

ब्रह्मपुत्र वैली फर्टिलाइज़र कॉर्पोरेशन लिमिटेड



BRAHMAPUTRA VALLEY FERTILIZER CORPORATION LIMITED

(A GOVERNMENT OF INDIA UNDERTAKING)

MARKETING DIVISION

NAMRUP. P.O.: PARBATPUR, DIST: DIBRUGARH, ASSAM. PIN – 786 623

FAX: +91374 2500236, CIN No. U24123AS2002GOI006786

e-mail: marketing_it@bvfc.co.in, marketing@bvfc.co.in, info@bvfc.co.in website: <http://www.bvfc.com>

Ref. No BVFCL/GM (Mktg & HR)/ MFRS/16-17/01

Date: 12/09/2016

To,

M/s-----

Sub: Application for opening of Model Fertilizer Retail Shop

Dear Sir,

BVFCL intends to open Model fertilizer Retail Shop in Tinsukia town through Franchisee. Accordingly you are hereby requested to submit your application for opening of Model Fertilizer Retail Shop at important location in Tinsukia town to serve the farming community by providing all Agricultural inputs under single roof. The shop must be good looking & easily approachable. Accordingly you may please apply by dtd-17.09.2016 up to 11.00AM. Details are enclosed herewith.

More details can be seen at WWW.bvfc.com.

Thanking you,

Yours Sincerely,
For and on behalf of BVFCL

(S. K. Singh)
Chief Manager (Mktg)

Responsibilities of Franchisee and BVFCL for Model Fertilizer Retail Shops (M.F.R.S.)

A. Franchisee Responsibilities:

1. Franchisee shall be the owner of the respective Model Fertilizer Retail Shop and BVFCL shall be co-partner without profit sharing. Memorandum of Understanding in this regard shall be entered between BVFCL and Franchisee.
2. Franchisee shall arrange retail license for all products which are to be sold from Model Fertilizer Retail Shop.
3. Franchisee shall arrange location on following parameters:
 - a. Place: Important place in that locality.
 - b. Site: Preferably Main Road side, attractive to farmers, convenient to reach, business place and easily available transport.
 - c. Size: Adequate size of the centre for product display, sufficient space for storage of the products, facility for soil testing and seed testing.
 - d. Sitting arrangement: Centre must have adequate counseling and sitting arrangement for farmers.
4. Franchisee shall prepare the requirement of Mandatory products- BVFCL's own products i.e. Neem Coated Urea, Vermi-compost, Bio-fertilizers and traded products as per the availability from BVFCL and advance Indent to be submitted to BVFCL for adequate supplies.
5. Franchisee shall ensure selling of BVFCL products and not through outsourcing. Franchisee shall be bound not to sale any product above MRP.
6. Franchisee shall arrange soil testing and seed testing facilities in their shop to cater the need of farmers. Franchisee shall provide status report to BVFCL about collection and analysis of soil & seed samples.
7. Franchisee shall also prepare a list of products requirement for Optional services and advance Indent to be submitted to BVFCL to ensure the supplies.
8. Franchisee can purchase farm machinery and equipments to increase business volume in coordination with BVFCL for the benefit of the farmers.
9. Franchisee shall make proper display of the publicity material as well as products at the center provided by BVFCL.
10. Franchisee shall ensure that Model Fertilizer Retail Shop is running as a Fair Price Shop, products and services are made available to the farmers.
11. Franchisee has to fix the timings for opening & closing and weekly off day of the shop as prevailing for Tinsukia market. Center will be opened on all week days except weekly off & National holidays.
12. Franchisee shall maintain following records which may be made available for verification during the visit of BVFCL official:
 - i. Inward and outward entry of the products.
 - ii. Purchase and Sales record.
 - iii. Sales Register.
 - iv. Farmers data entry and details of visit
 - v. Visitors Register
 - vi. Feedback register
 - vii. Suggestion and Complaint book.

B. BVFCL Responsibilities:

1. BVFCL shall supply materials to the Franchisee after receiving advance payment or against the Security Deposit equal to the value of the products to BVFCL.
2. BVFCL shall supply adequate materials to the Franchisee provided timely placement of Indent.
3. BVFCL shall maintain coordination with Franchisee to resolve the problems pertaining to fertilizer retail Shops.
4. Any disputes or differences arising out of or relation to this MOU shall be mutually discussed and resolved by the Franchisee and BVFCL. In case the disputes and differences are not so mutually resolved but continue to subsist, the same shall be subject to the jurisdiction of courts of Dibrugarh.

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Ref No: BVFCL/ GM (Mktg & HR) / MFRS /16-17/01

Date: 12.09.2016

Terms & Conditions for opening of Model Fertilizer Retail Shop through franchisee from financially sound parties of Tinsukia Town of Assam.

Applications in prescribed format are invited for opening of Model Fertilizer Retail Shop through franchisee from financially sound parties of Tinsukia town of Assam.

