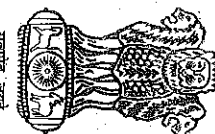


अडमान तथा

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निकोबार राजपत्र

Nicobar Gazette



सत्यमेव जयते
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अडमान तथा निकोबार प्रशासन
ANDAMAN AND NICOBAR ADMINISTRATION
उद्योग निदेशालय
DIRECTORATE OF INDUSTRIES
NOTIFICATION

Port Blair, dated the 3rd May, 2019.

No. 85/2019/F.No. 5-9/1/Ind./SE/2019-20.— The Hon'ble Lt. Governor, Andaman & Nicobar Islands is pleased to frame a Guidelines for 'Providing of Marketing Support through ANE-Sagarika of Department of Industries, Andaman & Nicobar Administration'.

1.	SHORT TITLE AND COMMENCEMENT
1.1	Providing of Marketing Support through ANE-Sagarika of Department of Industries, Andaman & Nicobar Administration.
1.2	This shall come in to force with immediate effect from the date of its Notification in the official gazette of Andaman & Nicobar Administration.

2.	OBJECTIVE To provide marketing support to the Registered SMEs / SHGs/ Co-operative Societies / Small Time Artisans/KVI Assisted Units in possession of UDYOG ADHAAR MEMORANDUM.
3.1	ABBREVIATION: SME means Small and Micro Enterprise SHG means Shelf Help Groups STA mean Small Time Artisans KVI mean Khadi & Village Industries KVIC means Khadi & Village Industries Commission KGB means Khadi Gramoudyog Bhavan ANE-S mean Andaman & Nicobar Emporium- Sagarika ITC - Industries Training Center

3.	DEFINITIONS
3.1	Small and Micro Enterprise ("SME") means an enterprise obtained UDYOG ADHAAR Memorandum (UAM) <i>Note: 1. Those firms/enterprises who are in possession of permanent SSI registration certificate should obtain either UDYOG ADHAAR Memorandum</i> <i>Note: 2. Those firms who are in possession of EM-II shall obtain UAM within Six Months of notification of this guideline.</i>

3.2	"Marketing Support" means assistance provided for the marketing of finished products including handicrafts products manufactured/Produced by the SMEs/SHGs/Co-operative Societies / Small Time Artisans /KVI Assisted Units of Andaman & Nicobar Islands and Small Time Artisans.
3.3	"Approved price" means the price of the finished Products/ Goods / Handicrafts fixed by the MARKET SURVEY & PRICE FIXATION COMMITTEE.
3.4	"Finished Products Including Handicrafts Products" means products manufactured by SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units holding UAM and in operation within the Andaman and Nicobar Islands.
3.5	"Administrative Charges" means the charges fixed by the Andaman & Nicobar Administration for providing marketing support to the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units.
3.6	"Sales Representative" means boys/girls deputed by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units for managing sales of their products/handicrafts at ANE-Sagarika and KG Bhavan and its Outlets.
3.7	Self Help Group means mutual aid support group.
3.8	Co-operative Society means an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirants through jointly owned and democratically controlled enterprises.
3.9	Small Time Artisans means is skilled crafts workers who make things by hand that may be functional or decorative.
3.10	KVI Assisted Units means enterprises assisted under any of the developmental programmes or scheme of Khadi and Village Industries Board / Commission or any Centrally sponsored scheme which is implemented by KVIB or KVIC.
3.11	Turn Over means total annual sales will be calculated on the basis of selling price (Approved price + GST, if any applicable)
4.	COMMENCEMENT AND DURATION These Guidelines shall come into force w.e.f the date of its notification in the Andaman and Nicobar Gazette and shall remain in force until amended or repealed. It shall be applicable for all the ANE-Sagarika and KG Bhavan set up and managed by Directorate of Industries, A & N Administration.
5.	ELIGIBILITY
5.1	All the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units of Andaman & Nicobar Islands in possession of UAM and engaged in Manufacturing of Products / Goods / Handicrafts and do not own any marketing outlet in Andaman and Nicobar Islands in their name.

6. PROCEDURE FOR PROVIDING MARKETING SUPPORT

- 6.1 a. Applications for providing marketing Support will be invited once in a Calendar Year (January to December) through publication in local media and publishing in the Departments website / Administration's website. The notice inviting application will be published on or before 31st October of every year for finalizing selection of SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Units of Andaman & Nicobar Islands and their Products / Goods / Handicrafts on an "Approved price" for display and sales to be effective for succeeding financial year through ANE-Sagarika and KG Bhavan.
- b. Interested SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Units should submit the application in the prescribed format as **ANNEXURE - A**
- c. The list of the application received will be shared with the Registering Authority i.e. the District Industries Center, Port Blair and with Andaman & Nicobar Island Khadi & Village Industries Board within 7 seven days from the closing date of receipt of applications with the request to issue a functional certificate of the enterprise.
- d. The District Industries Center within a period of 15 days of receipt of the request shall furnish the functional certificate of the enterprise in respect of the products for which marketing support is sought to Director of Industries.
- e. In case the functional certificate not received within **30** days from DIC it will be deemed that the enterprise is functional.
- f. The SMEs/SHGs/Co-operative Societies which has been certified functional by the DIC shall only be placed before the ANE-S & KGB Marketing Support Committee for extending marketing support through ANE-Sagarika & KG Bhavan.
- g. In case of Imitation Jewelry if Precious and Semi Precious Stones, Pearls and Gems are used in the products, then the firm shall submit a certificate obtained from the competent authority for its origin, authenticity and quality.
- h. Products manufactured using precious and semi precious metals shall not be eligible for marketing support.
- i. All intoxicating products such as alcohol, tobacco and its allied products etc. shall not be eligible for marketing support.
- j. Press release / Application for availing marketing support will be invited from all eligible SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units fulfilling the conditions stipulated under clause 5 in prescribed application form alongwith samples during First week of the month October every year as per **ANNEXURE - B**
- k. Application received after the due date will not be entertained.
- l. Sample Selection, Market Survey, Price Fixation of Products / Goods/ Handicrafts and allotment of Space/ Counter to the applications received will be finalized by first week of December every year. If sufficient application is not received re-advertisement will be made.

6.2.1 A committee namely " **ANE-S & KGB MARKETING SUPPORT COMMITTEE**" having the following composition shall be constituted for **Selection of Unit wise Samples and allotment of Counter/Space** to SMEs/SHGs/Co-operative Societies/ Small Time Artisans of Andaman & Nicobar Islands in the ANE-S and KGB :-

1	Director (Tourism)	Chairperson
2	Director (Industries)	Member Secretary
3	Assistant Commissioner (TW)	Member
4	Assistant Commissioner (HQ)	Member
5	Deputy Director MSME Di	Member
6	Assistant Director (RD & Panchayat)	Member
7	Deputy Secretary (Finance)	Member
8	Assistant Director (Art & Culture)	Member
9	Assistant Registrar of Co-operative Societies	Member

6.2.2 A Committee namely "**MARKET SURVEY & PRICE FIXATION COMMITTEE**" having the following composition shall be constituted for Market Survey and Price Fixation :-

1	Deputy Director (Industries Deptt.)	Chairman
2	Sr. Accounts Officer (Industries)	Member
3	Assistant Director (Handicrafts Board)	Member
4	Assistant Director (Tech.) Ind. Deptt.	Member
5	Development Officer (ANIKVIB)	Member

Artisans / Representative of SMEs may be nominated for aiding the above committee.

6.3 **ANE-S & KGB MARKETING SUPPORT COMMITTEE** shall meet twice in every calendar year for **Selection of Unit wise Samples and allotment of Counter /Space** to SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units of Andaman & Nicobar Islands in the ANE-S and KGB including **review of existing Units/Beneficiaries** once in six months.

6.4 Applicants whose samples selected and recommended for allotment of space / counter shall be issued offer letters with Terms & Conditions of display and sales of their products / goods through ANE-S and KGB as per format **ANNEXURE-C**. If no response received from allotted applicants within fifteen (15) Days from the date of issue of offer letter it will deem that the applicant is not interested and his/ her allotment will be deemed to be cancelled.

6.5 The selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall have to execute an Agreement in Rs 10/- Non-Judicial Stamp paper in the prescribed format as **ANNEXURE-D**.

6.6 After execution of the agreement, an advice note **ANNEXURE-E** shall be issued to such SMEs, Co-operative Society and SHGs for supply of Products / Goods/ Handicrafts items selected for its display and sales in ANE-S and KGB set up and managed by Directorate of Industries.

6.7 Selected / Allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall have to supply the **First Consignment Supply** within 30 days from the issue of the advice note. Part supply shall not be accepted.

6.8	Selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall have to maintain regular stock of their respective Products/ Goods/ Handicrafts.
6.9	The selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall be provided with Display Facility / Counters for display and sales of handicrafts/products as per the availability of floor area in the ANE-S and KG Bhavan.
6.10	All SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units selected for allotment of Space / Counter in ANE-S and KGB will done through a lottery by the " ANE-S & KGB MARKETING SUPPORT COMMITTEE " as per their application .
7.	<u>DOCUMENTATION & CATALOGUE OF SELECTED PRODUCTS TO BE MAINTAINED</u>
7.1	Each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units whose samples have been selected for display and sales through ANE-S and KGB shall submit photographs (Soft and Hard copy) to the authorized Representative of ANE-S and KGB for records. ANE-S and KGB shall document each of the selected units' samples for verifying the same while receiving consignment of the product in the emporium. Unit shall be allowed to take back their selected samples once the documentation is completed. In the event of doubt or any clarification the department is at liberty to call back the approved / selected sample from the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units for verification.
8.	<u>EVALUATION PROCEDURE FOR SELECTION OF SAMPLE . FUNCTIONALITY OF ENTERPRISES. PRICE FIXATION AND ALLOTMENT OF SPACE/COUNTER IN ANE-S AND KGB</u> To select the best Products/ Goods/Handicrafts on best acceptable price and for allotment of space and counter to the interested applicants viz SMEs /SHGs/ Co-operative Societies/ Small Time Artisans /KVI Assisted there will be three stage evaluation that is :- 1. At the first Stage the application received from SMEs /SHGs/Co-operative Societies / Small Time Artisans /KVI Assisted shall be evaluated on its FUNCTIONALITY OF THE ENTERPRISES. SINCE WHEN AVAILING MARKETING SUPPORT. LOCATION OF UNIT AND GENDER OF APPLICANT . Under this stage an applicant only qualifies if he or she scores a minimum of 40 Marks for entering into second stage. 2. At the second the sample of applicant who have scored a minimum of 40 marks in the first stage specified in above clause shall be eligible for SELECTION OF SAMPLE PROCESS AND MARKET SURVEY & PRICE FIXATION PROCESS . 3. Applicants who have scored maximum marks on the above selection process shall be considered for allotment of space/ counter in the ANE-S / KGB for extension of marketing support to their Products/ Goods / Handicrafts based on merit.

8.1	MARKING PATTERN FOR EVALUATION (MM - 300)		
8.1.1	FUNCTIONALITY OF THE ENTERPRISES SINCE WHEN AVAILING MARKETING SUPPORT, LOCATION OF UNIT AND GENDER OF APPLICANT		
The following criteria shall be taken in to consideration for marking on <u>Functionality of the Enterprises:-</u> (Total MM 100)			
S. No.	Particulars	25	
01	Date & Year of Establishment of SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted (MM- 25)	25	
	New below one Year	20	
	Above one Year to 5 (Five) Years	10	
	Above 5 (Five) Years to 10 Years	05	
	Above 10 (Ten) Years		
02	Since when Marketing support being availed from ANE-S/ KGB (MM- 25)	25	
	Not yet availed	20	
	Availed upto 5 Years	10	
	Above 5 Years to 10 Years	00	
	Above 10 Years		
03	Location of Unit (MM- 25)	10	
	Urban	15	
	Rural General	25	
	Rural Tribal Area		
04	Gender of Entrepreneur (MM - 25)	10	
	Male (Genl.)	20	
	Female (Genl.)	15	
	Male (Tribal)	25	
	Female (Tribal)		
8.1.2	SAMPLE SELECTION The following criteria shall be taken in to consideration for <u>Sample Selection (MM-100)</u>		
Criteria/ Particulars			
	Design, Craftmanship and aesthetics	15	00
	Eco Friendly	15	15
	Utility / Decorative / for Food Based FSSSI/ Certificate from Agri. Dept.	10	15
	Indigenous products	15	15
	Durability	10	10
	Local product (Purely)	10	15
	Intermediate Products	05	05
	Uniqueness of the item / New Design / Island specific	10	15
	Presentation	10	10
8.1.3	MARKET SURVEY & PRICE FIXATION (MM-100) The following criteria shall be taken in to consideration for <u>Market Survey and Fixation of Price (MM-100)</u>		
	Price offered is found at par with local market	75	
	Price offered is found lower than prevailing market rate	100	
	Price offered is found higher than prevailing market rate (minimum 1% to Maximum 5%)	25	
	Price offered is exorbitantly higher than prevailing market rate (5.1% and above)	00	

8.1.4 ALLOTMENT OF SPACE / COUNTER
 Applicants who have scored maximum marks on the above selection process shall be considered for allotment of space / counter in the ANE-S / KGB for extension of marketing support to their Products / Goods / Handicrafts as per their preference and availability of space / counter in ANE-S / KGB. Emporium-wise / Category of Products-wise merit list of eligible applicants shall be prepared and allotment offer shall be issued to applicant as per availability of space / counter in ANE-S / KGB.

8.1.5 Scope of allotment of single counter in any of the outlet of ANE-S & KGB on sharing basis / joint allotment to two applicants shall be considered only by the ANE-S & KGB **MARKETING SUPPORT COMMITTEE** based on the number of sample selected, and likely space they require for display and sale of their products.

8.1.6 Only jointly allotted counters or applicants on sharing basis for display and sales of their Products / Goods / Handicrafts shall be permitted to share single Sales Representative on the respective Counter / Display area only. Sales Representative of jointly allotted applicants shall be permitted to look after the display and sales of maximum of two enterprises.

9. TERMS & CONDITIONS FOR MARKETING SUPPORT

9.1 All selected SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Units should arrange to delivery their Products / Goods / Handicrafts to the Manager, ANE-Sagarika, and KGB or to the Authorized personals at respective ANE-S / KGB Outlet locations at their own expense, except in case of supply of consignment Goods / Products / Handicrafts to ANE-S New Delhi all approved and selected SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Units should handover the same to Senior Manager / Manager / Authorized Representative at ANE-S Middle Point outlet for arranging transportation of the same to New Delhi on the department expense. However if the Administration feels the need to provide any kind of assistance in transportation, it is at liberty to process the same.

9.2 Preference will be given to **NEW SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Unit** for marketing support through ANE-S and KGB.

