



NATIONAL SEEDS CORPORATION LIMITED

DEPARTMENTAL PROCEDURES (IMS POLICY MANUAL)

MARKETING

Approved by: Head of Division(s)

Effective Date:

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 Approved by 	Format for customer Feedback Form	Doc No: F/Mktg/06/01 Issue no: 03 Page No 01 of 03 Effective Date: 28/8/25
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Feedback from user Farmer

(Please furnish feedback in the format given below)

1. Name & Address of Farmer :
2. Phone No. :
3. Holding Size and its location :
4. Crop-Variety-Class of Seed Purchased [] :
5. Purchase record- Bill / Invoice-Date:
6. Source of purchase : Dealer / Sale Counter/Others (Pl . specify)

S No	Feedback Parameter	Excellent	Very good	Good	Average	Needs improvement ** [
I	Facilities & ambience at the sale point					
II	Availability of staff/officials					
III	Competency of staff/officials					
IV	Customer relationship and handling					
V	Method of dissemination of information about the availability of seeds and its accuracy					
VI	System for delivering the seed at the sale point					
VII	Quality of seed supplied i.e. packaging, labelling, weighment, validity etc.					
VIII	Pricing of the seed					
IX	Quality of the seed					
X	Training, Field day, Meeting etc.					

**Specify the actual improvement needed

7. Suggestions (if any) :

(Signature of farmer)

Date:



Approved by

**Format for customer
Feedback Form**

Doc No: F/Mktg/06/01

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Feedback from NSC Seed Grower
(Please furnish feedback in the format given below)

1. Name & Address of Grower :
2. Production Agreement No.
3. Phone No. :
4. Holding Size and its location :
5. Crop, Variety & Class of seed purchased :
6. Source from where Parent /Foundation Seed for seed production was purchased:: (Pl . specify)

S No	Feedback Parameter	Excellent	Very good	Good	Average	Needs improvement**
I	Timely availability					
II	Quality of seed supplied i.e. packaging, labeling, weighment, validity etc.					
III	Pricing of seed					
IV	Guidance on package of practices for seed production and other varietal details					
V	Timelines and adequacy of field inspections.					
VI	Competence of the officer/staff conducting the field inspection					
VII	Timelines of processing					
VIII	Comment on processing and return of reject material					
IX	Timelines of payment against supply of seed					
X	Training, field day, meeting etc					

****Specify the actual improvement needed**

7. Suggestions (if any) :

(Signature of Grower)

Date:

 Approved by 	Format for customer Feedback Form	Doc No: F/Mktg/06/01
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Feedback from NSC Dealer
(Please furnish feedback in the format given below)

1. Name & Address of Dealer:
2. Dealership No.
3. Dealership License No.
4. Phone No. :
5. Shop Location and size :
6. Crop Variety & Class of seed Purchased :
7. Source from where purchased :

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 seed					
VI	Availability and quality of product literature					
VII	Publicity and extension services					
VIII	Customer relationship and handling					
IX	Release of dealer's discount / incentives/APD etc					
X	Conducting dealers workshop, dealers meeting and training					

**Specify the actual improvement needed

8. Suggestions (if any) :

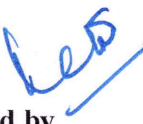
(Signature of Dealer)
Date:

 Approved by <i>[Signature]</i>	Procedure for Assessment of Customer Satisfaction	Doc No: F/Mktg/06 Issue no: 02 Page No 01 of 02 Effective Date: 28/8/25
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1. **Purpose:** To establish and operate a system for customer satisfaction assessment leading to provision of better supplies and services.
2. **Scope:** Applicable to direct customers purchasing seeds from sale counters & the dealers.
3. **Overall responsibility:** (1) RM for obtaining feedback at RO level.
 (2) Head (Mktg) for compilation & analysis at Head Office level

S. No.	Activity Description	Responsibility	Ref.Doc./ Records
A	Feed Back from dealers		
1	Feedback forms are forwarded to all dealer through Area Offices at least twice in a year	AM/RM	Customer feedback 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.	AM/RM	Summary sheet of customer feedback 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	
4	The copies of feedback forms are forwarded to RO for further compilation	AM	
5	The information is compiled year wise after the two crop season (Rabi & Kharif). Any long term corrective / preventive action needed are brought to the notice of HO/ Management review committee and suitable actions taken.	RM	Region-wise crop, season- wise review
B	Direct Feed Back from end users		
6	Suggestion book is available at every sale counter/AO. The users/ farmers can record their observations/suggestions	I/C(Sale counter) / AM	Suggestion Book
7	Suggestions received are reviewed by RM on quarterly basis and action taken on important issues	RM	Suggestion book
C	Collection of Informal Feedback		
8	Sr. Officers/Chief Executives /Sr. 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.	RM	Notes/ Communication to the concerned HOD

 Approved by <i>LS</i>	Procedure for Assessment of Customer Satisfaction	Doc No: F/Mktg/06 Issue no: 02 Page No 02 of 02 Effective Date: 28/8/25	
S. No.	Activity Description	Responsibility	Ref.Doc./ Records
D	Complaint Redressal System		
9	Every region has a nodal officer who receives the complaints from dealers, farmers etc will register the complaint and send the acknowledgement to the complainant with the complaint number	I/C-QC/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/ HoD(QC)	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 their 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 01 of 01 Effective Date: 28/8/25
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1. **Purpose:** To promote the newly released varieties and existing varieties providing better results in different Regions.
2. **Scope:** i) Newly released varieties from research station of ICAR/SAUs and other sources.
ii) Varieties providing better results in different agrological situations.
3. **Overall responsibility:** Head (Mktg) /Head (Prodn)
4. **Procedure**

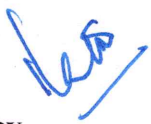
S No	Activity/Description	Responsibility	Ref. Documents/ Records
1.	Planning for field demonstrations and performance trials of new releases to identify better performing varieties	Head (Mktg)	Communication from ICAR/SAUs/other agriculture research Institutes
i	Collection / compilation of information about the newly released varieties from research stations/SAUs 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 levels.	Head (Mktg) & Head (P)	Minutes of the meeting
2	Communication to the concerned regions for procurement of planting material of new better performing varieties from breeder and arrangements for its multiplication and demonstration 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 fields and arranging demonstration of new/ existing varieties under supervision of NSC.	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.

