



Haryana Agro Industries Cooperation Limited (HAICL)

CIN No. U51219HR1967SGC041080

EPBX: 0172-2561317, 2560920

Fax : 0172-2561310, 2561313

Website: haic.co.in

Registered Office:

Bays No. 15-20, Sector-4,
Panchkula.

Email: haicpkl@gmail.com

**SCOPE OF WORK, TERMS & CONDITIONS, ELIGIBILITY CRITERIA
ETC. FOR INVITING APPLICATIONS FROM EXPERIENCED
FIRMS/INDIVIDUALS TO WORK AS 'INSTITUTIONAL BUSINESS
DEVELOPMENT CONSULTANTS OF HAICL FOR THE REGION OF
DELHI (NCR), HARYANA, CHANDIGARH, PUNJAB & HIMACHAL
PRADESH**

HARYANA AGRO INDUSTRIES CORPORATION LIMITED, popularly known as HAICL has come to stay as a top State government-sponsored farmer friendly organization. Hon'ble CM of Haryana had launched the "Har-Hith" Retail Expansion Project on 2nd August 2021, this project is run/managed by HAICL and it was announced by the Hon'ble CM, Haryana to set up 2000 franchisee-based retail stores/outlets across the 22 District of Haryana, that will help in boosting the spirit of entrepreneurship and further will help in generating employment across the state of Haryana. These stores are proposed with 1500 in rural areas and 500 in urban areas and will cater to the daily (Kirana) needs of consumers.

The Retail Expansion Project further aims to facilitate the achievement of the vision of Atmanirbhar Bharat and Atamnirbhar Haryana by making people self-reliant by providing them with a level playing field and making them reap the fruits of growing Food & Grocery market. The focal point of this scheme is to make the people of the state of Haryana self-reliant and progressive.

HAICL offers the best quality products at discounted/affordable prices under State-owned brands, National brands, MSME, Self-help groups, FPOs and cooperatives through these retail outlets. HAICL is currently running 1000+ stores and the further addition of new stores is going on at a very fast pace (30-40 stores every month).

HAICL invites Applications from individuals/firms to work as 'HAICL – Institutional Business Development Consultant for the region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (NCR) for increasing sale of HAICL by way of appointing government/public Institutions in untapped areas, so as to increase the sale of HAICL retail project. HAICL has 2200+ products under the FMCG, stationary and, essential commodities category.

The interested applicants/parties are requested to submit their application of business proposal form along with the required documents (i.e. qualification, experience etc.) in a sealed envelope. The proposals/applications are required to be submitted or sent by registered post addressed to the Manager (Marketing/Sales), Haryana Agro Industries Corporation Limited, Bays No. 15-20, Sector-4, Panchkula.

These will be evaluated, and shortlisted parties/individuals will be called to give a presentation on a specific date & time at the HAICL Head Office, Panchkula, which will be informed to the concerned person. The participants are required to put forth their ideas by way of the proposal which will cover the business plan, its implementation with result-oriented results, timelines etc.

SCOPE OF WORK

1. Sales

- i. HAICL expects that its Business Development Consultant (BDC) will maximize the market penetration of HAICL products in India, especially in the region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (NCR) and thereby boosting the sales through public/government institutions.
- ii. 'HAICL-BDC' will contact new parties/distributors in the untapped areas and after checking/verifying the working ability of the party, will propose public/government institutions to HAICL, which will be approved by HAICL.
- iii. 'HAICL-BDC' will also contact all private education/HORECA Institutions in the region and will also follow up with them regularly to increase Institutional sales of HAICL.
- iv. 'HAICL-BDC' will maintain regular communication with these new Institutions and will be the point of contact between HAICL & Institutions. BDC will procure new orders, ensure payments are received in HAICL's bank accounts, and that the orders are received from the parties.
- v. 'HAICL-BDC' will regularly monitor the sale and also push for increasing sales through these institutions/distributors and ensure that HAICL products are available in all institutions.
- vi. The sale target will be fixed from time to time, which will be reviewed monthly & quarterly or whenever deemed necessary by MD, HAICL.
- vii. 'HAICL-BDC' will also prepare a forecast with HAICL, so that stock may be available in time for different Institutions.
- viii. BDC will offer rates fixed by HAICL including service charges of BDC. The service charges will be proposed by BDC and will be finalized by MD, HAICL. The service charges will not be less than 1 percent and more than 5 percent of the selling price fixed by HAICL. HAICL will reimburse the service charges to BDC after receipt of payment from institutions.

