



NATIONAL SEEDS CORPORATION LIMITED

DIVISIONAL PROCEDURES
(ISO 9001:2000)

MARKETING

Approved by: Head of Division(s)
Effective Date: 15.10.2007

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Feed back from user Farmer

(Please furnish feedback in the format given below)


1. Name & Address of Farmer :
2. Phone No. :
3. Holding Size :
4. Type & variety of seed Purchased :
5. Source of Purchase : Dealer/Sale counter/Other (Pl. specify)

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
I	Facilities & ambience at the sale point					
II	Availability of staff/official					
III	Competency & Time-liness of official executing the work					
IV	Behavior of the dealing officials					
V	Method of dissemination of information about the availability of seeds and accuracy of the same					
VI	System for delivering the seed at the sale point					
VII	Quality of seed supplied i.e. packaging , Labeling, weighthment, validity etc.					
VIII	Pricing of the Seed					
IX	Quality of Product Literature					
X	Training, Field day, meeting etc.					

6. Suggestions (if any) :

(Signature of Farmer)

Date:

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Feed back from Seed Grower

(Please furnish feedback in the format given below)


1. Name & Address of Grower :
2. Phone No. :
3. Holding Size
4. Type & variety of seed Purchased:
5. Source of Purchase : Dealer/Sale counter/Other (Pl. specify)

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
.						
I	Timely Availability of Seed					
II	Quality of seed supplied i.e. packaging , Labeling, Weighment, validity etc.					
III	Pricing of the Seed					
IV	Guidance on Package of practices and other varietal details					
V	Timeliness and adequacy of field inspections					
VI	Competence of the officer/staff conducting the field inspection					
VII	Timeliness of processing					
VIII	Comment on processing and Return of reject material					
IX	Timeliness of Payment against supply of seed					
X	Training, Field day, meeting etc.					

6. Suggestions (if any) :

(Signature of Grower)

Date

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Feed back from Dealer
(Please furnish feedback in the format given below)


1. Name & Address of Dealer :
2. Phone No. :
3. Total annual Turnover (NSC Seeds):
4. Source of Supply :

S.No	Feedback Parameter	Excellent	Very Good	Good	Average	Needs Improvement
I	Timely Availability of seed material					
II	Quality of seed					
III	Quantity of seed in the packet					
IV	Quality of Packaging,/Product information					
V	Pricing of the Seed					
VI	Availability and Quality of Product Literature					
VII	Publicity and extension services					
VIII	Behaviour of official involved in seed supply.					
IX	Release of dealer's commission/ APD etc.					
X	Comment on conduct of dealers workshop , dealer's meeting and training					

5. Suggestions (if any) :

(Signature of Dealer)

Date

 <p>Approved by :</p>	<p>Procedure for Assessment of Customer Satisfaction</p>	<p>Doc No.P/Mktg./06 Issue No:02 Page : 01 of 02 Page Rev.No:00 Effective date</p>
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Purpose : To establish and operate a system for customer satisfaction assessment leading to provision of better services

Scope : Applicable to direct customers purchasing seeds from sale counters & the dealers.

Overall Responsibility: 1. RM for obtaining feed back at RO level.
2. Head (Mktg.) for compilation & analysis at Head Office level

4.0 Procedure :

S.No.	Activity Description	Responsibility	Ref.Doc./ Records
A	Feed Back for dealers		
1	Feedback forms are forwarded to all dealer through Area Offices at least twice in a year	RM	Customer feed back form(F/Mktg/06/01)
2	The filled up forms are received at the RO through Area Offices or directly & summary sheet of the customer feedback is prepared within 3 months of sending the feedback forms in one lot.	RM	Summary sheet of customer feed back forms
3	If the satisfaction level is found below good in three parameters customer maybe contacted and remedial action planned. Preferably the remedial action should be informed to the dealer.	RM/AM	-do-
4	The copies of feedback forms are forwarded to Head (Mktg.) at Head Office after compilation of the feed back	RM	-do -
5	The information is compiled at HO at least twice a year, after the two crop season (Rabi & Kharif). Any long term corrective / preventive action needed are brought to the notice of MD/ Management review committee and suitable actions are taken	Head (Mktg.)	Region-wise crop, season-wise review
B	Direct Feed Back from end users		
6	Suggestion book is available at every sale counter. The users / farmers can record their observations / suggestions	I/C (Sale Counter)/ RM	Suggestion Book


 <p>Approved by :</p>	<p>Procedure for Assessment of Customer Satisfaction</p>	<p>Doc No.P/Mktg./06 Issue No:02 Page : 02 of 02 Page Rev.No:00 Effective date</p>
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7	The suggestion are reviewed on quarterly basis and action are taken on important issues	RM	Suggestion book
C	Collection of Informal Feed back		
8	Sr.Officers / Chief Executives regularly meet farmers, dealers, farmer associations and other organizations in the field of seed business and obtain informal feedback. Important issues emanating out of such interactions are suitably informed to concerned officers through circulars /docs etc.	Sr.Executives	Notes / Communication to the concerned HOD
D	Complaint Redressal System		
9	Every region has a nodal officers who receives the complaints from dealers, farmers etc. and will register the complaint and send the acknowledgement to the complainant with the complaint number	RM	Complaint Register.
10	The complaint is sent to the concerned official / AM for inquiring the reasons. If required, an official is deputed to the site/ complainant to find out the reasons of complaint.	RM	Communication from RM
11	The report of the official is put up to the RM / Competent Authority with the recommendation for redressal and approval is obtained.	Concerned Officer/RM	Report on the complaint
12	Redressal of complaint is done and the complainant informed accordingly. Necessary entries of actions taken for redressal are made in complaint register by the nodal officer.	RM/Nodal Officer	Decision on the complaint
13	Corrective measures / actions are taken to avoid similar complaints in future.	RM	Guidelines/ circular
14	Quarterly report of the complaints and its redressal are submitted to HO for records / actions required if any.	RM	


 Approved by:	Procedure for Development of field demonstration of new/existing varieties.	Doc. No.P/Mktg/03 Issue No. 02 Page No.1of 1 Page Rev. No. 00 Effective Date:
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1. **Purpose:** To promote the newly released varieties and varieties providing better results in different regions.
2. **Scope :**
 - i. Newly released varieties from research stations of ICAR/SAU and other sources.
 - ii. Varieties providing better results in different agro-ecological situations.
3. **Overall responsibility:** Head(Mktg) & Head(P)
4. **Procedure**


S.No.	Activity/Description	Responsibility	Ref. Documents/ Records
1	Planning for field demonstration new release better performance variety.	Head(Mktg) & Head(P)	Communication from ICAR/SAUs/ other agril. Research institution.
i.	The information about the newly released varieties from research station/SAU and ICAR & other credible sources.	Head(Mktg) & Head(P)	
ii.	The Variety Release Committee meetings are attended by NSC to know the new released varieties at central & state level.	Head(Mktg) & Head(P)	Minutes of meeting.
2.	Communication is sent to concerned regions for procurement of planting material of new better performing varieties from breeder and arrangements for its multiplication and demonstration are made by RM. Based on the performance of varieties in adjoining areas/regions, identification of varieties for their promotion is done.	Head(Mktg)/RM	HO communication on the subject
3.	Selection of farmers and field and arranging demonstration of new/ old varieties under supervision of NSC is done.	RM.	Preliminary report on demonstration
4.	Field days at different stages of crop growth for promotion of varieties are arranged.	RM/AM	Report on the field days
5.	Submission of reports on the performance of new varieties/better performance variety to HO.	RM	Performance reports of new /better performing varieties.

