



**WEST BENGAL STATE FOOD PROCESSING
&
HORTICULTURE DEVELOPMENT CORPORATION LIMITED
(A GOVT. OF WEST BENGAL ENTERPRISE)
BENFISH TOWER (6th Floor)
31, G.N. Block, Sector-V**

Notice Inviting Application for Distributor

No. 2167/WBSFPDCL/1705/2/2020-21

Date: 16.12.2020

Applications are hereby invited from the Owner/Proprietor/Partner/Director of an Agency/Organisation/Firm/Company for appointment of area wise distributor in Kolkata and other District in West Bengal for sales of IPSHA fruit products viz. assorted jam, jelly, orange squash, tomato ketchup, green mango beverage, chilli sauce, kasundi being manufactured by West Bengal State Food Processing & Horticulture Development Corporation Limited and thereby to establish a long term mutually agreed business relationship with the distributor.

Filled in Application, in the prescribed format, along with the self attested copies of all Credentials/Documents mentioned in SL .No. 1, 2, 4, 5&11 including the Earnest Money of Rs.2000/- drawn in favour of West Bengal State Food Processing & Horticulture Development Corporation Ltd in the mode of Pay Order/Bank Draft are required to be delivered in person to the Account Section of this Corporation latest by the last date and time of submission of application i.e. upto **3 P.M of 31st December'2020**.

TERMS & CONDITIONS

1. Experience

The applicant must have the experience in selling of consumer products for a period of minimum three years within the territory for which he has applied.

2. Social Profile

Since young/enterprising people will be more adaptive to the changing scenario, so, for a long term stability in that territory, the people having an age between 18-50 years and appeared/passed Higher Secondary Examination may apply for appointment of distributor.

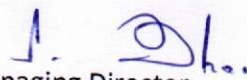
3. Infrastructure

The applicant must have the sound infrastructure viz. Go-down space, delivery mechanism, skilled man power for reaching out the prospective retailers etc. with required quantity and quality.

4. Financial Status

The Bank statement showing the balance of at least Rs.100000/- on the last date of application or Audited Balance Sheet for the last financial year in case of Firm/Company.

- 5. Legality of application**
Applicants must have the 6(six) Certificate viz. 1) Trade Licence 2) Valid PAN Card 3) Registration Number of GST 4) Bank Account particulars mentioning the Account No, Branch Name and IFSC Code 5) Memorandum of Association/ Partnership Deed(wherever applicable) 6) Aadhaar Card/EPIC.
- 6. Quarterly sales target**
The product of at least Rs.40,000/- should have to be lifted on monthly basis maintaining proper product inventory and order shipment inventory regularly.
- 7. Transportation**
The distributor has to pick up the goods from the Go down of Manufacturer and arranged to transport the same to the downstream channels at his own arrangement.
- 8. Requisition and Payment**
The Distributors are to place the requisition for materials is before the West Bengal State Food Processing & Horticulture Development Corporation Ltd. at least 7 days before the intending date of delivery. On receipt of requisition the order of delivery will be issued in favour of the requiring Agency , who has to collect the intended materials from the Go down of the Manufacturer on payment of 60% of the assessed price of the requisitioned items through Pay Order/Bank Draft drawn in favour of the West Bengal State Food Processing & Horticulture Development Corporation Ltd.
- 9. Publicity**
The distributor will encourage push selling for attaining the sales target. He will provide strategic support to the downstream channel with the publicity materials as received from West Bengal State Food Processing & Horticulture Development Corporation Ltd.
- 10. Restriction**
The distributor will regulate, manage, develop lower tier channel and ensure that they may not be involved in activities that can disturb the marketing order and the price system.
- 11. Business Plan**
The applicant has to submit a business plan and marketing strategy devising the proposed distribution models.
- 12. Area**
The applicant should categorically mention the area of coverage. If the area/ location of two different districts are chosen, then the order of preference should be mentioned categorically.
- 13. Contract Agreement**
The prospective distributor must meet the mutually agreed annual sales quota. The Corporation will reserve the right to adjust the sales quota based on market demands. The potential distributor will be equipped with the binding contract. The newly appointed distributor will be evaluated annually against the requirements stated on the contract. If the distributor fails to fulfil the requirements as stated on the contract, the distributorship will be re-assessed for possible termination.


Managing Director 16.12.20

Encl: Application Form

No. /WBSFPHDCL/1705/2/2020-21

Date: 16.12.2020

Copy forwarded with a request to display in the office Notice Board to the –

1. Director of Food Processing Industries, Govt. of West Bengal
2. Director of Horticulture(Technical)Govt. of West Bengal
3. P.A. to the Additional Chief Secretary, Govt. of West Bengal
4. P.A. to the Joint Secretary, Deptt. of FPI&H, Govt. of West Bengal
5. Office Notice Board


Managing Director 16.12.20

To

The Managing Director,
WBSFP&HDCL,
Benfish Tower, 6th Floor
Saltlake, Sector V, Kolkata – 700091

Photograph
of the
Applicant

Sub: Application for appointment as an Area wise Distributor for IPSHA Food Products

Ref: No. /WBSFPHDCL/1705/2/2020-21 DT: 16.12.2020

Madam,

In response to your Advertisement No. /WBSFPHDCL/1705/2/2020-21 DT: 16.12.2020 for appointment of area wise Distributor for sales of Ipsha Food Products being Manufactured by West Bengal State Food Processing & Horticulture Dev. Corporation Ltd., I intend to offer my candidature as a Distributor for the area(Corporation/Municipality/Block) _____ comprising of (Police Station) _____ in the District of _____ along with all requisite particulars as detailed below:-

1. Name of the Proprietor/Partner/Director _____
2. Name of the Firm/Agency/Company _____
3. Registered office address _____
4. Email Id & contact No. _____
5. No. Of valid Trade License _____
6. GST Registration No. _____
7. No. Of PAN Card _____
8. Aadhaar Card/EPIC No. _____
9. Experience for working as a Distributor/Stockist of consumer goods
 - i. Item _____
 - ii. Period _____
10. Area of Go-down & its location _____
11. Arrangement of Vehicle/Van for transporting of goods upto the retail outlet _____
12. No. of salesman & delivery boy _____
13. Financial Status(put ✓ mark on appropriate alternative)
 - i. Bank Statement
 - ii. Balance of A/c as on date of application
14. Pay Order/Bank Draft No. _____ dt _____ of the earnest money drawn in favour of West Bengal State Food Processing & Horticulture Dev. Corporation Ltd.

I undertake that all of the above statements given against the prescribed format are true to the best of my knowledge and belief

I have also gone through all terms & conditions meticulously and I undertake to comply with those terms & conditions sacrosanctly.

Note: Self attested copy of Sl. No. 1, 2, 4, 5 & 11 are attached with the Application Form

Date:

Authorised Signatory with seal