



**THE RAJASTHAN SMALL INDUSTRIES CORPORATION LTD.**  
(A Government of Rajasthan Undertaking)  
Udyog Bhawan, Jaipur-302005  
Phone: 0141-5115760-64 Fax: 0141-5115766  
Website: [www.rajsico.gov.in](http://www.rajsico.gov.in) E-mail: [rajsico@rajsico.in](mailto:rajsico@rajsico.in)

## Contents

S.No.	Particulars	Page No.
1.	Application Form	1
2.	General Information about Rajasthali Brand	4
3.	Terms & Condition	6
4.	Technical Offer	10
5.	Financial Offer	12

	<p><b>THE RAJASTHAN SMALL INDUSTRIES CORPORATION LTD.</b> (A Government of Rajasthan Undertaking) Udyog Bhawan, Jaipur-302005 Phone: 0141-5115760-64 Fax: 0141-5115766 Website: www.rajsico.gov.in E-mail: rajsico@rajsico.in</p>
---	---

**APPLICATION FORM FOR FRANCHISEE OF 'RAJASTHALI'**

The  
Chairman and Managing Director  
The Rajasthan Small Industries Corporation  
Udyog Bhawan, Tilak Marg  
C-Scheme  
Jaipur – 302 018

1. Name (Full, in capital letters) : \_\_\_\_\_
2. Residential Address (For correspondence) : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Contact Details/Nos. (With country/area code) : i) Residence : \_\_\_\_\_  
ii) Office : \_\_\_\_\_  
iii) Fax : \_\_\_\_\_  
iv) Mobile : \_\_\_\_\_  
v) E-mail : \_\_\_\_\_
4. Previous Address (If less than 3 years at current address) : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Nationality (attach copy of valid passport in case of international) : \_\_\_\_\_
6. Are you a domicile/resident of the desired franchisee location? : Yes  No
- If 'No', are you authorized under the local laws and regulations to carry out the desired business in the desired location? : \_\_\_\_\_
- (Please attach documentary evidence in support of either answer)

7. Date of Birth : \_\_\_\_\_
8. Spouse's Name (If married) : \_\_\_\_\_
9. Details of Proof of Residence (Valid driving license/passport/voter's card, etc.) : Driving License  Passport   
Voter ID Card  Other  \_\_\_\_\_
10. PAN Card No. : \_\_\_\_\_
11. Amount of capital available for the franchise business : \_\_\_\_\_
12. Is the capital amount so available owned or financed? If financed, what is the proportion and how is it proposed to be financed? : \_\_\_\_\_
13. If awarded the Franchise tendered for, when would you be ready to start? : \_\_\_\_\_
14. What is the nature of business entity in which you propose to start the franchise business? Please tick the relevant one and specify details :
- i) Proprietorship/Partnership/ Private Ltd. /Public Ltd/Sole Trader/Any Other : \_\_\_\_\_
- ii) Is it already in existence? If yes, under what name : \_\_\_\_\_

(Please attach copy of the Memorandum of Association, in case of an existing company; in case the registration has already been done, a copy of an up-to-date extract from the commercial register of the operating company).

### **DECLARATION BY APPLICANT**

I/we hereby declare that, to the best of my knowledge and belief, all above details/information, and the details/information/attachments submitted in the accompanying annexures, are true and complete and accurately represent my/our current and continuing financial conditions to carry out this business.

I/we also authorize you to make any enquiries you consider necessary in connection with this application/offer.

I/we hereby certify that I/we shall remain the applicants for the tendered franchise and if there is any change in the composition of applicants before signing of the agreement or opening of the franchise, I/we agree to get the new applicants as well as the new

form of organization approved by RSIC. In case approval is not granted, I/we agree to the rejection of the application/offer.

I/we hereby undertake, if selected, to start the operations at the allotted franchise outlet within a period of three months from the date of approval of this application/offer, failing which I/we agree to the revoking of this application/offer along with the right to confiscation of the earnest money deposited with RSIC against the same, without raising my/our claim for the same against RSIC.

I/we am aware that, should this application/offer be rejected, no reasons need to be given by you for the same.