 <p>Approved by:</p>	<p>Quality Plan for Field Demonstration for new/existing Varieties.</p>	<p>Doc. No. QP/Mktg../ 03 Issue No. 02 Page:01 of 03 Page Rev. No.: 00 Effective Date:</p>
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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
1	Planning for new release/better performance variety	Sources of information about new/better performing varieties.	<ul style="list-style-type: none"> • ICAR journals *Full information collected from the source institutions/scientists and also its source of availability. * Arrangements made for procurement of planting material/seeds for demonstration. * A presentation on the new such varieties to be made during RMs conference at HO. * List of new varieties before each season. • SAU Research papers/journals • Scientific communication/ review meetings. 	Head: (P) Head: (M)	Before on set of season	
2.	Communication	Time for planning of new release/better performance variety.	❖ The new release variety/better performance variety shall be planned at two months prior to start of season (i.e. Rabi, Kharif and summer)	-do-	-do-	

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3.	Selection of farmer and field	<p>Field:</p> <p>i. Areas suitable for production.</p> <p>Farmers Details:</p> <p>i. List of address of the farmers identified for demonstration.</p> <p>ii. Package of practices for growing variety.</p> <p>iii. Stages for supervision.</p>	<ul style="list-style-type: none"> ❖ Field shall be suitable for the variety to be demonstrated. ❖ Necessary facilities such as irrigation, soil, rainfall required for growing the variety shall be available. ❖ Blue Book for reference. ❖ The farm shall be conveniently located. ❖ Orientation of the farmer for cultivation of new variety. ❖ The farmer shall be progressive. ❖ Supervision is required for sowing, irrigation, fertilizer usage and pest control. 	RM/AM	-do-	At the time of sowing, during crop growth, flowering and harvesting
4.	Arranging field day	<p>No.of field day</p> <p>Communication</p>	<ul style="list-style-type: none"> ❖ Field day shall be conducted for any one or more of the following stages: ❖ Before flowering ❖ At flowering ❖ At harvesting ❖ Field days (date & time) shall 	AM	-do-	<p>Before flowering</p> <p>At flowering</p> <p>At harvesting</p>


 <p>Approved by:</p>	<p>Quality Plan for Field Demonstration for new/existing Varieties.</p>	<p>Doc. No. QP/Mktg../ 03 Issue No. 02 Page:03 of 03 Page Rev. No.: 00 Effective Date:</p>
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			<p>be communicated to Gram Pradhan of the village and adjoining villages for informing all the farmers to attend the field days.</p>			
5.	Reporting	<p>Stage reporting contents reporting. of and of</p>	<p>Reports on the performance of crop at various stages shall include the following for new and check variety in the same demonstration field.</p> <ul style="list-style-type: none"> ❖ Vegetative stage: Plant height, no.of tillers/crop intensity ❖ Flowering Stage:Plant height, No.of tillers/crop intensity, date of 50% flowering ,no.of spikelits /tiller. ❖ Maturity stage: No.of tillers/crop intensity, no.of spikelets/tiller,date of maturity, total yield in cropped area, per hectare yield. 	AM		

 Approved by:	Procedure for policy formulation/ amendment for Dealer Distributor Development	Doc. No.P/Mktg/04 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:
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1. **Purpose:** To establish and operate a procedure for improving the business of NSC by strengthening the dealer/distributor network
2. **Scope :** All varieties of seeds throughout the country.
3. **Overall responsibility:** GM (Mktg)
4. **Procedure**

S.No	Activity/Description	Responsibility	Documents/Records
1	Receipt of suggestion regarding formulation/amendment in policy from Management, proposal/suggestion from RO/AO, dealers/distributors, marketing information, govt. instructions	GM(Mktg)	Letters received from various sources.
2	Review of proposal/suggestion by GM(M) and nomination to In-charge (dealer development) for scrutiny	-do-	Dealer Dev. File.
3.	Scrutiny of proposal received	In-charge Dealer Dev.	-do-
4.	Discussions with crop in charge with respect to the policy to be framed.	GM(Mktg)	Minutes of discussion
5.	Formulation of policy	-do-	Policy Guidelines
6.	Circulation of draft policy to all regions.	-do-	Communication from HO
7.	Finalization of policy based on the comments received from the regions.	-do-	Communication from ROs
8.	Approval of policy.	CMD/BOD	Approval of CMD/BOD
9.	Communication of approved policy to all regions and AOs	GM(Mktg)	Approved policy.
10.	Implementation of policy	RM/AM	-do-
11.	Monitoring of policy framed for ensuring the proper implementation.	GM(M)	Dealer Dev. File/Feedback from AM/RM
12.	Receipt of suggestions/problems faced in implementation.	-do-	Communication from RM/AM
13.	Review of policy for making necessary amendment in the policy.	-do-	Policy Amendment

 <p>Approved by:</p>	<p>Quality Plan for for Policy formulation /amendment for Dealer/Distributor Development</p>	<p>Doc. No. QP/Mkt./04 Issue No. 02 Page:1 of 1 Page Rev. No.: 00 Effective Date:</p>
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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
3.	Issues in scrutiny	In scrutiny of proposal Time period for scrutiny	<ul style="list-style-type: none"> ❖ Relevance of proposal to NSC. ❖ The interest of farmers is taken in the consideration on priority alongwith other parties i.e. dealers and NSC. ❖ Within 15 days of receipt of proposal. 	GM(M)	Monthly	
9.	Communi cation of policy.	Time for communication	<ul style="list-style-type: none"> ❖ Within a week time of approval of policy. 	-do-	Quarterly.	



Approved by:

Procedure for Business Development with Govt. & Private Agencies.

