

TELEX : 0215863
GRAM : 'ESSENTIALS'
FAX : 2252-3849

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WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata - 700 087

Memo No.

To
The Secretary to the Govt. of West Bengal
Municipal Affairs Department
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar, Kolkata - 700064

Dated :

Sub : Regarding opening of Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal.

Sir,

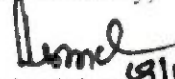
This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSCL) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSCL and is running successfully.

Guidelines in this regard is being sent to you with a request to issue necessary directives to the respective Municipal authorities so that they can provide space for the aforesaid retail outlet and take necessary action to open the same at the earliest.

This is in reference to the discussion held in the chamber of Hon'ble MIC, Food & Supplies Department on 03.10.2016.

Yours faithfully,


Managing Director 09/10/16

Enclo : As stated.

Memo No.

Dated :

Copy forwarded to : -

- 1) Joint Secretary, Municipal Affairs Dept. Govt. of W.B.
Prasasan Bhavan, Block DD 1, Sector 1, Salt Lake City,
Bidhannagar, Kolkata - 700064
- 2) PS to Hon'ble MIC, Food & Supplies Dept. Govt. of W.B.
- 3) PA to Principal Secretary, Food & Supplies Dept. Govt. of W.B.


Managing Director 09/10/16

Govt. of West Bengal
Food & Supplies Deptt. Khadya Bhavan
11A, Mirza Ghalib Street, Kolkata-700087

Memo No.:- EEESC/RB/2017/533

Dated:- 13-06-17

To,
Shri Onkar Singh Meena, I.A.S.,
The Secretary to the Govt. of West Bengal,
Municipal Affairs Department,
Prasasan Bhavan, Block DD-1, sector-I,
Salt Lake City, Bidhan Nagar,
Kolkata-700064



13/06/17
SMM-SMD
15/06/17

Sub: Regarding opening of Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal area throughout West Bengal and issuance of necessary G.O. from the end of Municipal affairs department thereof.

Ref.: The meeting held on 24.05.2017 at 12:30 P.M. at Khadya Bhavan in presence of Hon'ble Minister-in-Charge, Food & Supplies Deptt. & Memo No. : SUDA-235/216/1884 Dated: 11-11-2016

Sir,

Kindly recall the discussion made in the meeting held on 24.05.2017 as referred above. This to state that the state govt. in the Food & Supplies Department has decided to open Fair Price Retail Outlets (**Roudra Bristi**) at least one in each Municipal area throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people. No ration card is required to be produced to purchase any items from such retail outlets. The state govt. also directed West Bengal Essential Commodities Supply Corporation Ltd. (WBECSC Ltd.) to prepare guidelines and to take necessary initiative in this regard holding meetings with prospective Municipalities.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSC Ltd and is running successfully.

In the meeting mentioned above Managing Director & Vice Chairmen, WBECSC Ltd. briefed the house about the latest development on setting up outlets of Roudra Bristi in different Municipalities/Corporations of West Bengal and he also added that during a review meeting with 29 Municipalities on 17.05.2017, some Municipalities stated that if some fund is received from the end of Municipal Affairs Department for this particular purpose, it would be easier for them to execute the work early. Some Municipalities have suggested to have initial rolling advance to the tune of Rs. 2 lacs from WBECSC Ltd. after the completion of necessary infrastructure and other formalities.

It was expressed in the meeting that it was not possible to provide fund from the budgetary allocation of Municipal Affairs Department. However, you assured that if Food & Supplies Department sends a proposal for releasing necessary fund for setting up Roudra Bristi, Municipal Affairs Department may issue directives to all urban bodies to make expenditure from their own fund or fund provided under Finance Commission as the case may be.

Therefore, you are hereby requested to please issue necessary G.O. from your Department directing all Municipalities/Corporations accordingly.

Yours Faithfully

Principal Secretary

Memo No.:- EEESC/RB/2017/533(3)

Dated:- 13-06-17

Copy forwarded for information to:

- 1) P.S. to Hon'ble M.I.C. Food & Supplies Department
- 2) The Managing Director & Vice Chairmen, WBECSC Ltd.
- 3) The Director, SUDA, Municipal Affairs Department.

Principal Secretary



রাজ্য নগর উন্নয়ন সংস্থা
STATE URBAN DEVELOPMENT AGENCY

"ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
"ILGUS BHAVAN", H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA-235/2016/213

তারিখ 08.05.2018

From : Director, SUDA &

Mission Director, WBSULM

To : The Mayor/ Chairman,

..... Municipal Corporation/ Municipality/ NAA

**Subject : Opening of Fair Price Retail Outlets (Roudra Bristi outlets)
At least one in each Municipal areas throughout West Bengal**

Sir,

This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSC Ltd) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal with a view to make available essential and other commodities of local as well as branded items at reasonable price to the common people.

