



**THE HARYANA STATE COOPERATIVE SUPPLY  
AND MARKETING FEDERATION LIMITED**  
CORPORATE OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)  
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## **NOTICE**

The Haryana State Cooperative Supply & Marketing Federation Ltd., popularly known as HAFED invites applications from experienced firms/ individuals to work as 'Hafed Sarthi' / Business Development Associate of Hafed for the region of Delhi NCR, Haryana, Chandigarh, Punjab & Himachal Pradesh.

Detailed document containing scope of work, terms & conditions, eligibility criteria, selection procedure, application form etc. can be downloaded from Hafed website i.e. <http://hafed.gov.in/>

Interested agencies should submit or send their application & proposals by registered post for evaluation by 12<sup>th</sup> October, till 3:00 PM in sealed envelope, addressed to General Manager (Marketing), Hafed Corporate Office, Sector 5, Panchkula – 134109 (Haryana). For any clarification / details, contact 0172 – 2590520-26 (Ext.-204) or email at [hafedmarketing1@gmail.com](mailto:hafedmarketing1@gmail.com).

Hafed reserves the right to reject any or all the bids without assigning any reason.

**MANAGING DIRECTOR,  
HAFED CORPORATE OFFICE,  
SECTOR-5 PANCHKULA - 134019**



**THE HARYANA STATE COOPERATIVE SUPPLY AND MARKETING  
FEDERATION LIMITED (HAFED)**

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

**Last date Submission: 12<sup>th</sup> October, 2021**

**Place of Submission: Hafed Corporate Office, Sector-5, Panchkula**

The Haryana State Cooperative Supply & Marketing Federation Ltd., popularly known as HAFED has come to stay as a top State Government sponsored farmer friendly organization. Hafed is continually playing a leading role in serving the economic interest of farmers in the State of Haryana by providing viable and efficient support and in pursuit of this mission is undertaking multifarious diversified activities including supply of quality agriculture inputs at the doorsteps of the farmers through a large cooperative network, providing marketing support by being an assured buyer for the farm produce at remunerative / competitive prices and further value addition in the farm produce through processing, marketing and exports. Besides, Hafed is equally concerned about the well being of consumers and provides them pure and traditional agricultural products processed out of raw material directly sourced from the farmers and processed in a large and diversified chain of processing units owned by it all over the State OF Haryana, Delhi & Chandigarh.

Hafed invites Applications from individuals/firms to work as 'Hafed Sarthi' / Business Development Associate for the region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (NCR) for increasing sale of Hafed consumer products such as Edible oils, rice, sugar, atta etc. by way of appointing new distributors & associating new Institutions with Hafed in untapped areas, so as to increase sale of Hafed consumer products.

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 General Manager (Marketing), Hafed Corporate Office, Second Floor, Panchkula – 134109 (Haryana) by 12<sup>th</sup> October, till 3:00 PM. These will be evaluated, and shortlisted parties / individuals will be called to give presentation on a specific date & time at Hafed Corporate 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. Hafed expects that its Business Development Associate (Hafed Sarthi) will maximize the market penetration of Hafed consumer products in India especially in the region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (NCR) and thereby boosting the sale through private networks and institutions.
  - ii. 'Hafed Sarthi' will contact new parties / distributors in the untapped areas and after checking / verifying the working ability of the party, will propose the appointment of new distributor to Hafed after allocating fixed area of operations, which will be approved by Hafed.
  - iii. 'Hafed Sarthi' will also contact various Institutions in the region and will also follow-up with them regularly so as to increase Institutional sale of Hafed.
  - iv. 'Hafed Sarthi' will ensure that the new distributor so appointed is allocated specific area and must not interfere / supply Hafed products to other areas.
  - v. 'Hafed Sarthi' will maintain regular communication with these new distributors & Institutions and will be point of contact between Hafed & distributors / Institutions. He will procure new orders, ensure payments are received in Hafed bank accounts and that the orders are received from the parties.
  - vi. 'Hafed Sarthi' will regularly monitor the sale and also push for increasing sale through these institutions / distributors and ensure that Hafed consumer products is available at maximum retailers in the area earmarked for a particular distributor.
  - vii. Sale targets will be fixed from time to time, which will be reviewed monthly & quarterly or whenever deemed as necessary by Hafed management.
  - viii. 'Hafed Sarthi' will also prepare forecast with Hafed, so that stock may be available in time for different distributors & Institutions.
2. Export: 'Hafed Sarthi' will also facilitate Hafed in procuring new supply orders and execution of these export orders.
  3. 'Hafed Sarthi' will also have to maintain proper record mentioning distributor & Institution list, contact details, order details, payment etc. for the purpose of audit. These must be shared with Hafed officially on weekly & monthly basis.
  4. 'Hafed Sarthi' will also help Hafed in selling its consumer products through various E- commerce platforms. He will understand Hafed products and work out the costing, rates, operation charges, feasibility, etc. so that consumer products may be sold online.
  5. Hafed will also start its own e-commerce website shortly, and all the operational management of supply of Hafed goods to consumers will be managed by 'Hafed Sarthi'.

