 119 (1-11)

Dated- 04.06.2021

Copy forwarded for favour of kind information and wide circulation through Office NOTICE BOARD to:

1. Managing Director, West Bengal Coop. Milk Producers' Federation Ltd.
2. C A to District Magistrate, Paschim Medinipur and Chairman, Midnapore Milk Union.
3. C A to Addl. District Magistrate (Zilla Parishad), Paschim Medinipur
4. Secretary, Zilla Parishad, Paschim Medinipur.
5. Dy. Director ARD & PO, Paschim Medinipur.
6. Assistant Registrar of Coop Societies, Paschim Medinipur.
7. D I O, N I C; Paschim Medinipur: With a request to upload "the matter" in the District website.
8. Chairman/Chairperson: All concerned Milk Producers' Coop. Societies under Midnapore Milk Union.
9. Plant In-Charge: Kolaghat, Chandrakona Road, Keshiary & Sabang Milk Chilling Plant.
10. Notice Board: Midnapore Head Quarter.
11. ....

  
Managing Director  
Midnapore Milk Union



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### Job Description/ eligibility criteria for the Post of Asst. Manager, Marketing:

Job Title	Asst. Manager, Marketing
Educational Qualification	Graduate in any discipline or MBA.
Experience	Fifteen (15) years experience in the field of marketing of packet milk and milk products of reputed brand(s). Preference would be given to the candidates having experience in marketing of milk & milk products in Milk Co-operative Sector.
Nature of Appointment	Contractual Engagement initially for one year.
Total Remuneration	Negotiable based on the qualification and experience. Other admissible benefits as per Milk Union's norm for contractual engagements.
Selection Procedure	Walk-in-Interview
Age	Minimum 40 years as on 01.01.2021
Submission of Application	Application along with Bio-data to be submitted at the time of interview.
Interview Date & Time	<b>On 17/06/2021 From 10.30 AM to 11.30 AM</b>
Venue of Interview	The Midnapore Co-op Milk Producers' Union Ltd., Ashok Nagar, Midnapore, Dist: Paschim Medinipur, Pin - 721101
Submission of testimonials	Self attested photocopies of relevant documents in support of experience and educational qualifications.
TA/DA	TA/DA will not be allowed for attending the interview.
Key Role and Responsibility	<ol style="list-style-type: none"><li>1. Milk and Milk Products Marketing handling distributors as Marketing Team Leader.</li><li>2. Plan, Execute and achieve the sales target as per projection.</li><li>3. Develop Marketing Intelligence, Innovative idea for expansion of distribution network and sale volume.</li><li>4. Promote, extend and execute of model Milk Parlor business operation.</li><li>5. Ensure to collect/ recover the sales proceeds.</li><li>6. Optimum utilization of resources and funds.</li><li>7. Assets management and control on timely distribution of Milk and Milk Products by ensuring logistics.</li><li>8. Fix a schedule for routine checkup to the customer retail points for complaints and reporting.</li></ol>

  
Managing Director  
Midnapore Milk Union