APPENDIX - III
Chart 4.1

Marketing Channels of HVOC

FACTORY/PLANT

Private Trade

Government Institutions-Cum-Agencies

BSF, CRPF, ITBP

CSD, NAFED, & Other Govt. Institutions

Depots & CFA

Dealers

Sub-dealers/Retailers

Ultimate Consumers

Firm’s Sales Outlet

Source: Field Survey

275
Chart 4.2

Marketing Channels of MARKFED

FACTORY/PLANT

Private Trade

Co-operative Trade

Institutional Agencies

Firm's Sales Outlet

Depots

CFA

Apex Body MARKFED

C.S.D.

Other Agencies

Dealers

CASS

DWS

CMS

MFSC

Const-fed

CDPO

Jails

Others

Retailers/Sub-Dealers

Ultimate Consumers

Source: Field Survey
Chart 4.3
Marketing Channels of ABC

FACTORY/PLANT

Private Trade

Depots

Dealers and Wholesalers

Sub-dealers/Retailers

Ultimate Consumers

Govt. Agencies e.g. CSD

C.F.A.

Source: Field Survey
Chart 5.1

Movement of HVOC'S Vanaspati in the States of Punjab and Haryana

FACTORY

DEPOTS

DEALERS

RETAILERS AND SUB-DEALERS

CONSUMERS

Source: Field Survey
Chart 5.2

Movement of MARKFED Vanaspati in the States of Punjab and Haryana

Source: Field Survey

279
Chart 5.3

Movement of ABC'S Vanaspati in the States of Punjab and Haryana

ABC - FACTORY

ABC - CFA/DEPOTS

INSTITUTIONAL AGENCIES

DEALERS/DISTRIBUTORS

RETAILERS

ULTIMATE CONSUMERS

Producer's Own Vehicle

Vehicle Hired by Producers

Purchaser's Own Vehicle

Source: Field Survey

280
Chart 10.1
ORGANISATIONAL STRUCTURE
OF HOVC

BOD
↓
Chairman-cum-M.D.
↓
Executive Directors
↓
Senior General Manager
↓
G.M. P & Admn.
G.M. Technical
G.M. Commerce
G.M. Finance
G.M. Legal
G.M. Planning
→ P.A to G.M.
↓
AGM (Material)
Senior Manager
Dy. Manager
Superintendent
↓
AGM (Marketing)
Senior Manager
Dy. Manager
Superintendent
↓
Unit level Office
G.M → PA to G.M
↓
Production
Comerce
Personnel & Admn.
Finance Account
↓
Senior Manager
↓
Purchase Manager
Senior Officer
Superintendent
↓
Sales Manager
Senior Officer
Superintendent
↓
Dy. Manager Oils
Senior Officer
Superintendent
Superintendent
Chart 10.3 (b)
ORGANISATIONAL STRUCTURE OF MARKFED
(PLANT LEVEL)

G.M. Plant

Dy. G.M.

Production Manager

Chief Chemist

Commercial Manager

Dy. M. A.O.

Sr. Maint Enng.

D.G.M.

Godown Keeper

Senior Assistant

Weight Bridge Clerk

Senior Assistant

Sales Assistant

Godown Keeper (V)

Godown Keeper (O)

Jr. Sales Assistant

Clerk

Clerk

Clerk

Clerk

Clerk

Helper

Helper

Helper

Helper

Helper
Chart 10.3 (a)
Organisational Structure of Markfed

Chairman

Managing Director (IAS)

Additional M.D (G)

C.M. (Per.)

C.M. (F/grains)

Mgr. Cotton


Proc. (Exp.)

Proj. Engg.

XEN

L.C. (R)

T.O

Dy. CAO

Sr. AO (B)

Sr. AO (G)

Sr. AO (P)

Sr. AO (S)

Sr. AO (Budg.)

C.M. (Mkt.)

C.M. (I)

C.M. (Mont.)

C.I.A

Technologist

F&S

SDO

Sr. AO

Mgr.

(P & R)

Sr. Mgr.

(Mktg.)

Sr. Mgr.

(Mktg.)

Sr. Mgr.

(Mktg.)

Sr. AO.

(I)

Sr. AO.

(R)

I.A.

L.O

E.O (G)

E.O (I)

E.O (P)

C.A.O.

J.D.

Sr. Mgr.

C.M. (I.T.)

(CPP)

Sr. AO.

(CW)

Sr. AO.

(Mktg.)

(P & E)

Mgr. 

Cotton

Agro. Chem.

L.O

E.O

E.O

SP.E

Sr. Mgr.

(P & R)

Mgr. (Proc.)

Mgr. (Mont.)

(Mktg.)

(Bardana)