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1. **Purpose:** To establish and operate a procedure for improving the business of NSC.
2. **Scope:** All varieties of seeds throughout the country.
3. **Overall responsibility:** GM (Mktg)
4. **Procedure**

S.No	Activity / Description	Responsibility	Documents/ Records
1.	Concerned Area Manager shall apply and obtain license & get the same renewed time to time as required, to deal in Business of seed, wherever applicable	Area Manager	License for sale of seed
2	Establishing contact with State Govt. Deptt. and private agencies for finding the demand.	AM/RM/ GM	Minutes of meetings, purchase orders
3	Undertaking promotional activities through TV/Newspaper/ leaflet/ brochures and meeting with dealers and clients	AM/RM/ GM	
4.	Review of Demand	-do-	-do-
5.	Preparation of draft offer indicating the rate, terms and conditions, schedule of supply	-do-	Proposal of sale of different varieties giving rates/ quantity
6.	Obtaining approval of draft offer from C MD	GM(Mktg)	-do-
7.	Submission of offer to State Govt./Pvt. agency.	-do-	-do-
8	Negotiation (if required)	-do-	Feedback from indenting agencies. Minutes of Negotiation meetings
9	Signing of MOU/Agreement.	CMD	Agreement
10	Execution of contract/agreement	GM(M)/(P)	-do-

 <p>Approved by:</p>	<p>Quality Plan for Business Development with Govt. & Private Agencies</p>	<p>Doc. No. QP/Mktg./05 Issue No. 02 Page: 01 of 01 Page Rev. No.: 00 Effective Date:</p>
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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
4.	Review of Demand	Crop & variety-wise requirement Season-wise. Quantity-wise	❖ The demand is reviewed crop & variety-wise & season-wise.	GM(M)/RM	Regular before each season	
5.	Submission of offer	Content	❖ The offer shall include scope of work, the sale price for each crop and variety/ rate of offering service, terms and condition for supply, delivery schedule, transport rebate terms, commissions, financial terms, payment terms, B.G,etc	GM(M)		



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Procedure for appointment of Dealer and Distributor

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1. **Purpose:** To establish and operate a system for appointment of dealer& distributor.
2. **Scope :** Applicable to all ROs.
3. **Overall responsibility:** Head (Marketing)
4. **Procedure**

S.No.	Activity / Description	Responsibility	Ref. Documents/ Records
1	Identification of requirement of appointment of dealer/ Distributor. The requirement of Dealer /Distributor is worked out on the basis of the volume of business to be developed geographical area to be covered to ensure the reach on NSC seed to farmers.	GM/RM/AM	
2	Receipt of application for appointment of dealer / distributor.	AM/RM/GM(M)	Application for appointment of Dealer
3	Scrutiny of application for dealer/distributor at RO	AM/RM	
4	Deposition of security Money Issuance of receipt for cash /DD, deposition in bank and entry in cash book	AM	
5	Submission of scrutinized applications to HO along with the recommendations.	RM	
6	Approval of Dealers/Distributor	RM for dealer GM(M)/CMD for distributor	
7	Entering in agreement with Dealer/Distributor and issue of certificate of Dealership/Distributors.	RM	Format of agreement of Dealer Format of agreement of Distributor Format of license of Dealer Format of license of Distributor
8	Review of performance of Dealer & Distributor	RM/GM(M)	




Approved by:


Procedure for appointment of Dealer and Distributor

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The performance of Dealers and Distributor is reviewed periodically in Area Manager meetings at RO & RM Meeting at HO. The action required are communicated to dealers/distributor ,as applicable

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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
3	Scrutiny of application for dealer/distributor	Time in Scrutiny of application	Within 15 days of receipt of applications	AM/RM	As and when process exists	
4	Deposition of cash /DD, in bank	Time for Deposition of cash /DD, in bank	Within one working day of receipt of cash/ DD	AM/RM	As and when process exists	
5	Submission of scrutinized applications	Time for submission of scrutinized applications to RO for dealer and to HO for Distributor	Within three days of scrutiny of applications	AM/RM	As and when process exists	
6	Approval /rejection	Time for processing	Within 10 days of receipt of application at respective RO/HO	RM/GM(M)	As and when process exists	
7	Entering in agreement	Time for entering in agreement	Within 15 days of receipt of approval of from HO	RM	As and when process exists	

 <p>Approved by:</p>	<p>Quality Plan Dealer Appointment</p>	<p>Doc. No. QP/Mkt./08 Issue No. 02 Page: 02 of 02 Page Rev. No.: 00 Effective Date:</p>
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8	Review of performance of dealer/distributor	Time for Review of performance of dealer/distributor	Performance of dealer/distributor shall be reviewed on six monthly basis and report to RO in case of dealer and HO in case of distributor	RM/AM	As and when process exists	
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Approved By:

Format for Sample Order Summary Sheet

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1. Order No./Date/Reference.
2. Customer:
(Address & contact details)
3. Quantity Crop/Varietywise

Crop/Variety	Quantity	Unit Rate

Note: Packing/Marking details as per clause No. _____ of order letter _____.

4. Order Value:
5. Execution Details:

Schedule				Supply				Payment Receipt Details				
Crop/ Variety	Qty.	Mode of Transport	Due delivery period/ dates	Date	Qty.	Balance	Payment due and bill ref.	Cheque/ DD details & Date	Amount	Short payment, if any	Action for recover y	Details of final receipt of payment due.

6. Full order executed on:
7. Remarks:

(Marketing Officer)

(Review by RM on completion of Order)



Approved by:

Procedures for procurement of orders for seeds & monitoring of execution.

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1. **Purpose:** To establish and operate a system for procurement of orders for seeds.
2. **Scope :** Orders procured from State Govt. Organization, Pvt. Seed Companies, Cooperatives, Distributors/Dealers and farmers, NSC Sale counters and export orders from Ministry of Agriculture.
3. **Overall responsibility:** Over all control : Head (Mktg.)
Region-wise control : Concerned RM.
Area wise responsibility: Area Manager & Sale counter Incharge.
4. **Procedure:**

S.No	Activity/Description	Responsibility	Ref.Document s/Records
1.	Direct orders: Direct orders from various Departments as per the scope stated above are received in the form of letters/faxes, E-mail or any mode of communication.	Head (Mktg)/RM	Orders
2.	Marketing information is also scanned for any procurement tenders for seeds. Offers against such tenders are submitted by Area Office/Regional Office/HO on time.	Head (Mktg)/RM	Tender documents.
3.	Justification and financial feasibility are prepared and approval of CMD is taken for the rates to be quoted, before the Offers against tenders are submitted by RO/AO.	-do-	Offers, cost sheet
4.	Based on success in tenders, orders are received from the tendering organisation.	-do-	Orders
5.	Scrutiny of orders: HQrs.received orders are then forwarded to concerned regions. Regional Office have prime responsibility for executing purchase order. Received orders are scrutinized for clarity and completeness of the product details and if everything is found in order, the entry of order is made in the Order register of the	RM	Order register.