2. 'HAICL-BDC' will also have to maintain proper records mentioning the Institution list, contact details, order details, payment etc. for the purpose of audit. These must be shared with HAICL officially on a weekly & monthly basis.
3. 'HAICL-BDC' will also help HAICL in selling its products through various E-commerce platforms. He will understand available products and work out the costing, rates, operation charges, feasibility, etc. so that consumer products may be sold online.
4. **Service charges for 'HAICL-BDC'/Business Development Associate**

The commission will be released after the end of each quarter and after confirmation that the payments against supplies made have been received by HAICL.

- i. The supply orders by Institutions will be raised to HAICL only so that proper bills may be provided by the concerned office.
 - ii. 'HAICL –BDC' will negotiate the rates with Institutions as per the sale potentials/ volumes and intimation to HAICL.
 - iii. The above service charge is only applicable for new business/sale (Institution) brought by the Business Development Consultant for HAICL. No commission will be paid for already working HAICL's Institution network.
 - iv. HAICL reserves the right to appoint new Distributors / Institutions at its own level and on sale to these distributors / Institutions, no commission shall be given to the Business Development Associate.
5. The Business Development Consultant will ensure to assist HAICL in various promotional activities for its product range from time to time.

RESPONSIBILITY OF BUSINESS DEVELOPMENT CONSULTANT

- I. 'HAICL –BDC' will ensure that the mutually decided targets be achieved.
- II. 'HAICL –BDC' must ensure that all the payments of HAICL are received on time and that there is no default in any payment. Any issues in receiving payment, will be recovered from Business Development Associate.
- III. 'HAICL –BDC' in consultation with Manager Sales, HAICL will be the point of contact between HAICL and the Institutions.
- IV. 'HAICL –BDC' will share the required information w.r.t. Institution wise, customers, stock position, products sold, forecast projection etc. with HAICL.
- V. 'HAICL-BDC' will keep cordial relations with all Institutions, so that the brand name of HAICL is seen good light.
- VI. For any quality issue received from the customer, 'HAICL –BDC' will immediately contact with HAICL for taking timely action.

- VII. It must be ensured by 'HAICL –BDC', that the existing sale of Institution network of HAICL must not be disturbed. Further, it must be ensured that any such Institute should not supply HAICL's products to anyone else.
- VIII. 'HAICL BDC' will be prohibited to correspond directly with any institution. Thus, BDC will consult with HAICL and if agreed with the proposal, only HAICL will correspond with the institutions.

RESPONSIBILITY OF HAICL

1. HAICL will ensure the fulfillment of supplies. All the orders procured by the Business Development Consultant will be supplied by HAICL to Institutions and the expenses of transportation will be borne by HAICL as per HAICL's policy in vogue.
2. HAICL will inform in advance of the stock position of items that are in short supply and will do the rightful allocation.
3. Manager Sales HAICL etc. will be the point of contact for the 'HAICL – BDC' for discussing any issue/communication.
4. Any promotion done by HAICL will be suitably extended to all regions.
5. HAICL will provide quality products and will increase HAICL's product range in the future.

TERMS & CONDITIONS

1. The business area of the "Business Development Associate" / "HAICL –BDC" will be the entire region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (can be increased by MD HAICL) and shall not do the business of goods/products supplied by HAICL beyond the said allotted area. Also, more than one Business Development Consultant may be appointed by dividing the assigned areas/segments between them. Business Development Consultant will ensure to tap the potential from untouched areas by connecting institutions with HAICL.
2. Business Development Consultant must ensure to work in tandem with all related HAICL Department/offices to keep the information & operation smoother.
3. Business Development Consultant will ensure to give orders timely and well in advance to smooth line the workflow.
4. The Business Development Consultant shall maintain and submit the sales position to HAICL on a weekly basis or as and when required by HAICL.
5. Dispatch shall only be made against the valid order subject to advance payment/or any other mutually agreed payment term.
6. Business Development Consultant will be responsible for all payment realization and will be remunerated only upon full payment realization.
7. That 'HAICL-BDC' shall not give any preferential treatment of any kind to any Institution. Further no commitment/conditional agreement of any kind, verbally or in writing should be agreed by the Business Development Consultant with the

Institution, that is not already approved by HAICL. He will ensure to convey the quote pricing as approved by HAICL.

