

# **MARKETING DIVISION**

## **1. Sr. General Manager (Marketing)**

### **Strategic and Monitoring Role:**

#### **(i) Planning**

- a) Finalization of Sales and Marketing Plan.
- b) Finalization of Region wise Sales and Marketing activity schedule.
- c) Ensuring that necessary arrangements for timely and efficient disposal of seed stock and other Farm produce, at the best possible prices with reduced marketing costs, are in place.
- d) Continuous monitoring of the stock position of agricultural produce at the various farms and Growers with the object of ensuring that unreasonable over stocking does not take place and that the produce continues to be disposed off quickly in the best interests of the corporation.
- e) Extending all possible help and guidance to Farm Management for speedy disposal of seeds and other produce at the best possible prices.
- f) Orient the whole marketing division and Farm management towards establishing the NSC as a brand and employ the resources available towards achieving the revenue targets.
- g) Sales promotion and publicity activities for developing brand loyalty.
- h) To reduce the inventory level so that commercial sale is minimized.
- i) To improve and ensure proper dealer network.
- j) Development of handling/transportation network.
- k) Market forecasting and demand management.
- l) Budgeting in respect of marketing dept.

#### **(ii) Supervision of Sales and Marketing activities**

- a) To visit the Farms and ROs regularly and supervise the arrangements for profitable disposal of the produce lying un-disposed.
- b) Monthly Stock reconciliation and evaluation of Sales and Marketing activities against the targets fixed.
- c) Maintain statistics of the market rates of agricultural commodities prevalent from time to time in the Mandis of the district in which NSC Farms are situated or Growers program is undertaken.
- d) Maintain statistics relating to the quantities of produce disposed off by various Farms from time to time and the prices fetched for those quantities.

**(iii) Problem Solving/Coordination**

- a) Keeping abreast with latest research in the country and guide the Farms with a view to increase their viability.
- b) Communicating and proper coordination with the Farm Heads and their immediate deputies with regard to any technical matter and updating Functional Director and CMD, as may be specified, regarding any important point coming to his notice or consulting them before issuing any important instructions to the Farms.

**(iv) Creation of Facilities and Provision**

- a) Lay down and oversee the policy and procedures relating to the marketing of the produce and the disposal of carry over stock from the previous year.
- b) Developing Dealers Network, Sales Outlets, Marketing avenues and liaison with the departments of Agriculture in the various states as well as the cooperative organizations of the states responsible for distribution of seed in the state concerned.
- c) Ensuring the availability of required inputs like packing material, labels etc. and transport facilities.

**(v) Ensuring Manpower availability**

- a) Half yearly review of manpower to efficiently support the activities of Marketing Deptt.
- b) Making general assessment of the manpower requirements for his area of responsibility and taking timely steps to notify and pursue the occurrence of vacancies.

**(vi) Client Relationship & Brand Projection**

- a) Meeting with customers and dealers to receive their feedback about quality of seeds or any other matter i.e. deficiency in products or services rendered by the Corporation.
- b) Devising appropriate strategy for establishment the Brand Image of the products of NSC.

**(vii) Miscellaneous**

- a) Keeping abreast with latest trends in seed packaging, pricing, advertising and supply chain management and guiding the Farm Management and the Region Marketing Offices accordingly.
- b) Making suggestions to Farm Management and Regional Marketing Managers (Undertaking Growers Program) to suggest growing of such

crops as are likely to give greater income as compared to crops which may not be giving adequate returns.

- c) He should ensure that continuous market surveys are carried out by the management for the commodities produced and to be produced to ensure that the corporation is able to sell its produce without much of difficulty.
- d) He will also explore the possibilities for export of seed.
- e) Effective coordination and liaison with State Agriculture Departments, State Seeds Corporations/Cooperatives, concerned Departments of Central & State Governments regarding marketing activities.
- f) This charter of duties does not take away or modify any of the existing duties of the GM (Marketing) with regard to disposal of agricultural produce.
- g) To carry out any other duties as may be assigned by Management from time to time.
- h) To carry out any other duties as may be assigned by Management from time to time.

