

Vita Grahane 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. 580 no. of Vita Milk Booths at various Govt. lands such as HSVP/MC, Schools, Colleges, and Hospitals etc. Hon'ble Chief Minister, Haryana has announced to open new 5000 Vita Milk Booths to generate employment and to increase the marketing network of Vita. In this context, HDDCF taken up the matter with the various Govt. Departments to provide suitable sites in their premises and approx. 801 sites have been identified by HDDCF for opening of booths.
- (1.5) To identify the untapped area comes under Government Department, Municipal Cooperation, Urban local bodies etc., where our Vita booths are not located HDDCF has shared all the existing Vita booth locations with the Haryana Space Applications Centre, Hisar (HARSAC) for mapping the Vita booth location at the Google map and with the help of these locations they will guide us feasible locations of Government Departments for installing the Vita booth & also identify the distance from the existing one Vita booth to another Vita booth. With the help of the data provided by the HARSAC we will coordinate with the concerned Government departments for opening of Vita booths at their office premises
- (1.6) All the above process are going on & simultaneously to increase the sale points of Vita products, there is need to formulate an updated policy and we propose its name as '**Vita Grahane**'. Under this policy, the public of the Municipal Corporations/Municipal Councils/Urban and Rural Areas will be eligible to apply. In order to smooth functioning of the policy, the proposed site will be analyzed by the representative of respective Milk Unions such as to maintain hygiene, distance from existing booth, logistics approach, not selling pesticides/chemicals etc. However, it will not be restricted to the above points and any legal complications and other points, if any, will be considered.

(1.A) Following are the key highlights of the Vita Grahatee 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 Grahatee policy is implemented across the 22 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 :

- The overall objective for launching the 'Vita Grahatee 'is to expand the retail network and augment the overall revenue and the sales of Vita milk and milk products.
- Till date, there are total 580 existing Vita Booth network in Chandigarh, Haryana & NCR area and with the launch of this policy, special focus will be laid to increase the market share in Haryana, NCR and Quad city region (Chandigarh, Panchkula, Mohali and Zirakpur).

(3) Procedure for allotment of "Vita Grahatee":-

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

Prebuilt area Required (in Sqft) in a shop/ household	Approx. Investment by the 'Vita Grahatee'
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

- Applicant has to deposit a security amount against Deep Freezer/Chest Cooler/ and Visi Cooler as per the below mentioned table criteria.

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

- All recurring expenses such as electricity charges, shop rentals, maintenance and other expenses will be borne by the 'Vita Grahanee'.
- 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.
- This Policy is applicable for HoReCa (Hotels, Restaurant, Cafes) Channel and Household etc.
- 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.
- A unique code will be given to each "Vita Grahanee" sites for proper identification and avoid duplicacy.
- An agreement will be signed with concerned CEO of Milk Union and applicant of 'Vita Grahanee' for a period of 3 years.

(4) Supply Chain Management:

- 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 44 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 Grahanee point, that point will not be tapped under COCO model.

(5) Eligibility Criteria:-

Eligibility Criteria	Rural Area	Small Urban Area	Large Urban Area
Age	18-45 Years	18-45 Years	18-45 Years
Maximum Age for Ex-Service Man	50 Years	50 Years	50 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) :-

- Vita Grahanee point should be at a minimum distance of 500 meter from the existing Vita sale point to avoid any conflict in the future.
- The location of Vita Grahanee should be easily approachable for supply of products by our logistics channel.
- The delivery of the products will be made through Vita Distributors/ Coco model to the 'Vita Grahanee' depending upon the situation on cash and carry basis.
- Applicant's Space/ Site/ Household for 'Vita Grahanee' should be within limits of MC/Urban & Rural Area.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Vita Grahanee must maintain a sales proceeds record along with empty crates account for further verification & reconciliation.
- 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.

- To boost the morale of Vita Grahanee, additional incentive/prizes may be provided by the concerned Milk Union.
- 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.

(7) Benefits of Vita Grahanee:-

- Residents of that particular area will get hygienic VITA milk and milk products easily at their door steps.
- Vita Grahanee offers a wide range of healthier drinks, and meals also providing the additional option of eating Vita Sweets.
- 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 470/-. So, within 11 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 470/-.
 - **Vita Liquid Milk per crate=12 Liters Milk**
 - **Vita Liquid Milk per liter margin is Rs 2.61/-.**
 - **Rs 2.61 x 12 Liters= Rs 31.32/- per crate**
 - **Vita Liquid Milk 15 Crates X Rs 31.32= Total Profit Rs 469.80/-**



APPLICATION FORM FOR VITA GRAHANEE

1) BASIC INFORMATION:

Name of the Applicant: (Mr./Mrs.Ms.).....
Permanent Address:
Town: City/Village:
Corresponding Address:
Town: City/Village:
Phone No: Mobile No. :
Email:

2) LAND/PROPERTY DETAILS WHERE VITA GRAHANEE TO BE OPENED

Property Mode- Owned/Rented:
Property Details (Plot/Shop No/SCO/ etc.) :.....
Property Size (SQ. FT.).....
Property Location:

3) PROOF OF IDENTITY

AADHAR Number:
PAN Number:

DECLARATION

I/We, the undersigned, have gone through the eligibility criteria and terms & conditions annexed with the application form for my/our appointment as the allottee of VITA GRAHANEE. I/We, fully understand the implications of eligibility criteria and the terms & 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: