



**FLOATING ADVERTISEMENT**  
**EXPRESSION OF INTEREST (EoI)**  
**FOR APPOINTMENT OF VINDHYA HERBALS FRANCHISE OR DEALER**  
**FOR**  
**MFP-PARC PRODUCTS**  
**ON THE BASIS OF FIRST COME FIRST SERVE**



Applied for-----

Location -----

**Chief Executive Officer**  
**MINOR FOREST PRODUCE PROCESSING & RESEARCH CENTRE (MFPPARC)**  
**(An ISO 9001:2015, EMS 14001:2015 & GMP Certified Unit)**  
**Van Parisar, Barkheda Pathani, Bhopal – 462022, Madhya Pradesh**  
**A Unit of MP State Minor Forest Produce (T&D) Co-operative Federation Ltd. Bhopal, Madhya Pradesh**  
**Tel: (0755) 2970629, 2970630 Fax: (0755) 2417670**  
**Visit at [www.vindhyaherbals.com](http://www.vindhyaherbals.com), E-mail: [mfpparc@gmail.com](mailto:mfpparc@gmail.com)**

**Cost of Tender Form: Rs 500/- Plus GST as Applicable (Non – Refundable)**



## Minor Forest Produce Processing & Research Centre

(An ISO 9001:2015, EMS 14001:2015 & GMP Certified Unit)

Van Parisar, Barkheda Pathani, Bhopal - 462022, Madhya Pradesh

Unit of MP State MFP Co-operative Federation Ltd. Bhopal

An undertaking of Govt. of M.P.

Tel: (0755) 2970629, 2970630 Fax : (0755) 2417670

Visit at [www.vindhyaherbals.com](http://www.vindhyaherbals.com) E-mail : [mfpparc@gmail.com](mailto:mfpparc@gmail.com)



Notification no.: MFP-PARC/ FR-Dealer-II/ 2021 /1033

Dated: 29/07/2021

Details and important dates (Proposed)	
Eol, Reference number	MFPPARC/FR-Dealer-II/2021/1033, dated 29/07/2021
Download & Purchase of RFP Document Start Date & Time	29/07/2021 from 05.00 PM vindhyaherbals.com
Last Date & Time of submission of Bid (OFFLINE)	<b>FLOATING ADVERTISEMENT- ON THE BASIS OF FIRST COME FIRST SERVE</b>
Date and time of opening of Bid	Within 1 week after receiving the Eol
Place of opening of Technical bid	Office of CEO, MFP-PARC, Barkheda Pathani, Bhopal-462022, Madhya Pradesh
Other Important Informations	
Tender Form Fees	500/- (Rs. Five Hundred Only) + 12% GST Demand Draft in favour of "Chief Executive Officer, MFP-PARC", payable at Bhopal
Security Deposit (SD)	30,000/- (Rs. Thirty Thousands only) Demand Draft in favour of "Chief Executive Officer, MFP-PARC", payable at Bhopal
Address for communication / submitting of bids	Office of the CEO, MFP-PARC, Barkheda Pathani, Bhopal- 462022, Madhya Pradesh

# VINDHYA HERBALS FRANCHISE OR DEALER APPLICATION FORM

## 1. INTRODUCTION

- 1.1. Chief Executive Officer, Minor Forest Produce Processing & Research Centre (MFP-PARC), Barkheda Pathani, Bhopal invites new or existing private outlets to be franchised within the state of Madhya Pradesh. These outlets shall be exclusively meant for the retail marketing of Vindhya Herbal products being manufactured under license at Minor Forest Produce Processing and Research Centre (MFP-PARC), Barkheda Pathani, Bhopal which is a sister unit of M.P. State Minor Forest Produce (T&D) Co-operative Federation Ltd (MPMFP Federation). These outlets will work as franchise or Dealer of herbal and Ayurvedic products manufactured by MFP-PARC. The number of outlets in a District shall be decided on the basis of scope of business in that particular District.
- 1.2. The EoI, which is not accompanied by the requisite Tender form fees & Security Deposit (SD), shall be summarily rejected. The Chief Executive Officer, MFP-PARC, Bhopal reserves the right to reject any or all tenders without assigning any reasons whatsoever.
- 1.3. The tenders shall not be entertained without hardcopies & Security Deposit (SD)

## 2. ELIGIBILITY CRITERIA

- 2.1 Selection of franchise or Dealer shall be based on criteria and their experience in the relevant field, quality of service and selection shall be done by committee constituted for this purpose by Chief Executive Officer, MFP-PARC, Bhopal.
- 2.2 Applicant will be evaluated on the basis of his interest and past experience. The criteria for evaluation is on the basis of **FIRST COME FIRST SERVE** & annexure 1 & 2. Therefore please attach photographs of the retail outlet as mentioned in annexure 2 which will make selection easier.
- 2.3 Practicing Ayurvedic doctors will be given preference.