### **Calendar of activities**

<b>Sl. No.</b>	<b>Activities</b>	<b>Targets</b>
	<p><b>Finalization of Corporation Sales and Marketing Plan:</b>            (The Corporate Marketing Plan, which will be based on the past trends of demand, existing indents, market intelligence and pre-sales networking, will form a major reference point for preparation of seed production plan. A copy of this plan should go to GM (Production) for planning production activities. The plan is to be prepared on rolling pattern (for the current year and for next two years).</p>	15 <sup>th</sup> December
	<p><b>Finalization of Region wise Sales and Marketing Activity schedule:</b>            (This activity schedule will describe the region wise and season wise calendar of all the pre-sales, sales and post sales activities, promotion activities and brand building activities).</p>	31 <sup>st</sup> December
	<p><b>Finalization of long term and short term budget for the Marketing Division:</b>            (The budgets will cover all the activities pertaining to sales and marketing covering Central State Farms, Regional Marketing Offices and Local Marketing Offices. Copy of the budget should go to GM (F&amp;A).</p>	15 <sup>th</sup> March
	<p><b>Monthly Stock reconciliation/Physical verification of seed stock</b></p>	At the end of every month

	<b>Meetings with customers:</b> (To receive and record their feedback regarding availability and Quality of seeds.	At least once before each sowing season.
	<b>Meetings with Dealers:</b> (To fine tune the marketing activities for next sowing season).	At least one month before each sowing season.
	<b>Review of Manpower:</b> (To carry out the activities of Marketing Department at HQ as well as at Regional Marketing Offices/Local Marketing Offices).	30 <sup>th</sup> June & 31 <sup>st</sup> December
	<b>Preparation of Training Program:</b> (The Training program should focus on enhancing the skills of the employees engaged in Sales/Marketing and Soft skills. The input for Training Needs should be taken from the past year's Performance Appraisal Reports of the individuals).	30 <sup>th</sup> June
	<b>Periodical assessment of the overall functioning of each segment of the marketing division:</b> (The approach to this activity may be similar to the Quarterly results preparation by the companies. The performance of each unit should be mapped against the targets assigned. The Assessment reports should go to each Regional Manager and Farm Director).	At the end of each season
	<b>Report with analysis on all activities undertaken during the year:</b> (The report should describe the targets achieved, shortfall, reasons thereof, deviations if any, market trends and future outlook etc. The inputs must be prepared from the perspective of declaration in the Annual Report).	31 <sup>st</sup> July

**Performance Indicators:**

Sl. No.	Indicator
1.	Disposal of Stocks (in absolute terms/in percentage)

2.	Decrease in inventory levels (in absolute terms/in percentage)
3.	Achieving the Revenue Targets
4.	Increase in advance indents
5.	Increase in Market share
6.	Reduction in the level of slow moving stock
7.	Adoption of new technologies in packing, advertising etc.
8.	Cost optimization in operations and/or inputs
9.	Increase in cash sales/reduction in sundry/debtors
10.	Meeting corporate social responsibility targets
11.	Improvement in customer satisfaction and employees morals

**Key Result Areas:**

- a) Achievement of sales targets – sold quantities – crop wise.
- b) Reduction in inventory levels.
- c) Increase in cash sales/reduction in sundry debtors – sold value – crop wise.
- d) Increase in dealers network/market share
- e) Finding new avenues for marketing of products.
- f) Establishing new sources of revenue for the Corporation.
- g) Meeting MoU targets of Marketing Department.
- h) Implementation of ISO Manuals.
- i) Economy in marketing costs.
- j) Assessment in demands for all seasons.
- k) Updation of stocks and sales – timely updation of MIS.
- l) Extent of arrangements made for getting subsidy and its distribution.
- m) Distribution channel management – number of new channels explored.
- n) Monitoring of seed banks.
- o) Effectiveness of liasioning with concerned authorities.

## **2. Additional General Manager (Marketing)/Deputy General Manager (Marketing)**

### **Strategic and Monitoring Role:**

In the absence of a regular GM (Marketing), the senior most functionary in Marketing Department among the above levels may be required to perform all duties/functions assigned to GM (Marketing).

#### **(i) Planning**

- a) To assist GM (Mktg.) in finalization of Sales and Marketing Plan.
- b) To assist GM (Mktg.) in finalization of Region wise Sales and Marketing activity schedule.
- c) To assist GM (Mktg.) in ensuring that necessary arrangements for timely and efficient disposal of seed stock and other Farm produce, at the best possible prices, are in place.
- d) Continuous monitoring of the stock position of agricultural produce at the various Farms and Growers with the object of ensuring that unreasonable over stocking does not take place and that the produce continues to be disposed off quickly in the best interests of the Corporation.
- e) Extending all possible help and guidance to Farm Management for speedy disposal of seeds and other produce at the best possible prices.
- f) Orient the whole marketing division and Farm management towards establishment the NSC as a brand and employ the resources available towards achieving the revenue targets.

