

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

1. **General**

Since 24 November 1974, Mother Dairy India Pvt Ltd. is providing ready built and fully equipped milk shops/booths to the Ex-Servicemen of Rank Naik to JCO, while its Fruit and Vegetable (SAFAL) Shops are 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.

2. **Eligibility**

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	Nk equivalent up to JCO	Nk equivalent up to JCO
Age	Not more than 55 yrs	Not more than 58 yrs (Dependent Son 18-35 yrs)
Educational Qualification	Matric equivalent	Matric equivalent
Medical Category	Aye/Bee	Ayee/Bee/Cee(fitness certifi cal 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 Xerox copy of following: -

- Copy of Discharge Book.
- Copy of Pension Payment Order
- Copy of ESM Identity Card issued by ZSWO/Dte of Sainik Welfare (State).
- Original Dependent Certificate with Joint Photo issued by ZSWO/Dte of Sainik Welfare(state)

4. **Modalities of Operation of Booths**

(a) **Milk Booth:-**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 products.

(b) **Fruit & Vegetable Booth:-** A security deposit(refundable on termination)of Rs. 10,000/- on selection and Rs. 90,000/- at the time of allotment of booth. Additional sum of Rs. 50,000/- also is required for the products.

(c) **Training:-**The concessionaire will undergo free training for two-four Weeks with Mother Dairy prior to allotment of booth.

5. **Income:-** An assured income of Rs. 11000/- in terms of commission for milk booth. However Rs. 15000/- for SAFAL Fruit & Veg. booth (for first six months only).