## 3. SUBMISSION OF FRANCHISE FORM

- 3.1 The franchise or Dealer form to be downloaded from the site of [vindhyaherbals.com](http://vindhyaherbals.com)
- 3.2 Form duly signed by the applicant must be addressed to "Chief Executive Officer, Minor Forest Produce Processing & Research Centre (MFP-PARC), Barkheda Pathani, Bhopal and must be submitted by registered post so as to reach the office of undersigned or submitted personally in the office of the Minor Forest Produce Processing & Research Centre (MFP-PARC), Bhopal.
- 3.3 Each page of the form must be signed by the Applicant.
- 3.4 Franchise Form should be in sealed covers, super scribed as: "**Application for Franchisee or Dealer of Vindhya Herbals Outlet**".
- 3.5 Tender bid (**Application Form & Annexure-I to III along with necessary documents**) can be submitted along with Security Deposit (SD) in the form of Demand Draft issued by a Nationalized or Scheduled bank drawn in favour of Chief Executive Officer, MFP-PARC, payable at BHOPAL.
- 3.6 The interested bidder shall submit the complete Bid in all respects along with Security Deposit (SD) of Rs 30,000/- (Thirty Thousand Rupees) in the form of Demand Draft.
- 3.7 Submission of Hard Copies (OFFLINE)- The tender shall be submitted in sealed envelope along with all requisite documents mentioned in tender document (**Annexure-I to III**). The hardcopies must be submitted through post/courier/by hand in the tender box kept in office of the Chief Executive Officer, Minor Forest Produce Processing & Research Centre (MFPPARC), Van Parisar, Barkheda Pathani, Bhopal-462022 (M.P.)
- 3.8 All the supporting documents and Annexures related to this EoI shall be properly signed and stamped before the submission.

#### **4. EVALUATION**

- 4.1 Evaluation committee will be constituted by Chief Executive Officer, MFP-PARC whose responsibility would be to technically evaluate the Franchise Form. The committee constituted for the purpose shall analyze the credential of the applicants based upon documents and the decision of the Committee shall be final for short-listing of applications.
- 4.2 Chief Executive Officer, MFP-PARC does not bind himself to accept a proposal for franchise, and reserves the right to waive off any formalities thereof or reject franchise applications without assigning any reason.
- 4.3 Disputes if any will have legal jurisdiction in Bhopal only.

#### **5. SECURITY DEPOSIT**

- 5.1 The selected Applicant for Franchise or Dealer will have to furnish a security deposit of Rs. 30,000/- (Rupee Thirty Thousand Only) in the form of **Demand Draft** of any Nationalized Bank in favour of "Chief Executive Officer, MFP-PARC" payable at Bhopal.
- 5.2 The security deposit will be released in the favour of applicant on successful completion of all components of the agreement and on settlement of all dues.
- 5.3 Agreement will not be signed without Security Deposit and applicant will not be allocated any franchise.
- 5.4 In case of any settlement for payment, the full and final payment will be released only after successful completion of the agreement.
- 5.5 No interest will be paid on security deposit.

#### **6. FRANCHISE PROCESS**

- 6.1 Before the allotment order for any Franchise outlet is issued to the successful applicant, an Agreement will have to be signed by successful Applicant at his cost on stamp paper.
- 6.2 Within 10 days of communication the applicant will have to deposit the security deposit failing which his application may be cancelled. Allotment shall be issued after receipt of security deposit.

#### **7. GENERAL TERMS & CONDITIONS**

- 7.1 The applicant must have a sufficient space in prime location of the city having good visibility and accessible approach.
- 7.2 The inspection & evaluation may be done by MFP-PARC officials.
- 7.3 The applicant will have to follow and implement the interior designing (if prescribed) by MFP-PARC. The applicant will properly display name of Vindhya herbals at the Outlet.
- 7.4 The bidders shall submit the bid through offline mode only. It is mandatory to submission of bid in prescribed format.
- 7.5 Offline bid received after the Due Date & Time shall not be considered.
- 7.6 The minimum purchase order value (Discounted Value) will be Rs. 10,000/- Ten Thousands. Purchase order less than Rs. 10,000/- shall not be accepted.