#### **(ii) Supervision of Sales and Marketing activities:**

- a) To visit the Farms and RMOs regularly and supervise the arrangements for profitable disposal of the produce lying un-disposed.
- b) Monthly Stock reconciliation and evaluation of Sales and Marketing activities against the targets fixed.
- c) Maintain statistics of the market rates of agricultural commodities prevalent from time to time in the Mandis of the district in which NSC Farms are situated or Growers program is undertaken.
- d) Maintain statistics relating to the quantities of produce disposed off by various Farms from time to time and the prices fetched for those quantities.

**(iii) Problem Solving/Coordination**

- a) Keeping abreast with latest research in the country and guide the Farms with a view to increase their viability.
- b) Communicating and proper coordination with the Farm Heads and their immediate deputies with regard to any technical matter and updating GM (Mktg.) regarding any important point coming to his notice or consulting him before issuing any important instructions to the Farms.
- c) To coordinate with other Heads of Departments, Farm Heads and Regional Marketing Officers with respect to the activities related to Marketing Deptt.

**(iv) Creation of Facilities and Provisions**

- a) Overseeing the policy and procedures relating to the marketing of the produce and the disposal of carry over stock from the previous years.
- b) Developing Dealers Network, Sales Outlets, Marketing avenues and liaison with the departments of Agriculture in the various states as well as the cooperative organizations of the states responsible for distribution of seed in the state concerned.
- c) Ensuring the availability of required inputs like packing material, labels etc. and transport facilities.

**(v) Client Relationship & Brand Projection**

- a) Meeting with customers and dealers to receive their feedback about quality of seeds or any other matter i.e. deficiency in products or services rendered by the Corporation.
- b) Devising appropriate strategy for establishing the Brand Image of the products of NSC.

**(vi) Miscellaneous**

- a) Keeping abreast with latest trends in seed packaging, pricing, advertising and supply chain management and guiding the Farm Management and the Regional Marketing Offices accordingly.
- b) Making suggestions to Farm Management and Regional Marketing Managers (Undertaking Growers Program) to suggest growing of such crops as are likely to give greater income as compared to crops which may not be giving adequate returns.
- c) He should ensure that continuous market surveys are carried out by the management for the commodities produced and to be produced to ensure that the corporation is able to sell its produce without much of difficulty.
- d) He will also explore the possibilities for export of seed.
- e) Effective coordination and liaison with State Agriculture Departments, State Seeds Corporations/Cooperatives, concerned Departments of Central & State Governments regarding marketing activities.

- f) Half yearly review of manpower to efficiently support the activities of Marketing Deptt.
- g) Making general assessment of the manpower requirements for his area of responsibility and taking timely steps to notify and pursue the occurrence of vacancies.
- h) To assist GM (Mktg.) in selection of varieties and quantities to be produced keeping in view the marketability of the same in various states.
- i) He will also ensure that all the replies to the auditors/CAG are submitted in time.
- j) This charter of duties does not take away or modify any of his existing duties with regard to disposal of agricultural produce.
- k) To carry out any other duties as may be assigned by Management from time to time.
- l) **Performance indicators:**

Sl. No.	Indicator
1.	Disposal of Stocks (in absolute terms/in percentage)
2.	Decrease in inventory levels (in absolute terms/in percentage)
3.	Achieving the Revenue Targets
4.	Increase in advance indents
5.	Increase in Market share
6.	Reduction in the level of slow moving stock
7.	Adoption of new technologies in packing, advertising etc.
8.	Cost optimization in operations and/or inputs
9.	Increase in cash sales/reduction in sundry debtors
10.	Meeting corporate social responsibility targets
11.	Improvement in customer satisfaction and employees morals

**Key Result Areas:**

- (a) Achievement of sales targets – sold quantities – crop wise.
- (b) Reduction in inventory levels
- (c) Increase in cash sales/reduction in sundry debtors – sold value – crop wise.
- (d) Increase in dealers network/market share.
- (e) Finding new avenues for marketing of products.
- (f) Establishing new sources of revenue for the Corporation.
- (g) Meeting MoU targets of Marketing Department.
- (h) Implementation of ISO Manuals.
- (i) Economy in marketing costs.
- (j) Assessment of demands for all seasons.
- (k) Updation of stocks and sales – timely updation of MIS.
- (l) Extent of arrangements made for getting subsidy and its distribution.
- (m) Distribution channel management – number of new channels explored.
- (n) Monitoring of seed banks.
- (o) Effectiveness of liaisoning with concerned authorities.



