



CENTRAL WAREHOUSING CORPORATION
(A Govt. of India Undertaking)

जन-जन के लिए भण्डारण/Warehousing for Everyone



No.CWC CO-CD0COMM/67/2021-COMM

Dated: 10.02.2023

CIRCULAR

Sub : - Creation of Satellite offices in Four Regions of CWC.

Central Warehousing Corporation has a broad network of 459 warehouses across the country. These warehouses, spread across the length & breadth of the country, serve the requirement through regions. Still, there are a lot of blocks and districts where requirement of warehousing and logistic infrastructure is bound to grow and there is a lot of scope for CWC to spread its wings in these areas.

However, owing to large demographic area, sometimes seizing such opportunities is missed as Regional Offices are situated far from the warehouse/area they are controlling.

Accordingly, it has been decided to operate the following Satellite Offices as independent Areas under overall control of the respective Regional Managers with defined Commercial & Marketing functions and DOP:

Sl no.	Satellite Office	Operating Area	Controlling Office
1	Bhubaneswar	State of Odisha	RO Patna
2	Dehradun	State of Uttarakhand	RO Delhi
3	Raipur	State of Chhattisgarh	RO Bhopal
4	Vijayawada	State of Andhra Pradesh	RO Hyderabad

1. Scope of satellite offices:

- To plan, make strategies and ensure growth in their respective area, matching the requirements of the clients requiring warehousing services for industrial goods, FMCGs, e-Commerce, setting up processing units, packaging and assembling units, distribution and consolidation centres, ICD/CFS, Domestic cargo terminals, Gati Shakti Terminals, MMLP, Rail siding Warehouses or any other value added facilities as per the market demand from the existing facilities as well as new facilities under asset light model, land acquisition, creation of additional capacity in existing facilities.
- The above Satellite offices will be responsible for Commercial decisions of the warehouses under its ambit and exercise all Commercial powers such as entering into agreements with the depositors, co-ordination with the parties, marketing of warehouses and services and take the immediate commercial decisions however tender shall be called and awarded by Regional Offices.
- Reviewing and improving performance of all the Warehouses.
- To meet the prospective depositors, understand the market needs and cater to the warehousing demand through liaison with the Clients with the purpose of better monitoring, administrative control & supervision and Business Expansion.

2. Administrative Set-up of Satellite Office:

Respective Regional Office, will provide all administrative support including office space, requisite infrastructure and resources for execution of day-to-day functions of Satellite Offices as under:

i. Manpower:

- a. The satellite office will be headed by a Group A level officer preferably of DGM/AGM Rank with the nomenclature '**Area Manager (Business Development)**'.
- b. For supporting the satellite office functioning one superintendent grade and one staff to be deployed initially and it may be reviewed by the head of the satellite office in consultation with Regional Manager as per the business requirements.
- c. The supporting staff at Satellite office as mentioned at Sr. No. "b" above shall report to the Head of satellite office who will directly report to the Regional Manager of the controlling RO.
- d. Marketing, Finance and Technical team of RO's to be utilized for necessary assistance.
- e. If required, officials of RO may be deputed for specific work/project on need basis.
- f. CRs of the officials posted in the warehouses under the jurisdiction of Satellite Office will be routed through head of satellite office to RM as per CR drill.

ii. Vehicle: One hired staff car with driver of mid segment with ceiling of 1500 KMs is considered initially as per provisions made by the CO Circular dated 06.01.2020.

iii. Furniture: As required.

iv. Office space: Suitable Office Space with all basic amenities, outsourced manpower and security etc. Existing office space will be utilised wherever available. Except at Dehradun, office space is available at all other locations. RM Lucknow/Delhi is advised to find out a suitable office at Dehradun for satellite office.

3. Commercial and Financial Powers to Satellite Office:

- i. The Head of satellite office will exercise Commercial, administrative and Financial powers mentioned in DoP as per his designation which can be reviewed after the start of these offices on the basis of feedback received from them.
- ii. Separate imprest of Rs 25000/- will be given to each satellite offices.

4. Duties and responsibilities of the head of Satellite Office:

- i. Business development through marketing the warehouses and services of CWC by bringing new customers onboard and diversifying into new businesses related to warehousing, through organic growth model and Expansion of CWC footprint by co-ordinating with the parties in the respective States.
- ii. Carrying out Business survey and project studies to provide conclusive and objective inputs for specialised warehousing facilities, such as Automobiles, Manufacturing, Petroleum, FMCGs and e-Commerce etc.
- iii. Entering into agreements with the depositors and take the immediate commercial decisions.
- iv. Liaison and Coordination with Central/State Govt authorities for improving PR, getting necessary approvals.

- v. Creation of modern warehousing facilities warehouses / EXIM centres for creation of Warehousing Hub based on demand.
 - vi. Look for industrial warehouses for management through outsourcing in major cities of the region and exploring business opportunity in the SEZs.
 - vii. Liaison and coordination with both Govt. and Private parties for better customer relations, realisation of outstanding dues & disputes' settlement.
 - viii. Further, Respective Regional Managers of these satellite Offices may refer any business development & FCI/NAFED/CCI /Other Govt. Depositors etc. related issues if any, as and when required.
5. Basic amenities, security to be provided keeping the concept of lean office with minimum expenditure.
 6. To monitor the expenditure of Satellite Offices, separate cost centres may be opened as per SoP after setup of Satellite office.
 7. Concerned Regional Managers are advised to provide the CAPEX & OPEX in the first year of setting up of Satellite Office as per the format approved for Budget and all expenditure (capital and revenue including staff cost etc.) as prescribed & approved by the Board of CWC.
 8. Separate bank A/c for receipts and payments to be opened or not and Specifying expenditure limits under appropriate expenditure head A/c both CAPEX and OPEX, being operating issue may be taken care by the concerned RMs.

The respective controlling Regional Managers shall ensure that satellite offices at Bhubaneswar, Raipur, Vijayawada & Dehradun are operationalised with immediate effect, whereas, Regional Manager Lucknow and Delhi shall coordinate to ensure smooth handing and taking over of Uttarakhand (Dehradun) w.e.f. 01.04.2023, as already instructed by this office.

(Anil Manik Rao)
Group General Manager (Personnel)

Copy to: -

1. All Heads of Divisions, CWC, CO, New Delhi.
2. All Regional Managers.
3. PS to Managing Director/ PS to Director (MCP)/PA to Director (Fin.)/PPS to Director (Pers.), CWC, CO, New Delhi.
4. SAM (Systems)- with the request to arrange to upload the same on the official website of CWC.