8. Business Development Consultant shall not supply the same/similar product directly and indirectly to Institutions to which HAICL is supplying products.
9. All client data will have to be maintained properly in order by Business Development and will not be shared with any other party/firm/person, except when approved by HAICL and thus ensure confidentiality.
10. “Business Development Associate’ shall not divulge any information in relation to the HAICL Trade Secret or know-how or marketing technique or any method of manufacturing, selling or dealing in its products.
11. That the “Business Development Associate” shall inform the HAICL and take immediate action for any infringement of the HAR-HITH/HAICL trademark, patent rights or passing of other manufacturers products as those of the HAICL.
12. The agreement period will be of 2 years, which can be further extended by HAICL depending upon the performance of the “Business Development Associate”.
13. Performance analysis of the Business Development consultant will be done on monthly/quarterly basis and if the sale targets are not achieved by the Business Development Associate, HAICL may serve a notice of termination. If the Business Development Consultant improves its performance, then the notice may be withdrawn by HAICL after assessing his performance.
14. That HAICL has the right to alter/remove/add to any of the above clauses under intimation to the “Business Development Associate”.
15. If the information and facts provided by the participating agency/Business Development Consultant are found to be misleading or incorrect, then HAICL reserves the right to terminate the association/contract immediately.
16. HAICL reserves the right to accept or reject any or all proposals/applications/offers without assigning any reason/notice, whatsoever and is not bound to accept the proposal/application. HAICL also reserves the right to annul (cancel) this process and reject all applications/proposals at any time prior to the award of the contract, without incurring any liability to the participants.
17. The successful party/applicant may be required to execute an agreement with HAICL as per the terms and conditions in this document.
18. HAICL reserves the right to allocate specific area to single Business Development Consultant or appoint multiple associates for different areas/States.
19. HAICL shall have all the rights to impose further fresh terms and conditions or amend/delete any of the existing terms and conditions on the selected applicant/party and shall have full right to execute agreement (if required) as applicant/party and shall have full right to execute agreement (if required) as per the revised terms and conditions in larger public interest.

ELIGIBILITY CRITERIA

1. He must have at least 2 years of business experience in areas of Delhi/Haryana/Himachal Pradesh/Punjab and Chandigarh.
2. The applicant should not be debarred/blacklisted by any of the Govt./cooperatives in India or abroad.
3. The conditional applications will not be entertained

PROCEDURE OF SELECTION

1. The participating firm/individual shall submit his proposal along with documents, experience, qualifications etc. as mentioned in the eligibility criteria in a sealed envelope clearly mentioning his name, contact details email address etc.
2. After the assessment of the presentation, scoring of the proposals will be done. Minimum 70% of the maximum marks is required to be considered for selection.
3. The proposed marking scheme is as under:

Sr. No.	Head	Range and Marking Scheme	Maximum Marks
1.	Applicant's/Firm's experience in business operations	1. 10 and above years = 30 marks 2. 7-10 years = 25 marks 3. Between 5 to 7 years =15 marks	30 marks
2.	Presentation	Marks will be assigned by the HAICL committee based on the proposal, its application, timelines etc.	20 marks
		Grand Total	50 marks

The proposals will be ranked in terms of total points. Applicants above 35 marks will be considered for the alliance as HAICL-BDC.

APPLICATION FORM FOR BUSINESS DEVELOPMENT ASSOCIATE

(PROFILE DETAILS)

1) BASIC INFORMATION:

1. Name of the Applicant / Firm _____
(Mr. / Mrs. Ms.)
 2. Name of the Company / Firm _____
 3. Permanent Address:- _____
 4. Town: _____ City: _____ State: _____
Phone No. _____ Mobile No. _____ Fax No. _____
- 2) GST No. & Date _____
(In case of Firm Copy to the attached)
- 3) PAN No. _____

4) CONSTITUTION OF BUSINESS DEVELOPMENT ASSOCIATE

1. Proprietorship/Partnership/Private Limited Co./Public Limited Co./Others (in case of firm-Please specify) _____
2. Details of Individual or Proprietors/Partners/Directors (in case of firm): _____

Name	Address & Telephone No.	Residence Address & Telephone No.	Qualification

EXPERIENCE IN LINE

- i. Products being handled: _____
- ii. Maximum buyers handled: _____
- iii. Brand Name Dealt with: _____

Name & Address of the Bankers

4) Area for which operations sought.

Please specify the exact sales territory which is intended to be covered for the sale of HAICL products:

DECLARATION

I/We, the undersigned, have gone through the eligibility criteria and terms & conditions annexed with the application form for my/our appointment as the BUSINESS DEVELOPMENT CONSULTANT of HAICL Products. I/We, fully understand the implications of eligibility criteria and the terms & conditions and therefore bind myself/ourselves into a contract with HAICL.

Date:

Signature

Name

Designation

Place:

Company Seal (if applicable)

Sr. No.	Particulars	Document to be attached.	Document attached
1.	Must have at-least 5 years relevant business experience.	Valid proof of experience. [If you own business submit CA audited balance sheet or any other proof of the experience.]	Yes/No
2.	He must have at-least 2 years business experience in areas of Delhi / Haryana / Himachal Pradesh / Punjab and Chandigarh.	Valid proof of experience. [With a short note on the name of key distributors/firms associated/copy of supply order/bills etc.]	Yes/No
3.	The applicant should not be debarred/blacklisted by any of the Govt. / cooperative in India abroad.	Self-attested copy of undertaking.	Yes/No