 		Quality plan field demonstration of new/existing varieties		Doc No: QP/Mktg/03 Issue no: 02 Page No 01 of 03 Effective Date: 28/8/25		
Approved by						
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 performing varieties	Sources of information about new/better performing varieties	• ICAR/ Agri Ministry journals * Full information collected from the source institution/scientists and also its source of availability. * Arrangement made for procurement of planting material/seeds for demonstration. * A presentation on such new varieties to be made during RMs conference at HO. * List of new varieties with their essential features before each season. • SAU research papers/journals • Scientific communication/review meetings. • Literature on relevant released / notified varieties and their essential features.	HOD (M) HOD (P)	Before on set of sale season.	
2	Communication	Time for planning of new performance variety	Demo/ Trial for the new release variety/better performance variety shall be planned two months prior to start of season (i.e. Rabi, Kharif and Summer)	HoD (M) HoD (P)	Before on set of sale season.	

  Approved by	Quality plan field demonstration of new/existing varieties	Doc No: QP/Mktg/03 Issue no: 02 Page No 02 of 03 Effective Date: 28/8/25
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
3	Selection of farmer and field	Field: 1. Areas suitable for production 2. Farmers details: i. List of address of the farmers identified for demonstration. ii. Package of practices for growing variety. iii. Stage for supervision.	❖ Field shall be suitable for the variety to be demonstrated. ❖ Necessary facilities such as irrigation, soil, rainfall, crop management practices required for growing the variety shall be available. ❖ Blue book (IMSCS) for reference. ❖ Seeds Act, Seeds Rules, Seed Control Order, Notifications issued from time to time and HO circulars ❖ The farm shall be conveniently located. ❖ Orientation of the farmer for cultivation of new variety. ❖ The farmer shall be progressive and be willing to handle the job well. ❖ Supervision is required for sowing, irrigation, fertilizer uses and pest control.	RM/AM	Before on set of sale season. At the time of sowing, during crop growth, flowering and harvesting	At the time of sowing, during crop growth, flowering and harvesting

S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
4	Arrange field day	No. of field day Communication	❖ Filed day shall be conducted during any one or more of the following stages: ❖ Before flowering. ❖ At the time of peak flowering. ❖ At full fruit / ear head stage ❖ At harvesting. ❖ Filed days (date & time) shall be communicated to Gram Pradhan of the village for informing all the farmers to attend the field days.	AM	-do-	Before flowering. At flowering. At harvesting
5	Reporting	Stage of reporting and contents of reporting	Reports on the performance of crop at various stages shall include the following for new and check variety in the same demonstration field; including clear photos of the crop, plant, flowers, fruits, ear heads, seeds etc.. ❖ Vegetative stage: Plant height, no of tillers/crop health, growth etc. ❖ Flowering stage: Plant height, No of tillers/crop density days to 50% flowering, no of spikelets /productive tiller. ❖ Maturity stage: No of tillers/crop intensity, no of spikelets /tiller, duration for date of harvest maturity, total yield in cropped area, per hectare yield.	AM	Report	

  Approved by	Procedure for policy formulation/amendment for dealer development	Doc No: P/Mktg/04 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/25
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1. **Purpose:** To establish and operate a procedure for improving the business of NSC by strengthening the dealer network
2. **Scope:** Seed of all crop varieties handled throughout the country
3. **Overall responsibility:** Head (Mktg)
4. **Procedure**

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

 Approved by 	Quality plan for policy formulation/amendment for dealer development	Doc No: QP/Mktg/04 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/23-
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Frequency of monitoring & records, if any	Remarks
1	Issues in scrutiny	In scrutiny of proposal Time period for scrutiny	❖ Relevance of proposal to NSC. ❖ The interest of farmers is taken in to consideration on priority along with other parties i.e. dealers and NSC. ❖ Within 15 days of receipt of proposal.	HoD (M)	Monthly	
2	Communication of policy	Time for communication	Within a week time of approval of policy	HoD(M)	Quarterly	

 Approved by 	Procedure for Business development with Govt & Private agencies	Doc No: P/Mktg/05 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/23
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1. **Purpose:** To establish and operate a procedure for improving the business of NSC
2. **Scope:** Seed of all crop varieties handled throughout the country
3. **Overall responsibility:** Head (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 estimating the demand.	AM/RM/ HoD (Mktg)	Minutes of meetings, purchase orders
3	Undertaking promotional activities through AIR\ TV/Newspaper/leaflet/brochures and meeting with dealers and clients	RM/ AM	Minutes of meetings, purchase orders
4.	Review of demand	RM	Minutes of meetings, purchase orders
5.	Preparation of draft offer indicating the crop, variety, quantity, rate, terms and conditions, schedule of supply	RM	Proposal of sale of Different varieties giving rates/ quantity
6.	Obtaining approval from CMD for draft offer	HoD (Mktg)	
7.	Submission of offer to State Govt./Pvt agency.	RM	
8	Negotiation (if required)	RM	Feedback from indenting agencies. Minutes of Negotiation meetings
9	Signing of MOU/Agreement.	RM/ HoD [Mktg] CMD	Agreement
10	Execution of contract/agreement	RM/HoD (Mktg)	Agreement