Guidelines in this regard have already been sent to you for taking necessary steps, so that you can open the aforesaid retail outlets at your Municipal area and run the same as per guideline .

In view of the above, you are requested to provide the up to date status of the opening of Roudra Bristi outlets in your Municipal area at the earliest.

Yours faithfully

Director, SUDA

&

Mission Director, WBSULM

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

Government of West Bengal
Food & Supplies Department
11-A, Mirza Galib Street
Kolkata-700 087

No. 183(3) -FS/Sectt/Food/4M-17/2017

Date: 18.01.2017

From : The Joint Secretary
to the Government of West Bengal.

To : 1) The Secretary,
Municipal Affairs Department,
Prasasan Bhavan, Block DD 1, Sector 12, Salt Lake City, Bidhannagar,
Kolkata - 700064.

2) The Managing Director
WBECSC,
Khadya Bhawan.

3) The Director of State Urban Development Agency (SUDA),
Department of Municipal Affairs,
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar,
Kolkata - 700064.

Sub:- Meeting in connection with opening of Roudra Bristi outlets in different Municipalities.

Sir,

I am directed to inform you that, on the above mentioned subject, a meeting will be held on 24.01.2017 at 10.30 AM in the office Chamber of Principal Secretary & Commissioner, F&S Department at Khadya Bhawan, 1st Floor, 11-A Mirza Galib Street, Kolkata-87.

Agenda for discussion will be as follows:-

1. Finalising the design and cost estimate;
2. Finalisation of Agreement;
3. Guidelines to do business with Roudra Bristi.
4. Miscellaneous.

You are requested to make yourself, convenient to attend the said meeting.

With thanks,

Yours faithfully,


Joint Secretary

No. 183(3/1(3)-FS/Sectt/Food/4M-17/2017

Date: 18.01.2017

Copy forwarded for information to:-

1. The P.S. to Hon'ble Minister In-Charge, F&S Department;
2. The P.S. to Pr. Secretary & Commissioner of Food, F&S Deptt.;
3. The P.A. to Secretary, Food & Supplies Department.

Joint Secretary

2275

GUIDELINES REGARDING ESTABLISHMENT OF MODEL RETAIL OUTLET(ROUDRA BRISTI)

- 1) Respective Municipality/Municipal Corporation has to provide rent free space in the Municipal area for establishments of retail outlet. The outlet will be on the ground floor having approximate area of 700-1000 sq ft preferably with marble or mosaic tiles.
- 2) The retail outlet will be run by respective Municipality/Municipal Corporation as business associate for trading of grocery, stationery, cosmetics, toiletry items and state produced like rice, honey, tea etc.
- 3) The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc will have to be provided by the respective Municipality/Municipal Corporation **at their own cost.** (Details are given below under the head Responsibility of the respective Municipality/Municipal Corporation)
- 4) Municipality/Municipal Corporation will have its own arrangement to run the outlet and liable to pay all sorts of relevant taxes and license fee etc
- 5) Municipality/Municipal Corporation will execute an agreement with WBECSC Ltd for at least 3 – 5 years to run the retail outlet in the name of Roudra Bristi
- 6) Municipality/Municipal Corporation will have to pay commission to WBECSC Ltd as stated below:

For products with both printed & non-printed price/ MRP: - A total commission of 0.25% on the sale proceeds is to be paid to WBECSC Ltd by each Municipality/Municipal Corporation. The commission is to be paid at the beginning of each month on the sale proceeds of the preceding month under a comprehensive statement of such products sold through NEFT.

Responsibility of selected Municipality/Municipal Corporation as business Associate:-

- 1) The rent free space of the outlet will be provided by the Municipality/Municipal Corporation free of cost.
- 2) Business associate will have to renovate the offered space in a suitable manner to convert it into an air conditioned plush outlet.
- 3) It will provide necessary furniture fixture, shelves and racks to run the outlet.
- 4) It will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with suppliers and WBECSCCL etc.
- 5) It will provide for maintenance (i.e. cleaning, sweeping etc) of the outlet.
- 6) It will provide air conditioning & electrical fittings.
- 7) It will provide illumination sufficiency inside and outside the outlet
- 8) It will make necessary and adequate fire fighting arrangements in the outlet.