I/we understand that any misrepresentation of factual information requested on this application/for the offer may be a cause for removal from 'Rajasthali' – A unit of RSIC (A Government of Rajasthan Undertaking).

\_\_\_\_\_ )

Applicant's Signature  
Name in Block Letters

Date:

Place:

\_\_\_\_\_ )

Witness's Signature  
Name in Block Letters

Date:

Place:



### **FOR PRIVATE FRANCHISE OF BRAND 'Rajasthali'**

#### **Introduction:**

The Rajasthan Small Industries Corporation (RSIC) was incorporated on 3<sup>rd</sup> June, 1961 as a Rajasthan State Government undertaking under the Companies Act-1956 as the Nodal Agency for the promotion and development of the State's handicrafts in the small scale sector.

#### **Mission**

- ❖ Preservation & Promotion of Handicrafts of Rajasthan.
- ❖ Promotion of & support to Small Industries of Rajasthan.
- ❖ Facilitating Exports from Rajasthan.
- ❖ Achieving the highest standards of operational efficiency & excellence with emphasis on viable operations & generation of surpluses.

#### **Objectives Of RSIC**

- ❖ To market handicrafts of Rajasthan through a chain of retail outlets/ exhibitions, etc.
- ❖ To develop markets for and facilitate marketing of handicrafts of Rajasthan.
- ❖ To market products of small scale industries of Rajasthan to Government organizations as well as in the open market directly or through source basis.
- ❖ To facilitate exports from Rajasthan by providing infrastructure and logistic support establishing and operating Inland Container Depots (ICDs), Container Freight Services (CFS), Air Cargo Complex (ACC & other affiliated services).
- ❖ To impart training to craftsmen & artisans, both to introduce new skills & enhance existing skills.
- ❖ To actively popularize & publicize handicrafts of Rajasthan & to create awareness & market for them in India & abroad.
- ❖ To undertake such activities that may be approved or are incidental for achieving corporate missions & objectives.

### About 'Rajasthali'

- The RSIC sells/markets its handicraft products through its emporia/outlets spread across the state of Rajasthan and other in other cities too under its flagship outlets 'Rajathali'.
- The 'Rajasthali' is a duly registered brand name, with a distinctive monogram and logo, widely recognized and extensively popular among the connoisseurs of handcrafted products.
- 'Rajasthali' has also acquired 'Craft Mark' Certification for specific handicraft products sold its emporia/showrooms.
- Currently, the 'Rajasthali' emporia/showrooms are located across India at the following places follows:-

Handicraft Mall, M.I. Road, Opposite Ajmeri Gate, <b>Jaipur</b>	+91-141-5103329/40238381
B-2, State Emporia Complex, Baba Kharak Singh Marg, <b>New Delhi</b>	+91-11-23343140/23364762
Chetak Circle, <b>Udaipur</b>	+91-294-2429068
Jagdish Chowk, Near Jagdish Temple, <b>Udaipur</b>	+91-294-2415346
Raj Bhawan Road, <b>Mt. Abu</b>	+91-297-238631
Near Taj Mahal, <b>Agra</b>	+91-562-2330417
Garihat, <b>Kolkatta</b>	+91-33-24237085
Chowrangee Lane, <b>Kolkatta</b>	+91-33-22298913
F-13, Shopping Center, Hotel Oberoi Tower, <b>Mumbai</b>	+91-22-66325757 (Ext. 6712)