#### **8. REGARDING OPERATION OF FRANCHISE OUTLET/DEALER**

- 8.1 The person applying for the franchise/Dealer should be professionally and financially sound.
- 8.2 Franchisee will use the outlet for the purpose of sale of Vindhya Herbals products with priority.
- 8.3 Dealer can only distribute the products in his area at a discount decided by him.
- 8.4 Advertising & promotional activity cost at the local level for increasing the sale volume from the outlet would be borne by the franchisee/Dealer. Though MFP-PARC will also provide marketing through different media.
- 8.5 For Vindhya herbal products, necessary reading material and information brochures as well as product literature may be provided free of cost by MFP-PARC on discretion of Chief Executive Officer, MFP-PARC.
- 8.6 It is the responsibility of franchisee to display a big sign board of "Vindhya Herbals Kendra" on the top of the outlet as specified by MFP-PARC.
- 8.7 Initially the agreement will be for 1 year & can be renewed further 01 year with mutual consent.
- 8.8 The Franchise outlet shall be opened in all days except on weekly holidays. Weekly holiday shall be specified as per rules and regulation of competent District authorities.

- 8.9 Franchisee/Dealer shall maintain the quality of the products/ services with good storage facilities. If any time it is reported that products/ goods/ services being rendered is spurious and illegitimate and below standard the Franchisee shall be liable to face action without any notice. Up to 10% of the products purchased by the Franchisee or Dealer can be returned to MFP-PARC before one month of the expiry date.
- 8.10 If Franchisee/Dealer is willing to terminate the agreement the franchisee will have to intimate MFP-PARC 30 days advance, failing which MFP-PARC shall have the right to forfeit the security deposit.
- 8.11 Franchisee/Dealer shall maintain harmony in the township and shall not indulge in any illegal activity within the outlet premises. In case the Franchisee or his employee are involved in any activities which are detrimental to MFP- PARC interest/ public interest/ decency/ morality etc. In such cases MFP-PARC shall have a right to terminate the agreement on one week's notice.
- 8.12 The franchisee /Dealer can get products directly from the manufacturing unit of MFP-PARC. The number of specific products for supply may be restricted due to unavoidable reasons. All the discounts and schemes will be provided to the franchisee. The discounts given to the outlets will be as follows:

S. No.	Category	Discount (On MRP)
1	Over To Counter (OTC) Products & Classical Ayurvedic Medicines	35%
2	Proprietary (Patent) Ayurvedic Medicines & Classical Ayurvedic Asav & Arishtha	
3	Honey and other Premium Products	25%

- 8.13 The Discount may be reduced on items like gift pack or some specially prepared items.
- 8.14 The franchisee /Dealer must purchase first lot of available medicines and herbal products worth Rs. 25,000/- (Rupees Twenty Five Thousand Only) (on Discounted Price) within 30 days of agreement from MFP-PARC by paying the amount by D.D. or by online payment.
- 8.15 Transportation cost for purchase order of Rs. 25,000 (Rupees Twenty Five Thousand Only) will be borne by MFP-PARC while franchisee /Dealer will have to bear transportation charges for purchase order less than Rs. 25,000/-.
- 8.16 The products will not be forwarded to any other retailer and will be sold directly to public through the franchised outlet. While the Dealer will distribute the products to other retailers at discounted rate.
- 8.17 The applicant may appoint an Ayurvedic doctor for free subscription to the patients. If applicant wants MFP-PARC can facilitate in appointing Ayurvedic doctors.

## **9. DURATION OF APPOINTMENT**

- 9.1 The appointment of Franchisee/Dealer will be initially for 1 year from the date of appointment. While considering the appointment as Franchisee/Dealer the experienced Applicant in the field of marketing of herbal products/ Ayurvedic medicines shall be given preference.

## **10. MODE OF PAYMENT BY THE FRANCHISEE/DEALER**

- 10.1 Payment can be done either through cheque/DD/online.
- 10.2 In case of cheque, a post dated cheque of maximum 07 days will be submitted by the franchisee for every purchase order. The products will be released by MFP-PARC only after receiving a cheque of the purchase order amount. Second purchase order shall be entertained only after balance payment of first order is received. In all such cases, on receipt of post dated cheque by MFP-PARC, it shall be presumed that the Franchisee has debarred himself from requesting the bank, on whose account the cheque has been issued, from withholding payment to MFP-PARC.
- 10.3 Franchisee/Dealer will not get products more than the security deposit amount. However Franchisee/Dealer can submit higher security deposit anytime to get products of higher amount i.e. if the sale increases the Franchisee/Dealer can submit a higher amount of security deposit.