### **3. Assistant General Manager (Marketing)**

#### **Strategic and Monitoring Role:**

**(i) Planning:**

- a) To assist GM (Mktg.) in sales & Marketing plan.
- b) Monitoring of Region wise/State wise Marketing activities.
- c) To assist GM (Mktg.) in disposal of Farm produce.
- d) Extending necessary help and guidance to Farm/ROs for disposal of seed & to maintain proper stock of packing material etc.
- e) To raise the claims pertaining to subsidies to be claimed from Govt. of India/State Govt. as per the directives given by the Corporate Office/Govt. of India/State Govt.

**(ii) Supervision of Sales and Marketing activities:**

To act as per the directions given by the GM (Mktg.) for supervision of sales & marketing activities of the Corporation.

**(iii) Creation of Facilities and Provision:**

To assist GM (Mktg.) in development of new markets by involving the Regional Offices at the Grass route level.

**(iv) Client Relationship:**

Meeting with customers & dealers to receive their feedback about quality of seeds or any other matter i.e. deficiency in products or services rendered by the Corporation.

**(v) Miscellaneous:**

- a) To keep the GM (Mktg.) updated with competitor activities. Suggest regarding the packing, pricing & advt. Matters to be taken up by the Corporation so that the Corporation may keep as increasing the Marketing share.
- b) To assist GM (Mktg.) in selection of varieties and quantity to be produced keeping in view the marketability of the same in various States.
- c) Ensuring that Region wise sales and marketing activities takes place as per plan. Any deviation or exception is to be reported to the GM (Mktg.) promptly.
- d) Maintaining close contact with the Dealers network and the various Farms and Growers with the object of ensuring speedy and timely disposal of the seed stock in the best interest of the Corporation.
- e) Enhancing and strengthening the dealers' network by providing suitable incentives to the deserving candidates for their performance.

- f) Devising the appropriate promotional activities in consultation with GM (Mktg.) for establishing the NSC as a popular brand.
- g) To conduct the required marketing research activities.
- h) Responsible for maintaining the best possible relations with the customers by quickly responding to their needs and by speedily solving any problem they face.
- i) To assist Head of Deptt. in sales and marketing activities.
- j) This charter of duties does not take away or modify any of the existing duties with regard to his sphere of activities.
- k) To carry and such other activities to be assigned by GM (Mktg.) & Management from time to time.

**Performance Indicators/Key Result Areas:**

1. Improvement shown in the planning of Marketing and Promotional activities of the Corporation.
2. Enhancement in Dealers Network.
3. Comparatively better performance by the Dealers Network.
4. Improvement in the visibility of Brand NSC.
5. Improved Customer relations and better feedback from them.
6. Meeting MoU targets of Marketing Department.

## **4. Regional Manager**

He will be Head of Regional Offices and shall be responsible for all Marketing/Sales/production/engineering and Administrative activities in connection with sale as well as production in his Region. He shall report to GM (Mktg.) Corporation Office.

- 1) Regional Manager (Mktg.) will be responsible for successful implementation of the Growers Program within his region with the help of staff of Production Deptt. Posted in the RMO.
- 2) He will also be responsible for the Seed Certification, Quality and Genetic Purity of the seed so produced under Growers Programme, with the assistance of Production staff.
- 3) Regional Manager (Mktg.) will direct all the Marketing and Branding efforts within his region.
- 4) To make liaisoning with State PSU & other Govt. agencies involved in seed.
- 5) To plan for arranging the Publicity advertisement, demonstrations etc. for promotions of NSC seed among the farmers.
- 6) To strengthen the dealer network in the States for selling of NSC seeds on cash basis.
- 7) To provide the feedback from the marketing Dealers regarding improving the quantity of seeds, new varieties in demand in order to keep the NSC brand as a leader in the market.
- 8) To keep close watch on the activities of the competitors (State/National PSUs/Pvt. Seeds producers) and forwarding of their activities to Corporate Office so that policy of the Corporation regarding sale of seed may be changed as per the need of the time.
- 9) To get in touch with the major customers of Govt. of India/State Govt./SSC etc. for managing the supply of seeds.
- 10) To assist corporate office in finalizing the quantity of seed production required for disposal during the coming seasons and to point out which varieties are to be phased out and which varieties are to be included.
- 11) To assist in finalization of sales/production budget in respect of his Region.
- 12) To finalize the movement of seed by engaging good transporters on the economical rates.
- 13) To arrange the insurance of the seed kept in Godown and open marine policy for transportation of seeds.
- 14) To raise the bills and invoices to the customers for getting the payment.
- 15) To raise the claims pertaining to subsidies to be claimed from Govt. of India/State Govt. as per the directives given by the Corporate office/Govt. of India/State Govt.
- 16) To maintain good liaison with State Seed Certification Agency.