 Approved by 	Quality plan for Business development with Govt & Private agencies	Doc No: QP/Mktg/04 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/23
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
1	Review of demand	Crop & variety-wise Season-wise quantity requirement	The demand is reviewed crop & variety-wise & season-wise.	HoD (M)/RM	Regular before each season	
2	Submission of offer	Content	The offer shall include scope of work, the sale price of each crop & variety/rate of offering service, terms and condition for supply, delivery schedule, transport rebate terms, commissions, financial terms, payment terms, BG etc.	HoD(M)/RM		

 Approved by 	Procedure for appointment of dealer	Doc No: P/Mktg/08 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/25
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1. **Purpose:** To establish and operate a system / procedure for appointment of dealers
2. **Scope:** Applicable to all ROs
3. **Overall responsibility:** Head (Mktg)
4. **Procedure**

S.No	Activity/Description	Responsibility	Ref. Documents/Records
1	Identification of the need /requirement for appointment of Dealer. The need /requirement is worked out on the basis of the volume of business to be developed, geographical area to be covered to ensure reaching NSC seed to farmers.	HoD(M)/RM/AM	
2	Receipt of application from interested party / dealer for appointment as NSC dealer along with the all the related documents (within a week after receipt)	AM/RM	Application for appointment of Dealer
3	Scrutiny of application for dealership within 5 days after receipt	AM/RM	
4	Deposit of security Money Issue of receipt for cash /DD, deposit in bank (same day or next working day) and entry in Cashbook (within 3 working days of scrutiny)	AM/RM	
5	Submission of scrutinized application to RO along with the recommendations.	AM	
6	Approval of Dealers appointment by name and address (within 10 days of receipt of application)	RM	
7	Entering in to agreement with Dealer (within a week after receipt of approval) and issue of certificate of Dealership.	RM	Format of agreement of Dealer Format of license of Dealer
8	Review of performance of Dealer on six monthly basis and report to RO	AM/RM	

 Approved by 	Quality plan for dealer appointment	Doc No: QP/Mktg/08 Issue no: 02 Page No 01 of 01 Effective Date: 28/8/25
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
1	Scrutiny of application for dealer	Time in scrutiny of application	Within 5 days of receipt of application	AM/RM	As and when process exists	
2	Depositing of cash/DD/RTGS in bank	Time for depositing	Within one working day of receipt of deposition	AM/RM	As and when process exists	
3	Submission of scrutinized applications	Time for submission of scrutinized applications	Within 3 days of scrutiny of application	AM/RM	As and when process exists	
4	Approval/rejection	Time for processing	Within 10 days of receipt of application at respective RO	RM	As and when process exists	
5	Entering in agreement	Time for entering in agreement	Within 7 days of receipt of approval	RM	As and when process exists	
6	Review of performance of dealer	Time for review of performance of dealer	Performance shall be reviewed on six month basis	AM/ RM	As and when process exists	

 Approved by 	Procedure for procurement of orders for seeds & monitoring of execution	Doc No: P/Mktg/01 Issue no: 02 Page No 01 of 02 Effective Date: 28/8/25
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1. **Purpose:** To establish and operate a system for securing orders for certified / labelled quality seed supplies by NSC.

2. **Scope:** Orders procured from state govt, SSCs, Co-operatives, Pvt companies, Dealers, NSC's office/sale counter etc

3. **Overall responsibility:** Over all control : Head (Mktg)
 Region wise control : Concerned RM
 Area wise responsibility: Area Manager/sale counter I/c

4. Procedure

S. No	Activity/Description	Responsibility	Ref. Documents /Records
1.	Direct orders: Direct orders from various Departments as per the scope stated above are received in the form of letters/emails or any mode of communication.	HoD(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 within the time limit indicated.	HoD (Mktg)/ RM	Tender documents.
3.	Justification and financial feasibility are prepared by RO/AO for the rates to be quoted, before the offers against tenders are submitted. In doing so, assured availability of seed for supply against the tender to be verified. and confirmed by the RO in consultation with HO.	RM	Offers, cost sheet
4.	Based on success of NSC's quote / offer in tenders, orders are received from the tendering organization.	RM	Orders
5.	Scrutiny of orders: HQ received orders are then forwarded to the concerned regions. Regional Office has 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 region concerned.	RM	Order register.

 Approved by <i>[Signature]</i>	Procedure for procurement of orders for seeds & monitoring of execution		Doc No: P/Mktg/01 Issue no: 02 Page No 02 of 02 Effective Date: 28/8/25	
S.No	Activity/Description	Responsibility	Ref. Documents /Records	
6.	Customer is contacted for any clarifications on incomplete or ambiguous requirement and order is accepted only on agreement terms 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, ISO)	
8.	The copy of the order , RM acceptance letter and order summary sheet is forwarded to the concerned 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 Marketing Officer	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 Marketing Officer	Payment Receipt register. (F/Mktg/01/02, ISO)	
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 / guidance.	RM/ Head(Mktg)	Summary of delays in payments	