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- 9) It will procure all the items from the manufacture/distributor at its own risk and cost and put the items in the shelves of the outlet for sale
- 10) It will sell all state produce like rice, honey, ghee, tea, handlooms etc mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of WBECSC Ltd
- 11) It will ensure that items to be sold in the outlet must possess the quality fitness certificate (s) of the competent authority which is to be furnished by the associate to WBECSCCL mentioning the batch number and other required particulars of the items. The associate is to ensure that edible oil to be sold must bear FSSAI mark/AGMARK.
- 12) It will price all the items (except the items without any printed price/MRP) as per approval of WBECSCCL. The price list is to be displayed in the outlet.
- 13) In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the municipal authority / WBECSC Ltd.
- 14) It will accept the value of the goods from the customer in cash/credit card/ debit card at the cash counters of the outlet and hand over to the customer a computer generated voucher stating the details of the items sold and its price
- 15) A committee under the leadership of the concerned Municipality/ Municipal Corporation may be constituted who will monitor the functioning of the outlet & put suggestions for improvement.

Role of WBECSC Ltd.:-

- 1) WBECSC Ltd. will act as a nodal authority for opening retail outlet (Roudra Brisu) at least one in each municipal area.
- 2) WBECSC Ltd may also instruct PDS distributor & Roudra Brisu supplier (at Khadya Bhavan) to make the products available to the associate
- 3) In case of any dispute or clarification, the decision of the WBECSC Ltd. will be final & binding on the business associate.


Managing Director
WBECSC Ltd
28/10/16

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228

AGREEMENT FOR RETAIL OUTLET

THIS AGREEMENT is made on this the _____ day of _____, 2016
at Kolkata

BETWEEN

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LIMITED
("WBECSCCL"), a Government of West Bengal Undertaking having its registered
Office at 11-A, Mirza Ghalib Street, Kolkata - 700 087, West Bengal and being
represented by the Managing Director (hereinafter referred to as the "**FIRST PARTY**"
and which expression shall, unless it be repugnant to the context or meaning thereof,
be deemed to include his successors, executors and administrators and shall also
include an Officer duly authorized by him) of the ONE PART;

AND

..... Municipal Corporation /

Municipality an autonomous body having its registered office at
..... West Bengal and being represented by the Municipal
Commissioner / Chairman (hereinafter referred to as the "**SECOND PARTY**" and
which term or expression shall unless excluded by or repugnant to the subject or
context deem to mean and include its successors in office, executors, administrators
and/or assigns and shall also include an Officer duly authorized by him) of the
OTHER PART;

WHEREAS:

- A. The First Party is running its retail outlet at Kolkata for trading of grocery, stationery, cosmetics, toiletry items and state produce like rice, honey, tea etc. under its brand name "**ROUDRA BRISTI**" ("said **Brand Name**").
- B. The Second Party is the sole and absolute owner of the space admeasuring about _____ Sq. ft with Marble/ Mosaic Tiles situated on the Ground Floor of the building situated at _____ ("said **Space**").

- C. The First Party is desirous of joining hand with the Second Party for opening its retail outlet under the said Brand Name from the said Space.
- D. The Second Party has agreed to join hand with the First Party as its business associate and has agreed to provide the said Space free of Rent to the First Party for establishment of the retail outlet of the First Party under the said Brand Name.
- E. The parties hereto have agreed to enter into this Agreement under the following terms and conditions.

NOW THIS AGREEMENT WITNESSETH and it is hereby agreed by and between the parties hereto as follows:

1. This Agreement shall commence from _____, 2016 ("Effective Date") and shall extend for a period of _____ years ("Term") till _____.
2. In case the performance of the Second Party is not found satisfactory to the First Party, the First Party may terminate this Agreement by giving _____ months notice in writing to the Second Party. The termination of this agreement shall not release the Second Party from the obligation to pay any sum which may then be owing to the First Party.
3. The Second Party shall run the said retail outlet as a business associate of the First Party for sell of grocery, stationery, cosmetics, toiletry items and State produce like rice, honey, tea etc.
4. The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc. shall be arranged and provided by the Second Party at its own cost in consultation with the First Party though the First Party shall not bear the cost of the same.
5. The Second Party shall have its own arrangements to run the said retail outlet and shall be liable to pay all relevant taxes and license fee etc. to the concerned authority/ies.

6. In consideration the Second Party will pay to the First Party Commission @ 0.25% (zero point two five percent) on the sale proceeds of all the products with both printed and non-printed price tag/ MRP.

The commission will be paid by the Second Party through electronic transfer/ NEFT at the beginning of each month on the sale proceeds of the products sold on the preceding month along with a comprehensive statement showing sale proceeds of the said products.

7. Duties and responsibilities of the Second Party:
- a. The Second Party will act as the Business Associate of the First Party and shall provide the retail outlet free of rent and cost to the First Party.
 - b. The Second Party will renovate the said space in a suitable manner to convert it into an air conditioned plush retail outlet in consultation with the First Party.
 - c. The Second Party will provide necessary furniture, fixture, fittings, shelves and racks to run the retail outlet in consultation with the First Party.
 - d. The Second Party will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with the First Party, the suppliers and the customers in consultation with the First Party.
 - e. The Second Party will provide for maintenance (i.e. cleaning, sweeping etc) of the retail outlet in consultation with the First Party.
 - f. The Second Party will provide air conditioning and electrical fittings and will also provide sufficient illumination both inside and outside the retail outlet.
 - g. The Second Party will make necessary and adequate fire fighting arrangements in the said retail outlet.
 - h. The Second Party will arrange his own manpower to run the said retail outlet.