9.3 Interested SMEs/SHGs/Co-operative Societies / Small Time Artisans while applying for Marketing support through ANE-S and KGB should opt for any one the following package as under :-

Package	Emporium	Liabe to supply in the following outlet of ANE-S / KGB	Remarks
A	ANE-S Middle Point outlet	ANE-S Car Nicobar ANE-S Rangat ANE-S Diglipur ANE-S New Delhi	In the event no sufficient application/offers received from SMEs/SHGs/Co-operative Societies/ Small Time Artisans for marketing support in ANE-S New Delhi, Car Nicobar, Diglipur and Rangat
B	KG Bhavan	ANE-S Car Nicobar ANE-S Rangat ANE-S Diglipur ANE-S New Delhi	In the event no sufficient application/ offers received from SMEs/SHGs/ Co-operative Societies/ Small Time Artisans for marketing support in ANE-S New Delhi, Car Nicobar, Diglipur and Rangat

C	ANE-S Cellular Jail Outlet	Shall be allowed to display and sale their products only through ANE-S Cellular Jail Outlet.	-
D	ANE-S Veer Savarkar International Airport Outlet	Shall be allowed to display and sale their products only through ANE-S Veer Savarkar International Airport Outlet.	-
E	ANE-Sagarika Swaraj Dweep Outlet	Shall be allowed to display and sale their products only through ANE-S Swaraj Dweep Outlet.	-
F	ANE-S Bakuktala/Rangat Outlet	Shall be allowed to display and sale their products only through ANE-S Bakuktala/Rangat Outlet.	-
G	ANE-S Diglipur Outlet	Shall be allowed to display and sale their products only through ANE-S Diglipur Outlet.	-
H	ANE-S Car Nicobar Outlet	Shall be allowed to display and sale their products only through ANE-S Car Nicobar Outlet.	-
I	ANE-S New Delhi Outlet	Shall be allowed to display and sale their products only through ANE-S New Delhi Outlet.	-

9.4 Allotment of space / counter to SMEs/SHGs/Co-operative Societies/ Small Time Artisans in ANE-S and KG Bhavan shall be made District-wise, Tahsil-wise product category-wise as under :-

District / Administration	Tahsil	% of Allotment in each of the Outlet of ANE-S & KGB	Category-wise
South Andaman	Port Blair - 25%	50%	It will be ensured that each category of the products / handicrafts offered will be accommodated or given a chance to display and sales through ANE-S and KGB subject to eligibility as specified in Clause 5.
	Ferrargunj - 15%		
	Little Andaman-10%		
	Rangat- 10%		
Middle & North Andaman	Mayabunder - 5%	25%	
	Diglipur - 10%		
	Car Nicobar - 5%		
Nicobar	Nancowry - 5%	15%	
	Campbell Bay - 5%		
Administrations	Reserved for excusive new design and innovative Products/ Handicrafts / Products produced by the Department of Industries (Departmental Products) or products on nomination from various departments of Andaman & Nicobar Administration.	10%	

9.4.1	<p>a. 3% (Three percent) of total counter/ space available in each outlet / emporium of ANE-S & KGB shall be reserved for allotment to SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units owned by differently Abled / Physically Challenged/ Handicapped persons.</p> <p>b. SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted units owned by differently Abled / Physically Challenged/ Handicapped persons should submit a certificate to the effect that they are differently Abled/Physically Challenged/ Handicapped and the certificate issued from a authorized Government Agency/ Department preferably from Department of Social Welfare.</p> <p>c. In the event if sufficient application not received from differently Abled / Physically Challenged/ Handicapped persons and if any Counter / Space in any outlet of ANE-S & KGB lying vacant will be considered for allotment to General category of applicants.</p>
9.5	<p>Products / Goods/ Handicrafts made out of materials wholly or partially banned by Govt. of India/ A & N Administration shall not be accepted for sales through ANE-S and KG Bhavan.</p>
9.6	<p>The selected Sample and its price once approved and fixed by "MARKET SURVEY AND PRICE FIXATION COMMITTEE" shall remain un-changed for the Calendar year (January to December) to which it relates.</p>
9.7	<p>Each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted units shall only be allowed to display and sale their Products / Goods/ Handicrafts as per samples approved by the ANE-S & KGB Marketing Support Committee.</p>
9.8	<p>The Handicrafts / Products shall be accepted for display and sales through the ANE-S and KGB only on consignment basis.</p>
9.9	<p>If there are more number of application then the display space / counters in the ANE-S and KGB a Area-wise, Product category-wise panel / waiting list of selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units by the ANE-S & KGB MARKETING SUPPORT COMMITTEE will be maintained for allotment of space/ counter in the event if any allotted applicant does not turn up within 15 days from the date of allotment of space in ANE-S & KGB or any Unit being disqualified after review by the ANE-S & KGB MARKETING SUPPORT COMMITTEE the next SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units in the panel / waiting list will be considered.</p>
9.10	<p>ANE-S & KGB and its outlet in Andaman & Nicobar Islands shall be functioning all 362 days in a calendar year in order to cater the need of visiting tourist to Andaman & Nicobar Islands. All selected and allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall abide keep their allotted space / counters duly displayed with products and manned suitably.</p>
9.11	<p>Staff of ANE-Sagarika will Manage Billing and cash and other correspondence work related to the various Emporia.</p>
9.12	<p>All selected / allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units will be permitted to display and sale their Products / Handicrafts / Goods only for a period of six months (January to June or July to December) and thereafter extension of further six month (January to June or July to December) subject to review based on the performance of the unit by the ANE-S & KGB MARKETING SUPPORT COMMITTEE. After expiry of one year period of allotment no SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall be allowed to continue display and sales and they require / shall apply a fresh whenever the department invites applications for extension of marketing support through ANE-S and KGB.</p>

<p>9.13 If any SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units disqualifies after review on the basis of their performance, other SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units waiting in the panel for allotment of space for display and sales of their product/ goods shall be considered strictly based on the District/Tehsil/ Product Category wise reservations as specified in Clause 8(3) and 8.1.4.</p>
<p>9.14 No SMEs/SHGs/Co-operative Societies/ KVI Assisted Units/ Small Time Artisans will be provided Marketing support beyond ten years period from ANE-S or KGB or average annual turnover for past three years greater than Rs. 25.00 Lakhs (Rupees Twenty Five Lakhs). SMEs/SHGs/Co-operative Societies/ Small Time Artisans / KVI Assisted Units having more than one unit for same activity and individually or jointly availed marketing support for more than ten years shall also not to be considered for extending marketing support through ANE-S or KGB. These limits would be reviewed by the Administration from time to time as per changes in the market. The Period and Annual Turnover mentioned in the clause is applicable since inception of ANE-S and KG Bhavan.</p>
<p>9.15 Not more than one activity for one member from a family (family means Father, Mother, Children and their Spouse) will be provided Marketing Assistance through at a time during a calendar year.</p>
<p>9.16 Any SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units having shops in their own name / in the name of their spouse/children shall not be provided space for marketing of their products through ANE-Sagarika or KGB.</p>
<p>9.17 Identity Card shall be issued by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units to the Sales Representative deployed in ANE-Sagarika or KGB.</p>
<p>9.18 Providing Marketing Assistance to SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units is strictly subject to availability of space in the ANE-Sagarika and KGB.</p>
<p>9.19 SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units should provide qualified Sales Representative with minimum education qualification VIIIth Pass and age between >=18 Years for display and marketing of their products displayed by them in the "ANE-Sagarika outlets or in KGB. Any payment to such Sales Representative shall be made by the concerned SMEs, SHGs & Co-operative Society and the department shall not take any liability on this account.</p>
<p>9.20 The SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units who intent to deploy Sales Representative shall submit a declaration in the prescribed format ANNEXURE-C. (Age proof, Educational qualification, Aadhaar, Medical Certificate, Police Verification report, EPF Account)</p>
<p>9.21 The Sales Representative thus deployed by each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall be responsible for Display, Sales and Stock of the handicrafts under the overall supervision of Manager / Sr. Manager, ANE-Sagarika and KGB.</p>
<p>9.22 The proper attendance, decorum, discipline and courtesy of the Sales Representative should be maintained while handling the tourist and VIPs visiting ANE-Sagarika and KG Bhavan. Any violation shall attract dismissal of the Sales Representative under intimation to higher authority and SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units concerned.</p>