 Approved by 	Quality plan for Marketing activity	Doc No: QP/Mktg/01 Issue no: 02 Page No 01 of 04 Effective Date: 28/07/25
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
1.	Scanning of marketing information	Source of information	❖ Local & National newspapers; and various forms of media. ❖ Registration and regular scanning of tenders' websites. ❖ Information received from NSC offices. ❖ Receipt through inclusion in market sheet of organization.	Head(Mktg)/ RM	Day to day basis	
2.	Tender receipt & submission	Tender completeness EMD Offer preparation	❖ Tender to be complete & legible. ❖ Generally, exemption to central / state govt organizations for remitting EMD. ❖ To be prepared by the concerned office.	Head(Mktg)/ RM	All tenders to be cross checked	
3	Examination/ scrutiny	Information to be checked in tender	❖ Submission date & time. ❖ Crop/variety required with qty , destination, delivery period, packing material size etc. ❖ Capability to supply the qty within time frame. ❖ Transportation capability. ❖ Estimated cost. ❖ Documents to be submitted. ❖ Technical specification.			

 Approved by <i>hars</i>		Quality plan for Marketing activity		Doc No: QP/Mktg/01 Issue no: 02 Page No 02 of 04 Effective Date: 20/8/25		
S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
	Examination/ scrutiny	Offer preparation	❖ 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 signed as per tender conditions. ❖ EMD/Bank Guarantee to be enclosed, if applicable. ❖ Preparation of costing sheet with minimum 5% profit to be ensured.	Head (Mktg)/ RM		
	Examination/ scrutiny	Cost sheet components	❖ Seed cost [specify seed stage ie raw or rough cleaned as delivered to NSC] ❖ Storage cost [before and after processing until dispatch] . ❖ Procurement Processing & treatment cost. ❖ Packing, certification and insurance cost ❖ Transportation [both inward to processing plant/ stores and outward from them] ❖ Overall cost (sum up of earlier cost) ❖ Overheads, taxes, duties levy. ❖ Total cost quoted. ❖ Total actual cost ❖ Profit	Head (Mktg)/ RM	Cost sheet format	

 Approved by <i>[Signature]</i>		Quality plan for Marketing activity		Doc No: QP/Mktg/01 Issue no: 02 Page No 03 of 04 Effective Date: 28/8/25		
	Examination/scrutiny	Time for submission of offer	❖ Submission on same day (by hand. ❖ By courier/ speed post minimum four days in advance. ❖ Registered post- minimum 10 days in advance.	Head (Mktg)/RM		
4	Scrutiny of orders	I. Order document / conditions. II. Technical fee. III. Delivery period. IV. Quantity V. Price.	❖ Complete unambiguous signed by customer. ❖ Complete varieties 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. ❖ Crop variety wise minimum break even quantity as per chart above the calculated costing. ❖ The clarity and completeness of conditions to be ensured for all parameters.	RM	Minimum one per season	

 Approved by		Quality plan for Marketing activity		Doc No: QP/Mktg/01 Issue no: 02 Page No 04 of 04 Effective Date: 28/8/23		
S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
5	Creation of order file	Contents of file	❖ NIT. ❖ Tender ❖ Offer ❖ Approvals, if any ❖ Correspondence ❖ Order confirmation letter ❖ Order execution requirement. ❖ Summary of qty, packing, marking delivery schedule, transport insurance. ❖ Page no of file	RM	Season wise file	

 Approved by 	Procedure for assessment of seed demand/target fixation/market survey/price fixation/Clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 01 of 05 Effective Date: 28/8/25
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1. **Purpose:** To establish and operate a system for demand assessment and sale of seeds
2. **Scope:** Seeds sold to state govt, SSC, Co-operatives, Pvt companies, Dealers, NSC's office/sale counter etc
3. **Overall responsibility:** Over all control : Head (Mktg)
 Region wise control : Concerned RM
 Area wise responsibility: Area Manager/sale counter I/c

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

 Approved by 	Procedure for assessment of seed demand/target fixation/market survey/price fixation/clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 02 of 05 Effective Date: 28/8/25
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S.No	Activity/Description	Responsibility	Ref. Documents/Records
4	Receipt of Proposal for fixation of Sale Price.		Order summary sheet.
	Proposal for fixation of sale price is sent by RO crops/varieties wise and their prices required so as to be competitive.	RM	Proposal for sale price fixation.
5	Sale Prices are fixed season wise based on the prices fixed by the SSCs/other competitors, market demand trend.		
	It is done based on fixed parameters as per prescribed standard costing sheet for all crops/varieties region wise.	RM	Format for Proposal for price fixation (F/Mktg/02/02, ISO)
6	The estimate of sale price is submitted to pricing committee comprising Head(P), Head(M) & Head(F). Director (Comm and Dir [Fin]. The committee recommends the sale price and CMD is the approving authority.	Pricing Committees/CMD	Sale price proposals.
7	Finalized sale price is circulated to all concerned and the regional / area offices.	HOD(Mktg)	Region wise circulars/e-file
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 keeping the ho suitably informed.	RM	Request for Revision along with justification
9	If justification is found adequate and correct, the revision to prices may be done and the revised sale prices sent to the concerned RO.	Pricing Committee/CMD	Price revision letter

 Approved by 	Procedure for assessment of seed demand/target fixation/market survey/price fixation/clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 04 of 05 Effective Date: 28/01/25
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Cost Sheet