## **TERMS & CONDITIONS**

1. The eligible Party shall submit the offer as per the terms and conditions stipulated hereinafter be on two-offer basis – technical and financial – sealed in separate envelopes and super-subscribed accordingly; which should then together be put in a third envelop sealed and super-scribed clearly as 'Offer for 'Rajasthali' Franchisee at \_\_\_\_\_' (name of the city/location/country )in the specified form.
2. Any individual/firm/company/State emporium/Government PSU having sufficient and suitable space at a strategic business location at any prominent place in the city, with clear title in his/their favor and having minimum three years of successful and progressive marketing experience of consumer items/retail marketing can apply for Franchisee arrangement of 'Rajasthali', for which he/she shall submit supporting documentary evidence.
3. The Franchisee shall produce a 'Solvency Certificate' in original (not older than three months) issued by a commercial bank of at least Rs.10,00,000/- ( INR Ten lacs) for domestic franchise.
4. The Franchisee shall be solely responsible for all structural and interior works of the Showroom, in terms of costs/insurance (theft/fire/damage due to natural calamities, etc) and in other expenses.
5. The Party shall quote a fixed annual license fees on and above as per indicated category mentioned below:
  - a. Minimum annual license fees for Mumbai, New Delhi, Kolkata , Chennai, Hyderabad, Bangalore, Noida, Gurgaon, Ahemdabad and Chandigarh will be Rs.5,00,000/- ( Rs. Five Lacs)
  - b. Minimum annual license fees for Trivandram , Cochin, Ooty, Kodaikanal, Mysore, Nanital, Gangtok, Darjeeling, Shillong, Mussoorie, Goa, Pune, Shimla, Sri Nagar, Kanyakumari, Jaisalmer, Port Blaire and Lakshadeep will be Rs.3,00,000/- ( Rs. Three Lacs).
  - c. Minimum annual license fees for other places in India will be Rs.2,00,000/- ( Rs.Two Lacs).
6. The franchise shall be allotted to the Party who quotes the highest license fee for the indicated city location. The RSIC reserves the right to allot one or more franchisee outlets in any city/location/country depending upon the tourist/customer demand, locational advantage, business viability, etc.
7. License fee, service tax and any other taxes, as applicable thereon from time to time, shall be payable by the franchisee to RSIC.
8. License fees shall be payable in advance on quarterly basis within a week of the last day of the quarter following the date of Agreement.
9. Security amount shall be 50% of the quoted annual license fee, which shall be deposited by the Franchisee prior to signing of the Agreement. The same shall be refundable at the successful completion of the Agreement, without interest.

10. Earnest Money @2% of the minimum annual license fees mentioned above shall be deposited, vide cash/DD in the name of 'The Rajasthan Small Industries Corporation', payable at Jaipur, along with the offer document, which shall be subsequently adjusted in the Security Deposit of the successful bidder.
11. Franchisee arrangement shall be for a period of minimum three years, extendable for another two years at a time with mutual consent.
12. The Franchisee shall run the Showroom under the name and style of 'Rajasthali' – The Only Government of Rajasthan Handicraft Emporium.
13. The authorized Franchisee shall only sell/market genuine and quality Rajasthani handicraft items at reasonable prices as per the market trends.
14. The Franchisee shall procure / purchase Rajasthani handicrafts items either from the Central Stores of Rajasthali, Jaipur or from the specifically enlisted/registered vendors/suppliers/artisans/craftsmen of Rajasthali/RSIC. The Central Stores shall provide the demanded handicraft items to the domestic franchisee at a nominal mark-up of 10% over and above the cost price at which it has itself made the purchase.
15. The franchisee shall pay 50% towards advance money against the confirmed order placed for purchase of goods from the Central Stores of RSIC; the remaining 50% shall be payable by him against delivery. The franchisee shall allow for a period of at least one month for supply of such goods from the date of placement of the order with RSIC.
16. In case of purchase of goods from the vendors/artisans/craftsmen registered with RSIC, the franchisee shall immediately forward a copy of the order and the bill thereof to RSIC.
17. Packaging, handling and transit insurance of the purchased goods shall be the sole responsibility of the franchisee and the goods once sold shall not be returnable/exchangeable under any circumstances.
18. The RSIC shall have the right of inspection of the Franchisee Showroom for quality control of goods and also the right of confiscation in case of goods being sold/exhibited in contravention to the Agreement, the criminal and civil liability for which shall solely be of the Franchisee.
19. The Showroom shall be used exclusively for the display, sale and marketing of Rajasthani handicraft products, procured only as per indicated in the agreement, during the period of the agreement.
20. The Franchisee shall not shift the Showroom/its business from the address stated in the agreement without prior consent of the RSIC.
21. While the Franchisee is encouraged to organize/participate in exhibitions, whether within or outside its place of franchise, for sales/marketing/publicity purposes, it shall do so under intimation to the RSIC and on the terms and conditions as may be mutually agreed thereto.

