



**Paschimbanga Agri Marketing Corporation Ltd.**  
(A Government of West Bengal Undertaking)  
Kamal Guha Krishi Bipanan Bhawan  
729, Anandapur, PO:- Anandapur, Kolkata:- 700107, West Bengal  
Phone: (033)2443 2015/2016

No.:- 1662 /PAMCL

Date:- 21/9/21

**NOTICE INVITING APPLICATIONS FOR WORKING AS FRANCHISEE FOR  
SELLING NON-PERISHABLE PRODUCTS OF SUFAL BANGLA BRAND OF  
GOVERNMENT OF WEST BENGAL**

Over the past few years, SUFAL BANGLA brand of the Govt. of West Bengal has established its loyalty before the consumers regarding quality of the products as it procures different indigenous and exotic varieties of traditional and aromatic rice, pulses, ghee, honey, spices, fruit products etc. of Bengal from the places of their origin by engaging numerous enrolled individual farmers / Farmers Interest Groups / Farmer Producer Company Ltd.

Paschimbanga Agri Marketing Corporation Ltd. (a company fully owned by the Government of West Bengal) dealing with these activities has entered into a MOU with Bidhan Chandra Krishi Viswavidyalaya for facilitating the individual farmers / Farmers Interest Groups / Farmer Producer Company Ltd. with the access to the agricultural & technological information of good agricultural practice. As for the solutions in scientific packaging, Paschimbanga Agri Marketing Corporation Ltd. has also made a tie-up with the Indian Institute of Packaging, Kolkata.

Now, in order to reach out to greater number of consumers with its products under SUFAL BANGLA brand, Paschimbanga Agri Marketing Corporation Ltd. has decided to adopt a business expansion mode by inviting applications from private entrepreneurs for working as franchisee. For giving franchisee to applicants, some terms and conditions have been formulated, which are mentioned in **Annexure-I**.

Interested entrepreneurs are requested to submit their applications in the format prescribed in **Annexure-II** by the deadline of **19/11/2021**.

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**Mode of submission of application is as follows:-**

**Online Mode:-** Filled-in application form (**Annexure-II**) along with scanned copy of requisite documents (as mentioned in **Annexure-III**) should be sent from the email ID mentioned in application form to the email ID **pamcl.communication@gmail.com** in .pdf format only.

**OR**

**Offline Mode:-** Filled-in application form (**Annexure-II**) along with copy of documents (as mentioned in **Annexure-III**) should be sent either by post or by hand at the following address:-

**Office of the Managing Director,  
Paschimbanga Agri Marketing Corporation Ltd.,  
Kamal Guha Krishi Bipanan Bhawan,  
1<sup>st</sup> Floor, 729, Anandapur,  
Kolkata: 700107**

 21/9/21

**Managing Director,  
Paschimbanga Agri Marketing Corporation Ltd.**

**TERMS & CONDITIONS FOR WORKING AS FRANCHISEE FOR SELLING  
NON-PERISHABLE PRODUCTS UNDER SUFAL BANGLA BRAND OF  
PASCHIMBANGA AGRICULTURAL MARKETING CORPORATION LIMITED (PAMCL)**

1. The applicant should be a resident Indian with 18 years of age or above.
2. The applicant must have a permanent structured shop. Valid legal document in support of ownership/lease/rent of the shop or No-Objection Certificate from the shop owner in favour of the applicant for right of business in the form of a Notary Affidavit on a Non-Judicial Stamp Paper of Rupees 10/- must be submitted with the application form. In any case, the shop must not be situated in a litigated land / building.
3. The applicant must possess up-to-date Trade License / Certificate of Enlistment of such kind of business issued by competent authority along with GST, PAN, Bank Account issued in favour of his/her own name. Self-attested copies of all these documents along with proof of address must be submitted with the application.
4. Application, along with scanned copy of documents as mentioned in Annexure-III, should be sent from the email ID for communication provided in the application form to the email ID **pamcl.communication@gmail.com**. All copies should be in .pdf format. Alternatively, the application can be submitted by post or by hand. The applicant should have to produce original copy of each document on demand.
5. Upon being selected as franchisee, the applicant shall have to enter into an agreement with PAMCL under the terms and conditions set forth by PAMCL. Even after the Agreement, PAMCL may impose additional terms and conditions time to time as per mandate of the Government. The agreement made between PAMCL and the selected franchisee may be renewed after three years depending upon performance of the franchisee at the sole discretion of the Paschimbanga Agri Marketing Corporation Limited.
6. Franchisee will have to keep minimum Rs. 25000.00 as Security Deposit and he/she will be allowed to procure the products under SUFAL BANGLA brand to be supplied by PAMCL up to the maximum limit of such Security Deposit. He /she shall sell these products maintaining notified consumers' price and thereby enjoy profit or commission for the products as stipulated in approved price spreads of all the commodities.
7. Product/Products once sold to the franchisee shall not be taken back by PAMCL unless rejection on valid ground(s) is done on the spot of delivery. The stocks will be liable for inspection by the authorised representative(s) of PAMCL as and when required.
8. Malpractices such as realisation of excess price, selling products beyond expiry date mentioned in the packets will not be allowed.

