

## **Vita Grahaneer Policy**

### **Preamble:-**

- (1.1) Haryana Dairy Development Cooperative Federation is a Public Sector Undertaking, which was set up with the primary objective of providing service to the farmers of the state of Haryana.
- (1.2) In accordance with broad aims and objectives of HDDCF as above, the Govt. of Haryana is setting up a network of Vita Booths/ Vita Outlets for the sale of Vita Milk and Milk Products within the state of Haryana. HDDCF is a Haryana Govt. venture in the Cooperative sector with the twin objectives to improve the economic status of the milk producers of the State and to provide quality milk and milk products to the consumers at the best possible rates. The Federation procures the surplus milk produced by farmers from their doorsteps.
- (1.3) HDDCF is engaged in procurement and processing of milk and manufacturing of milk products under the market brand "Vita". A range of Vita Products including Pasteurized Full Cream Milk, Standard Milk, Toned Milk, Double Toned Milk, A2 Cow Milk in pouches, Sweetened Flavored Milk, Dahi, Mithi Lassi, Namkeen Lassi, Paneer, Milk Cake, Pinni, Ghee, Butter, etc are being manufactured and sold by its Milk Unions and HDDCF. Vita Plants are certified by International Organization for Standardization (ISO) and certified for Hazard Analysis and Critical Control Points (HACCP). It is our endeavor to supply clean & hygienic milk and milk products to the consumers/ general public at reasonable prices.
- (1.4) For sale of Vita products, HDDCF has appointed distributors, opened Retail network, and opened approx. 697 no. of Vita Milk Booths at various Govt. lands such as HSVP/MC, Schools, Colleges, and Hospitals etc.
- (1.5) To increase the sale points of Vita products, a policy have been framed named as '**Vita Grahaneer**'. The public of the Municipal Corporations/Municipal Councils/Urban and Rural Areas are eligible to apply. In order to smooth functioning of the policy, the proposed site are analyzed by the representative of respective Milk Unions such as to maintain hygiene, distance from existing booth, logistics approach, not selling pesticides/chemicals etc.

### **(1.A) Following are the key highlights of the Vita Grahaneer Policy:**

- Employment Generation
- Promote Entrepreneurship
- Best Quality Products at Reasonable prices
- Upliftment of Underprivileged
- New Market Development

### **(1) Prologue:-**

HDDCF is focusing on to increase its retail network of Vita Milk and Milk products in the Houses which are located under the area of Municipal Corporations/Municipal Councils/Urban Areas by providing of Chest Cooler/Deep Freezer/ Visi Cooler. This Vita Grahaneer policy is implemented across the Districts in state of Haryana in rural and urban areas. The organization would help to promote entrepreneurship and generate employment across the state, provide best quality products at reasonable prices to customers.

**(2) Overall objectives of the policy :**

- i. The overall objective for launching the '**Vita Grahaneer**' is to expand the retail network and augment the overall revenue and the sales of Vita milk and milk products.
- ii. Till date, there are total 697 existing Vita Booth network in Chandigarh, Haryana & NCR area and with the launch of this policy, special focus is being given to increase the market share in Haryana, NCR and Quad city region (Chandigarh, Panchkula, Mohali and Zirakpur).

**(3) Procedure for allotment of "Vita Grahaneer":-**

- i. The '**Vita Grahaneer**' must have a prebuilt Shop/Space/Household in a feasible location (which is easily approachable by the Vehicle) either owned or rented. The 'Vita Grahaneer' is expected to bear the entire cost (viz. interiors and equipment, excluding property cost) of setting up the Vita Sale counter. The 'Vita Grahaneer' need not to pay any royalty or revenue with VITA.

| <b>Prebuilt area Required (in Sqft) in a shop/ household</b>  | <b>Approx. Investment by the 'Vita Grahaneer'</b>   |
|---|---|
| Minimum 5x5 Sqft. Space to install the Chest Cooler/Deep Freezer/ Visi Cooler for the Sale of Vita Milk and Milk Products | Rs. 5,000 (Refundable Security) for providing Equipment Cost/ Chest Cooler/Deep Freezer/ Visi Cooler Security |

- ii. In case of multiple eligible applicant for the same site area, allotment priority shall be as follows:
  - a) Women applicants belonging to BPL / MMAPUY category
  - b) BPL /MMAPUY category - Male applicants.
  - c) Self Help Groups (Women)
  - d) Other Women applicants
  - e) Other applicants
- iii. To give financial assistance to the applicants of MMAPUY, BPL category, the security amount of Rs. 5,000/- for D-Freezer/ Visi Cooler will be fully exempted.
- iv. Applicant has to deposit a security amount against Deep Freezer/Chest Cooler/ and Visi Cooler as per the below mentioned table criteria.