The Terms and Conditions are given as hereunder:

1. The candidate shall submit the complete application showing their interest and suitability for Model Fertilizer Retail Shops as per the attached FORMAT.
2. Franchisee shall submit a declaration stating the suitability of Location where Model Fertilizer Retail Shop is proposed to be open.
3. Certificate from a nationalized bank where party's account exists, showing his/her financial resources.
4. The candidature of BVFCL existing dealers as Franchisee of Model Fertilizer Retail Shop will be subject to fulfillment of all terms, eligibility and showing interest.
5. Franchisee shall have to purchase the material on advance payment or by depositing the Security amount equal to the value of the products to BVFCL in the form of Bank Guarantee/ letter of credit.
6. BVFCL and concerning Franchisee will enter in to an agreement on finalization of Franchisee as per the agreed terms and conditions for opening of Model Fertilizer Retail Shops.
7. Applicants must be committed to serve farmers for below mentioned mandatory services:

A- Mandatory Services:

- a. Fertilizer Products- Selling of products being manufactured/traded by BVFCL at MRP.
- b. Soil Testing Facility.
- c. Testing of the Seed samples.
- d. Display of products/services available at the centre.
- e. Selling of Organic fertilizers, Bio-fertilizers & Compost.
- f. Assisting farmers in Soil samples analysis and application of nutrients based on soil test.
- g. Promotion of Integrated and balanced use of nutrients.
- h. Adoption of Package of Practices of various crops.
- i. Weather forecast.

Other than above activities following optional services may be added to make Model Fertilizer Retail Shop more valuable service provider to the farming community.

B- Optional Services:

1. Farm Implements:
 - a. Custom hiring of equipments such as tractors, laser levelers, rotavator, crop harvester and thrashers, etc.
 - b. Hiring of Sprayers/Dusters including power sprayers and hand driven sprayers.
 - c. Sale of small implements like spades and sickles.
 - d. Selling of Pesticides and seeds.
 - e. Crop Insurance.

8. The appointment of Franchisee will be done with following criteria.

S N	Particulars		Maximum Point	Remark
1	Location of shop	Shop with Godown at same location - 40	40	Spot verification will be done duly approved committee members
		Shop with Godown at different location - 30		
2	Storage facility	More than 25MTs-30	30	Spot verification will be done duly approved committee members
		Less than 25 MTs-20		
3	Past Performance	Very Good (More than 2.00Cr) -30	30	Based on last 03 years average performance
		Good less than 2.00Cr -20		
4	Soil testing kit maintenance & analysis		Yes/No	Firm commitment is required from the applicants
5	Seed testing kit maintenance & analysis		Yes/No	
6	Advisory services		Yes/No	
	Total		100	

9. The envelope containing duly filled up Applications should super scribe clearly the application for appointment of Franchisee for opening of Model Fertilizer Retail Shop. The last date of submission of duly filled application at the Office of the Marketing Division, Namrup is up to 17.09.2016 till 11.00PM.

(S. K. Singh)
Chief Manager (Mktg)

APPLICATION FOR FRANCHISEE APPOINTMENT FOR MODEL FERTILIZER RETAIL SHOP

1	Name of the Applicant & Firm (Name in Block letters)				
2	Postal Address				
3	PIN code No.				
4	Tele. No. with STD code No.				
5	Mobile No.				
6	Fax No./ E-mail ID				
7	Name of Mandi / Place applied for				
8	Block / Mandi				
9	Tehsil / Taluka				
10	District				
11	State				
12	Qualification				
13	Category		General	Reserved	Special
	If, Reserved (Attach certificate)		Scheduled caste	Scheduled Tribe	War Widow
			Ex-serviceman	Dependent of Defense personnel	
	If, Special (Attach certificate)		Backward	Freedom fighter	Physically Handicapped
			Women Entrepreneur	Educated unemployed	
14	Whether Sole Proprietor or Partnership Firm or Body Corporate or Cooperative Institution. (Attach copies of partnership Deed / power of Attorney)				
A	If, Proprietorship	Name			
	(Attach notarized affidavit)				
B	If Partnership (Attach copies of partnership Deed)	Name			
	Power of Attorney	Name			
C	If Corporate Body (Attach copy of Articles and Memorandum of Association)				
	Name of Directors			Share %	

D	If Cooperative Institution - (Attach copy of the Certificate of Registration with By Laws) Registration No.						
15	Total investment for Model Fertilizer Retail Shop (Rs. in Lacs)						
16	Floor Area		_____Sq Meter				
	(i) Location		Shop with Godown at same location- 40		Yes/No		
			Shop with Godown at different location- 30		Yes/No		
	(ii) Godown Area		_____Sq. Meters (Owned / Hired / Both)				
	Storage facility		a) More than 25 MTs		Yes/No		
			b) less than 25 MTs		Yes/No		
	iii. Staff		(Salesman Numbers)				
iv. Other		(Numbers)					
17	Past Performance*	2013-14	For BVFCL Use		-		
		2014-15	For BVFCL Use		-		
		2015-16					
		*Based on last three years average performance					
18	Interest in Soil Testing Kit & Maintenance**			Yes/No			
19	Interest in Seed Testing Kit & Maintenance**			Yes/No			
20	Interest in Farm equipments & Machinery**			Yes/No			
21	Interest in Advisory Services**			Yes/No			
**Detailed note can be attached for proving your candidature and expectation from BVFCL if any							
22	Nearest railhead				_____Distance Kms.		
23	No. of Fertilizer Dealers operating in this Location and estimated total annual Sale		Numbers				
			Urea	MTs			
			D.A.P.	MTs			
			M.O.P.	MTs			
			Others	MTs			
24	If in Fertilizer Business specify Companies and Annual Off Take from each Company for the Last year						
	Name of Company	Effective	Product with Qty.				Area covered
			Urea	D.A.P.	M.O.P.	Others	