- i. The Second Party will procure all the items directly from the manufacturers/ distributors at its own risk and cost and put the same in the shelves of the retail outlet for sale.
 - j. The Second Party will sell all State produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of the First Party.
 - k. The Second Party will ensure that the items to be sold in the said retail outlet must possess the quality fitness certificate(s) of the competent authority/ies which is to be furnished by the Second Party to the First Party mentioning the respective batch number and other required particulars of the items. The Second Party shall ensure that all the edible items including edible oil to be sold from the said retail outlet must bear FSSAI mark/ AGMARK.
 - l. The Second Party will fix price all the items (except the items without any printed price/ MRP) as per approval of the First Party. The price list will have to be displayed in the outlet.
 - m. In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the First Party.
 - n. The Second Party will accept the value of the goods from the customer in cash/ credit card/ debit card at the cash counters of the outlet and handover to the customer a computer generated voucher/ receipt stating the details of the items sold and their respective price.
 - o. The Second Party will form/ constitute a committee for monitoring the functioning of the said retail outlet and for giving suggestion for its improvement.
- 8 Role of the First Party:
- a. The First Party will act as a nodal authority for opening retail outlet under the brand name "Roudra Bristi" at least one in each municipal area.

- b. The First Party will also instruct PDS distributor and Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the Second Party.
- c. In case of any dispute or clarification, the decision of the First Party shall be final and binding on the Second Party.

9 INTELLECTUAL PROPERTY RIGHTS:

- a. The Second Party agrees that any Intellectual Property Rights including but not limited to Logos, Trade Names or Identifying Slogans which are the sole and exclusive property of the First Party and cannot be used by the Second Party for any purpose which is not authorized by the First Party and shall always be used as per directions issued by the First Party from time to time.
- b. The Second Party shall not use the intellectual property rights of the First Party including the "Roudra Bristi" Logo and brand name without the prior written permission from the First Party.
- c. In the event of termination of agreement, the Second Party's right to use any intellectual property rights of the First Party shall cease immediately.
- d. The Second Party will neither publish, nor cause to be published any advertisement or make any representations, oral or written, which might confuse, mislead or deceive the public which are detrimental to the trade name, goodwill or reputations of the First Party.
- e. The First Party may withdraw the permission for the usage of Intellectual Property Rights belonging to the First Party at any time during the subsistence of this agreement.

10 The Second Party is bound by the conditions of this Agreement and also various rules, regulations, instruction and policies as conveyed to the Second Party in writing by the First Party from time to time. Any violation of such instructions shall render the Agreement to be terminated forthwith. The Second Party shall fully and effectively indemnify the First Party against all losses, including loss of profit, suffered by the First Party as a result of the Second Party's failure to abide by the terms of this Agreement. -

11. The Second Party shall ensure that complete confidentiality should be maintained by the Second Party with regard to all information related to the First Party, its facility, business, assets, affairs, customers and employees and that neither the Second Party nor its employees will at any time divulge or make known to any third party any trust, accounts, matters or transactions whatsoever pertaining to the First Party and which may in any way come to their knowledge or attention, unless previously consented to in writing by the First Party. The Second Party hereby agrees and undertakes to strictly adhere to this Non-disclosure Contract with the First Party during the entire Term of this Agreement and thereafter.

12. In the event that a party to this Agreement is prevented from carrying out its obligations hereunder by acts of God or other circumstances strictly beyond its control, such as, for example, fire, flood, earthquake, riot, industry strikes, acts of governments, and so on, such party shall immediately notify the other party and both parties' obligations hereunder shall be suspended during the period that such act or circumstance precludes the carrying out of such party's obligations hereunder. However, if such act or circumstance should continue for more than 30 (thirty) continuous days, then the other party hereto shall on and after the 30th (thirtieth) day, have the right to terminate this Agreement by notice to the party hereto so affected by force majeure, without any liability to the other party hereunder in respect of such termination save as mentioned hereinabove.

13. This Agreement shall be construed in accordance to the laws of India and all legal proceedings arising out of this Agreement shall be subjected to the exclusive jurisdiction of the Courts at Kolkata only.

14. **MISCELLANEOUS:**
 - a. Either party shall give to other party immediate information of any change of address and/or contact numbers within 48 (forty eight) hours of any such changes.

 - b. Any notice to be served by either party on the other, shall be send by Registered Post with Acknowledgement Due or through any recognized Courier Agency at the address mentioned in the Agreement of the respective party hereinabove and shall be deemed to have been received by the addressee within reasonable time of 7 (seven) days.