Region/क्षेत्र		
Crop/फसल		
Variety/प्रजाति		
Season/ऋतु		
Class/श्रेणी		
S No. क्र०	विवरण Particulars Qty. in Qtls.→	Rs / qtl for Field Crops and Rs/ Kg for Vegetables
A		
1	Procurement Price क्रय मूल्य	
2	Processing expenses संसाधन व्यय	
3	Packing Material बांधने की सामग्री	
4	Certification material प्रमाणीकरण सामग्री	
5	Treatment Material उपचार सामग्री	
6	Outer packing material बाहरी बांधने का सामान	
7	Local Transport (on raw seed) स्थानीय परिवहन खर्च	
8	Any other cost अन्य कोई खर्च	
9	Total 'A' S. No. 1 to 8)	
10	सूद Interest on "A"(S.No. 9) @11% for 6 months	
11	उत्पादन केंद्र लागत Production Centre cost (S.No. 9+10) =B	
12	(i) दुलाई Transportation (for marketing centre)	
13	(ii) भंडारण Storage (at Marketing centre) @ Rs3/- per month	
14	(iii) Provision for Obsolescence, loss, selling expenses, advertizement, publicity, dealers meetings, trials, demos , revalidation, money back guarantee, sales return, condemnation , etc). 1.5% of production cost i.e.B	
15	कुल लागत Total direct cost (B+12+13+14) = C	
16	ऊपरी व्यय Overheads & Returns (any one as applicable) Overhead Cereals-Rs.150/q.;Oilseeds-Rs.600/q;/Pulses- >10yr. Old-Rs.400/q;Pulses<10yr. Old-Rs.600/q; Maize-Rs.600/q; Vegetables-20% of B (Prod. Cent. Cost),Fodder & Fibre-5% of B (Prod. centre Cost)	
17	Total cost (C+16) = S. No. (15+16)	
18	Less production subsidy if any	
19	TOTAL EFFECTIVE COST = S.No. (17-18)	
20	Proposed GSP	
21	Less Distribution Subsidy	
22	Less Discount @ %	
23	Net IP	
24	Net IP to NSC=Receipt from dealer+subsidy	
25	% Margin	

 Approved by 	Procedure for assessment of seed demand/target fixation/market survey/price fixation/clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 05 of 05 Effective Date: 28/8/25
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Format for proposal of clearance sale

S No	Crop	Variety	Total qty available in the sale season	Qty sold in general sale	Qty remained unsold and proposing for clearance/sale price reduction	Effective cost	Value of seed	Proposed sale rate	Difference	Margin on qty sold in general sale	Overall profit/Loss
1	2	3	4	5	6	7	8(6x7)	9	10 (8-9)	11	12 (11-10)

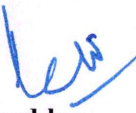
Other details like production season, region to whom the seed was produced, reason for non-liquidation in general sale and margin of sold qty, APMC rates etc, should be submitted separately as supporting details with the proposal.

नियंत्रित/CONTROLLED

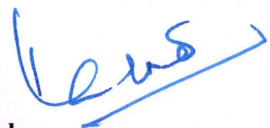
 Approved by 	Quality plan of assessment of seed demand/target fixation/market survey/price fixation/clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 01 of 04 Effective Date: 28/8/25
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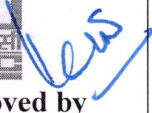
S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
1	Assessment of seed demand	Information for review	Last three year sales performance in both value and volume terms. Sales projections crop variety wise for the next Financial Year by January end each year by RO. Future crop demand/target. Estimated stock of competitor (if details available). Target date for receipt of information at HO. Sales demand to be reviewed in the specified format.	Head (Mktg)/RM	Regular on completion of activity.	
2	Preparation of draft/target sale and finalization	* Prescribed date for sales target. * Prescribed date for finalization of sales target * Last date for receipt of comments.	* 15 th February of each year. * February end * 31 st March	Head (Mktg)/RM	Regular on completion of activity.	Target is sent to production for organizing production program.

		Quality plan of assessment of seed demand/target fixation/market survey/price fixation/clearance sale		Doc No: P/Mktg/02 Issue no: 02 Page No 02 of 04 Effective Date: 28/8/25		
Approved by 						
S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
3	Fixation of sale price	Criteria of fixation	Particulars give in the cost sheet	Head (Mktg)/RM	Regular on completion of activity.	
		Prescribed dates for price fixation a) Proposal by RM to HO. b) Recommendations of pricing committee at HO. c) CMD's approval	Rabi Summer Kharif 20 th Sept 5 th Feb 20 th April Or as per need. Within 10 days of receipt. Within 3 days of recommendations.	RM Head (Mktg) Pricing committee Head (Mktg)/CMD		

 Approved by: 	Quality plan of assessment of seed demand/target fixation/market survey/price fixation/clearance sale	Doc No: P/Mktg/02 Issue no: 02 Page No 03 of 04 Effective Date: 28/8/25
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S No	Activity	Control parameters	Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
4	Request for revision for decrease in sale price	Minimum information required for revision/ reduction of sale price.	• Own fixed sale price. • Sale prices:: both previously fixed and the revised by SSC, private competitors, current market rate. • Climatic factors like rains, hailstorm, drought etc. • Availability of quality seed, demand status of variety and quantity	RM	-do-	
5	Revision in sale price and approval.	Condition under which permissible. Consideration of issue for revision.	• 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-	

