



# **HARYANA AGRO INDUSTRIES CORPORATION LIMITED**

(A Haryana Govt. Undertakings)

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

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

**Last date Submission:**

**21<sup>st</sup> December 2022**

**Place of Submission:**

**HAICL Office, Sector-4, Panchkula**

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 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 the consumers.

The Retail Expansion Project further aims to facilitate the achievement of the vision 'Atmanirbhar Bharat and Atmanirbhar Haryana' by making people self-reliant by providing them level playing field and making them reap the fruits of a 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, FPO's and cooperatives through these retail outlets. HAICL is currently running 700+ stores and further addition of new stores is going on at a very fast pace (60-70 stores in 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 sale of HAICL retail project. HAICL has 2200+ products under FMCG, stationary and essential commodities category.

The interested applicants/parties are requested to submit their application form along with the required documents (i.e. qualification, experience etc.), Business proposal in a sealed envelope. The proposals are required to be submitted or send by registered post addressed to Manager (Marketing/Sales), HAICL Sector 4 Panchkula by 21st December 2022, till 3:00 PM. These will be evaluated, and shortlisted parties / individuals will be called to give presentation on a specific date & time at HAICL Office, Panchkula, which will be informed to the concerned person. The participants are required to put forth their ideas by way of 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 sale 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 so as to increase Institutional sale of HAICL.
  - iv. 'HAICL -BDC ' will maintain regular communication with these new Institutions and will be point of contact between HAICL & Institutions. BDC will procure new orders, ensure payments are received in HAICL bank accounts and that the orders are received from the parties.
  - v. 'HAICL -BDC ' will regularly monitor the sale and also push for increasing sale through these institutions / distributors and ensure that HAICL products is available in all institutions.
  - vi. Sale targets will be fixed from time to time, which will be reviewed monthly & quarterly or whenever deemed as necessary by MD HAICL.
  - vii. 'HAICL -BDC ' will also prepare 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 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 record mentioning Institution list, contact details, order details, payment etc. for the purpose of audit. These must be shared with HAICL officially on 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 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 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 ASSOCIATE**

- v. 'HAICL -BDC ' will ensure that the mutually decided targets be achieved.
- vi. '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.
- vii. 'HAICL -BDC ' in consultation with Manager Sales HAICL will be point of contact between HAICL and the Institutions.
- viii. 'HAICL -BDC ' will share the required information w.r.t. Institution wise, customers, stock position, products sold, forecast projection etc. with HAICL.
- ix. 'HAICL -BDC ' will keep cordial relation with all Institutions, so that brand name of HAICL is seen good light.
- x. For any quality issue received from customer, 'HAICL -BDC ' will immediately contact with HAICL for taking timely action.
- xi. It must be ensured by 'HAICL -BDC ', that existing sale of Institution network of HAICL must not be disturbed. Further, it must be ensured that any such Institute should not supply HAICL products to anyone else.
- xii. "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 fulfillment of supplies. All the orders procured by 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 the stock position of items which are in short supplies and will do rightful allocation.
- 3. Manager Sales HAICL etc. will be 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 product range in 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 Dept/offices to keep the information & operation smoother.
3. Business Development Consultant will ensure to give orders timely well in advance to smooth line the workflow.
4. That the Business Development Consultant shall maintain and shall submit the sales position to HAICL on weekly basis or as and when required by HAICL.
5. That the 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 Business Development Consultant with Institution, which is not already approved by HAICL. He will ensure to convey the quote pricings as approved by HAICL.
8. That the Business Development Consultant shall not supply same/similar product directly and in-directly to Institutions if HAICL is supplying to that institution.
9. All client data will have to be maintain properly in order by Business Development Consultant and will not share with any other party/firm/person, except when approved by HAICL and thus ensure the confidentiality.
10. That the "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 manufacturer, 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 HARHITH/HAICL Trade mark, patent rights or passing of other manufacturers products as those of the HAICL.
12. The agreement period will be 2 year, which can be further extended by HAICL depending upon the performance of the "Business Development Associate".
13. Performance analysis of Business Development Consultant will be done on monthly / quarterly basis and if the sale targets are not achieved by 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 award of 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. The applicant should possess Graduate Degree with having at-least 5 years relevant business experience.
2. He must have at-least 2 years business experience in areas of Delhi / Haryana / Himachal Pradesh / Punjab and Chandigarh.
3. The applicant should not be debarred/blacklisted by any of the Govt./ cooperative in India abroad.
4. The conditional applications will not be entertained.

### **PROCEDURE OF SELECTION**

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

<b>Sr. No.</b>	<b>Head</b>	<b>Range and Marking scheme</b>	<b>Maximum marks</b>
1	Applicant's / Firm's experience in business operations.	1. 10 and above years = 30 marks 2. 7-10 years =20 marks 3. Between 5 to 7 years =10 marks	30 marks
2	Presentation	On the basis of marks assigned by the HAICL committee on the basis of the proposal, its application, timelines etc.	20 marks
	<b>Grand Total</b>		<b>50 marks</b>

The proposals will be ranked in terms of total points. Applicants above 35 marks will be considered for 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:- \_\_\_\_\_

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 (inc 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 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)



## CHECK LIST

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