- 17) To take legal action in realizing the money by defending the NSC interest.
- 18) He will also ensure that all the replies to the auditors/CAG are submitted in time.
- 19) He will maintain a close liaison with the NSC Farms, Custom Growers, Registered Growers, Dealers and the institutional buyers within his region.
- 20) He will keep the GM (Mktg.) informed about the latest trend in the market about seed prices, stock under his control and the prices that needs to be moved upwards/downwards as per the requirement and in the best interest of the Corporation.
- 21) He will keep the proper record of the transactions made by the Regional Office and Sales Offices under his control.
- 22) He will also assess the demand for the certified/breeder/foundation seed and keep the production division updated.
- 23) He will arrange the production of required quantity of seeds as per the targets assigned to him under the Seed Production Programme.
- 24) To keep close watch and take action for gathering Market intelligence about the activities of the competitors (State/National PSUs/Private Seed Producers) and always keep the Marketing Deptt. at Corporate Office updated through timely reporting so that marketing policies of the Corporate are updated from time to time.
- 25) He will ensure that monthly stock verification report is and other MIS reports are send to Head Office regularly and in a time bound manner.
- 26) This charter of duties does not take away or modify any of the existing duties with regard to his sphere of activities.
- 27) He has to perform any other duties assigned to him by GM (Mktg.) and Management from time to time.

**Performance indicators:**

1. Marked improvement in the Sales Performance of the Region.
2. Marked improvement in the Production Programme undertaken though Growers in his Region.
3. Successful introduction of new varieties as per the production plan.
4. Successful implementation of new commercialization and revenue earning activities assigned to him.
5. Marked improvement in the information gathering for forecasting market trends and the Market Intelligence activities.
6. Increase in Advance Indents – cash sales/reduction in sundry debtors.
7. Achievement of MoU targets.

**Key result Areas:**

- i. To ensure the targeted production through Growers Program.
- ii. To ensure that targeted sales from his region are achieved.
- iii. To ensure that there is visible enhancement in the Brand Image of the NSC.
- iv. To ensure that sufficient market intelligence is gathered to improve decision making.
- v. To ensure that the inventory of seeds is managed efficiently to avoid the overstocking.
- vi. Increase in advance indents – cash sales/reduction in sundry debtors.
- vii. Implementation of ISO Manual.

## **5. Manager (Marketing)/Assistant Manager (Marketing)**

- 1) To assist GM (Mktg.)/Dy. GM (Mktg.)/AGM (Mktg.) in the affairs related to Marketing activities.
- 2) Putting up the proposal for approval/get the rate fixed for various crops in all the seasons in consultation with GM (Mktg.) and conveying of the same to units.
- 3) Get the required information relating to inventory detail of sales etc. from various units and compilation of the same.
- 4) Scrutiny of dealer applications before putting up the same for approval.
- 5) To process the bills pertaining to purchase of seeds, bags etc.
- 6) To supervise the staff and to check whether the records are being maintained properly.
- 7) Compiling of the records and information to be provided to top management and Ministry.
- 8) To keep the details of NSC seed available at various Units and apprise the GM (Mktg.) regarding any slow moving product so that timely action may be taken for disposal.
- 9) He will put up data relating to market rates of Agriculture Commodities prevalent from time to time in the Mandis of the district in which NSC farms are situated or Growers programme is undertaken.
- 10) He will also collect data/Statistics relating to quantities of produce disposed off by various farms from time to time and the prices fetched for those quantities.
- 11) To raise the claims pertaining to subsidies to be claimed from Govt. of India/State Govt. as per the directives given by the Corporate Office/Govt. of India/State Govt.
- 12) Collect data/information about the latest trends about the agricultural commodities in the markets where produce of NSC is sold.
- 13) Review the stock condition periodically and ring the alarm bells regarding overstocking of produce or shortage of commodity in the market.
- 14) Collect and maintain the data in appropriate form for cost benefit analysis of each variety being sold in the market by NSC.
- 15) This charter of duties does not take away or modify any of the existing duties with regard to his sphere of activities.
- 16) He is to perform any other duties assigned to him by GM (Mktg.) from time to time.