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	region concerned.		
6.	Customer is contacted for any clarifications on incomplete or ambiguous requirement and order is accepted only on agreement and conditions. Acceptance of orders is forwarded to customer.	RM	Order acceptance letter
7.	On receipt of orders , a separate order file is created and all papers starting from NIT and other correspondence are filed in it. A summary sheet of order execution requirements is prepared.	Concerned Marketing Officer	Sample Order summary sheet. (F/Mktg/01/01)
8.	The copy of the order , order acceptance letter and order summary sheet is forwarded to the concerned area office for execution.	RM	
9.	The status of the order execution is updated by the RO through regular interaction with AO. Any delays are avoided through regular monitoring.	Concerned MO	Order Summary Sheet.
10.	The details of payments received are updated in the payment receipt register. Follow up is done for timely release of payments as per the payment terms.	Concerned MO	Payment receipt register. (F/Mktg/01/02)
11.	Summary of delays in payment is prepared at RO & forwarded to HO on monthly basis. The consolidated report is prepared and presented to CMD for review.	RM/Head(Mktg)	Summary of delays in payments

 <p>Approved by:</p>	Quality Plan of Marketing activity.	Doc. No. QP/Mktg./01 Issue No. 02 Page: 1 of 4 Page Rev. No.: 00 Effective Date:
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S.No.	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
2.	Scanning of marketing information	Source of information	<ul style="list-style-type: none"> ❖ Local and National newspapers. ❖ Registration and regular scanning of tenders websites. ❖ Information received from NSC offices. ❖ Receipt through inclusion in marketing sheet of organization. 	Head(Mktg)/RM	Day to day basis	
3.	Tender receipt & submission	Tender completeness EMD Offer preparation.	<ul style="list-style-type: none"> ❖ Tender to be complete & legible. ❖ Generally exemption in State Govt. organization. ❖ To be prepared by the concerned office. 	Head(Mktg)/RM	All tenders to be cross checked	
		Information to be checked in tender.	<ul style="list-style-type: none"> ❖ Submission date and time. ❖ Crop/variety required with qty. destination, delivery period, packing 	Head(Mktg)/RM		

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			<ul style="list-style-type: none"> material, size etc. ❖ Capability to supply the qty. within time frame. ❖ Transportation capability. ❖ Estimated cost. ❖ Documents to be submitted. ❖ Tech. specifications. 			
		Offer preparation.	<ul style="list-style-type: none"> ❖ All details to be filled up. ❖ All required information and documents to be enclosed. ❖ Financial details (rates) to be indicated. ❖ Relevant/all pages to be singed as per tender conditions. ❖ EMD/Bank Guarantee to be enclosed, if applicable. ❖ Preparation of costing sheet with minimum 5% profits to be ensured. 	Head(Mktg)/RM		
		Costing sheet components	<ul style="list-style-type: none"> ❖ Seed cost. ❖ Storage cost. ❖ Procurement & treatment cost. ❖ Packing, certification and insurance cost. 	Head(Mktg)/RM		

 <p>Approved by:</p>	Quality Plan of Marketing activity.	Doc. No. QP/Mktg./01 Issue No. 02 Page: 3 of 4 Page Rev. No.: 00 Effective Date:
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			<ul style="list-style-type: none"> ❖ Transportation. ❖ Overall cost (sum up of earlier cost). ❖ Overheads, taxes, duties, levy. ❖ Total cost quoted. ❖ Total actual cost. ❖ Profits. 			
		Time for submission of offer.	<ul style="list-style-type: none"> ❖ Submission on same day (by hand). ❖ By courier/speed post minimum four days in advance. ❖ Registered post – minimum ten days in advance. 	Head(Mktg)/RM		
5.	Scrutiny of orders.	<ul style="list-style-type: none"> i. Order document/ conditions. ii. Technical fee. iii. Delivery period. iii. Qty. iv. Price. 	<ul style="list-style-type: none"> ❖ Complete unambiguous signed by customer. ❖ Complete variety availability in India. ❖ Packing material/size, treatment condition, markings on packing. ❖ Specification to be the same as that quoted in the offer. ❖ Minimum 20 clear days from the date of receipt. 	RM	Minimum one per season	

 <p>Approved by:</p>	Quality Plan of Marketing activity.	Doc. No. QP/Mktg./01 Issue No. 02 Page: 4 of 4 Page Rev. No.: 00 Effective Date:
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			<ul style="list-style-type: none"> ❖ Crop varietywise minimum break even quantity as per chart above the calculated costing. ❖ The clarity and completeness of conditions to be ensured for all parameters. 			
7.	Creation of order file	Contents of file.	<ul style="list-style-type: none"> ❖ NIT. ❖ Tender. ❖ Offer. ❖ Approvals, if any. ❖ Correspondence. ❖ Order confirmation letter. ❖ Order execution requirement. ❖ Summary of qty., packing, marking, delivery schedule, transports, insurance. ❖ Page number of file. 	RM	2 Files per Season for random checking	

 <p>Approved by:</p>	<p>Format for fixation of Price</p>	<p>Doc.No:F/Mktg/02/02 Issue No: 02 Page No: 01 of 07 Page Rev.No: 00 Effective Date:</p>
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Name of Regional Office..... SEASON OF PROCUREMENT

PART-A (TO BE FILLED BY REGIONAL OFFICE)

- A. AREAS OF PRODUCTION:-
- B. CROP/VARIETY:
- C. QUANTITY TO BE PROCURED:
 - i). BY NSC.....
 - ii) BY SSC.....
- D. PROCUREMENT PRICE OF LAST YEAR/SEASON: (Rs. Per Qtls./Per Kg.)
 - i) NSC:
 - ii) SSC:
- E. PROPOSED PROCUREMENT PRICE:
 - i) Fixed by SSC: Rs.....
 - ii) Proposed by Regional Office Rs.....
- F. STATE PRODUCTION SUBSIDY (IF ANY)
.....
- G. SUPPORT PRICE/GRAIN PRICE (IF ANY)
.....
- H. BASIC PRICE, IF ANY FIXED
- I. RATE AT WHICH ADVANE (IF ANY) PAID
- J. PERCENTAGE INCREASE IN PRICE OVER PREVIOUS YEAR AND JUSTIFICATION FOR SUCH INCREASE:-

RM, NSC.....



Approved by:

Format for fixation of Price

Doc.No:F/Mktg/02/02
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(TO BE FILLED BY REGIONAL OFFICE)

1. CROP/VARIETY
2. QUANTITY FROM FRESH PROCUREMENT (QTLS):
3. INWARD FROM OTHER REGIONS (QTLS.):
4. CARRY-OVER STOCK AVAILABLE (QTLS.):
5. TOTAL QUANTITY AVAILABLE (QTLS.):
6. QUANTITY INTENDED TO MOVE-OUTSIDE:
(PLEASE GIVE REGION-WISE BREAK-UP)

REGION

QTY. TO BE MOVED

- i)
- ii)
- iii)

7. QUANTITY TO BE SOLD IN THE REGION:
8. SALE PRICE OF LAST YEAR AND QUANTITY SOLD

SALE PRICE

QTY.SOLD


- i)
- ii)
- iii)

9. DETAILS REASONS FOR CARRY-OVER STOCK:
10. PROPOSED SALE PRICE:

- i) As per cost sheet attached.
- ii) Fixed by SSC
- iii) Prevailing Market Prices
- iv) Proposed Sale Price
- v) Percentage/Increase/Decrease in Sale Price over previous years:

11. JUSTIFICATION FOR PROPOSED SALE PRICE.

RM, NSC.....