### 6. Commission for 'Hafed Sarthi' / Business Development Associate

The new distributors will be appointed as per Hafed's current

distributor policy which includes that the supplies are made to distributors against advance payments. The commissions for Hafed Saarthi for various sales are mentioned below:

S No	Segment	% commission of Associate	Remarks
1	On Distributor Sale	2 %	Subject to cap of Rs. 25,000/- per quarter per distributor
2	On Institutional Sale	2%	Subject to cap of Rs. 1,00,000/- (one Lakh) per quarter per Institutions
3	On export Sale	2-4%	The final margins will be decided depending on the margins available with Hafed after quoting the rates to the International client
4	On E-commerce sale of Hafed Portals	2%	Subject to cap of Rs. 1,00,000/- (one Lakh) per quarter per E-commerce portal

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

- i. The supply orders by distributor / Institutions will be raised to Hafed i.e. to the concerned DM, DGM (Mkg.), etc. so that proper bills may be provided by the concerned office.
  - ii. 'Hafed Sarthi' will negotiate the rates with Institutions as per the sale potentials / volumes and intimation to Hafed.
  - iii. The fixation of rates for E-Commerce platform will be done by Hafed Sarthi in consultation with Hafed.
  - iv. The above commission is only applicable for new business / sale (distributor / Institution) brought by the Business Development Associate for Hafed. No commission will be paid for already working Hafed's Distributor / Institution network.
  - v. Hafed 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.
7. The Business Development Associate will ensure to assist Hafed in various promotional activities for its product range from time to time.

### **RESPONSIBILITY OF BUSINESS DEVELOPMENT ASSOCIATE**

1. 'Hafed Sarthi' will ensure that the mutually decided targets be achieved.
2. 'Hafed Sarthi' must ensure that all the payments of Hafed 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.
3. 'Hafed Sarthi' will be point of contact between Hafed and the distributors / Institutions.

4. 'Hafed Sarthi' will share the required information w.r.t. distributor wise, Institution wise, customers, stock position, products sold, forecast projection etc. with Hafed.
5. 'Hafed Sarthi' will keep cordial relation with all customers, distributors & Institutions, so that brand name of Hafed is seen good light.
6. For any quality issue received from customer, 'Hafed Sarthi' will immediately contact with Hafed for taking timely action.
7. It must be ensured by 'Hafed Sarthi', that existing sale of distributor / Institution network of Hafed must not be disturbed. Business Development Associate will only be allowed to appoint new distributors in areas where there is already no new distributor. Further, it must be ensured that any such distributor should not supply Hafed products in the territory / area not allotted to that distributor.

### **RESPONSIBILITY OF HAFED**

1. Hafed will ensure fulfillment of supplies. All the orders procured by Business Development Associate will be supplied by Hafed to Distributor / Institutions and the expenses of transportation will be borne by Hafed as per Hafed's policy in vogue.
2. Hafed will inform in advance the stock position of items which are in short supplies and will do rightful allocation.
3. Concerned DM / Sale Incharge, DGM (Mkg.), Hafed Delhi etc. will be point of contact for the 'Hafed Sarthi' for discussing any issue / communication for that particular area.
4. Any promotion done by Hafed will be suitably extended to all regions.
5. HAFED will provide quality products and will increase HAFED product range in essential commodities like pulses, flour mixes, masala etc.

### **TERMS & CONDITIONS**

1. The business area of the "Business Development Associate" / "Hafed Sarthi" will be the entire region of Haryana, Chandigarh, Punjab, Himachal Pradesh & Delhi (except Kendriya Bhandar, NAFED etc. and already existing network of distributors / Institutions) and shall not do the business of goods/products supplied by Hafed beyond the said allotted area. Also, more than one Business Development Associate may be appointed by dividing the assigned areas/segments between them. Business Development Associate will ensure to tap the potential from untouched areas by opening new distributors/dealers and assigning the areas to different distributors to avoid any clash.
2. That Hafed Sarthi shall deal/market exclusively with the products of Hafed.
3. Hafed products will be supplied to distributor / Institutions as per the provision of present day Hafed policies / Hafed Distributor terms and conditions from time to time. Further, these may be changed / updated from time to time under intimation to Business Development Associate.
4. Business Development Associate must ensure to work in tandem with all related HAFED Dept/offices to keep the information & operation smoother.
5. Business Development Associate will ensure to give orders timely well in advance to smooth line the workflow.
6. That the Business Development Associate shall maintain and shall submit the

sales position to Hafed on weekly basis or as and when required by Hafed.