- c. The failure by either party to enforce at any time any one or more of the terms and conditions of this Agreement shall not be deemed to be a waiver of the said terms and conditions and either party shall have the right at any time during the term of this Agreement to subsequently enforce all or any of the said terms and conditions.
- d. Any amendment or modification to this Agreement or any part thereof shall be made by an instrument in writing and executed by both the parties hereto.
- e. This Agreement is the entire agreement between the Parties and supersedes all previous understanding, agreements, correspondences, etc. on this subject between the parties hereto, if any.
- f. This Agreement shall be executed in two originals, one of which shall be kept by the First Party and the other by the Second Party.

IN WITNESS WHEREOF the parties hereto have set and subscriber their respective hands and seal on the day, month and year first hereinabove written.

SIGNED SEALED AND DELIVERED by the
 within named **FIRST PARTY** in the presence
 of:

WITNESS

(1)

(2)

SIGNED SEALED AND DELIVERED by the
 within named **SECOND PARTY** in the
 presence of

WITNESS

(1)

(2)



Receipt copy

রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

"ইলগাস ভবন", এইচ সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ

"ILGUS BHAVAN", H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

SUDA-235/2016/1883

11.11.2016

ক্রমিক নং

তারিখ

**From : Director, SUDA &
Mission Director, WBSULM**

**To : The Managing Director,
West Bengal Essential Commodities Supply Corporation Ltd.
11-A, Mirza habib Street
Kolkata - 700 087**

**Subject : Regarding opening of Fair price retail outlet (Roudra Bristi) in Municipal Area.
Ref :- Your letter dt. 19.10.2016 to Secretary, Municipal Affairs Deptt.**

Sir,

With reference to above this is to intimate that Municipal Affair Department have accepted the offer of Food & Supplies Department regarding opening of a Fair price Retail outlets (Rodra Bristi) in different Municipal Areas abiding the following parameters :-

- (1) Retail outlets will operate under the establishment of City livelihood Centre with direct control from Urban Local Bodies.
- (2) WBECSE Ltd will provide the detail estimate for infrastructural modification to be made within the available space.
- (3) In addition to the products to be supplied through WBECSE Ltd. products from SHGs and other Govt. Deptt. or organization will be available at the outlet.
- (4) ULB will arrange the regular supply of products from WBECSE Ltd/ its registered organization directly. A modality to be prepared in this regard and payment of fund jointly.
- (5) Instead of paying 0.25% commission as sale proceeds commission to WBECSE Ltd will be made on profit sharing basis as to be agreed upon.
- (6) Urban Local Bodies on behalf of Municipal Affairs Department will arrange for space, infrastructure, manpower, maintenance, running and management of the outlets.
- (7) A meeting may be arranged by Food & Supplies Dept. to finalize the modalities of Operation, Memorandum of Understanding and other issues for running & management of the outlets. So that final decision may be communicated to ULBs shortly.

Yours faithfully,


Director, SUDA

&
Mission Director, WBSULM

দূরভাষি : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gn.cem.com

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GRAM : 'ESSENTIALS'
FAX : 2252-3849



PHONE :
(P.B.S.)
2252-649
2252-487
2252-051
2252-645
2252-6191

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.
(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata - 700 087

Memo No.

Dated :

To
The Secretary to the Govt. of West Bengal
Municipal Affairs Department
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar, Kolkata - 700064

Sub : Regarding opening of Fair Price Retail Outlets (Roudra Bristi)
at least one in each Municipal areas throughout West Bengal.

Sir,

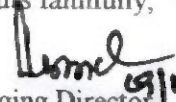
This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSC Ltd) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSC Ltd and is running successfully.

Guidelines in this regard is being sent to you with a request to issue necessary directives to the respective Municipal authorities so that they can provide space for the aforesaid retail outlet and take necessary action to open the same at the earliest.

This is in reference to the discussion held in the chamber of Hon'ble MIC, Food & Supplies Department on 03.10.2016.

Yours faithfully,


Managing Director

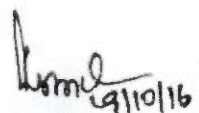
Encl : As stated.

Memo No.

Dated :

Copy forwarded to : -

- 1) Joint Secretary, Municipal Affairs Dept. Govt. of W.B.
Prasasan Bhavan, Block DD 1, Sector 1, Salt Lake City,
Bidhannagar, Kolkata - 700064
- 2) PS to Hon'ble MIC, Food & Supplies Dept. Govt. of W.B.
- 3) PA to Principal Secretary, Food & Supplies Dept. Govt. of W.B.