 <p>Approved by:</p>	<p>Format for fixation of Price</p>	<p>Doc.No:F/Mktg/02/02 Issue No: 02 Page No: 03 of 07 Page Rev.No: 00 Effective Date:</p>
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(TO BE FILLED BY PRODUCTION DIVISION AT HEAD OFFICE)

i) PROCUREMENT PRICE OF THE SEED IN OTHER REGIONS:

<u>NAME OF REGION</u>	<u>PROCUREMENT PRICE (NSC)</u>
------------------------------	---------------------------------------


- a)
- b)
- c)

ii) PROCUREMENT PRICE PROPOSED BY PRODUCTION DIVISION
.....

iii) IF THE SEED CAN BE PROCURED AT A CHEAPER RATE IN OTHER REGIONS, JUSTIFICATION FOR PROCUREMENT AT HIGHER RATES IN THIS REGION.

iv) JUSTIFICATION FOR PROPOSED PROCUREMENT PRICE.

AM/JM/GM(P)

 <p>Approved by:</p>	<p>Format for fixation of Price</p>	<p>Doc.No:F/Mktg/02/02 Issue No: 02 Page No: 04 of 07 Page Rev.No: 00 Effective Date:</p>
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MARKETING DIVISION (HEAD OFFICE)

FIXATION OF SALE PRICE (FRESH SEED)

(When Sale Price Is Proposed To Be Fixed Alongwith Fixation Of P.P.)

A. QUANTITY TO BE SOLD:-


- i) WITHIN THE REGION: (QTY.)
(AS INDICATED BY RM IN PART-A)
OR OTHERWISE
- ii) OUTSIDE THE REGION:
(NAME THE LOCATION AND QUANTITY FOR EACH REGION)

REGION	QUANTITY	(In ESTIMATED	TRANSPORTATION
	Kgs./Qtls)	COST PER QTL.	

- i)
- ii)
- iii)

B. SALE PRICE OF LAST YEAR AND QUANTITIES SOLD:-

		<u>SALE PRICE</u>	<u>Qty.sold</u>
a)	NSC (Prodn.Region)		
b)	NSC-Other Regions		
	i)		

 <p>Approved by:</p>	<p>Format for fixation of Price</p>	<p>Doc.No:F/Mktg/02/02 Issue No: 02 Page No: 05 of 07 Page Rev.No: 00 Effective Date:</p>
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- ii)
- iii)
- c) SSC
- d) Private Parties

C. QUANTITY OF CARRY OVER STOCK AVAILABLE (REGIONWISE DETAILS)

	<u>REGION</u>	<u>CARRY OVER STOCK</u>
i)		
ii)		
iii)		

D. TOTAL QUANTITY AVAILABLE FOR SALE: (REGIONWISE BREAKUP)

	<u>REGION</u>	<u>FRESH STOCK</u>	<u>CARRYOVER STOCK</u>	<u>TOTAL</u>
i)				
ii)				
iii)				
iv)				

E. PROPOSED SALE PRICE:

- a) As per cost-sheet attached:
- b) Fixed by SSC;
- c) Prevailing Market Prices:
- d) PROPOSED SALE PRICE:
- e) % Increase/Decrease in Sale Price over previous year:



Approved by:

Format for fixation of Price

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- F. WHETHER DISTRIBUTION SUBSIDY AVAILABLE:-
(If yes, please furnish the rate per qtl.)
- G. JUSTIFICATION FOR PROPOSED SALE PRICE.

AM/JM/DGM(M)

Region
Name of Seed

Season
Variety.....Class.....
(Rate per Qtl./Kg)

S.No.	Item	Crop/Variety
A		
1	Procurement Price	
2	Packing Material	
3	Certification Material	
4	Treatment Material	
5	Processing Expenses	
6	Local Transportation (on raw seed)	
7	Any other cost	
8	Insurance	
	TOTAL-A	
B		
9	Interest	
10	Production Centre Cost (A+B)	
Add		
11	i Transportation (for marketing centre) ii.Storage at marketing centre for three months iii.Obsolescence/loss and other selling expenses	
12	Total Direct cost (10 + 11) Less production subsidy @ fixed by the Govt.	
13	Net direct cost after deducting the production subsidy.	
14	Over head and Return @ fixed from time to time of production centre cost.	
15	Worked Out Sale Price (IP) (13 + 14)	
16	Existing Sale Price (IP)	
17	Proposed Sale Price (IP)	
18	GSP	
19	Subsidy	
20	Subsidized GSP	



Approved by:

Format for fixation of Price

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21	IP	
22	Subsidy	
23	Subsidized IP	
24	MRP	
25	Subsidy	
26	Subsidized MRP	

 <p>Approved by:</p>	Procedure for Assessment of Seed demand/target fixation/market survey/price fixation	Doc. No.P/Mktg./02 Issue No. 02 Page No.1 of 3 Page Rev. No. 00 Effective Date:
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1. **Purpose:** To establish and operate a system for assessment of seed demand, target fixation and fixation of sale price.
2. **Scope :** Applicable to all crops/varieties being sold by NSC.
3. **Overall responsibility:** Head (Marketing)
4. **Procedure**

S.No	Activity/Description	Responsibility	Ref. Documents/ Records
1	Assessment of Seed Demand The assessment is done based on the following information:	Head(Mktg)	Sale projection/performance ROwise
i.	Sale performance of last 3 years, regionwise.		Crop variety – wise annual sales summary
ii.	Sale projections given by ROs to HO.indicating expected demands and period based on dealers indent and demand from other agencies, stock position of NSC, assessment of estimated availability with SSC/Pvt.Seed Producers, contact with dealers/distributors/farmers or State Deptt.of Agriculture.		Feed back on sale projection of ROs.
iii.	Future demand as per govt. targets	Head(Mktg)	Orders
2	Summary Sheet of stock available and demand region wise, is prepared at HO. Thereafter the MOU targets given by the Min.of Agril. are also considered. Based on these factors, the draft targets are prepared and forwarded to ROs.	Head(Mktg)	Regionwise stock & demand statement. (F/Mktg/02/01)
3	Comments are received from ROs and are considered for finalization of the annual sale targets for each region.	Head(Mktg)	Order acceptance letter.



Approved by:

**Procedure for Assessment of
Seed demand/target
fixation/market survey/price
fixation**

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4	Receipt of Proposal for fixation of Sale Price.		Order summary sheet.
	Proposal for fixation of sale price is sent by RO including crops/varieties and their prices required. The proposal is based on: a) Sale prices fixed by SSC b) Quantity of seeds available with pvt.parties and the prices fixed by them.	RM	Proposal for sale price fixation.
5	Fixation of Sale Price is done based on prices fixed by SSC/market demand, seasonwise		
	It is done based on fixed parameters as per costing sheet for all crops/varieties region wise.	RM	Format for proposal for price fixation (F/Mktg/02/02.
6	The estimate of sale price is submitted to pricing committee comprising Head(P),Head(M) & Head(F). The Committee recommends the sale price	Pricing Committees	Sale price proposals.
7	Finalized sale price is circulated to the concerned regional office.	Head(Mktg)/ Head (Prodn)	Regionwise circulars.
8	If the sale price is construed to be on higher side, the concerned RM sends request for revision along with the justification. If the rate is lower, RM is authorized for upward revision.	RM	Request for revision along with justification
9	If justification is found correct, the revision to prices may be done and the revised sale prices are sent to the concerned RO.	Pricing Committee/CMD	Price revision letter
10	Monitoring of achievement of sale targets.		
11	Against the quarterly targets, monthly sale reports are received from ROs and the performance is assessed. Letters are sent/meetings are held to inform the deficient performance of region and the required improvement is monitored.	Head(Mktg)	Quarterly targets monthly stock/sale reports.



