

**THE JUTE CORPORATION OF INDIA LIMITED**  
(A GOVERNMENT OF INDIA ENTERPRISE)

Head Office  
15N, Nellie Sengupta Sarani,  
HUDCO Building, 7<sup>th</sup> Floor  
Kolkata–700087

CIN: U17232WB1971GOI027958  
Website: [www.jutecorp.in](http://www.jutecorp.in)

**INVITES**

**Expression of Interest (EOI)**

**FOR FRANCHISESHIP (FOFO MODEL) OF  
JUTE PRODUCTS (JDPs) ON BEHALF OF THE JUTE  
CORPORATION OF INDIA LIMITED**

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## **Part – I**

### **I.I Important Dates**

EOI No.: *JCI/JDP/MKT-FR/2020-21/01*

Dated: 14/04/2020

Last Date of Submission of EOI: 14/07/2020

### **I.II Terms of Reference For EOI**

The Jute Corporation of India Ltd (JCI), a government of India enterprise is the nodal agency of Govt. of India for conduct of minimum support price(MSP) operation through its network of DPCs in all major jute growing states to provide support to the jute growers, every year government to find an announces MSP of raw jute at which JCI procures raw jute as per quality produce in the area without any quantity limit. JCI serves as a price stabilizing agency in the raw jute sector and takes necessary measures in this respect. JCI also deals in supply of Jute Diversified Products (JDPs).

JCI intends to expand its business in Jute Diversified Products (JDPs) segment ranging from shopping/fancy-bags, files, folders, small jute items, braided handicrafts, handloom products, home furnishings, footwear, motifs, floor coverings, Geo-Textile etc.

Through this EOI, JCI intends to select suitable agencies for acting as Franchisee for the same in “**Franchisee Owned and Franchisee Operated**” (FOFO) model. The FOFO Model is to be followed and the franchise shall be owned and operated by the “Franchisee”. It is the responsibility of the Franchisee to identify the store to set up finances and to take care of operations. The Franchisor (JCI) shall only be responsible for supply of goods to be sold. However, the terms of the “Brand-JCI” shall be as per the instructions of JCI.

Interested parties willing to do business with JCI can apply with full particulars in prescribed EOI form which can be downloaded from website - [www.jutecorp.in](http://www.jutecorp.in)

### **I.III Essential Requirements**

Essential requirements are mentioned as below:

1. Application form
2. Certificate of Incorporation/ Trade License (Private/Partnership/ proprietorship)
3. Memorandum and articles of Association (In case of Company or LLP)
4. Last 3 years Income Tax Return / Assessment orders \*
5. Annual report for the last three years (If applicable)\*
6. Status of the applicant (Owner/ Position in Company/ Partnership)
7. PAN, GST, valid trade licence
8. Rent agreement or ownership details of property (Or details of proposed property to be used as outlet to be furnished and proof of rent/ ownership to be furnished at the time of registration)

\*New entities/ Start Ups may also apply with lesser period ITR.

### **I.IV General Terms & Conditions For Engagement As Commission Agent Of JCI**

1. Who can apply – (a) Any individual, (b) An Entity whether Proprietorship /Partnership /LLP/Company, (c) any NGO.
2. The initial franchise period will be for 2 yrs and may be further extended for a period on Such terms and conditions as decided by the Franchisor.
3. Franchisee will have uniform design and pattern of signage approved by JCI and display JCI logo prominently.
4. Minimum business target of Franchisee with JCI will be Rs. 30 lakhs annually.
5. “FOFO” model Franchise Business - Franchisee should have necessary expertise, staff, infrastructure like Showroom / retail sales space of 300 sq ft or more on either ownership or lease basis. Location of Showroom could be preferably in urban areas having good sales prospects.
6. The franchisee may deal with other products at the same outlet but under no circumstances Franchisee shall deal jute products of any other source at the same outlet.

7. The Franchisee shall be solely responsible for complying with the provisions of various laws relating to Shops and Establishment, GST, Commercial Tax and all other applicable taxes and shall be responsible for due compliance of the applicable law and payment of statutory liabilities. The franchise shall indemnify JCI against any such liability arising through his/her outlet.
8. The Franchisee shall not remove any label on the products or do any alteration on the products supplied by the Franchisor.
9. The Franchisee shall sell the products at the approved showroom on its own account and not as Authorised Agent of Franchisor.
10. Franchisee shall not sublease / sub-franchise to any other agency without prior approval of the Franchisor.
11. The Franchisor or any Agency designated/ appointed by franchisor shall have the full rights to conduct random checks at any point of time to ensure the genuine sale of JCI products in the franchise stores or as and when requirement for the same occurs.
12. The Franchisee may conduct advertisement to develop market, promotion of the products under this Agreement. The Franchisee prior to carrying out any advertisement shall present the advertisement / publicity material for the approval of Franchisor. The Franchisor on its own may provide advertisement material to the Franchisee and the Franchisee shall use such material for advertisement of the products. The sales promotion and publicity activities may also be worked out jointly between Franchisor and Franchisee on cost sharing basis.
13. Franchisee shall submit the indents for the stocks in advance on monthly basis. The indents placed once will not be cancelled. However, indented quantity may vary +/- 10%.
14. Based on the indents place, JCI will supply the stock at the Franchisee's nearest Railway Station.
15. Any shortage of received quantity by Franchisee shall be intimated within 4 working days after taking delivery of the same. The responsibility of JCI will cease after four working days of goods reaching Franchisee and thereafter no claim will be entertained in respect of quality or quantity of the stocks. JCI will insure goods for transit risks till the Railway Station of delivery.