Managing Director

GUIDELINES REGARDING ESTABLISHMENT OF MODEL RETAIL OUTLET(ROUDRA BRISTI)

- 1) Respective Municipality/Municipal Corporation has to provide rent free space in the Municipal area for establishments of retail outlet. The outlet will be on the ground floor having approximate area of 700-1000 sq.ft preferably with marble or mosaic tiles.
- 2) The retail outlet will be run by respective Municipality/Municipal Corporation as business associate for trading of grocery, stationery, cosmetics, toiletry items and state produced like rice, honey, tea etc.
- 3) The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc will have to be provided by the respective Municipality/Municipal Corporation **at their own cost.** (Details are given below under the head Responsibility of the respective Municipality/Municipal Corporation)
- 4) Municipality/Municipal Corporation will have its own arrangement to run the outlet and liable to pay all sorts of relevant taxes and license fee etc.
- 5) Municipality/Municipal Corporation will execute an agreement with WBECSC Ltd for at least 3 – 5 years to run the retail outlet in the name of Roudra Bristi.
- 6) Municipality/Municipal Corporation will have to pay commission to WBECSC Ltd as stated below :

For products with both printed & non-printed price/ MRP: - A total commission of 0.25% on the sale proceeds is to be paid to WBECSC Ltd by each Municipality/Municipal Corporation. The commission is to be paid at the beginning of each month on the sale proceeds of the preceding month under a comprehensive statement of such products sold through NEFT.

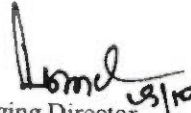
Responsibility of selected Municipality/Municipal Corporation as business Associate:-

- 1) The rent free space of the outlet will be provided by the Municipality/Municipal Corporation free of cost.
- 2) Business associate will have to renovate the offered space in a suitable manner to convert it into an air conditioned plush outlet.
- 3) It will provide necessary furniture fixture, shelves and racks to run the outlet.
- 4) It will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with suppliers and WBECSCCL etc.
- 5) It will provide for maintenance (i.e. cleaning, sweeping etc) of the outlet.
- 6) It will provide air conditioning & electrical fittings.
- 7) It will provide illumination sufficiency inside and outside the outlet.
- 8) It will make necessary and adequate fire fighting arrangements in the outlet.

- 9) It will procure all the items from the manufacture/distributor at its own risk and cost and put the items in the shelves of the outlet for sale.
- 10) It will sell all state produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of WBECSC Ltd.
- 11) It will ensure that items to be sold in the outlet must possess the quality fitness certificate (s) of the competent authority which is to be furnished by the associate to WBECSCCL mentioning the batch number and other required particulars of the items. The associate is to ensure that edible oil to be sold must bear FSSAI mark/AGMARK.
- 12) It will price all the items (except the items without any printed price/MRP) as per approval of WBECSCCL. The price list is to be displayed in the outlet.
- 13) In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the municipal authority / WBECSC Ltd.
- 14) It will accept the value of the goods from the customer in cash/credit card/ debit card at the cash counters of the outlet and hand over to the customer a computer generated voucher stating the details of the items sold and its price.
- 15) A committee under the leadership of the concerned Municipality/ Municipal Corporation may be constituted who will monitor the functioning of the outlet & put suggestions for improvement.

Role of WBECSC Ltd.:-

- 1) WBECSC Ltd. will act as a nodal authority for opening retail outlet (Roudra Bristi) at least one in each municipal area.
- 2) WBECSC Ltd. may also instruct PDS distributor & Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the associate.
- 3) In case of any dispute or clarification, the decision of the WBECSC Ltd. will be final & binding on the business associate.


Managing Director.
WBECSC Ltd.

09/10/16

22/12/17
2:57 PM



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

JD (Sd/Adm)
/m

Ref. No. Esce/P.Ds/2014/1258/958 ✓

Date. 19/12/16

To
The Director ✓
State Urban Development Agency(SUDA) & Mission Director ,WBSULM
"ILGUS BHAVAN ",H-C Block,Sector -III,Bidhannagar
Kolkata- 700106
West Belgal



Subject : Meeting Regarding opening of Fair Price Retail Outlet (Roudrabristi) in Municipal Area.

Ref: Your memo no SUDA -235/2016/1883 dt. 11/11/16

Dear Sir,

With reference to the subject matter above I am directed to inform you that a meeting is scheduled to be held on 23-12-16 at 3 pm on 1st Floor in the chamber of the undersigned to discuss and finalize the modalities of operation,Memorandum of Understanding and other issues for running & management of the above Retail Outlets .

You are requested to make it convenient to attend the aforesaid meeting on scheduled date and time.

Thanking you,

Yours faithfully

MUP
19/12/16
Chief General Manager

No.