Approved by:

**Procedure for Assessment of
Seed demand/target
fixation/market survey/price
fixation**

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	There may be a need for correction of sale prices based on market conditions, climate conditions like surplus availability of seeds, lower rates by the competitors, reduced demand etc. The request for revision of sale price is sent to HO for approval during the season, if required.	Pricing committee/CMD	Proposal for clearance sale/price discount
12	Based on the merit of the case, revised cost sheet is prepared considering factors such as material holding cost, salvage value etc. Approval of CMD/Board is taken as per schedule of powers.	Price Fixation Committee/CMD	HO Approval
13	The approval is forwarded to concerned RM for further action.	Head (Mktg)	Approval forwarding letter

 <p>Approved by:</p>	<p>Quality Plan of assessment of seed demand/target fixation/market survey/price fixation</p>	<p>Doc. No. QP-Mkt../02 Issue No. 02 Page: 01 of 03 Page Rev. No.: 00 Effective Date:</p>
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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
1	Assessment of seed demand.	Information for review.	<ul style="list-style-type: none"> Last three years sales performance. Sales projections by January end each year by RO. Future crop demand/target. Estimated stock of competitor. (If details are available) Target date for receipt of information at HO. Sales demand to be reviewed in the specified format. 	Head (Mktg)	Regular on completion of activity.	
2 to 4	Preparation of draft/target sale and finalization.	<p>Target date for preparation of sales target.</p> <p>Target date for finalization of sales target.</p> <p>Last date of receipt of comments.</p>	<ul style="list-style-type: none"> 15 February of each year. February end. 31st March 	-do-	-do-	Target is sent to production for organizing production programme

 <p>Approved by:</p>	<p>Quality Plan of assessment of seed demand/target fixation/market survey/price fixation</p>	<p>Doc. No. QP-Mkt../02 Issue No. 02 Page: 02 of 03 Page Rev. No.: 00 Effective Date:</p>
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5 to 7	Fixation of sale price and its circulation	Criteria for fixation.	<ul style="list-style-type: none"> • Following key issues to be considered. • Procurement price. • Processing charges. • Cost of packing material, certification, treatment material. • Transportation costs. • Storage cost. • Obsolescence/loss and other selling expenses. 	-do-	-do-	
		<p>Target dates for price fixation.</p> <p>a. Proposal by RM to HO.(within 10 days from date of fixation of sale price by SSCs)</p> <p>b. Recommendations of Pricing Committee at Ho.</p> <p>c. CMD's approval and circulation to ROs.</p>	<p>Rabi Summer Kharif</p> <p>Latest by 20th Sept Latest by 5th February Latest by 20th April</p> <p>Within 10 days of receipt.</p> <p>Within 3 days of recommendations.</p>	<p>RM</p> <p>Head (Mktg)/ Pricing Committee</p> <p>Head (Mktg)/CMD</p>		

 <p>Approved by:</p>	<p>Quality Plan of assessment of seed demand/target fixation/market survey/price fixation</p>	<p>Doc. No. QP-Mkt../02 Issue No. 02 Page: 03 of 03 Page Rev. No.: 00 Effective Date:</p>
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8	Request for revision for decrease in sale price.	Minimum information required for revision of sale price.	<ul style="list-style-type: none"> • Own fixed sale price. • Sales price revised by SSC, private competitors, current market rate. • Climatic factors like rains, hailstorm, drought etc. • Availability of seed quality, demand status of variety and quantity 	RM	-do-	
11 & 12	Correction in sale price and approval.	Condition under which permissible. Consideration of issue for revision. Criteria.	<ul style="list-style-type: none"> • Forwarding of letter by RO indicating as applicable, NSC price Vs.market rate. • Technical justification like climate variation, issues, seed condition, demand of seed. • Cost of purchase, transportation stocking of seed. • Sale price expected. • Holding cost and salvage value of seed if not sold. • Normally the cost should not be less than estimated expenditure. • If sales is to be done at loss, approval of Board is required otherwise approval by CMD. 	Price Fixation Committee.	-do-	

 <p>Approved by:</p>	Certificate of Physical Examination	Doc. No.F/Mktg./07/ 16 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:
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S.No.

SUBUNIT :

Crop/Variety _____

Date of receipt of seed _____

Lot No. _____

Date of inspection _____

Date of actual dispatch _____

Total quantity received _____ Kgs.
 _____ Bags

From where received _____

C.R. Note No. _____ Dated _____

A Condition of the bags _____

B Condition of seed _____

C Does the seed require _____

(1) Fumigation? _____

Date of fumigation _____

(2) Drying? _____

Date of Drying _____

(3) Recleaning/ Processing _____

Date of recleaning _____

Incharge Seeds Store

Inspecting Officer

Date _____

Name _____

Designation _____

Copy to: The Chief: QC, HO, NSC, New Delhi-12

 <p>Approved by:</p>	Certificate of Physical Inspection	Doc. No.F/Mktg./07/ 15 Issue No. 02 Page No.1of 1 Page Rev. No. 00 Effective Date:
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SR/MT/NOTE _____ Date _____

Sl.No. _____ Location of Stock _____ Date of Inspection _____ Destination _____


Sr.No	Crop/Variety	Lot No.	Germination %	Moisture %	Date of Test	Quantity Supplied	Condition of bags/packets	No. of bags/packets inspected

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Is there any insect & weevil damage? 2. Is there any mold or fungus infestation? 3. Are thee any discolored and/or sprouted seeds? | <ol style="list-style-type: none"> 4. Chemical used for fumigation 5. Date of last fumigation. 6. Any special treatment needed before dispatch
(reprocessing, recleaning, treating, drying, repacking etc.) |
|---|--|

C.c. to Quality Control NSC New Delhi-110012

Date _____

INSPECTING OFFICER

 <p>Approved by:</p>	<p>Goods Receipt Note</p>	<p>Doc. No.F/Mktg./07/03 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:</p>
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Name of Unit

Name of Suppliers Dated.....

DESCRIPTION	Quantity	Store L.F.	Order No. & Date	Cost	Rly./Ship Freight	Cartage	Misc.Charges including Custom Duty	Total Cost

Goods inspected by

Received by Store Keeper

Supplier's Invoice/Bill No ----- Paid Vide Cash Vr. No.-----Dated -----

Accountant



Approved by:

Display Board

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Effective Date:

(As on _____)

Subunit _____

Store _____

Crop	Variety	Packing size	Quantity	Rate(Rs)

 <p>Approved by:</p>	<p>Cash Sales Statement</p>	<p>Doc. No.F/Mktg./07/08 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:</p>
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No.

UNIT

CASH SALES STATEMENT FROMTO

S.No.	Crop / Variety	Quantity Sold	Cash Memo No. & Date	Cost		Sales Tax		Total		Remarks
1	2	3	4	5	6	7	8	9	10	11

(Signature)

 <p>Approved by:</p>	<p>Return Note</p>	<p>Doc. No.F/Mktg./07/09 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:</p>
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No.