 			Quality plan of assessment of seed demand/target fixation/market survey/price fixation/clearance sale		Doc No: P/Mktg/02 Issue no: 02 Page No 04 of 04 Effective Date: 28/8/23-	
Approved by:			Control exercised & responsibilities	Responsibility of review/ Monitoring	Freq. of monitoring & records, if any	Remarks
S No	Activity	Control parameters				
6	Request for clearance sale proposal	Minimum information required for revision of sale price.	- Climatic factors like rains, hailstorm, drought etc. - Availability of quality seed demand status of variety and quantity	RM	Proposal in prescribed format	
	Clearance sale proposal approval	Condition under which permissible.	- Forwarding of letter by RO indicating as applicable, Market rate. - Technical justification like climate variation, issues, seed condition, demand for seed. - Cost of purchase, transportation stocking of seed. - Margin earned on sold qty. - If sales is to be done at loss, approval of Board is required otherwise approval by CMD.	Head (Mktg), Head (F&A) Director (Fin & Dir Comm.)/CMD	-do-	

 Approved by 	Procedure for sale of products in online mode	Doc No: P/Mktg/02 Issue no: 01 Page No 01 of 01 Effective Date: 28/6/25
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1. **Purpose:** To establish and operate an online sale system of seeds/plants and other NSC's products
2. **Scope:** Sale of seeds/plants and other NSC's products in online mode
3. **Overall responsibility:** Over all control : Head (Mktg)
 Region wise control : Concerned RM
 Area wise responsibility: Area Manager/sale counter I/c

S.No	Activity/Description	Responsibility	Ref. Documents/ Records
1.	Registration on new account	In charge unit	SOP may be referred
2	On boarding new products	In charge unit	
3	Product costing	In charge unit	
4	Uploading MoU products	In charge unit	

Standard Operating Procedure (SOP) for MYSTORE or other online portal page registration and uploading and sale of products

Mystore-ONDC page is a DIY platform however you may follow below given points while registering and uploading new products:

A) Registration of New account:

1. Business Name- NSC "Unit name"

For example-NSC Lallaguda

2 Address-Address of the unit

3 Brand-NSC

4 Brand owner Name-National Seeds Corporation Limited

5 Brand owner address- Beej Bhavan, Pusa Complex, New Delhi-110012

6 Store timings-0:00 Hrs to 11:55 PM, Sunday to Monday

Not[e: Kindly follow above so that all NSC Store locations can be searched by customers with Key word- "NSC" and uniformity is maintained in store names across different regions of NSC

B) On boarding of new products:

1 Click on "Products" tab on left hand side panel.

2 Click on Add New Listing on the top right corner.

3 Product name should start with prefix "NSC" and should contain crisp and complete information of the product.

Ex- NSC Mustard RH749 variety, 2 Kg Certified Seed bag

Ex- NSC Palak All Green variety, 500 gram Labelled Seed

This must be followed so that uniformity in NSC's product name across all store location may be maintained and NSC products can be easily searched by any customer with Keyword- "NSC".

4. Put 3 clear image of the product with white background i.e. front, back and label/tag picture, so that all the details of the product are visible to the customer.

5. HSN (Harmonized System Nomenclature) code of the product should be entered as advised by accounts section/as used in *Beej Prabandhan* .

6. Under Category please select Agri-inputs-seeds

7. Brand owner is always-National Seeds Corporation Limited and brand owner address is-Beej Bhavan, Pusa Complex, New Delhi- 110012

8. Under description tab please mention basic detail of the seed like average yield, seed rate per acre and any special features/characters which may attract attention of potential customers.

9. Complete requisite data on page one i.e. "General" and then move to page-2 i.e. "Options and Variants" and enter "NSC" as brand name and select save and continue option on top right corner.

C) Product costing:

1. Online Sale Price (OSP) of any product is based on pre-approved dealer sale cost sheet and in no case shall be less than the GSP as the net return to NSC from online sales (i.e. after deduction of 5-10% seller & buyer app commission- which varies with different platforms, and simple Interest of 18% for 15 days

against delay in realization of payment to NSC) should not be less than net dealer rate. Thus for arriving at OSP a cost sheet with around 15-18% discount/commission charges and 10% net profit to NSC will be suitable.

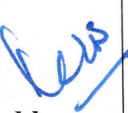
2. Further the OSP should be compared with NSC's counterparts' rates available on various online shopping portals so that NSC may arrive at competitive rates as per market trend.

3. The OSP and MRP of a product should be uniform/same for units under one Regional Office and should be comparable with OSP and MRP of same product uploaded by other Regional Office of NSC so that we do not end up having huge variation in OSP and MRP for same product on Mystore page as customers can see any product of all NSC Seller pages at one place and easily compare OSP/MRP offered by different NSC Area Offices for same product. This is necessary to avoid intra NSC competition on online sale portal as to our online customers all area offices represent one brand i.e. NSC.

4. In case of any doubt regarding OSP, Regional Offices may contact Marketing Division HO.

D) Uploading of MoU products for online sales: NSC branding must be present on the MoU product picture uploaded on online sale portal and OSP should be calculated on GSP as per approved MoU rate policy.

In case of you want to check status of product approval, you may check "Approval" tab on left hand side panel and do the needful in case any product is rejected as indicated in the page. Once you have made all necessary changes in the product page please click on "save and continue" option on top right corner of the page, next please go to "Approval tab on left hand side panel and resubmit the product for approval Still if you need any assistance then you may inform Manager (Mkt), NSC New Delhi or post your grievance regarding product rejection in NSC Mystore Whatsapp group.

 Approved by 	Procedure for arrangement of seed for fulfill the demand	Doc No: P/Mktg/02 Issue no: 01 Page No 01 of 02 Effective Date: 28/8/25
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Arrangement of seed

As per procedure there are 3 channels for arrangement of seed to be sold or supplied to the needy places/organization.

