

ALLOTMENT OF MOTHER DAIRY MILK BOOTHS AND FRUITS & VEGETABLES (SAFAL) SHOPS

General

1. Since 24 November 1974, Mother Dairy Fruit and Vegetable Private Limited is providing ready built and fully equipped milk shops/booths to the Ex-Servicemen upto the rank of JCO, while its Fruit and Vegetable (SAFAL) Shops are also available to the ESM and their dependent sons from 1989. The Scheme is available in NCR only i.e. Delhi (divided into five zones namely East, West, North, South and Central), Gurgaon, Ghaziabad, Faridabad and NOIDA.

Eligibility

2. Mother Dairy Milk Shops are available to Ex-Servicemen only, while Fruit & Vegetable (SAFAL) shops are available for ESM and their Dependent sons. The other eligibility criteria for the scheme are as follows:

	<u>MILK Scheme</u>	<u>SAFAL (F & V) Scheme</u>
Rank	ESM upto JCO	Nk equivalent upto JCO
Age	Not more than 55 yrs	Not more than 58 (Dependent Son 18-25 yrs)
Educational Qualification	Matric equivalent	Matric equivalent
Medical Category	Aye/Bee	Ayee/Bee/Cee(fitness certificate required in case of Cee)
Service	Minimum 10 years	Minimum 10 years
Registration	With in six years of Retirement.	No Bar
Character	Exemplary/Very good	Exemplary/Very good

3. **Documents Required during the time of Registration:-** Application form along with self attested Xerox copy of following:-

- Copy of Discharge Book.
- Copy of Pension Payment Order(Pensioner's copy)
- Copy of ESM Identity Card issued by ZSWO/Dte of Sainik Welfare (State).
- Copy of Aadhaar card.
- Original Dependent Certificate with Joint Photo issued by ZSWO/Dte of Sainik Welfare(state) in case of dependent son applying for Safal.

4. **Modalities of Operation of Booths**

- Security Deposit** A security deposit (refundable on termination) of Rs.One Lac on selection along with an agreement with Mother Dairy and Rs. 50,000/- required during allotment of booth for the product inventory.
- Training** The concessionaire will undergo free training for two-four Weeks with Mother Dairy prior to allotment of booth.

5. **Income** Minimum Assured income Support to Concessionaires:-

(a) The Concessionaire gets pre-decided Trade Margin on sale of each product supplied by Mother Dairy.

(b) Mother Dairy offers minimum assured income for the Concessionaire. The minimum assured income is given as financial assistance and being the difference of margin earned from sales of milk and products and the minimum assured income. Currently the minimum assured income is Rs 15000/- per month