Name of Unit

Date:

From whom Received	Lot/Code	Description of Store	Quantity	Amount	Remarks by Inspecting Officer

Received by

Store Keeper

Store Led. Folio.....



Approved by:

Format of Bill

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Bill No.

Date of Issue

Quote reference to Bill No. in
correspondence

Original invoice dispatched to
Consignee

To -----

Reference Your -----Order No.-----Dated -----the following seed/store
have been supplied to you vide Registered Postal Parcel/V.P.P./LR/RR No. -----
dated -----

Lot/Code	Description	Quantity	Rate	Amount	
		(Kg)	(Rs./Kg)	Rs.	P.

Sales Tax /Vat
Freight
Packing & Forwarding
Total Rs.

To
.....
(Name & address of the consignee)

1. Remittance charges on cheques /Bank/Drafts to be borne by Purchaser.
2. Goods once sold are not returnable.
3. All disputes shall be settled in Delhi Jurisdiction.



Approved by:

Format of Cash Receipt

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Effective Date:

Receipt No. _____

Date: _____

Received with thanks from _____

a sum of Rs. _____ (Rupees _____


_____) by Cash/Cheque/DD No. _____ Dated _____

on account of _____

Cashier

Note: Cheque and Drafts are subject to realization

A.M./Accounts Officer (C)

 <p>Approved by:</p>	<p>Format of Gate Pass</p>	<p>Doc. No.F/Mktg./07/12 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:</p>
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No.

Date:


Shriis authorized to take the following items out of store premises:

S.No.	DESCRIPTION	Qty.	Remarks

Signature of

Person taking out the stores

Officer In-charge

 Approved by:	Inter-unit Material Transfer Note	Doc. No.F/Mktg./07/02 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:
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MT NOTE NO. _____
 CONSIGNOR UNIT _____ CODE _____ REGION _____ Date of dispatch _____
 CONSIGNEE UNIT _____ CODE _____ REGION _____ Expected date of delivery _____

Mode of dispatch : Post/Rail/Air/Road Freight _____ To pay/paid/ to be billed _____ Amount (Rs) _____
 AWB/RR/CN/LR NO. _____ dated _____ Truck No/wagon No _____ Transporter _____
 Gross Weight(as per LR/RR) _____ Dharamkanta Receipt No. _____ Date _____
 Despatch instruction No. _____ Dated _____ from HO/RO _____

To be filled in by consignee unit								To be filled in by consignor unit					
Descripti on with Lot No. etc.	Category (B/F/C/TL)	Quantity (Kg)	Cost Ex plant (QtyXRate as per item7)	Notional income (QtyX NIS)	First movem ent Frieght	Total cost (Rs)	L F	Date of Receipt	Actual Qty. receiv-ed	Qty. received short	Qty. received in excess	LF	Remark s
1	2	3	4	5	6	7	8	9	10	11	12	13	14

Dharamkanta Receipt No. _____ dt. _____ weight _____

COST SHEET							
Procurement Price	Processing Cost	Treatment Cost	Packing Cost	Certification Expenses	Local Movement	Total Expenditure P.P.	Notional Income Billing(NIB)(% on 1)
1	2	3	4	5	6	7	8


Document Distribution	Consignor	Consignee
First copy	Consignee with CPI	O/C
Second copy	Consignee (O/C)	Consignor with CPE
Third copy	Consignee	For accounting (RO)
Fourth copy	For accounting (RO)	
Fifth copy	O/C	

Refer slab chart
Store Keeper

Store Officer/AAO/AM

Received above material
Store Keeper

Store Officer/AAO/AM

 Approved by:	Intra-unit Material Transfer Note	Doc. No.F/Mktg./07/01 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:
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MT NOTE NO. _____

CONSIGNOR UNIT _____ CODE _____ REGION _____ Date of dispatch _____
 CONSIGNEE UNIT _____ CODE _____ REGION _____ Expected date of delivery _____

Mode of dispatch : Post/Rail/Air/Road Freight _____ To pay/paid/ to be billed _____ Amount (Rs) _____
 AWB/RR/CN/LR NO. _____ dated _____ Truck No/wagon No _____ Transporter _____
 Gross Weight(as per LR/RR) _____ Dharamkanta Receipt No. _____ Date _____
 Despatch instruction No. _____ Dated _____ from HO/RO _____

To be filled in by consignee unit								To be filled in by consignor unit					
Descripti on with Lot No. etc.	Category (B/F/C/TL)	Quantity (Kg)	Cost Ex plant (QtyXRate as per item7)	Notional income (QtyX NIS)	First movem ent Frieght	Total cost (Rs)	L F	Date of Receipt	Actual Qty. receiv-ed	Qty. received short	Qty. received in excess	LF	Remark s
1	2	3	4	5	6	7	8	9	10	11	12	13	14

Dharamkanta Receipt No. _____ dt. _____ weight _____

COST SHEET							
Procurement Price	Processing Cost	Treatment Cost	Packing Cost	Certification Expenses	Local Movement	Total Expenditure P.P.	Notional Income Billing(NIB)(% on 1)
1	2	3	4	5	6	7	8

Document Distribution	Consignor	Consignee
First copy	Consignee with CPI	O/C
Second copy	Consignee (O/C)	Consignor with CPE
Third copy	Consignee	For accounting (RO)
Fourth copy	For accounting (RO)	
Fifth copy	O/C	

Refer slab chart

Received above material

Store Keeper

Store Officer/AAO/AM

Store Keeper

Store Officer/AAO/AM



Approved by:

**Procedure for sale, billing and
Stock Maintenance**

**Doc. No.P/Mktg./07
Issue No. 02
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1. **Purpose:** To establish and operate a system for sale, billing, realization and stock maintenance
2. **Scope :** Applicable to all crops/varieties being sold by NSC.
3. **Overall responsibility:** Head (Marketing)
4. **Procedure**

S.No.	Activity / Description	Responsibility	Ref. Documents/ Records
1.	Receipt of seed in the store and entry in the ledger through IDP note. Material Transfer Note from within, inter-unit T inward or GR note	Store Incharge	IDP format: F/Prodn/03/12 MT Note: F/Mktg/07/01 F/Mktg/07/02 GR Note: F/Mktg/07/03
2.	Receipt of GSP, IP and MRP for different seeds	RM/GM(M)/CM D	Pricing circular
3	Display of availability of stock on daily basis	Counter in-charge	Display Board F/Mktg/07/04
A	Cash Sale		
1	Receipt of seed from store for sale at sale-counter through Store Requisition and entry in ledger	Counter in-charge	SR Format: F/Mktg/07/05 Store Ledger F/Mktg/07/06
2	Sale of Seed on GSP Rate through Cash memo based on quantity sold	Counter in-charge	Cash-memo F/ Mktg/07/07
3	Cash is received and deposited in Bank and entry is made in the cash book	Counter in-charge	
4	Preparation of cash sale statement	Counter in-charge	Cash sale statement F/ Mktg/07/08
5	Seed remaining unsold at sale counter is returned to the store by issuing Return note	Counter in-charge	Return note: F/ Mktg/07/09
B	Dealer sale		
1	Sale to dealer on IP rate by issuing SR and Bill and CR	Sale in-charge/ Store incharge	SR format: Bill format: F/ Mktg/07/10 CR format: F/ Mktg/07/11