9. The franchisee must maintain proper storage conditions and hygiene to retain quality of the products unharmed. In case the packets of products are defected due to mismanagement or otherwise, even before the date of expiry, the packets of the products would not be allowed to sell at their MRP. The franchisee may, however, sell the product at lesser and agreed price to the consumers. For any deviation from the standard sale procedure of PAMCL, Managing Director, Paschimbanga Agri Marketing Corporation Ltd may forthwith cancel the agreement with the franchisee.
10. Under no circumstances, franchisee can claim any interest on residual Security Deposit.
11. Franchisee will have to place a firm indent to PAMCL well in advance indicating his/her requirement up to the maximum limit of Security Deposit for next supply. All products will be supplied subject to the availability of stock on the specified date of supply in standard packaging. Date and time of delivery is subject to change due to unforeseen reasons.
12. Branding of SUFAL BANGLA products in the shop will be done by PAMCL as per requirement. Advertising materials such as leaflets, flexes, festoons etc., whichever applicable, will also be provided as per availability.
13. The franchisee cannot use Trademark / Patent / Logo of PAMCL/SUFAL BANGLA without getting written permission from the authority.
14. The incumbent franchisee may exit from the Agreement to be made subject to the following conditions:
  - i) That a notice of not less than 30 days has been given to PAMCL expressing his/her intention,
  - ii) That all the dues, if any, payable to PAMCL has been cleared and all the inventories, if any, have been returned to PAMCL.

PAMCL will then refund the remaining amount, if any, of security deposit, kept for the business.

15. In case of any dispute or differences arising out of the above, the said dispute or difference shall be referred to the sole arbitration of the Paschimbanga Agri Marketing Corporation Ltd or any other person appointed by this company. The decision of the arbitrator shall be final and binding upon the franchisee.
16. The Managing Director, Paschimbanga Agri Marketing Corporation Limited reserves the right to accept or reject any or all application(s) and to defer/annul the whole process at any stage, without assigning any reason thereof.

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**APPLICATION FORM**

**Annexure-II**



**FOR WORKING AS FRANCHISEE FOR SELLING  
NON-PERISHABLE PRODUCTS UNDER SUFAL  
BANGLA BRAND OF PASCHIMBANGA AGRICULTURE  
MARKETING CORPORATION LIMITED**



**To:  
The Managing Director,  
Paschimbanga Agri Marketing Corporation Limited,  
Kamal Guha Krishi Bipanan Bhawan,  
1<sup>st</sup> Floor 729, Anandapur, Kolkata: 700107**

Paste here  
recent coloured  
passport-sized  
photograph of  
applicant.

**Ref: Your Office Notice No.:- 1662/PAMCL dt. 21/9/21**

Dear Sir,

I do hereby apply for working as franchisee for selling the non-perishable products under SUFAL BANGLA brand of Paschimbanga Agri Marketing Corporation Limited.

My particulars are given below:

1. Name of the Applicant (in BLOCK letters):- .....
2. Father's /Mother's/ Husband's Name (in BLOCK letters):- .....
3. Address (in BLOCK letters):- .....  
.....PO:.....  
P.S.....Dist:-..... PIN:-.....
4. Age:- ..... years      5. Sex (Male / Female):-.....
6. Contact No.:- .....
7. Email ID for communication:-.....
8. Location of the Shop:.....
9. Nature of Right for Business [Ownership/Lease/Rent/Any Other (Please refer to Point No. 2 of the Terms and Conditions)].....
10. Information on Trade License/ Certificate of Enlistment for similar nature of business:-  
Issued by:- ..... Date upto which valid:-.....
11. GST No.:- .....      12. PAN .....
13. Bank A/c. No. ....      14. Name of Bank & Branch:- .....

I have read and understood the Terms & Conditions for working as franchise for selling the non-perishable products under SUFAL BANGLA brand of Paschimbanga Agri Marketing Corporation Limited and I solemnly declare that I will abide by these Terms & Conditions and other Terms and Conditions which may be imposed by Paschimbanga Agri Marketing Corporation Ltd in future as per mandate of the Government.

Date:-  
Place:-

Yours faithfully,

Signature:-.....  
Name:-.....

**LIST OF DOCUMENTS TO BE SUBMITTED ALONG WITH THE  
APPLICATION FORM FOR WORKING AS FRANCHISEE FOR SELLING  
NON-PERISHABLE PRODUCTS OF SUFAL BANGLA BRAND**

| <b>Sl. No.</b> | <b>Documents to be submitted</b>   |
|----------------|--|
| 1              | Copy of PAN card   |
| 2              | Copy of the latest Trade Licence /Certificate of Enlistment  |
| 3              | Copy of GSTIN  |
| 4              | Bank Account details ( photo copy of the cover page of Pass book   |
| 5              | Valid legal document in support of ownership / lease / rent of the shop or No-Objection certificate from the shop owner in favour of the applicant for right of business in the form of a Notary Affidavit on a Non-Judicial Stamp Paper of Rs. 10.00 (Rupees Ten only). |