<p>9.23 All SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units availing marketing support from ANE-S & KGB and its outlets in Andaman & Nicobar Islands should ensure that their SALES REPRESENTATIVE attend display and sales of their Products / Goods/ Handicrafts all 362 days in calendar years. In no circumstance their allotted space/ counter should be without SALES REPRESENTATIVE or left unattended. The units availing marketing support may tie up amongst each other to have a common sales representative for multiple units also.</p>
<p>9.24 Damage to any products / handicrafts during handling shall not be the responsibility of AN Emporium – Sagarika and KGB. Such damaged products / handicrafts shall be returned/borne by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted and the department shall not bear any cost towards damage or its return.</p>
<p>9.25 The department is at its liberty to divert a particular product from one emporium to another emporium / exhibitions. However, the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units will be informed of such diversion and the cost towards transport and handling charges shall be borne by the Department. In case of any damage to any product /handicrafts during such transportation/ handling shall not be borne by the department and such damaged items shall be returned to the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units from the place where it has been actually received. Assistance of sales representative of SMEs, SHGs & Co-operative Society for sales and display if required during the local exhibition/ national exhibition will be utilized and the convenience shall have to be borne by SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units.</p>
<p>9.26 Monthly report on receipt and sales of products shall be provided to SMEs /SHGs/Co-op. Small Time Artisans /KVI Assisted Units by 5th day of succeeding month.</p>
<p>9.27 As determined by the Administration 10% (Ten Percentage) as handling charges will be deducted on the Total Taxable sales Value (Approved price) from SMEs / SHGs / Co-operative Societies / Small Time Artisans who have been displaying and selling their Products / Goods / Handicrafts from ANE-S. 10% (Ten Percentage) handling charges collected in the process of daily sales to be deposited to the Govt. Account on the immediate next official working day. If necessary, the percentage of handling charges will be reviewed and revised after every three years.</p>
<p>9.28 90% (Ninety Percentage) the daily sale of taxable value of SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units products and GST collected from the Business to Customers (B to C) in the process of daily sales shall be deposited on the immediate next official working day in the UCO Bank, in Current Account of ANE-Sagarika.</p>
<p>9.29 For a particular month 90% (Ninety Percentage) of the Sales Taxable value shall be paid to SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units. The payment shall be directly transferred to the Account of the concerned SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units through e-banking system by 5th day of succeeding month.</p>
<p>9.30 For a particular month GST collected by way of B to C shall have to be deposited to GST Government while filing GST Return on dates specified by the GST Government from time to time.</p>
<p>9.31 The Authenticity certificate of the products (Precious/Semi-Precious) if required for sales and display will be given by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units while availing Marketing Assistance through ANE-Sagarika and KGB.</p>

9.32	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units interested to display and sale their packed agriculture produces such as Spices, edible oil should give a certificate obtained from the competent authority for its origin, authenticity and quality.
9.33	The space and counter allotted to SMEs/SHGs/Co-operative Societies/ Small Time Artisans in ANE-S and KG Bhavan shall be used only for the purpose for which it has been allotted.
9.34	SMEs/SHGs/Co-operative Societies/ Small Time Artisans in ANE-S and KG Bhavan shall be restricted to display their approved Products / Goods / Handicrafts within their allotted area only.
9.35	No SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units in ANE-S and KG Bhavan shall be allowed to sublet the space allotted to them in ANE-S and KG Bhavan.
9.36	In case of processed food products, it shall be ensured that only hygienic contamination free, good quality processed / semi-processed food are displayed and sold with certificate from Health Authorities under Food Safety and Standards Authority of India (FSSAI) is mandatory. The date of manufacturing with period to be used best before date or month and year to be printed with content used in it.
9.37	The Space / Counter allotted to be kept neat & clean. It is the responsibility of allotted unit to ensure that all wastes are disposed in the dustbins provided and maintain the area around the allotted space/ counter litter free.
9.38	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units allotted space for display and sales of their products in the ANE-S and KGB shall be liable to participate in various Exhibitions, Mela and Fairs organized by the Andaman & Nicobar Administration and Government of India within the island and on mainland.
9.39	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units allotted Space / Counter in ANE-S and KGB shall not alter, renovate their allotted Counter / Space/ Racks, electrical fittings, installation etc. They shall not be allowed to install any electronic display including TV, Standee banner and shall not put their firms name in the allotted space or counter. They are only allowed to put their Unit Code on the Counter / Space allotted.
9.40	If any selected/ existing beneficiary SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units who has been allotted Space / Counter in ANE-S intent to add any new Product / Goods / Handicrafts shall have to submit an application along with new products sample and photograph (jpeg) to the Director of Industries for placing the same to the ANE-S & KGB MARKETING SUPPORT COMMITTEE and MARKET SURVEY & PRICE FIXATION COMMITTEE for approval.
9.41	In the case of non - compliance of the abovementioned terms and conditions the allotment of the Counter/Display space allotted in ANE-S or KGB will be cancelled with immediate effect.
9.42	The Director of Industries shall reserve the right to delist the Beneficiary / Entrepreneur from the list of eligible beneficiaries if found violative of the any of the condition of the guidelines by giving 30 days notice to the party concerned.

10. TERMS & CONDITIONS FOR SALES OF DEPARTMENTALLY MANUFACTURED PRODUCT

- 10.1 All the Products / Handicrafts are to be delivered by the Industries Training Centers to the respective in-charge of ANE-S along with invoice in triplicate with Gate Pass.
- 10.2 The unsold items shall be returned back to the respective Industries Training Centers for repair and polishing on as and when required basis and also at the end of the calendar year.
- 10.3 Any product received for sale (other than indented) shall be accepted in the emporium after verification in terms of the salability of the product.
- 10.4 Furniture and other voluminous product shall be received in the emporium subject to availability of space. Such items may be delivered to the customer by the concerned workshop in-charge after obtaining proper money receipt of the cost of the item from the ANE-Sagarika.

11. CREDIT SALES TO GOVT. DEPARTMENT

- 11.1 Credit sales will be made only to Govt. Department, Andaman & Nicobar Administration/ Central Govt. only against proper indent from the concerned Department. The Senior Manager ANE- S shall ensure and maintain documents relating to issue of any supply to the Government Department.
- 11.2 No invoice should be raised by the concerned workshop for giving credit sales to individuals.
- 11.3 The indenting Govt. Department shall depute a regular/responsible govt. servant for collection of the indented product alongwith copy of intend and an authorization letter.
- 11.4 Sr. Manager ANS-E shall ensure that the credit bill against supply of goods on credit to Govt. Department is raised against them within 30 days of its supply.
- 11.5 The indenting Govt. Department shall pay the credit amount within 60 days from the date of receipt of the credit bill.
- 11.6 A reminder shall be issued on every fortnight to the defaulting Govt. Department for settlement of payment of their outstanding dues.
- 11.7 The matter regarding non-payment of dues pending for period of one year or above shall be taken up with A&N Administration for taking appropriate action for realization of the outstanding dues.

12. ANNUAL STOCK VERIFICATION

- 12.1 The accounts of a Calendar Year are calculated w.e.f. 1st January to the 31st December each year.
- 12.2 However the stock verification of the ANE-Sagarika is done w.e.f. 1st January to 5th January each year.

