



**THE TAMILNADU COOPERATIVE MILK  
PRODUCERS' FEDERATION LIMITED**

**EMPLOYMENT NOTIFICATION**

**ADVERTISEMENT NO:5763/PE1/2024**

**DATED:02.08.2024**

The Tamil Nadu Cooperative Milk Producers' Federation Limited (TCMPF Limited) is a Co-operative Society registered under the Tamil Nadu Co-operative Societies Act, 1983 to carry out activities for promoting production, procurement, processing and marketing of milk and milk products for economic development of the farming community.

The TCMPF Limited invites applications from qualified and experienced personnel for the appointment of undermentioned posts on contract basis from 06.08.2024 to 23.08.2024 5.30 P.M:

Post Code	Name of the post	No. of Post	Type of employment	Consolidated pay* (Per month)	Minimum experience (Years)	Maximum Age(Years) (Should not have completed)
1	Marketing Consultant	1	Contract	Rs.1,50,000/- to Rs.2,00,000/-	10	55
2	Logistics Consultant	1		Rs.1,20,000/-	5	50
3	Consultant (Digital Transformation)	1		Rs.2,00,000/- to Rs.2,50,000/-	5	55
4	Financial Management Analyst	1		Rs.1,50,000/-	5	50
5	Application Developer	1		Rs.1,00,000/-	5	50

\* The Consolidated Pay mentioned is the maximum payable upon deliverables excluding TA / DA

**Note:**

- Age stipulated for the above posts should be as on 01.01.2024.
- Qualification and Experience stipulated for the above posts should be as on the date of notification.
- Apart from the Consolidated Pay, TA & DA applicable as per G.O.Ms.No.307, Finance (Pay Cell) Department, dated 13.10.2017.

**Post Code No.1 - Marketing Consultant:**

- Qualification:** Must be a graduate from a Govt. recognized University/Institute with a full time MBA from a Govt. recognized Institute/ University. Preference will be given to those who have completed MBA from a University / Institute in the first 100 of the NIRF India latest rankings or first 250 of the QS World University latest rankings.
- Experience:** Minimum 10 years of experience in Sales& Marketing in any leading FMCG company. Knowledge of marketing products and market research. In-depth knowledge of marketing principles and best practices. Ability to think strategically and analytically. Good communication and presentation skills to handle sales & marketing team. Aptitude in problem solving. Fluency in regional language is must.

Work experience in Dairy industry will be an added advantage.

### **iii. Duties & Responsibilities:**

- Prepare marketing plan, formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel & strategies.
- Prepare detailed reports with research findings and analysis to inform marketing strategies.
- Analyze details of competitor offerings, market share, pricing and promotional material.
- Assist and guide marketing /sales staff in coming up with focused branding, positioning and marketing tools for each product.
- Work within the budget to produce effective promotional materials and advertising opportunities
- Should take responsibility to appoint distributors/ retailers and other channels.
- Overview modern trade and e-com channel strategy and responsible for on time execution.
- Conduct market survey and consumer studies at regular intervals and prepare database of input and output on day basis
- Collection of feedback from field staff on day to day basis regarding implantation of marketing strategies and output.
- Monitoring and addressing the market complaints.
- Arrange comprehensive information about distributors, retailers for new initiative.
- Draw strategies to new product launch.
- 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 strategies.
- To provide necessary training to the marketing personnel.

### **Post Code No.2 - Logistics Consultant:**

- i. **Qualification:** Must be a graduate from a Govt. recognized University/Institute with a full time MBA in Logistics / Supply chain management from a Govt. recognized Institute/ University.
- ii. **Experience:** Minimum 5 years of experience in logistics and supply chain management in any leading FMCG company. Working knowledge in optimization of transport routes using GPS / GIS based trip generation. Experience in parcel solutions & shipping. Use of IT systems and co-ordination with e-commerce platforms.

Work experience in Dairy/ Cold chain management will be an added advantage.

### **iii. Duties & Responsibilities:**

- Design, develop and implement strategies to optimize the supply chain for dairy products, ensuring efficient and cost-effective transportation, warehousing, and distribution.
- Monitor dairy product inventory levels, forecast demand and implement inventory control measures to minimize stock outs and excess inventory.
- Coordinate the movement of dairy products from production facilities to distribution centers and retail outlets, ensuring timely delivery and adherence to supply schedules.
- Implement quality control procedures to ensure the freshness and safety of dairy products throughout the supply chain, including proper handling and storage practices.
- Identify opportunities for cost savings in transportation, storage, and distribution of dairy products, optimizing logistics operations while maintaining product quality.
- Ensure compliance with relevant regulations and industry standards governing the transportation, storage, and handling of dairy products, including food safety and sanitation requirements.
- Continuously evaluate and improve logistics processes and procedures to enhance efficiency, reduce waste, and improve overall supply chain performance.
- Utilize data analytics tools to track key performance indicators (KPIs), identify trends, and make data-driven decisions to optimize logistics operations for dairy products.

### **Post Code No.3 - Consultant (Digital Transformation):**

- i. **Qualification:** Must be a B.E. / B.Tech. (Computer Science / Information Technology) Degree holder from a Govt. recognized Institute / University. M.E. / M.Tech. in the same domain is preferable.
- ii. **Experience:** Minimum 5 years of experience as an ERP Specialist in a reputed company with in-depth knowledge of ERP Development tools, Coding languages and business processes. Experience in implementing and managing ERP systems. Excellent analytical, problem solving skills, interpersonal, collaboration and communication abilities.  
ERP / CCNA / CCNP certifications will be an added advantage.
- iii. **Duties & Responsibilities:**
  - Establishing ERP needs via business process analysis and consultation.
  - Analyzing existing infrastructure and performing IT system enhancements.
  - Writing customized programs and scripts, as well as configuring ERP applications.
  - Developing user-friendly functionalities and interfaces.
  - Installing ERP software and ensuring seamless integration with IT systems.
  - Performing diagnostic tests and resolving issues to optimize performance.
  - Providing technical support and training to ERP end-users.
  - Preparing development progress updates and documenting ERP processes.
  - Adhering to organization policies and industry regulations.
  - Keeping abreast of the latest ERP upgrades and offerings
  - Design and manage studies for alternative API qualification for commercial products.
  - Use VMware Virtual Center to reboot unresponsive virtual machines.
  - Develop and utilize UNIX scripts for monitoring inbound/outbound transmission files.
  - Monitor status of switches, routers, and servers within a data center.
  - Issue temporary accounts for second-level support staff to access VMS or UNIX server.
  - Share storage backups for the remote clouds are monitored through suitable VMware.
  - Perform installation and configuration, patch updates, OS upgrades, run cable infrastructure and document network.
  - Support systems (power, HVAC, fire detection/suppression, security); respond to alarms in accordance with department procedures
  - Establish and maintain network performance, build network configuration and connections.
  - Troubleshoot network problems
  - Maximize performance by troubleshooting network problems and outages and scheduling upgrades.

### **Post Code No.4 – Financial Management Analyst**

- i. **Qualification:** Must be a graduate from a Govt. recognized University/Institute with a full time MBA in Finance from a Govt. recognized Institute / University  
or  
Must be a graduate from a Govt. recognized University / Institute and passed the Final Examination conducted by the Institute of Chartered Accountants (CA)  
or  
Must be a graduate from a Govt. recognized University / Institute and passed the Final Examination in the CFA program from CFA Institute

- ii. **Experience:** Minimum 5 years of experience as Financial Management Analyst in a reputed company with in-depth knowledge of Data analysis, Budgetary Principles, financial accounting systems and principles, GST and Income Tax compliance and business processes. Experience in statistical analysis, financial control, financial reporting methods and resolving financial and accounting discrepancies. Excellent analytical, problem solving skills, interpersonal, collaboration and communication abilities.

Auditing experience will be an added advantage.

iii. **Duties & Responsibilities:**

- Ensure accuracy, compliance in preparing financial statements & reconciling Financial statements
- Working capital management to ensure timely payment to farmers
- Ensuring GST compliances of TCMPF Limited and all its Units & Unions.
- Ensuring Income Tax compliances of TCMPF Limited and all its Units & Unions
- Financial Planning, Bank reconciliation statement, product costing, etc.
- Resolution of high value audit paras pending
- Co-ordination with Financial Institutions for availing capital
- Monitoring, reconciling and highlighting any areas of concern.

**Post Code No.5 - Application Developer**

- i. **Qualification:** Must be a B.E. / B.Tech. (Computer Science / Information Technology) Degree holder from a Govt. recognized Institute / University. M.E. / M.Tech. in the same domain is preferable.

- ii. **Experience:** Minimum 5 years of experience as an Application Developer in a reputed company with an ability to program using Java, Java Script, Spring, FTL & Frame works. Experience in designing and building applications. Excellent understanding of software design and programming principles. Ability to handle backends like Postgres, MySQL and SQL. In depth knowledge of programming for diverse Operating Systems and platforms using development tools, Mobile App design & development, profiling and debugging mobile applications, architectural pattern and Ofbiz frame work.

Application Developer certification will be an added advantage.

iii. **Duties & Responsibilities:**

- Understand the requirements and specifications required in the application
- Create prototypes for the applications
- Write quality code to develop and deliver the application in the agreed time frame
- Test the applications before launch
- Troubleshoot and debug the application
- Evaluate existing applications, add additional features, reprogram parts to improve performance and release updates
- Develop handbooks and documents of the code and design of the application
- To manage databases and secure information

### 1. Selection Process :

The selection process will judge the candidate on knowledge, experience, skills, aptitude and comprehension with weightage in the scorecard as below:

Description	Weightage	Maximum Marks
<b>Qualification</b>		
Required qualification	25%	20*
Preference qualification / Higher qualification in the same domain		5*
<b>Experience</b>		
Required Experience	50%	30
Additional experience		10#
Experience in the Dairy industry for minimum 2 years / Experience mentioned as 'advantage'		10
Screening Test (Written Test with multiple choice questions)	15%	15
Oral Interview	10%	10
<b>TOTAL</b>	<b>100%</b>	<b>100</b>

\* Marks will be awarded based on the percentage of marks scored in the qualification as per the marklist.

# Marks will be awarded based on the number of years of experience in addition to the required experience (1 mark for every completed year subject to a maximum of 10 marks)

### 2. Character and antecedents :

The success in the above stated selection process does not confer any right to appointment unless the TCMPF Limited is satisfied after such an inquiry, as may be considered necessary, that the candidate's character and antecedents in all respects for appointment to the service.

### 3. Concessions and relaxations :

- i. The age limit prescribed shall be increased by 5 years in respect of candidates belonging to Scheduled Castes or Scheduled Tribes and 2 years in respect of candidates belonging to Most Backward Classes or Denotified Communities or Backward Classes (Other than Muslim) or Backward Classes (Muslim).
- ii. A Differently Abled Person shall be eligible for an age concession up to ten years over and above the age limits prescribed for the notified post by direct recruitment only, provided the applicant is otherwise fully suitable and the disability is not such as would render him incapable of efficiently discharging the duties with respect to post for which the candidate is selected
- iii. The upper age for Ex-servicemen will be prescribed age limit plus the length of service in armed forces plus 3 years.

**4. Payment of Application fee (Non-refundable Fee) :**

- i. Unreserved and candidates falling under other category are required to pay / transfer a Non-refundable fee of Rs.1000/- and SC / ST candidates are required to pay / transfer a Non-refundable fee of Rs.500/- in the form of online payment through electronic mode to the below mentioned account and upload the NEFT / UPI payment receipt / acknowledgment details in the application form.

BENEFICIARY NAME : M/S THE TCMPF LIMITED  
SBI Account : 30653819241  
Type of Account : Savings Account  
IFSC : SBIN0009581  
BRANCH : CHAMIER'S ROAD, NANDANAM, CHENNAI-35

- ii. Fee once paid will not be refunded under any circumstances. Candidates are therefore requested to verify their eligibility and time limit before paying the application fee.

**5. General Conditions:**

- i. Application should be sent to the **“Managing Director, The Tamilnadu Cooperative Milk Producers’ Federation Limited, No.3A, Pasumpon Muthuramalinganar Salai, (Chamiers Road), Aavin Illam, Nandanam, Chennai-600 035”** either by Registered Post or by Speed Post in the prescribed format as given below along with the following documents.
- Application Form
  - Age Proof – Copy of Birth Certificate / 10<sup>th</sup>Std. Certificate
  - Community Certificate
  - Educational Qualifications (from 10<sup>th</sup>Std. to last qualified degree mark sheet photocopies to be enclosed)
  - Experience Certificates (Present & Previous employments)
  - Application fee – NEFT/UPI Payment details
  - Proof for Ex-Servicemen details (as applicable)
  - Proof of Disability Certificate (as applicable)
  - Any Other relevant certificates (if any)
  - Any further clarification mail may be sent to [aavinexpert@gmail.com](mailto:aavinexpert@gmail.com) within the due date.
- ii. Only Indian Nationals need apply.
- iii. Age stipulated above should be as on 01.01.2024. Qualification & experience stipulated above should be as on the date of notification. The candidates before applying are advised to ensure that they fulfill the eligibility criteria and other requirements mentioned and that the particulars furnished by them are correct in all aspects. In case, if it is detected at any stage of recruitment process that the candidate does not fulfill the eligibility criteria and / or does not comply with other requirements of this advertisement and / or the candidate has furnished any incorrect or false information or has suppressed any material fact, the candidature is liable to be rejected. If any of the above shortcomings is / are detected even after appointment, the services will be terminated without any notice.
- iv. The contract period for is initially for a period of 1 year and the same will be extended for a further period of 1 year subject to the requirement and performance of the candidates as per the existing terms and conditions on mutual consent.

- v. The consolidated pay mentioned is the maximum amount payable per month upon deliverables as indicated in the Service Level Agreement to be executed by the selected candidate.
- vi. In order to regulate the number of candidates to be called for interview, if so required, the management reserves the right to raise the minimum eligibility standards/criteria.
- vii. Merely meeting the above qualifications and experience shall not entitle a candidate to be selected for interview. Only short-listed candidates will be notified for interview. The TCMPF Limited reserves the right to conduct screening test (written test with multiple choice questions) to shortlist the candidates. Acceptance or rejection of application of the candidates will be at the sole discretion of Management.
- viii. Depending on the requirements, the TCMPF Limited reserves the right to cancel / curtail / increase the number of vacancies without any further notice and without assigning any reason thereof.
- ix. Depending upon the response, the management reserves the right to increase the eligibility standards / criteria for the said post.
- x. Applicants shall compulsorily provide an Email ID for correspondence. All correspondence from the TCMPF Limited shall be sent only through the email ID provided by the applicant.
- xi. Letter of recommendation from any previous employer or person in industry/colleagues after short listing
- xii. No TA/DA will be paid by the TCMPF Limited to the candidates for attending the screening test or interview.
- xiii. The TCMPF Limited reserves the right to withdraw the advertised posts at any time without assigning any reason and also reserves the right to fill either in the same position or at a lower position or not to fill the posts and decision of the TCMPF Limited in this regard shall be final.
- xiv. Persons already working in Government / PSU organization should apply through proper channel and produce NOC at the time of interview.
- xv. Self-attested copies of degree/mark sheet/experience certificate of the latest position should indicate a detail/nature / function / job presently being handled have to be enclosed.
- xvi. Candidates attempting to influence or interfere with the selection process will be rejected summarily and be declared disqualified for future recruitments.
- xvii. Communications asking for reasons for non selection and request for exemption from age limit or other qualifications will not receive any attention.
- xviii. The filled in application complete in all respects along with payment details, photocopies of required documents and other enclosures should be sent to the address mentioned in the advertisement either by Registered post or Speed post. If sent by any other mode it is the responsibility of the candidate to ensure the receipt of the application in the office before the last date and time mentioned in the advertisement. The TCMPF Limited will not be responsible for any postal delay.

In case of any assistance with respect to submission of applications, candidates are requested to contact the TCMPF Limited by telephone (044-23464500-503) during working days between 10.00 A.M & 5.30 P.M.

**Sd/-xxxxxxx**  
**Managing Director,**  
**TCMPF Limited**