**Chief Executive Officer**  
Minor Forest Produce Processing &  
Research Centre Barkheda Pathani,  
Bhopal

Notification no.: MFP-PARC/ FR-Dealer-II/ 2021 /1033

Dated: 29/07/2021

## VINDHYA HERBALS FRANCHISE OR DEALER APPLICATION FORM

### INFORMATION ABOUT APPLICANT

#### 1. Personal Information

1	Name of the Applicant/ Firm	:			
2	Registered Office Address	:			
3	Date of Birth	:			
4	Aadhar Number	:			
5	Telephone No.	:			
6	Mobile No.	:			
7	Email	:			
8	Postal Address	:			
9	Name Address and Tel/ Mobile		<b>Proprietor</b>	<b>Partners</b>	<b>Managers</b>
10	Bank Details		Name of bank	Account Number	IFSC Code

#### 2. Educational Qualification

Qualification	Year of Passing	Name of the institution, City

#### 3. Current Occupation (Please Tick)

Service [  ]Business [  ]Both [  ] To be filled by those in service

Name of the employer : .....

Designation : .....

Previous Work Experience : .....

Period	Organization Name	Designation	Responsibilities

**To be filled by those in business (working somewhere)**

Company Name	Proprietary/ Partnership/ Private Ltd../ Public Ltd.	Nature of Business	Products/ Service offered	Years in business	Number of people employed	Turnover (Rs.)		
						Last 3 years		

**If self engaged** – Proprietary/ partnership business then please mention:

- a. Type of business: .....
  - b. Details: .....  
.....
  - c. Annual turnover: 2017-18 ..... 2018-19 ..... 2019-20 .....
  - d. Year of establishment: .....
4. Experience in retail marketing: .....
  5. Experience in dealing with Ayurvedic/ Herbal products: .....

Signature & Seal .....

Name of the applicant .....

**INFORMATION ABOUT PROPOSED OUTLET**

1	City of retail outlet/Dealership proposed	:
2	Location	:
3	State	:
4	Type of business proposed	Proprietary [ ] Partnership [ ] Private Ltd. [ ]
5	Are you already in possession of the retail outlet	Yes [ ] No [ ]
6	Information about retail space	Owned [ ] Rented [ ] Leased [ ]
7	Area of the retail outlet (in sq. ft.)	:
8	Is the outlet well furnished	:
9	Classification of the place	Residential [ ] Commercial [ ] New market [ ] Established Market [ ] Shopping Mall [ ]
10	Floor	Basement [ ] Ground Floor [ ] 1st Floor [ ] 2nd Floor [ ]
11	Proximity from main road	On main road [ ] Near main road (within 500 mts) [ ] Away from main road (more than 500 mts) [ ]
12	What is the consumer profile of the proposed locality?	High income [ ] Middle income residential area [ ] College [ ] Ayurvedic Hospital [ ] Ayurvedic Clinic [ ]
13	Other Ayurvedic/ Herbal outlet nearby (specify brand / company name)	:
14	Source of fund	Personal [ ] Loan [ ] Both [ ]
15	Will you be otherwise employed while doing this business?	Yes [ ] No [ ]
16	Do you own any other franchisee business? If yes then please specify	Yes [ ] No [ ] : .....

Note: Kindly enclose 2 – 3 photographs of the proposed outlet from various angles, the entrance, and the road leading to the shop and nearby market / surrounding area.

Note: If the applicant wants to apply for more than 1 outlet then please attach separate photocopied sheets of annexure 2.

Signature & Seal .....

Name of the applicant .....



**LIST OF DOCUMENTS TO BE ATTACHED**

<b>S. No.</b>	<b>Documents</b>	<b>Attached</b>
1	Application Form Fee Demand Draft	Yes/ No
2	Security Deposit Demand Draft	Yes/ No
3	Photo Identity Proof/Aadhar Card	Yes/ No
4	Address Proof/Aadhar Card/Voter ID	Yes/ No
5	Bank account Details	Yes/ No
6	Firm Registration (if applicable)	Yes/ No
7	Copy of Income Tax Return for last 3 years (if applicable)	Yes/ No

**FEE & DEMAND DRAFT DETAILS**

<b>Particular</b>	<b>DD No.</b>	<b>Date</b>	<b>Amount</b>	<b>Bank</b>
<b>Security Deposit</b>				
<b>Application Form fees (Rs. 500/- + 12% GST)</b>				

Signature &amp; Seal .....

Name of the applicant .....