1. **Own production-** As per tentative sale plan or as per availability of planting material seed is produced by NSC at own CSF's and through registered seed growers. For this purpose, priority- first preference, should be to arrange own Production in CSFs ; followed by institution farms and then only then through registered / contract Seed Growers .
2. **MoU partners-** Where ever shortage of seed as per marketing requirement is anticipated, NSC has empaneled / enrolled various reputed / established seed companies as MoU partners for seed supplies of selected varieties on mutually agreed terms . To meet out the demand the seed may also be procured from such MoU partners after fulfilling the MoU terms and the required quality requirements
3. **Outsourcing-** Due to shortage of seed or sudden change/demand in the market or requirement by some other SSC/State government etc, there may be need of seed which is not available from own production or with MoU partners. In such conditions there may be need to arrange the seed through outsourcing. This is the last option .to be taken up under exceptional situations with special care and caution for seed quality conformity.

 Approved by 	Procedure for arrangement of seed for fulfill the demand	Doc No: P/Mktg/02 Issue no: 02 Page No 02 of 02 Effective Date: 28/8/25
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Procedure for Outsourcing of seed

S. No.	Activity/Description	Responsibility	Ref. Documents/Records
Administrative for calling tender for outsourcing			
1	Proposal for out sourcing with proper justification to HO	RM	Proposal
2	Processing of proposal received from RO and submit to CMD through Director (Comm) and Dir [Fin]	HOD(Mktg)	
3	Convey approval of the Competent Authority to RM	HOD(Mktg)	Approval/e-file
Financial approval			
1	After getting administrative approval RO has to call tender as per corporation procedure. In case stock available with Government institute or other government agency can be offered to quote the rates.	RM	Tender notice
2	Opening of tender on given time, if bids not received than the date may be extended for next 7 days (twice). After that fresh tender may be called.	RM	
3	Compile the bids/rates received and , make negotiation, if possible.	RM	
4	Proposal send to HO for approval of the rate & quantity of L1 party (parties)	RM	
5	Processing of the proposal received from RO through Head (fin), Director (Com.) Director (Fin) and CMD	HOD (Mktg)	
6	Approval of the Competent Authority for rate & quantity to RO	HOD (Mktg)	Approval/e-file

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 Approved by: 	Certificate of Physical Examination	Doc. No. F/Mktg./07/16 IssueNo. 02 Page: 01 of 01 Effective Date: 28/8/25
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C

S. No.

Crop/Variety _____ Class of Seed: _____

Lot No. _____

Date of actual dispatch _____

From where received _____

C.R. Note No. _____ Dated _____

A. Condition of the bags _____

B. Condition of seed _____

C. Does the seed require _____

- 1) Fumigation? _____
- 2) Drying? _____
- 3) Recleaning/Processing _____

Incharge Seeds Store
Date _____

Copy to: The HOD (QC), HO, NSC, New Delhi-12

SUB-UNIT:

Date of receipt of seed _____

Date of inspection _____
Total quantity received _____ Kgs.
_____ C _____ Bags

Date of fumigation _____
Date of drying _____
Date of recleaning _____

Inspecting Officer
Name _____
Designation _____

नियंत्रित/CONTROLLED

 	Certificate of Physical Inspection	Doc. No. F/Mktg./07/15 Issue No. 02 Page: 01 of 01 Effective Date: 28/8/25
		Approved by:

S. No. _____ Location of Stock _____ Date of Inspection _____ SR/MT/NOTE _____ Date _____
 Destination _____

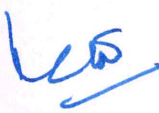
S. No.	Crop/Variety	Lot No.	Germination %	Moisture %	Date of Test	Quantity Supplied	Condition of bags/packets	No. of bags/packets inspected

- | | |
|---|--|
| 1. Is there any insect & weevil damage? | 4. Chemical used for fumigation |
| 2. Is there any mold or fungus infestation? | 5. Date of last fumigation. |
| 3. Are there any discoloured and/or sprouted seeds? | 6. Any special treatment needed before dispatch (reprocessing, recleaning, treating, drying, repacking etc.) |

Date _____ Inspecting Officer

Copy to: The HOD (QC), HO, NSC, New Delhi-12

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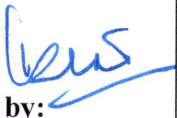
 	Goods Receipt Note	Doc. No.	F/Mktg./07/03
		Issue No.	02
		Page:	01 of 01
		Effective Date:	28/8/25

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

नियंत्रित/CONTROLLED

 Approved by: 	Display Board	Doc. No. F/Mktg./07/04 Issue No. 02 Page: 01 of 01 Effective Date: 28/8/25-
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Subunit _____ (As on _____) Store _

Crop	Variety	Class	Packing size	Quantity	Rate (Rs.)

 Approved by: 	Format of Store Requisition	Doc. No. F/Mktg./07/05
		Issue No. 02
		Page: 01 of 01
		Effective Date: 28/8/25

No. _____

Dated _____

Name of Stores/Unit _____

Please supply the following stores required for _____

Lot/ Code	Description	Unit	Quantity	Rate	Amount	For use of Storekeeper		Dispatched RR/Truck/ Postal		Accounts Branch Led. Folio
						Folio	Balance after issue	No.	Date	

In case of Seed

Issued by _____

Signature _____

Received _____

Signature _____

1. Germination %

2. It is suitable for supply

Designation _____

नियंत्रित/CONTROLLED

  Approved by:	Store Ledger	Doc. No. F/Mktg./07/06
		Issue No. 02
		Page: 01 of 01
		Effective Date: 28/8/25

Name of the Crop/Variety/Class

Unit

Location

(Quantity in Kg.)