7. That the dispatch shall only be made against the valid order subject to advance payment / or any other mutually agreed payment term.
8. Business Development Associate will be responsible for all payment realization and will be remunerated only upon full payment realization.
9. That 'Hafed Sarthi' shall not give any preferential treatment of any kind to any distributor / Institution. Further no commitment / conditional agreement of any kind, verbally or in writing should be agreed by Business Development Associate with distributor / Institution, which is not already approved by Hafed. He will ensure to keep consistent pricings and margins as declared by HAFED.
10. That the Business Development Associate shall not deal directly or in-directly with any other existing distributors/company/firms dealing with similar products of the Hafed in his area of operations.
11. All client data will have to be maintain properly in order by Business Development Associate and will not share with any other party/firm/person, except when approved by HAFED and thus ensure the confidentiality.
12. That the "Business Development Associate" shall not divulge any information in relation to the Hafed Trade Secret or know how or marketing technique or any method of manufacturer, selling or dealing in its products.
13. That the "Business Development Associate" shall inform the Hafed and take immediate action for any infringement of the Hafed' Trade mark, patent rights or passing of other manufacturers products as those of the Hafed.
14. The agreement period will be 2 year, which can be further extended by Hafed depending upon the performance of the "Business Development Associate".
15. Performance analysis of Business Development Associate will be done on monthly / quarterly basis and if the sale targets are not achieved by Business Development Associate, Hafed may serve a notice of termination. If the Business Development Associate improves its performance, then the notice may be withdrawn by Hafed after assessing his performance
16. That Hafed has the right to alter/remove/add to any of the above clauses under intimation to the "Business Development Associate".
17. If the information and facts provided by the participating agency / Business Development Associate are found to be misleading or incorrect, then Hafed reserves the right to terminate the association / contract immediately.
18. Hafed 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. Hafed 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.
19. The successful party / applicant may be required to execute an agreement with Hafed as per the terms and conditions in this document.
20. Hafed reserves the right to allocate specific area to single business development Associate or appoint multiple associates for different areas / States.
21. Hafed 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 6 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. Experience in the areas of International commercial relations/ e-commerce/ Exports of consumer goods will be preferred.
4. The applicant should not be debarred/blacklisted by any of the Govt./ cooperative in India abroad.
5. 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. The proposals are required to be submitted or send by registered post addressed to General Manager (Marketing), Hafed Corporate Office, Second Floor, Panchkula – 134109 (Haryana) by 12<sup>th</sup> October, till 3:00 PM. These will be evaluated and eligible candidate / parties will be called to give presentation on a specific date & time at Hafed Corporate Office, Panchkula, which will be informed to the concerned person on phone and by email.
3. After assessment of the presentation, scoring of the proposals will be done. Minimum 70% of maximum marks is required for being considered for selection.
4. 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. Above 8 years =15 marks 2. Between 6 to 8 years =10 marks	15 marks
3	Relevant experience in International commercial relations / e-commerce / Exports of consumer goods	1. Above 4 years =10 marks 2. 2-4 years = 7 marks 3. Below 2 years = 5 marks	10 marks
4	Presentation	On the basis of marks assigned by the Hafed committee on the basis of the proposal, its application, timelines etc.	25 marks
	Grand Total		50 marks

The proposals will be ranked in terms of total points. Applicants above 35 marks will be considered for alliance as Hafed Sarthi.



## **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 distributors handled: \_\_\_\_\_
- iii. Brand Name: \_\_\_\_\_
- iv. Name of Manufacturers: \_\_\_\_\_
- v. Whether distributor or any other (please specify): \_\_\_\_\_

Name & Address of the Bankers

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4) Area for which operations sought.

Please specify the exact sales territory which is intended to be covered for sale of Hafed 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 ASSOCIATE of Hafed Consumer Products. I/We, fully understand the implications of eligibility criteria and the terms & conditions and therefore bind myself/ourselves into a contract with Hafed.

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 Hafed will be given.	Yes/No
2	Must have at-least 6 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	Experience in the areas of International commercial relations/ e-commerce/ Exports of consumer goods will be preferred.	Valid proof of experience, Like copy of the export orders etc	Yes/No
5	The applicant should not be debarred/blacklisted by any of the Govt. / cooperative in India abroad.	Self attested copy of undertaking.	Yes/No