22. The RSIC reserves its right to organize/participate in any exhibition/fair at any place in the country or abroad, whether independently or in collaboration/partnership with any franchisee.
23. The Showroom shall be used only in accordance with all applicable rules and regulations of the Central/State governments and/or any other related local/foreign authority.
24. The Franchisee shall obtain such licenses, permissions, consents and approvals as may be required in connection with the running of the Showroom as per the relevant laws/by-laws of the state/country and RSIC shall not in any way be liable for any consequences arising from the non-compliance of these.
25. The Franchisee shall be solely responsible for compiling and filing of all applicable taxes/ assessments/ audits and all/any other Government/international statutory formalities etc.
26. The Franchisee shall engage sufficient sales staff on his/her own on roll, at his/her own expense and responsibility and shall be responsible for all acts and conduct of his/her staff/representative/agent.
27. All the bill books and relevant stationery shall be in the name and style of 'Rajasthali', with explicit authorization of the Corporation on the face of the same in favour of the franchisee.
28. The Franchisee shall equip the Showroom with latest state of the art computer system and network facility, and upgrade/maintain the same as per the requirements of RSIC from time to time as his/her own expense and responsibility.
29. The Franchisee shall undertake necessary publicity as deemed fit , through print/electronic media at his/her expense and ensure prominent display of the 'Rajasthali' sign board and 'Rajasthali' logo and monogram at desired locations/places.
30. The Franchisee shall not sublet, transfer or assign this contract to any third party without the prior written permission of the RSIC. If it is found that the Franchisee has sublet, transferred or assigned the contract, the same shall be terminated after giving due notice to the contractor.
31. The Franchisee will enter into an Agreement with the Corporation on a Rs.100/- non-judicial stamp-paper within 15 days of the allotment of the franchise. The terms and conditions of the offer document shall also be a part and parcel of the agreement.
32. Failure on the part of the Franchisee to furnish the security deposit, delay in start of work and non-execution of the agreement within the stipulated time, withdrawal or modification of the offer by the franchisee after opening of offer but before acceptance of offer shall be termed as breach of contract and in such case, the earnest money deposited shall be forfeited by RSIC without any notice in this regard.
33. The performance of the Franchisee will be reviewed from time to time by RSIC and if it is found that it is not to the satisfaction or not as per the requirement of RSIC or is in contravention of the terms and condition of the agreement, the RSIC shall be entitled

to terminate the contract / agreement, along with forfeiture of the security amount deposited even before completion of the period of the franchise/contract.

34. The decision of CMD/MD, RSIC, shall be final and binding on the Franchisee in respect of any other matter which is not included in the terms and conditions contained herein.
35. The Franchisee shall accept CMD/MD, RSIC as the sole arbitrator even after knowing that CMD/MD, RSIC has interest in the activities of RSIC as the head of the organization. In case of any legal dispute/settlement required through courts, the same shall be subject to the jurisdiction of the courts of Jaipur (Rajasthan) only.

**FOR INTERNATIONAL FRANCHISEES:-**

All the terms and conditions, including eligibility, security deposit, license fee, margin on purchase of goods, etc, shall be decided on case to case basis after mutual discussions and agreement. The minimum annual license fee shall depend on the proposed location, volume/profile of business, solvency certificate, long term benefits accruable to RSIC and other major commercial parameters. The franchisee shall be amenable to the rules/laws of the land as applicable to international business franchise.

**NOTE:-**

The Offer Form/documents/terms & conditions can also be downloaded directly from **RSIC's website** : [www.rajsico.gov.in](http://www.rajsico.gov.in) as per the specific directions indicated therein. The cost of the Offer Form so downloaded shall be payable vide a separate DD for the specific amount (INR 500/-) drawn in favour of 'The Rajasthan Small Industries Corporation, Jaipur' and deposited along with the form at the time of submission of the offer.