**Performance indicators:**

1. Improvement in Marketing Research Activities.
2. Availability of better Market Intelligence.
3. Improvement in the MIS related to Marketing Division.
4. Improvement in the Inventory Turnover of Seed Stock.
5. Improvement Shown in the Margin on sales.
6. Efficiency shown in the Marketing and Advertising Expenditure.

## **7. Marketing Officer**

- 1) To assist GM (Mktg.)/Dy. GM (Mktg.)/AGM (Mktg.) in the affairs related to Marketing activities.
- 2) Putting up the proposal for approval to get the rate fixed for various crops in all the seasons in consultation with GM (Mktg.) and conveying of the same to units.
- 3) Get the required information relating to inventory details of sales etc. from various units and compilation of the same.
- 4) Scrutiny of dealer applications before putting up the same for approval.
- 5) To process the bills pertaining to purchase of seeds, bags etc.
- 6) To supervise the staff and to check whether the records are being maintained properly.
- 7) Compiling of the records and information to be provided to top management and Ministry.
- 8) To keep the details of NSC seed available at various Units and apprise the GM (Mktg.) regarding any slow moving product so that timely action may be taken for disposal.
- 9) He will put up data relating to market rates of Agriculture Commodities prevalent from time to time in the Mandis of the district in which NSC farms are situated or Growers programme is undertaken.
- 10) He will also collect data/Statistics relating to quantities of produce disposed off by various farms from time to time and the prices fetched for those quantities.
- 11) To raise the claims pertaining to subsidies to be claimed from Govt. of India/State Govt. as per the directives given by the Corporate Office/Govt. of India/State Govt.
- 12) This charter of duties does not take away or modify any of the existing duties with regard to his sphere of activities.
- 13) He is to perform any other duties assigned to him by GM (Mktg.) from time to time.



## **8. Assistant Officer (Mktg.) posted at Farms**

1. Ensure that the packing of the produce is done as per the stipulated norms.
2. Ensuring the availability of required inputs like packing material, labels etc. and transport facilities.
3. Ensure that the orders are booked correctly and suitable record is maintained for all the indents/orders received.
4. Ensuring the timely fulfilment of the orders with proper transportation so that the produce is not damaged in transit.
5. Ensure that all the records are maintained correctly.
6. Ensure that the periodical reports are compiled and dispatched well in time.
7. Ensuring that the dealers or the customers pay the dues within the stipulated period.
8. Ensure that communication channels with the Customers/Farmers are always open and the desired information is furnished to them on demand or from time to time.
9. Carry out monthly physical verification of stock and report any variation therein.
10. Ensuring that the seed stock is stored and transported in proper condition.
11. Ensure that the packing inputs are correctly accounted for and utilized properly.
12. Ensure that the produce is packed promptly and kept ready for dispatch, when the orders are received or any indent is pending.
13. Generate correct invoices and complete all documentation.
14. Generate payment advice from time to time and report the accounts outstanding for more than the stipulated time.
15. Maintaining the marketing related database correctly and generate and submit the MIS reports as per schedule.

16. Continuous monitoring of the stock position and prompt reporting.
17. This charter of duties does not take away or modify any of the existing duties with regard to his sphere of activities.
18. He is to perform any other duties assigned to him by GM (Mktg.).

**Performance indicators/ Key Result Areas:**

1. Improvement in the standard of packing.
2. Better utilization of packing material and the promptness with which the seeds are packed and dispatched.
3. Availability of correct and timely information about the orders/indents received.
4. Timely preparation of the reports and prompt availability of the Data/information whenever required.
5. Improvement in the collection of dues from the dealers.
6. Marked improvement in the storage and transportation of seeds.
7. Improvement shown in the MIS Reports.
8. Improvement shown in the documentation and record keeping.
9. Availability of correct Stock position at all times.
10. Regularity in carrying out the Physical Stock Verification.