Date	Name of Parties	Voucher No.	Purchase/IDP	Value	Receipt/MT/GR	Others	Sales	Dealer Govt.	Outward (MT)	Free	Shortages	Sub. Std.	Balance
1	2	3	4	5	6	7	8	9	10	11	12	13	14

 Approved by: <i>[Signature]</i>	Format of Cash Memo	Doc. No. F/Mktg./07/07 Issue No. 02 Page: 01 of 01 Effective Date: 28/8/25
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Crop/Variety/Class

GSTIN: No.

Dated:

Lot No.	Description	Quantity	Unit	Rate (Rs.)	Amount
				Rs.	P.

E & O.E.

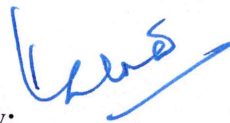
Packing & forwarding

Total

For N.S.C. Ltd.

Note: Goods once sold are not returnable

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 Approved by: 	Seed Return Note	Doc. No. F/Mktg./07/09
		Issue No. 02
		Page: 01 of 01
		Effective Date: 28/8/25

No.

Name of Unit

Date:

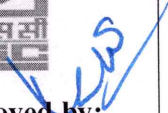
Crop/Variety/Class

From whom Received	Lot/Code	Description of Store	Quantity	Seed sale Amount (Rs)	Remarks by Inspecting Officer

Received by

Store Keeper

Store Led. Folio

 Approved by: 	Format of Bill/invoice	Doc. No.	F/Mktg./07/10
		Issue No.	02
		Page:	01 of 01
		Effective Date:	28/8/25

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.V.P./LR/RR No.
..... dated

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

Sale 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 Gate Pass	Doc. No. F/Mktg./07/12 Issue No. 02 Page: 01 of 01 Effective Date: 28/8/25
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No.

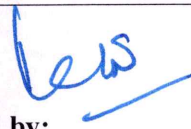
Date:

Shri is authorized to take the following items out of store premises:

S.No.	DESCRIPTION (Crop Variety/Class)	Qty.	Remarks

Signature of _____
Person taking out the stores

Officer In-charge

 Approved by: 	Inter/Intra unit Material Transfer Note	Doc. No. F/Mktg./07/02
		Issue No. 02
		Page: 01 of 01
		Effective Date: 28/8/25

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. _____ date _____ Truck No/wagon No _____ Transporter _____

Gross Weight (as per LR/RR) _____ Dharamkanta Receipt NO. _____ Date _____

Despatch instruction No. _____ Date _____ from HO/RO _____

To be billed in by consignee unit								To be filled in by consignor unit					
Description with (Crop/var/Class) Lot No. etc.	Category (B/F/C/TL)	Quantity (Kg.)	Cost Ex-plant (Qty X Rate as per item 7)	Notional income (Qty X NIS)	First movement Freight	Total cost (Rs)	LF	Date of Receipt	Actual Qty received	Qty. received short	Qty. received in excess	LF	Remarks
1	2	3	4	5	6	7	8	9	10	11	12	13	14

Daramkanta 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

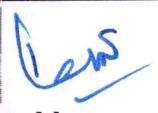
 Approved by: <i>[Signature]</i>	Procedure for sale, billing and Stock Maintenance	Doc. No. P/Mktg./07 Issue No. 02 Page: 01 of 02 Effective Date: 28/8/25
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1. Purpose: To establish and operate a system for sale, billing realization and stock maintenance
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 in-charge	IDP format: F/Prodn/03/12 MT Note: F/Mktg/07/02 GR Note: F/Mktg/07/03
2	Receipt of GSP/IP and MRP for different seeds	RM/GM(M)/CMD	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 Rae 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 a 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 in-charge	SR format: Bill format: F/Mktg/07/10 CR format: F/Mktg/07/11
2	Delivery of Material and issue of gate pass indicating SR No.	Store In-charge	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

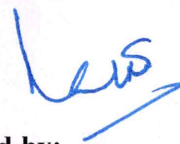
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S.No.	Activity/Description	Responsibility	Ref. Documents/Records
C	Government sale		
1	Receipt of Government order directly at subunit or through RO and HO	Area Manager	
2	Recording of orders in the Order Receipt Register	Area Manager	Order Register: F/Mktg/07/14
3	Billing is done either on GSP rate or as decided by RO/HO SR and CR is issued.	Sales in-charge	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	In-charge 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 and copies issued to the concerned	In-charge 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.	In-charge 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

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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 Display Board	All the available varieties shall be displayed along with the quantity and latest rate as communicated by HO in specified format.	Sale in-charge	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 in-charge.	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/Store in-charge	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 & submission of quarterly statement	Time of Preparation & submission of quarterly statement	Statement shall be prepared in the first week of the preceding six month.	Area Manager	Half yearly	
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	

 Approved by: 	Statement of Valuation of Seed Transferred to other Regions	Doc. No. F/Mktg./07/19
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(To be prepared consignee-wise)

Region _____ Subunit _____

S. No.	Name of the Crop	Name of Consignee	MT Note NO. & Date	Qty. Received	Transferred	Procurement Price (Rs./Qtl./Kg.)	Standard cost (Pkg. Cert./Proc. Local transportation)	National Income (Rs./qtl/Kg.)	Gross price (Rs./Qtl./Kg.) 6+7+8	Ex-plant price/Qtl./Kg.	Total ex-plant price (10X5)	Total National income of seed under transfer (8X5)	Total gross price of seed undue transfer (9X5)
1	2	3	4	5	6	7	8	9	10	11	12	13	14

(Signature)