**TECHNICAL OFFER**

## 01. Details of Earnest Money Deposited (EMD):-

i) DD/Banker's Cheque/Pay Order No. &amp; Date : \_\_\_\_\_

ii) Amount (In figures & words) : \_\_\_\_\_  
\_\_\_\_\_iii) Name of Bank /Branch (City/Country) : \_\_\_\_\_  
\_\_\_\_\_

## 02. Certificates enclosed:-

i) Solvency Certificate (in original &amp; not older than 3 months) : \_\_\_\_\_

ii) Income Tax Clearance Certificate (last year's) : \_\_\_\_\_

iii) Copy each of Balance Sheet & Annual Accounts : \_\_\_\_\_  
(last 3 years, duly certified by a CA) –  
In case of a partnership firm/company

## 03. Address/Location of the place at which Franchisee is being sought (with copy

of the outlay plan of the premises and its immediate surroundings) :  
\_\_\_\_\_

## 04. Specify whether self owned/rented/any other: \_\_\_\_\_

i) Copy in support of above: \_\_\_\_\_

ii) Copy of NOC from relevant authority (if necessary for carrying on commercial  
activity from the premises): \_\_\_\_\_

## 05. Experience in similar business (specify nature of business):

i) Retail Marketing/Others: \_\_\_\_\_

ii) Please specify following/other relevant details:

a) Experience (No. of years): \_\_\_\_\_

b) Employer's Name/Address/Ph. No : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_c) Position/Title/Responsibilities held : \_\_\_\_\_  
\_\_\_\_\_d) Reason(s) for leaving employment: \_\_\_\_\_  
\_\_\_\_\_

e) Can we verify the same, if necessary? \_\_\_\_\_

If not, why? \_\_\_\_\_

06. Have you ever been in 'Handicraft' business? If yes, when, where and  
for how many years : \_\_\_\_\_

07. Have you been involved in franchise business before? If yes, give details: \_\_\_\_\_  
\_\_\_\_\_

08. Will this franchise business be your sole source of income? \_\_\_\_\_  
If no, give other sources of income : \_\_\_\_\_

09. Nature of entity in which the franchise is proposed to be carried out (Tick appropriate one) :  
Proprietorship/ Partnership/ Private Ltd./ Public Ltd./ Sole Trader/ Other(please specify)

10. Names of references (other than relatives & employees):

i) Name/Contact No./Address/ E-mail : \_\_\_\_\_  
\_\_\_\_\_

ii) Name/Contact No./Address/E-mail: \_\_\_\_\_  
\_\_\_\_\_

11. Any other information the Party may desire to furnish in support of  
his/her/their offer/proposal (attach separate sheets, if necessary):  
\_\_\_\_\_  
\_\_\_\_\_

**NOTE:** It is mandatory to attach copies of relevant documents where specified or relevant with the offer and these shall be non-returnable.

**DECLARATION BY PARTY:**

All information/details/submitted herein are true and correct and I/we agree that any misrepresentation thereof may result in the rejection of my/our offer.

Signature

\_\_\_\_\_  
Applicant's

(Name in Block Letters)

Date:

Place:

**NOTE:** The Technical Offer is to be enclosed, along with the Earnest Money Deposit, in a separate and sealed envelope super-subscribed 'Technical Offer – For Franchise at \_\_\_\_\_'.

**FINANCIAL OFFER**

Location/City/Town/Country	Minimum Annual License Fee	Quoted Annual License Fee (for the specifically opted place/location)	Remarks
<b>1. Category 'A'</b> a. Ahmedabad b. Bangalore c. Chandigarh d. Chennai e. Gurgaon f. Hyderabad g. Kolkata h. Mumbai i. New Delhi j. Noida	<b>INR 5,00,000/-</b>		
<b>2. Category 'B'</b> a. Cochin b. Darjeeling c. Gangtok d. Goa e. Kodaikanal f. Mussoorie g. Mysore h. Nanital i. Ooty j. Pune k. Shillong l. Shimla m. Sri Nagar n. Trivandram	<b>INR 3,00,000/-</b>		
<b>3. Category 'C'</b> a. Other places in India	<b>INR 2,00,000/-</b>		

Date:

Applicant's Signature