Dt-

Copy forwarded for kind information:-

- 1) The Secretary ,Municipal Affiars Department,Govt. of West Bengal.
Prasasan Bhavan ,Block-DD I,Sector I,Salt lake City ,Bidhannagar,Kolkata-700064
- 2) The General Manager,Roudrabristi ,WBECSC LTD
- 3) The Assistant General Manager,Roudrabristi,WBECSC LTD

Chief General Manager

সূভা

রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

“হীগঙ্গা জবন”, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ

“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং

SUDA-235/2016/1884

তারিখ

.11.2016

From : Director, SUDA &
Mission Director, WBSULM

To : Mayor,

..... Municipal Corporation

Chairperson,

..... Municipality

Sub : Opening of Fair Price Retail Outlets (Roudra Bristi) at least in each Municipality
throughout West Bengal.

Sir,

This is to inform you that Municipal Affairs Dept. and Food & Supply Dept. have taken joint initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipality throughout West Bengal for sale of essential and other commodities of local as well as branded companies at reasonable price to common people.

In view of above initiative following decisions has been taken by Municipal Affairs Dept.

1) ULBs will provide rent free 700-1000 sq. ft marble/mosaic space for establishing each outlet.

6) Retail outlet (Roudra Bristi) may be tied up with City Livelihood Centre (CLC) running/ will be run under NULM on the same premises or suitable premises outside CLC as to be arranged by the ULBs.

7) Presently there are 29 no of CLC running and 33 proposals under preparatory stage in our state. In first phase All such 62 ULBs to arrange for space for Roudra Bristi. (List enclosed) However any ULB interested in establishing such outlet may send their willingness to us.

8) Estimate for all sorts of infrastructure to be arranged within the available space by WBECSC Ltd. and will be communicated by SUDA.

ULB to arrange the outlet as per estimate receivable from WBECSC Ltd.

9) Fund for infrastructure arrangement will as in point no 3,4,8 etc. be utilized from available Development Fund available at ULB end.

10) Roudra Bristi (the outlet) will run under direct control of City Livelihood Centre and its Management committee.

11) Other than the products receivable from WBECSC Ltd. the outlet may arrange to sale local SHG products and other products produced/sold by any other Dept/Corporation/Organization of Govt of West Bengal (like Surfal Bangla, Tantuja, Manjusha, Animal Husbandry, Fishery etc. if they propose so)

12) All the organization including WBECSC Ltd will supply their products directly to such outlet by themselves or by their registered suppliers. MA Dept. or any of its organization will not take any part in regular demand and supply process of products.

13) Required manpower to run the outlet will be arranged by ULB directly or through the organization running the City Livelihoods Centre. Initially we may start with two full time manpower one for billing purpose and other for support to customer. Manager CLC may supervise the outlet.

All ULBs are requested to arrange for space and other formalities as mentioned in above points within one month so that good no of such outlets could be made operational during this financial year.

Yours faithfully


11/11/2016
Director, SUDA

&
Mission Director, WBSULM

No: SUDA-235/2016 /1884/1 (2)

Copy to :-

Date : .11.2016

- i) PS to Hon'ble MIC to MA & UD Deptt. for kind perusal of Hon'ble MIC
- ii) PA to Secretary to MA Deptt. for kind perusal of Secretary



রাজ্য নগর উন্নয়ন সংস্থা



STATE URBAN DEVELOPMENT AGENCY

ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
"ILGUS BHAVAN", H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

SUDA-235/2016/1883

11.11.2016

ক্রমিক নং

তারিখ

**From : Director, SUDA &
Mission Director, WBSULM**

**To : The Managing Director,
West Bengal Essential Commodities Supply Corporation Ltd.
11-A, Mirza habib Street
Kolkata – 700 087**

**Subject : Regarding opening of Fair price retail outlet (Roudra Bristi) in Municipal Area.
Ref :- Your letter dt. 19.10.2016 to Secretary, Municipal Affairs Deptt.**

Sir,

With reference to above this is to intimate that Municipal Affair Department have accepted the offer of Food & Supplies Department regarding opening of a Fair price Retail outlets (Rodra Bristi) in different Municipal Areas abiding the following parameters :-

- (1) Retail outlets will operate under the eastablishment of City livelihood Centre with direct control from Urban Local Bodies.
- (2) WBECSE Ltd will provide the detail estimate for infrastructural modification to be made within the available space.
- (3) In addition to the products to be supplied through WBECSE Ltd. products from SHGs and other Govt. Deptt. or organization will be available at the outlet.
- (4) ULB will arrange the regular supply of products from WBECSE Ltd/ its registered organization directly. A modality to be prepared in this regard and payment of fund jointly.
- (5) Instead of paying 0.25% commission as sale proceeds commission to WBECSE Ltd will be made on profit sharing basis as to be agreed upon.
- (6) Urban Local Bodies on behalf of Municipal Affairs Department will arrange for space, infrastructure, manpower, maintenance, running and management of the outlets.
- (7) A meeting may be arranged by Food & Supplies Dept. to finalize the modalities of Operation, Memorandum of Understanding and other issues for running & management of the outlets. So that final decision may be communicated to ULBs shortly.