13. ACCOUNTS/ MIS.

13.1 A daily sales MIS report is to be generated through the billing software installed in the ANE-Sagarika.

13.2 A monthly report of total sales of each unit shall be auto generated based on which payment of the sales proceed of each SMEs, SHGs & Co-operative Society shall be made through e-banking system.

14. POWER OF INTERPRETATION
Power of Interpretation of any clause under the program shall lie with A & N Administration.

15. ARBITRATION
In the event of any dispute or difference arising out of the program or any of the claims therein, the same shall be referred to a Sole Arbitrator appointed by Honble Lt. Governor and the provision of Arbitrator and Conciliation Act, 1976 shall be applicable. The decision of the Arbitration shall be final and binding on both the parties and the proceeding of the Arbitrator shall be held at Port Blair.

16. SAVING CLAUSE
In respect of any matter for which no provisions have been made in this Guideline, the provisions contained in the general instructions of the govt. on the subject shall apply.

16.1 In addition, the Director of Industries may call for any other documents for verification / scrutiny to decide on the eligibility.

17. GENERAL
The Marketing Assistance of SMEs, SHGs, and Artisans & Co-operative Society will be liable to be cancelled if repeated written complaints received from customer/visitors in respect of products of any SMEs, SHGs, and Artisans & Co-operative Society being sold through ANE-S & KGB.

17.2 Mere submission of application does not confer any right on the applicants for marketing assistance/support through ANE-S and KGB and the Andaman & Nicobar Administration reserve the right to withdraw the notice inviting application for extending Marketing support.

Admiral D.K. Joshi
PVSM, AVSM, YSM, NM, VSM (Retd.)
Lt. Governor (Administrator),
Andaman & Nicobar Islands.

By order and in the name of the Lt. Governor,
Sd./-
Ajit Anand
Director of Industries

APPLICATION FORM FOR AVAILING MARKETING SUPPORT THROUGH ANDAMAN & NICOBAR EMPORIUM - SAGARIKA AND KHADI GRAMOUDYOG BHAVAN FOR THE YEAR 2019-2020

Sl. No.	Particulars	
1	Name, Address and contact number of Proprietor/Partner/Director of SME/ SHG/ Co-operative Society/ Artisan / KVI Assisted Unit.	
2	Location of the SME/ SHG/ Co-operative Society/ Artisan/ KVI Assisted Unit.	
3	UAM No. and date (Copy to be enclosed)/ Registration Certificate under Society Act / or any other Registration Certificate.	
4	Undertaking declaring the products manufactured locally.	
5	Whether owning any handicrafts shop in the name of the proprietor /family member within A&N Islands. If yes give details	Yes / No
6	Please state where you intent to avail marketing assistance. Please choose /tick in any one of the outlet /appropriate Box	1 ANE-S Middle Point
		2 ANE-S Cellular Jail
		3 ANE-S VSI Airport
		4 ANE-S Swarajdweep
		5 ANE-S Bakultala/Rangat
		6 ANE-S Diglipur
		7 ANE-S Car Nicobar
		8 ANE-S New Delhi
		9 Khadi Gramodhyog Bhavan Middle Point
7	List of sample products with rate and along with photograph (Soft Copy in JPEG) to be displayed and sold through ANE-S / KGB	To be enclosed
8	Whether have you availed marketing support from ANE-S and KGB, if yes since when ?	

Signature of Proprietor/Partner/Director
Date

To

Director of Industries
Andaman & Nicobar Administration
Port Blair

**LIST OF SAMPLE PRODUCTS/ GOODS / HANDICRAFTS WITH RATE SUBMITTED FOR
ACCEPTANCE FOR DISPLAY AND SALES THROUGH
ANDAMAN & NICOBAR EMPORIUM - SAGARIKA / KHADI GRAMODIHYOG BHAVAN**

S. No.	Name of Item	Description / Specification	File Name (JPEG) of Picture of the sample	Offered lowest unit Price in Rupees
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

**Signature with seal of the unit
Name of Applicant
Date**

Instructions on how to fill the list of sample statement
For example if M/s ABC offers samples

S. No.	Name of Item	Description / Specification	File name (JPEG) of Picture of the sample	Offered lowest unit Price in Rupees (Excluding GST)
1	Agarbathi Stand Wood	Height 10 Cm. Made out of Padauk wood single Piece with lathwork design	Abbreviation of Item/ Units name/ Price - will be as abwabc76.jpeg	Rs. 76/=
2	Agarbathi Stand Shell	Height 12 Cm Made with buddu tarbo two piece grinded	absabc55.jpeg	Rs. 55/=

UNDERTAKING

I / We proprietor / partner / of M/s located at
..... hereby declare that, the Products / Goods/
Handicrafts for which Marketing support is sought by way of display and sales through outlet
ANE- Sagarika / KGB are locally manufactured in my / our enterprises .

Dated

Signature
Seal

अनुसूचित तन्त्रा निरीक्षण प्रशासन
ANDAMAN & NICOBAR ADMINISTRATION
उद्योग निदेशालय
DIRECTORATE OF INDUSTRIES
पोर्ट ब्लेयर / PORT BLAIR

Dated .../.../.....

PRESS RELEASE / NEWS ITEM

MARKETING SUPPORT FOR HANDICRAFT PRODUCTS THROUGH
DEPARTMENTAL OUTLETS OF A&N EMPORIUM-"SAGARIKA"

This is for the information of all the local registered Self Help Group Co-operative Societies, SMEs, Artisans, Individuals engaged in manufacturing of Handicrafts products and who are interested to avail marketing support through the departmental outlets of Andaman & Nicobar Emporium - "Sagarika".

They are requested to submit their rates of the handicraft/ products alongwith sample in the prescribed format available in the Andaman & Nicobar Emporium - "Sagarika", concerned Pradhans, Assistant Commissioner, Tribals Council Office, Assistant Director, Extension Offices of Department of Industries at Bakultrala, Diglipur and Car Nicobar alongwith photographs (in jpeg format) of the samples for acceptance and fixation of sales price on or before

The application will be shortlisted based on guidelines and preferences will be given to new, upcoming and first time applicants as well as from remote areas of Andaman and Nicobar Islands.

This does not confer any right on the applicants for marketing assistance and the Administration reserves the right to withdraw the notice.

Director of Industries

File No.

अवधान तथा निरीक्षण प्रभाग

ANDAMAN & NICOBAR ADMINISTRATION

उद्योग निदेशालय

DIRECTORATE OF INDUSTRIES

पोर्ट ब्लेयर / PORT BLAIR

Dated / /

To

M/s/ Shri/ Smt

.....

Sub :: Acceptance / Allotment - Reg :-

Sir/Madam

I am directed to refer your application No dated for availing marketing support from ANE-S / KGB has been considered by the Committee and you have been allotted Space / Counter in ANE-S / KGB for display and sales of your products/ Goods/ Handicrafts on the approved price as per the terms and conditions of Extension of Marketing Support through ANE-S/ KGB. The details enclosed as under :-

1. List of approved Sample Products / Goods / Handicrafts and its approved Rate (excluding GST)
2. Terms and Conditions for Extension of Marketing Support through ANE-S / KGB.
3. Details of Sales Representative to be deployed.
4. Bank Account Details & GST details, if any.

Consignment order will be issued on receipt of acceptance letter with details of Sales Representative to be deployed for display and sales of your Products / Goods/ Handicrafts in the allotted Space / Counter and Bank Accounts / GST details.

On receipt of acceptance from you end an agreement shall have to be executed on various terms and conditions of availing marketing support from ANE-S/ KGB.