Approved by:

**Procedure for sale, billing and
Stock Maintenance**

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2	Delivery of Material and issue of gate pass indicating SR no.	Store Incharge	Gate pass: F/ Mktg/07/12
3	Entry is made into ledger	Store keeper	Ledger format:
4	Preparation of sales statement through bills	Sale in-charge	F/Mktg/07/13
C	Government sale		
1	Receipt of Government order directly at subunit or through RO and HO	Area Manager	
2	Recording of orders in the Order Receipt Register	Area Manager	Order Register: F/Mktg/07/14
3	Billing is done either on GSP rate or as decided by RO/HO. SR and CR is issued.	Sales Incharge	Bill format: Pricing circular
4	Material is delivered and gate pass is issued giving SR no	Store keeper	Gate Pass
5	Entry is made into store ledger	Store Keeper	Store Ledger
6	Preparation of statement of sales through bills	Area Manager	F/Mktg/07/13
D	Material is sent to the other units through Material transfer note for intra/ inter-unit transfer and entry is made in the ledger	Incharge of consignee	MT Note
E	Preparation of Certificate of Physical Inspection (CPI) to accompany transfer note. Similarly on receiving the material inspection shall be conducted and Certificate of Physical Examination (CPE) shall be prepared	Incharge of consignee and consignor unit	CPI Format: F/Mktg//15 CPE Format: F/Mktg//16
F	Preparation and submission of quarterly statement on consignments dispatched and consignments received to HO for reconciliation.	Incharge of consignee and consignor unit	F/Mktg/07/17 and F/Mktg/07/18
G	Preparation of Statement showing valuation of seed transferred to other unit/ region consignee wise. This statement is used to evaluate the profitability of unit	AM	Seed Valuation F/Mktg./07/19

 <p>Approved by:</p>	<p>Quality Plan for sale, billing and Stock Maintenance</p>	<p>Doc. No. QP-Mktg./07 Issue No. 02 Page: 01 of 02 Page Rev. No.: 00 Effective Date:</p>
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S.No	Activity	Control Parameters	Control exercised & responsibilities	Responsibility of Review/ Monitoring	Freq. of monitoring & records, if any.	Remarks
A2, B1	Display of Stock	Content of Display Board	All the available varieties shall be displayed along with the quantity and latest rate as communicated by HO in specified format.	Sale Incharge	Fortnightly	
A4	Deposition of cash in Bank	Time for deposition of cash in bank	The cash received at sale counter shall be deposited in the bank on or before the next working day of the sale made by the sales incharge.	Area Manager	Fortnightly	
A5, B5, C5	Preparation of cash sales statement	Time for preparation of cash sale statement	The sales statement shall be prepared within first week of every month for the previous month. In case of cash sale, daily entry shall be made in the format and shall be sent to RO/HO.	Area Manager	Monthly	
D	Preparation of Material Transfer Note	Time for preparation of Material Transfer Note	The Material Transfer Note shall be prepared while sending the material.	Area Manager	Monthly	
E	Preparation of CPI&CPE	Time for preparation of CPI&CPE	CPI shall be prepared while sending the material & CPE shall be prepared within three days of receipt of material	Area Manager	Monthly	
F	Preparation &	Time of Preparation &	Statement shall be prepared in the first week of the preceding six month.	Area Manager	Half yearly	

 <p>Approved by:</p>	<p>Quality Plan for sale, billing and Stock Maintenance</p>	<p>Doc. No. QP-Mktg./07 Issue No. 02 Page: 02 of 02 Page Rev. No.: 00 Effective Date:</p>
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	submission of quarterly statement	submission of quarterly statement				
G	Preparation of Statement of valuation	Time of preparation of statement	Statement shall be prepared in the first week of the preceding quarter.	Area Manager	Quarterly	

 <p>Approved by:</p>	<p>Statement of consignment Dispatched</p>	<p>Doc. No.F/Mktg./07/18 Issue No. 02 Page No.1 of 1 Page Rev. No. 00 Effective Date:</p>
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Area Office _____
R.O. _____

PARTICULARS OF CONSIGNMENTS DESPATCHED FOR THE QUARTER ENDING _____

Sl. No.	MT No. & Date	Name of Consignee	Dt. of Dispatch	Particulars of goods					Mode of dispatch	Dt. of Acknowledgment
				Crop Variety	Quantity	Ex-processing plant cost	Notional Income	Total Transfer price (7+8)		
1	2	3	4	5	6	7	8	9	10	11

(Signature)



Approved by:

Statement of consignment received

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Area Office _____

PARTICULARS OF CONSIGNMENT RECEIVED FOR THE QUARTER ENDING _____

Sl.No.	Name of Consigner	MT Note No. & Date	Dt. of Dispatch by consigner	Date of Receipt of goods	Stock Ledger Folio No.	Particulars of goods					Mode of Transport	Dt. of Acknowledgement
						Crop Variety	Qty.	Ex-processing plant cost	Notional Expenses	Total Transfer price (9+10)		
1	2	3	4	5	6	7	8	9	10	11	12	11



Approved by:

**Statement of Valuation of Seed Transferred
to other Regions**

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(To be prepared consignee-wise)

Region _____ Subunit. _____

Sl. No	Name of the Crop	Name of Consignee	MT Note No. & Date	Qty. Recd.	Transferred	Procurement Price (Rs. per Qtl/per Kg.)	Standard cost (Pkg. Cert./ Proc. local transportation)	Notional Income (Rs. per qtl/kg.)	Gross price (Rs. per qtl/kg.) 6+7+8	Ex-plant price per qtl/per kg. 6+7	Total ex-plant price 10x5	Total Notional income of seed under transfer 8x5	Total gross price of seed under transfer 9x5
1	2	3	4	5	6	7	8	9	10	11	12	13	14

(Signature)

 <p>Approved by : MR</p>	Format For Request for change	DOC : F/MR/01/02 Issue No. : 02 Page 1 of 1 Page Rev No. : 00 Effective Date :
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1. **Name & Designation of initiator :**
2. **Doc. No. & page No. in which change is required:** P/Mktg/01
3. **Details of changes required:**

S.No.	Section/clause	New/replacement Text required (write or annex)	Reasons for request	Remarks
1	Direct orders: Direct orders from various offshoots of the State Government are received in the form of letters/faxes.	Direct orders: Direct orders from various Deptts as per scope received in the form of letters/faxes, E-mail or any mode of communication.	To make it clear to cover all the departments and all mode of communication	Nil

(Sign & Date)

Review & comments of MR:

(Sign & Date)

Review & comments of approving authority:



Approved by : MR

Format For
Request for change

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(Sign & Date)