16. The Franchisee outlet shall report the sales realized by them on a monthly basis to HO / JCI.
17. The Franchisee shall not be entitled to claim any rebate on the sale of jute products.
18. Agreement or any interest or benefit herein shall not be in any manner assigned or transferred by the Franchisee to any third party.
19. Financial Matters – (i) A Registration Fee Rs. 11800/ (Non –refundable Rs. 10000/ + GST @ 18% on Rs.10000/) is to be deposited along with the application for Franchisee. (ii) The Franchisee shall furnish an interest free, refundable security deposit of Rs. 1.0 lakh to the Franchisor in the form of payment through NEFT. Security Deposit will be returned at the expiry of each contract. In case of any dues or claims, the SD shall be refunded by the Franchisor to the Franchisee only after adjustment of such dues / claims by the Franchisor. (iii) Turnover based incentive – On achieving Business worth 2 to 5 times of annual target (Rs.30 Lakh) with Corporation, Franchisor will pay 2 % of sales Turnover as incentive to Franchisee. While it will be 4% for more than 5 times Business Turnover.
20. Franchisee will pay non-refundable Franchise Fee of Rs. 25,000/- annually to the Franchisor, payable in advance.
21. Franchisor will supply jute products to Franchisee without any credit facility.
22. Insurance – the Franchisee shall preferably insure all furniture and fixtures, civil works, stock of jute items and cash available at the showroom at its own cost.

## I.V Selection Criteria

Selection of Franchise Agent will be made solely based on verification of documents as mentioned in I.III Essential Requirements

The business entity/ individual willing to engage as Franchise / Agent may submit only one application. If more than one proposal is submitted, all such proposals shall be disqualified.

## I.VI Procedure for Submission

- 1) Application is to be submitted in a sealed envelope **enclosing all required supporting documents addressing to DGM (Marketing)** within stipulated date and time.
- 2) Envelope should be marked with EOI Number and Date.
- 3) Application may be submitted by Speed-Post/Courier may be dropped in a box kept at Reception/ Security, JCI Head-Office in Kolkata.
- 4) JCI shall not be responsible for any postal delay.
- 5) In view of present lockdown situation on PAN India basis due to COVID-19 pandemic, interested applicant may send proposal vide email ([jci@jcimail.in](mailto:jci@jcimail.in); [sm.om.bnb@jcimail.in](mailto:sm.om.bnb@jcimail.in), [spu2830@jcimail.in](mailto:spu2830@jcimail.in)). Registration fee is advised to send through online mode as per following details :

Beneficiary Name : The Jute Corporation of India Limited  
Bank Details : PUNJAB NATIONAL BANK, LINDSEY STREET BRANCH  
IFSC : PUNB0009300  
ACCOUNT # 0093000100297535

## **Part – II**

(To be typed in own letter head)

### **II.I DECLARATION**

EOI No. : *JCI/JDP/MKT-FR/2019-2020*

Dated:.....

**Expression of Interest (EOI)  
FOR FRANCHISESHIP (FOFO MODEL) OF  
JUTE PRODUCTS (JDPs) ON BEHALF OF THE JUTE  
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### **DECLARATION**

I/We have read and understood the terms and conditions as mentioned in this documents and  
I/We agree to abide by them:

Full Name:

Address

Phone:

Mobile No.:

Fax No.:



Signature: .....

Annexure- IA



भारतीय पटसन निगम लिमिटेड

(भारत सरकार की संस्था)

**The Jute Corporation of India Limited**

(A Government of India Enterprise)

आईएसओ 9001:2015 प्रमाणित कंपनी / An ISO 9001:2015 Certified Company

पंजीकृत और प्रधान कार्यालय: 15एन, नेली सेनगुप्ता सरणी, 7वां तल

Regd. & Head Office: 15N, Nellie Sengupta Sarani, 7<sup>th</sup> Floor

कोलकाता / Kolkata – 700 087.

सी.आई.एन./C.I.N.:U17232WB1971GOI027958

**Application For Becoming Franchisee**

Separate sheets may be attached, if the space given against any item is not adequate

General Information

- Name and address of the Organization : .....
- Nature of the Company : .....  
(Pvt.Ltd., Partnership, etc)
- Name of the Directors, Proprietors, partners : .....
- Name and address of the authorized person : .....  
Signing the Franchisee Agreement
- Details of
- PAN No. : .....
- GST No. : .....
- Category of the firm : .....  
Small Scale Unit/ Medium/ Large Scale
- Manpower employed
  - a) Scientific & Technical
  - b) Sales & Marketing
  - c) Administrative

- d) Others
- e) External Consultants/ Experts, if any

- Infrastructure/ Office space availability ( Please provide details) :

- List of 3 references with contact phone number and email details :

**Declaration**

I/ we declare that the information given above is true to the best of my/ our knowledge and belief.

Place : .....

Signature : .....

Dated : .....

Designation : .....

Company Seal : .....

FOR ANY CLARIFICATIONS/ CORRESPONDENCE /  
SUBMISSION OF EOI

## Please Contact

**Marketing Manager**  
The Jute Corporation of India Limited  
15N, Nellie Sengupta Sarani  
HUDCO Building, 7<sup>th</sup> Floor, Kolkata-700087  
West Bengal, India  
Website: [www.jutecorp.in](http://www.jutecorp.in)

E-MAIL:  
[spu2830@jcimail.in/sm.om.bnb@jcimail.in](mailto:spu2830@jcimail.in/sm.om.bnb@jcimail.in)