| <b>Category</b> |             | <b>Deep Freezer/Chest Cooler/ and Visi Cooler Security</b> | <b>Without Date Cheque in favour of Milk Union concerned (refundable)</b> |
|-----------------|-------------|--|---|
| Applicant       | Un-employed | Rs. 5,000/-  | Rs. 25,000/-  |
|                 | Employed    | Rs. 10,000/-   | Rs. 25,000/-  |

- v. All recurring expenses such as electricity charges, shop rentals, maintenance and other expenses will be borne by the '**Vita Grahaneer**'.
- vi. Applications will be invited with the eligibility criteria of having Space area of Minimum 5x5 sq. feet to install the Deep Freezer/Chest Cooler/ and Visi Cooler for the sale of Vita Milk and Milk Products and other above mentioned conditions.

- vii. This Policy is applicable for HoReCa (Hotels, Restaurant, Cafes) Channel and Household etc.
- viii. Allotment letter will be issued through respective Milk Unions after visiting the site by the representative of Milk Union concerned and will submit the report as per the parameters i.e. Accessibility/ Hygiene/ Distance from existing Booths/ Population etc.
- ix. A unique code will be given to each “**Vita Grahaneer**” sites for proper identification and avoid duplicacy, in the following format:

**[District Code]-[Milk Union Code]-[Serial No.]**

For example in case of District Karnal under Milk Union Kurukshetra, the Unique code will be as under:

**KNL-MU KKR- Serial No .....**

- x. An agreement will be signed with concerned CEO of Milk Union and applicant of ‘**Vita Grahaneer**’ for a period of 3 years.

**(4) Supply Chain Management:**

- i. For supply of Vita products along with ready to eat products of Har-hith, Company Owned Company Operated (COCO model) distributor Channel will be managed in each district. For this purpose, 500 sq. Ft to 1000 sq. ft space will be taken for storage of Vita products from other Govt. Dept. i.e. Hafed, HAICL etc in each district on reserve price or rates approved by competent authority. In case, if the reserve price is not fixed by their department, then rent may be fixed on mutual consent on nominal rates. Two dedicated staff officials for each district (total 46 officials) will be assigned for supply of products through feeder vehicles at these Warehouse/Cold Store. However where the existing distributor can make supply at Vita Grahaneer point, that point will not be tapped under COCO model.

**(5) Eligibility Criteria:-**

| <b>Eligibility Criteria</b>            | <b>Rural Area</b>                           | <b>Small Urban Area</b>                     | <b>Large Urban Area</b>                     |
|--|---|---|---|
| Age                                    | 18-55 Years                                 | 18-55 Years                                 | 18-55 Years                                 |
| Non-Criminal Background                | Neither Convicted nor pending Criminal Case | Neither Convicted nor pending Criminal Case | Neither Convicted nor pending Criminal Case |
| No Financial Defaults                  | Zero liability in Govt. run projects        | Zero liability in Govt. run projects        | Zero liability in Govt. run projects        |
| Haryana Domicile Requirement           | Haryana                                     | Haryana                                     | Haryana                                     |
| Existing allotted/ Owner of Vita Booth | Not Eligible                                | Not Eligible                                | Not Eligible                                |
| Space Requirement                      | 5x5 Sq.ft                                   | 5x5 Sq.ft                                   | 5x5 Sq.ft                                   |

**(6) Standard Operating Procedure (SOP) :-**

- i. Vita Grahaneer point should be at a minimum distance of 500 meter from the existing Vita sale point to avoid any conflict in the future.
- ii. The location of Vita Grahaneer should be easily approachable for supply of products by our logistics channel.
- iii. The delivery of the products will be made through Vita Distributors/ Coco model to the ‘Vita Grahaneer’ depending upon the situation on cash and carry basis.