If no reply received within fifteen days from date of issue of this letter, it will be presumed that you are not willing to avail the assistance and the offer will be treated as Cancelled.

Yours faithfully

Senior Manager

**TERMS AND CONDITIONS FOR EXTENSION OF MARKETING SUPPORT THROUGH
ANDAMAN & NICOBAR EMPORIUM - SAGARIKA / KHADI GRAMOUDHYOG
BHAVAN**

Marketing support from Andaman & Nicobar Emporium - Sagarika and Khadi Gramoudyog Bhavan will be rendered to the selected / SHGs/ Co-operative Societies / Small Time Artisans / KVI Assisted Units on the following terms and conditions :-

1	Selected SMEs / SHGs / Co-operative Societies / Small Time Artisans /KVI Assisted Units whose samples selected and recommended for allotment of Space / Counter shall be issued offer letters with Terms & Conditions of display and sales of their products/ goods through ANE-S and KGB has to submit their concern within 15 days from the date of receipt of the offer letter. If no response received within fifteen days from the date of issue of offer letter it will be deemed that the applicant is not interested and his / her allotment will be deemed to be cancelled.
2	On receipt of acceptance letter from allotted / selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall have to execute an Agreement in Rs. 10/- Non Judicial Stamp paper in the prescribed format.
3	After execution of the agreement, an advice note shall be issued to such SMEs, Co-operative Society and SHGs for supply of Products / Goods/ Handicrafts/ Products / items selected for its display and sales in ANE-S and KGB set up and managed by Directorate of Industries.
4	Selected / Allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall have to supply the First Consignment Supply within 30 days from the issue of the advice note. Part supply shall not be accepted.
5	Selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units regular Consignment Supply on the basis of reorder level of their respective Products/ Goods/ Handicrafts shall have to execute within 30 days. Part supply shall not be accepted.
6	Each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units whose samples have been selected for display and sales through ANE-S and KGB shall submit photographs (Soft and Hard Copy) to the authorized Representative of ANE-S and KGB for records. ANE-S and KGB shall document each of the selected units' samples for verifying the same while receiving consignment of the product in the emporium. Unit shall be allowed to take back their selected samples once the documentation is complete. In the event doubt or any clarification the department is at liberty to call back the approved / selected sample from the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units for verification.
7	All selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units should arrange to delivery their Products /Goods/ Handicrafts to the Manager, ANE-Sagarika, and KGB or to the Authorized personals at respective ANE-S / KGB Outlet locations at their own expense, except in case of supply of consignment Goods / Products / Handicrafts to ANE-S New Delhi all approved and selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units should handover the same to Senior Manager / Manager/ Authorized Representative at ANE-S Middle Point outlet for arranging transportation of the same to New Delhi on the department expense. However if the Administration feels the need to provide any kind of assistance in transportation, it is at liberty to process the same.

8	Scope of allotment of single counter in any of the outlet of ANE-S & KGB on sharing basis / joint allotment to two applicants shall be considered only by the ANE-S & KGB MARKETING SUPPORT COMMITTEE based on the number of sample selected, and likely space they require for display and sale of their products.
9	Only jointly allotted counters or applicants on sharing basis for display and sales of their Products / Goods / Handicrafts shall be permitted to share single Sales Representative on the respective Counter / Display area only. Sales Representative of jointly allotted applicants shall be permitted to look after the display and sales of maximum of two enterprises.
10	Products / Goods/ Handicrafts made out of materials wholly or partially banned by Govt. of India/ A & N Administration shall not be accepted for sales through ANE-S and KGB Bhavan.
11	The selected Sample and its price once approved and fixed by " MARKET SURVEY AND PRICE FIXATION COMMITTEE " shall remain un-changed for the Calendar year (January to December) to which it relates.
12	Each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall only be allowed to display and sale their Products / Goods/ Handicrafts as per samples approved by the ANE-S & KGB Marketing Support Committee.
13	The Handicrafts / Products shall be accepted for display and sales through the ANE-S and KGB only on consignment basis.
14	ANE-S & KGB and its outlet in Andaman & Nicobar Islands shall be functioning all 362 days in a calendar year in order to cater the need of visiting tourist to Andaman & Nicobar Islands. All selected and allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall abide keep their allotted Space / Counters duly displayed with products and manned suitably.
15	All selected / allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units will be permitted to display and sale their Products / Handicrafts / Goods only for a period of six months (January to June or July to December) and thereafter extension of further six month (January to June or July to December) subject to review based on the performance of the unit by the ANE-S & KGB MARKETING SUPPORT COMMITTEE . After expiry of one year period of allotment no SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall be allowed to continue display and sales and they require / shall apply a fresh whenever the department invites applications for extension of marketing support through ANE-S and KGB.
16	If any SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units disqualifies after review on the basis of their performance, other SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units waiting in the panel for allotment of space for display of their product/ goods shall be considered strictly based on the District / Tehsil / Product Category-wise reservations as specified in Clause 8.(3) and 8.1.4.
17	No SMEs/SHGs/Co-operative Societies/ Small Time Artisans will be provided Marketing support beyond ten years period from ANE-S or KGB or on average annual turnover for past three years greater than Rs. 25.00 Lakhs (Rupees Twenty Five Lakhs). SMEs/SHGs/Co-operative Societies/ Small Time Artisans having more than one unit for same activity and individually or jointly availed marketing support for more than ten years shall also not to be considered for extending marketing support through ANE-S or KGB. These limits would be reviewed by the Administration from time to time as per changes in the market.

ANNEXURE-C (Page -5 of 8)

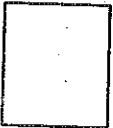
18	Identity Card shall be issued by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans / KVI Assisted Units to the Sales Representative deployed in ANE-Sagarika and KGB.
19	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units should provide qualified Sales Representative with minimum education qualification VIIIth Pass and age >=18 Years for display and marketing of their products displayed by them in the 'ANE-Sagarika outlets or in KGB. Any payment to such Sales Representative shall be made by the concerned SMEs, SHGs & Co-operative Society and the department shall not take any liability on this account.
20	The SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units Society who intent to deploy Sales Representative shall submit a declaration in the prescribed format C. (Age proof, Educational qualification, Aadhaar, Medical Certificate, Police Verification report, EPF Account).
21	The Sales Representative thus deployed by each SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units shall be responsible for Display, Sales and Stock of the handicrafts under the overall supervision of Manager / Sr. Manager, ANE-Sagarika and KGB.
22	The proper attendance, decorum, discipline and courtesy of the Sales Representative should be maintained while handling the tourist and VIPs visiting ANE-Sagarika. Any violation shall attract dismissal of the Sales Representative under intimation to higher authority and SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units concerned.
23	All SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units availing marketing support from ANE-S & KGB and its outlets in Andaman & Nicobar Islands should ensure that their SALES REPRESENTATIVE attend display and sales of their Products / Goods/ Handicrafts all 362 days in calendar years. In no circumstance attended. The units availing marketing support may tie up amongst each other to have a common sales representative for multiple units also.
24	Damage to any products / handicrafts during handling shall not be the responsibility of A N Emporium - Sagarika and KGB. Such damaged products / handicrafts shall be returned/borne by the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted and the department shall not bear any cost towards damage or its return.
25	The department is at its liberty to divert a particular product from one emporium to another emporium / exhibitions. However, the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units will be informed of such diversion and the cost towards transport and handling charges shall be borne by the Department. In case of any damage to any product /handicrafts during such transportation/ handling shall not be borne by the department and such damaged items shall be returned to the SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units from the place where it has been actually received. Assistance of sales representative of SMEs, SHGs & Co-operative Society for sales and display if required during the local exhibition/ national exhibition will be utilized and the convenience shall have to be borne by SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units.
26	Monthly report on receipt and sales of products shall be provided to SMEs/ SHGs/Co-op. Societies / Small Time Artisans /KVI Assisted Units by 5 th day of succeeding month.