25	Name of Sister Concerns in Fertilizer Business (If Any) with details of Company (s) represented and annual off take					
	Names of Sister concern	Name of the Company representative	Annual off take			
			Urea	D.A.P.	M.O.P.	Others
26	Annual Sales turnover of the applicant firm for the last three years (Attach certified Balance Sheet / Sales Tax Return)					
	Annual Sales turn over		2013-14	2014-15	2015-16	
	Qty. in MT					
	Value in Rs. Lakhs)					
27	Name of the Banker					
	Bank	Place	Branch	A/c. No.		
28	Financial Arrangement availed for Fertilizer Business					
	Financial arrangement		Amount (Rs.`000)			
	1. Pledge					
	2. Hypothecation					
	3. Clean Overdraft					
	4. Letter of credit					
	5. Bank Guarantee					
	6. Any other					
29	Margin Money and Security given to the Bank for availing Credit Limits					
	Financial arrangement		Amount (Rs.`000)			
	1. Margin Money					
	2. Security					
30	Whether the applicant is Income-Tax payee. If yes					
	PAN No.(Attach copy)					
	Year up to, which assessed					
	Income Tax returns (Attach for last three years)					
31	Particulars of Sales Tax Registration.					
	T I N No. (Attach copy)					
	C S T No. (Attach copy)					

32	Details of immovable property in the name of Proprietor / Partnership firm. (With documentary proof in the shape of Revenue Receipts, Municipal Tax Receipts, Photocopy of sale deed of properties etc).							
	Nomenclature	Plot Size	Address / Location survey No. or any other identification	Whether Hypothecated / pledged	Estimated Value (Rs. '000) Give Details			
I	Shop / Office							
II	Godown(s)							
III	Comml./ Res. Plots							
IV	Agri land (In acre)							
V	House (s)							
VI	Flates							
VII	Others (Pl. Specify)							
33	Estimated Annual off take of Urea & other products for Model Fertilizer Retail Shop.							
	Month Products	Quantity (in MTs)						
		Neem Coated Urea	Vermi-Compost	Bio-Fertilizers	City Compost	Others pl. specify		
	April							
	May							
	June							
	July							
	August							
	September							
	October							
	November							
	December							
	January							
	February							
	March							
	Grand Total							

34	Will you be able to furnish BG/LC for supplies --- Yes / No If yes, the extent of BG / LC that can be given for Rs. (Attach Certificate from Bank)	
35	Details of the Applicant's relation having company dealership Yes / No	
36	Details of applicant's relations working in the organization	
	Name	Designation
	Has the applicant suffered any penalty under the Essential Commodities Act and / or Fertilizer (Control) Order? Yes / No If yes, give details	
37	Please specify your views towards showing your interest and suitability for appointment as a Franchisee of BVFCL for Model fertilizer retail shop. 1- 2- 3- 4- 5-	

I / we confirm that the particulars as given above are true. In case any information is found incorrect even at subsequent stage, BVFCL management will have the sole discretion for termination of Franchisee forthwith. I / we also undertake to abide by the terms and conditions of appointment.

We hereby authorize Mr.....Managing partner to deal with you and bind ourselves individually and severally for any liability arising out this Application.

Name's of Partners

Signature

1.

2.

Signature of the applicant

Managing partner

(Along with Seal of the firm).

Date:-

List of enclosures:-Duly attested copies of the following documents are enclosed.		
A.F. = Applied for		
S N	Documents	Yes /No / A.F. / Not-applicable
1	Application form	
2	State Sales Tax Registration certificate - T I N No.	
3	Central Sales Tax Registration certificate - C S T No.	
4	Permanent Account No. - P.A.N. No.	
5	Fertilizer Registration Certificate (Whole-Sale) - F R C	
6	Notarized affidavit if Proprietorship firm(Original)	
7	Partnership Deed, if partnership firm	
8	Copy of article & Memorandum of association	
9	Income Tax returns of immediate last three years	
10	Bank reference letter indicating financial soundness and Credit facility if any	
11	Declaration about Suitability of location	
12	Category/ caste Certificate applicable as per S.No-13 of application form	
Signature with Applicant's firm Seal		

<p>Duly filed up Applications should be submitted.</p> <p>To,</p> <p style="padding-left: 40px;">The General Manager (Mktg & HR)</p> <p style="padding-left: 40px;">Marketing Division,</p> <p style="padding-left: 40px;">BVFCL, Namrup.</p> <p style="padding-left: 40px;">P.O. Parbatpur,</p> <p style="padding-left: 40px;">Dist. Dibrugarh (Assam)</p> <p>Pin-786623.</p>