- iv. Applicant's Space/ Site/ Household for 'Vita Grahanee' should be within limits of MC/Urban& Rural Area.
- v. The allottee of Vita Grahanee should be given sales target of 100 ltr liquid milk per day to make them viable and generate/sustain their income.
- vi. Allotment letter will be issued through respective Milk Unions after visiting the site by the representative of Milk Union concerned and will submit the report as per the parameters i.e. Accessibility/ Hygiene/ Distance from existing Booths/ Population etc.
- vii. In order to avoid duplicacy&for proper identification a name plate of 'Vita Grahanee' with different Code Number will be issued by the respective Milk Unions.
- viii. Reimbursement of Rs 5000/- deposited as security amount by the applicant of 'Vita Grahanee' will be made to the applicant after reviewing the sale performance for a stipulated period of 6 months. In case there is no or less sale found and allottee fails to achieve the targets consistently, then a show cause notice will be issued to the allottee in showing reason for such failure.
- ix. Consequent to the failure, the allotment of the '**Vita Grahanee**' shall be cancelled and Chest Cooler/Deep Freezer/ Visi Cooler or any other item/assets provided will be taken back by the CEO of the respective Milk Union.
- x. In case, Chest Cooler/Deep Freezer/ Visi Cooler is not returned back after discontinuing the "Vita Grahanee" then the without date cheque of Rs. 25,000/- lying with respective Milk Union will be presented to the bank for clearance.
- xi. Vita Grahanee must maintain a sales proceeds record along with empty crates account for further verification & reconciliation.
- xii. Proper advertisement material i.e. banner, flex board & glow sign board shall be given to Vita Grahanee counter for Vita Milk & Milk Products by the concerned Milk Union.
- xiii. To boost the morale of Vita Grahanee, additional incentive/prizes may be provided by the concerned Milk Union.
- xiv. To give financial assistance to the applicants of MMAPUY, BPL category, the security amount of Rs. 5,000/- for D-Freezer/ Visi Cooler will be fully exempted.
- xv. The allottee shall be responsible for obtaining a valid FSSAI licence/registration and all other necessary approvals and documents required for the operation of the Vita Grahanee outlet, and for ensuring compliance with the applicable statutory provisions.

**(7) Benefits of Vita Grahanee:-**

- i. Residents of that particular area will get hygienic VITA milk and milk products easily at their door steps.
- ii. Vita Grahanee offers a wide range of healthier drinks, and meals also providing the additional option of eating Vita Sweets.
- iii. Help in Employment generation.

**(8) Return on Investment:-**

if a person invested Rs 5000/- Security for Vita Chest Cooler/ Deep Freezer/ Visi Cooler and his/her daily sale of only liquid milk pouch is 15 Crates then income is of Approx Rs 535/-. So, within 10 days, the Security amount of freezer facility will be covered.

$$\text{Return on Investment (ROI)} = \frac{\text{Net Return}}{\text{Cost of Investment}}$$

- **Case Study:-** The daily sale from Liquid Milk is 15 Crates and the margin earned from Vita Liquid Milk only is total of Approx Rs 535/-.
  - **Vita Liquid Milk per crate=12 Liters Milk**
  - **Vita Liquid Milk per liter margin is Rs 2.97/-.**
  - **Rs 2.97 x 12 Liters= Rs 35.64/- per crate**
  - **Vita Liquid Milk 15 Crates X Rs 35.64= Total Profit Rs 534.60/-**

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## Application Form for Vita Grahanee



### 1. Basic Information

Name of Applicant (Mr./Mrs./Ms.): \_\_\_\_\_

#### Category (✓)

- a) BPL / MMAPUY category woman applicant
- b) BPL / MMAPUY category male applicant
- c) Self Help Group (Women)
- d) Other woman applicant
- e) Other applicant

Permanent Address: \_\_\_\_\_

Tehsil: \_\_\_\_\_ City/Village \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Tehsil: \_\_\_\_\_ City/Village \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number \_\_\_\_\_

Email: \_\_\_\_\_

### 2. Details of the land/property where the 'Vita Grahanee' outlet is proposed to be opened

Type of Property (Owned/Rented): \_\_\_\_\_

Property Details (Plot/Shop No./SCO etc.): \_\_\_\_\_

Property Size (Sq. Ft.): \_\_\_\_\_

Property Location: \_\_\_\_\_

### 3. Proof of Identity

Aadhaar Number: \_\_\_\_\_

PAN Number: \_\_\_\_\_

#### Declaration:

I/We, the undersigned, have carefully read and understood the eligibility criteria, terms and conditions annexed with this application form for my/our appointment as the allottee of VITA GRAHANE. I/We, fully understand the implications of the eligibility criteria, terms and conditions as annexed and therefore bind myself/ourselves into a contract with HDDCF as per the Indian Contract Act, 1872 and other.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_