ANNEXURE-C (Page -6 of 8)

27	As determined by the Administration 10% (Ten Percentage) of handling charges will be deducted on the Total Taxable sales Value (Approved price) from SMEs/ SHGs/ Co-operative Societies/ Small Time Artisans who have been displaying and selling their Products / Goods / Handicrafts from ANE-S. 10% percentage of handling charges collected in the process of daily sales to be deposited to the Govt. Account on the immediate next official working day. If necessary, the percentage of handling charges will be reviewed and revised after every three years.
28	For a particular month 90% (Ninety Percentage) of the Sales Taxable value shall be paid to SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units. The payment shall be directly transferred to the Account of the concerned SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units through e- banking system by 5 th day of succeeding month.
29	In case of Imitation Jewelry if Precious and Semi Precious Stones, Pearls and Gems are used in the products, then the firm shall submit a certificate obtained from the competent authority for its origin, authenticity and quality.
30	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units displaying and selling their packed agriculture produces such as Spices, edible oil should give a certificate obtained from the competent authority for its origin, authenticity and quality.
31	The space and counter allotted to SMEs/SHGs/Co-operative Societies/ Small Time Artisans in ANE-Sagarika and KG Bhavan shall be used only for the purpose for which it has been allotted.
32	SMEs/SHGs/Co-operative Societies/ Small Time Artisans in ANE-S and KG Bhavan shall be restricted to display their approved Products / Goods / Handicrafts within their allotted area only.
33	No SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units in ANE-S and KG Bhavan shall be allowed to sublet the space allotted to them in ANE-S and KG Bhavan.
34	In case of processed food products, it shall be ensured that only hygienic contamination free, good quality processed / semi-processed food are displayed and sold with certificate from Health Authorities under Food Safety and Standards Authority of India (FSSAI) is mandatory. The date of manufacturing with period to be used best before date or month to be printed with content used in it.
35	The Space / Counter allotted to be kept neat & clean. It is the responsibility of allotted unit to ensure that all wastes are disposed in the dustbins provided and maintain the area around the allotted Space/ Counter litter free.
36	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units allotted space for display and sales of their products in the ANE-S and KGB shall be liable to participate in various Exhibitions, Mela and Fairs organized by the Andaman & Nicobar Administration and Government of India within the island and on mainland.
37	SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units allotted Space / Counter in ANE-S and KGB shall not alter, renovate their allotted counter / space/ racks, electrical fittings, installation etc. They shall not be allowed install any electronic display including TV, Standee Banner and shall not put their firms name in the allotted space or counter. They are only allowed to put their Unit Code on the Counter / Space allotted.
38	Any breach of any other terms and conditions mentioned above or violation of any Terms and conditions for extension of marketing support through Andaman & Nicobar Emporium – Sagarika and Khadi Gramudhyog Bhavan to allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units.

DEPLOYMENT OF SALES REPRESENTATIVE ANE-S / KGB FOR DISPLAY AND SALES OF PRODUCTS/ GOODS / HANDICRAFTS

ANNEXURE-C (Page 7 of 8)

S.No.	Particulars	Details
1	Passport / Stamp size photograph of Sales Representative	
2	Name of Sales Representative	
3	Gender	Male / Female
4	Residential Address & Phone Number	
5	Age	
6	Domicile copy of certificate to be enclosed	
7	Educational Qualification copy to be enclosed	
8	Aadhaar Card No and copy	
9	Experience as Sales Representative, if any	
10	Employees Provident Fund No.	
11	Police Verification Report on antecedent of the Sales Representative being deployed (Original Police Verification report to be enclosed)	

I/ We proprietor/ M/s hereby declare that the abovementioned Sales Representative is an employee of M/s and being paid monthly salary as per minimum Wages Acts and we agree to deploy her /him in ANE-S/ KGB for display and sales of our products. The sales Representative thus deployed shall be responsible for the stock of all of our products being displayed and sold through ANE-S / KGB. In the event of any shortage / damage to our products on display in ANE-S / KGB the department will not be responsible and shall not be liable compensate in any manner/ shape.

Dated: _____
Signature of _____
Sales Representative

Signature _____
M/s.....

BANK ACCOUNT & GST DETAILS

A- BANK ACCOUNT DETAILS FOR ENABLING E-TRANSFER OF MONTHLY SALE PROCEED

Name of Allotted Beneficiary / Enterprises/ Artsan / SHG	
Name of Bank	
Name of the Branch	
Account Number	
Type of Account	
IFS Code	
MICR	

B- GOODS & SERVICE TAX DETAILS

If Registered Furnish GSTIN	
Whether Regular or Composite	

Signature

Name of Enterprises

Date

ANNEXURE-D (Page 1 of 3)
AGREEMENT (Rs. 10/- Non-Judicial Stamp Paper)

THIS AGREEMENT made on the day of, 20 between Directorate of Industries, Andaman and Nicobar Administration of the one part and M/s.....S/o..... R/o Port Blair, on the other part: WHEREAS, the SMEs / SHGs / Co-operative Societies / Small Time Artisans / KVI Assisted Units hereinafter called 'SUPPLIER' agreed to avail **MARKETING SUPPORT** through **ANDAMAN & NICOBAR EMPORIUM - SAGARIKA / KHADI GRAMODYOG BHAVAN** of Department of Industries for display and sales of their Products / Goods/ Handicrafts for the year 2019 to 2020.

NOW THIS AGREEMENT WITNESS AS FOLLOWS:

1. The Supplier has been permitted to display and sale their Products / Handicrafts / Goods in ANE-Sagarika / KG Bhavan only for a period of six months (January to June or July to December) and thereafter extension of further six month (January to June or July to December) subject to review based on the performance of the unit by the ANE-S & KGB **MARKETING SUPPORT COMMITTEE**. After expiry of one year period of allotment no Supplier shall be allowed to continue display and sales and they require / shall apply a fresh whenever the department invites applications for extension of marketing support through ANE-S and KGB.
2. Whereas, the supplier shall have to supply the First Consignment Supply within 30 days from the issue of the advice note. Part supply shall not be accepted.
3. Whereas, the supplier shall have to supply the regular Consignment Supply on the basis of reorder level of their respective Products/Goods/ Handicrafts within 30 days. Part supply shall not be accepted.
4. Whereas, the supplier shall have to arrange to delivery their Products /Goods/ Handicrafts to the Manager, ANE-Sagarika, and KGB or to the Authorized personals at respective ANE-S / KGB Outlet locations at their own expense, except in case of supply of consignment Goods / Products / Handicrafts to ANE-S New Delhi all approved and selected SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units should handover the same to Senior Manager / Manager/ Authorized Representative at ANE-S Middle Point outlet for arranging transportation of the same to New Delhi on the department expense.
5. Whereas, the supplier agree that selected Sample and its price once approved and fixed by "**MARKET SURVEY AND PRICE FIXATION COMMITTEE**" shall remain un-changed for the calendar year (January to December) to which it relates.
6. Whereas, the supplier agreed to display and sale their Products / Goods/ Handicrafts as per samples approved by the ANE-S & KGB Marketing Support Committee.
7. Whereas, the supplier agreed that the Handicrafts / Products shall be supplied for display and sales through the ANE-S and KGB only on consignment basis.
8. Whereas, the supplier agreed to Counter/ Display area opened on all 362 days in a calendar year in order to cater the need of visiting tourist to Andaman & Nicobar Islands. The supplier further agreed to keep their allotted Space / Counters duly displayed with products and manned suitably.
9. Whereas, the Supplier agree that if disqualifies after review on the basis of their performance, Supplier shall vacate and handover the Counter/Play area to the Government.
10. Whereas, the Supplier agree to issue Identity Card to their **Sales Representative** deployed in ANE-Sagarika and KGB.

11. Whereas, the Supplier agree to provide qualified Sales Representative with minimum education qualification VIIIth Pass and ~~age 21 to 28 years~~ for display and marketing of their products displayed by them in the "ANE-Sagarika outlets or in KGB. Any payment to such Sales Representative shall be made by the concerned suppliers and the department shall not take any liability on this account.
12. Whereas, the Supplier agree that the Sales Representative thus deployed by supplier shall be responsible for Display, Sales and Stock of the handicrafts under the overall supervision of Manager / Sr. Manager, ANE-Sagarika and K G Bhavan.
13. Whereas, the Supplier agree to maintain proper attendance, decorum, discipline and courtesy of the Sales Representative while handling the Tourist and VIPs visiting ANE-Sagarika/ KG Bhavan. Any violation shall attract dismissal of the Sales Representative under intimation to higher authority and supplier concerned.
14. Whereas, the Supplier agree that damage to any Products / Goods / Handicrafts during handling shall not be the responsibility of AN Emporium - Sagarika and KG Bhavan. Such damaged Products / Handicrafts shall be returned /borne by the supplier and the department shall not bear any cost towards damage or its purchase return.
15. Whereas, the Supplier agrees that the department shall be at its liberty to divert a particular product from one emporium to another emporium / exhibitions. However, the supplier shall be informed of such diversion and the cost towards transport and handling charges shall be borne by the Department. In case of any damage to any Product / Handicrafts during such transportation/ handling shall not be borne by the department and such damaged items shall be returned to the Suppliers from the place where it has been actually received. Further the supplier agree to provide assistance of sales representative for sales and display if required during the local exhibition/ national exhibition will be utilized and the convenience shall have to be borne by supplier.
16. Whereas, the Supplier agree that, as determined by the Administration 10% (Ten Percentage) of handling charges will be deducted on the Total Taxable sales Value (Approved price) from supplier who have been displaying and selling their Products/ Goods/ Handicrafts from ANE-S.
17. For a particular month 90% (Ninety Percentage) of the Sales Taxable value shall be paid to supplier. The payment shall be directly transferred to the Account of the concerned SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units through e-banking system of the succeeding month.
18. Whereas, the Supplier agree that in case of Imitation Jewelry if Precious and Semi-Precious Stones, Pearls and Gems are used in the products, then the firm shall submit a certificate obtained from the competent authority for its origin, authenticity and quality.
19. Whereas, the Supplier agree that for displaying and selling packed agriculture producers such as Spices, edible oil should give a certificate obtained from the competent authority for its origin, authenticity and quality.
20. Whereas, the Supplier agree that the space and counter allotted to SMEs/SHGs/ Co-operative Societies/ Small Time Artisans in ANE-Sagarika and KG Bhavan shall be used only for the purpose for which it has been allotted.
21. Whereas, the Supplier agree to display their approved Products / Goods / Handicrafts within their allotted Counter /Area only.
22. Whereas, the Supplier agree that any of their Products / Goods / Handicrafts lying unsold for more than two months in ANE-Sagarika / KG Bhavan shall be returned as purchase return.

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23. Whereas, the Supplier agree the Counter / Display area allotted in ANE-S and KG Bhavan shall not be sublet .
24. Whereas, the Supplier agree that in case of processed food products, it shall be ensured that only hygienic contamination free, good quality processed / semi-processed food are displayed and sold with certificate from Health Authorities under Food Safety and Standards Authority of India (FSSAI) is mandatory. The date of manufacturing with period to be used best before date or month to be printed with content used in it.
25. Whereas, the Supplier agree that the Space / Counter allotted shall be kept neat & clean. It is the responsibility of supplier to ensure that all wastes are disposed in the dustbins provided and maintain the area around the allotted Space/ Counter litter free.
26. Whereas, the Supplier agree to participate in various Exhibitions, Mela and Fairs organized by the Andaman & Nicobar Administration and Government of India within the Island and on mainland.
27. Whereas, the Supplier agree that will I not alter, renovate their allotted Counter / Space/ Racks, Electrical fittings, Installation etc. Further the supplier agrees not to install any electronic display including TV, Standee Banner and shall not put their firms name in the allotted space or counter. Suppliers are only allowed to put their Unit Code on the Counter / Space allotted.
28. Any breach of any other terms and conditions mentioned above or violation of any Terms and Conditions for extension of marketing support through Andaman & Nicobar Emporium - Sagarika and Khadi Gramodyog Bhavan to allotted SMEs / SHGs/ Co-operative Societies / Small Time Artisans /KVI Assisted Units.
29. Whereas, the Supplier agree that, no Products / Goods/ Handicrafts made out of the scheduled sea shells banned by the Chief Wild Life Warden/Forest Department and are barred from trading should not be dealt with by the concerned suppliers while availing Marketing Support through ANE-Sagarika/ KG Bhavan.
30. The terms and conditions mentioned in the Offer Letter No. dated for availing Marketing Support through ANE-Sagarika / KG Bhavan shall also apply.
31. Director of Industries, Andaman & Nicobar Administration reserves the right to cancel Marketing Support to any Supplier if found violating the Terms & Conditions and any clause of the Agreement stipulated by the Department

IN WITNESS whereof, the parties hereto have caused this agreement to be executed in accordance with their respective laws the day and year first above written. Signed, Sealed and Delivered by the said Director of Industries, Andaman and Nicobar Administration in the presence of :

Witnesses;

1)

2)

Signed, Sealed and Delivered by the said supplier in the presence of :

Witnesses ;

1)

2)

अण्डमान तथा निकोबार प्रशासन
ANDAMAN & NICOBAR ADMINISTRATION
उद्योग निदेशालय / DIRECTORATE OF INDUSTRIES
ANDAMAN & NICOBAR EMPORIUM - SAGARIKA
पोर्ट ब्लेयर / PORT BLAIR

Consignment No. : 2019100001

Date of Issue: 01/01/2019
Date of Expiry: 30/01/2019

To

M/s

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Subject: Display and sales of Handicrafts/ Products / Goods on consignment basis. -Reg.

Sir / Madam

This has a reference to this office acceptance Letter No. dated 01/12/2018, Kindly arrange the following approved/ selected Products / Goods / Handicrafts on approved price for display and sales through the Counter/ Display area allotted to you in Andaman & Nicobar Emporium - Sagarika/ Khadi Gramodyog Bhavan on consignment basis as per the Terms and Conditions of Extension of Marketing Support through Andaman & Nicobar Emporium - Sagarika / Khadi Gramodyog Bhavan.

Sl. No.	Item Identifier/ HSN Code	Approved Sample Code	Item Name	Approved Rate (in Rs.)	Quantity (No./ Set)	Taxable Value/ Amount (in Rs.)	GST %	Sale Rate of each item (Approved Rate + GST applicable)
1	2	3	4	5	6	7.	8	9
1	3221/9705	1360-1- 217	Agarbathi Stand	95.00	50 Nos.	4750.00	12	106.00
2								
3								
Total Amount								

The above items to be displayed for sales on consignment basis within 30 days issue of this Consignment Order / Advice Note. Part supply of consignment will not be accepted. Every item of consignment should be suitably labeled / bar-coded with item identifier, sample code and sales rate.

Yours Faithfully

Manager / In-Charge