Yours faithfully,


Director, SUDA

**&
Mission Director, WBSULM**

দূরভাষা : ২৩৫৮ ৬৪০৩ / ৫৭৬৭ ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5800, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

29 Approved CLCs are

Sl no	Name of the Municipality	Sl no	Name of the Municipality
1	Krishnagar Municipality	16	Naihati Municipality
2	Madhyamgram Municipality	17	North Barrackpore Municipality
3	Hoogly Chinsurah Municipality ✓	18	Bankura Municipality
4	Haldia Municipality	19	Asansole Municipality
5	Bhatpara Municipality	20	Uluberia Municipality
6	Serampore Municipality	21	Berhampore Municipality
7	Tamralipta Municipality	22	Nabadwip Municipality ✓
8	Alipurduar Municipality	23	Kamarhati Municipality
9	Englishbazar Municipality	24	Kharagpur Municipality
10	Kalyani Municipality	25	Purulia Municipality
11	Barasat Municipality ✓	26	Uttarpara Kotrung Municipality
12	Barrackpore Municipality	27	Bongaon Municipality
13	Basirhat Municipality	28	Balurghat Municipality
14	North Dum Dum Municipality	29	Jalpaiguri Municipality
15	Medinipur Municipality		

Ranpur Hat / Habra.

List of 2nd Phase Sanctioned / Proposed CLCs

Sl no	Name of the Municipality	Sl no	Name of the Municipality
30	Suri Municipality ✓	47	Kanchrapara Municipality
31	Halisahr Municipality	48	Joynagar-Mazilpur Municipality
32	Rajpur Sonarpur Municipality	49	Contai Municipality
33	Mal Municipality	50	Taherpur Municipality
34	Birnagar Municipality	51	Sonamukhi Municipality
35	Maheshtala Municipality	52	Islampur Municipality
36	Burdwan Municipality	53	Dhulian Municipality
37	Jiaganj-Azimganj Municipality	54	Dhupguri Municipality
38	Habra Municipality ✓	55	Buniadpur Municipality
39	Tufanganj Municipality	56	Siliguri Municipality ✓
40	Mathabhanga Municipality	57	Dum Dum Municipality ✓
41	Gobardanga Municipality	58	Kaliyaganj Municipality
42	Santipur Municipality	59	Baidyabati Municipality
43	Chakdah Municipality	60	Kurseong Municipality
44	Murshidabad Municipality	61	Raiganj Municipality
45	Cooch Behar Municipality	62	Bolpur Municipality
46	Ashokenagar-Kalyangarh Municipality		



রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

“ইলগাস ভবন”, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA-235/2016/213

তারিখ 08.05.2018

From : Director, SUDA &

Mission Director, WBSULM

To : The Mayor/ Chairman,

..... Municipal Corporation/ Municipality/ NAA

Subject : Opening of Fair Price Retail Outlets (Roudra Bristi outlets)
At least one in each Municipal areas throughout West Bengal

Sir,

This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECS Ltd) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal with a view to make available essential and other commodities of local as well as branded items at reasonable price to the common people.

Guidelines in this regard have already been sent to you for taking necessary steps, so that you can open the aforesaid retail outlets at your Municipal area and run the same as per guideline .

In view of the above, you are requested to provide the up to date status of the opening of Roudra Bristi outlets in your Municipal area at the earliest.

Yours faithfully

Director, SUDA
&

Mission Director, WBSULM

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

Mail : mdccsc@gmail.com

FAX : 2252-3849

2851
12 APR 2018



UD/00/2018/03458
Key UD & MB
2 12/4/18

PHONE
(PBX)

2252-8713
2252-9799
2252-9530
2252-1815
2252-6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata - 700 067

No.ECSC/MD/ 1386

Date : 21.03.2018

To
The Secretary to the Govt. of West Bengal,
Municipal Affairs Department,
Prasasan Bhavan, Block DD 1, Sector I,
Salt Lake City, Bidhannagar,
Kolkata - 700064.



Director SUDA
9

**Sub : Opening of Fair Price Retail Outlets (Roudra Bristi outlets)
at least one in each Municipal areas throughout West Bengal.**

**Ref : (1) Memo No.ECSC/RB/879 dated 21.10.11
(2) Letter No.SUDA/235/2016/1883 dated 11.11.16**

DD/S. Paswan
Dona

Sir,

This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSC Ltd) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal with a view to make available essential and other commodities of local as well as branded items at reasonable price to the common people.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSC Ltd and is running successfully. Recently one more Roudra Bristi outlet has also been inaugurated at Poura Bhavan, Salt Lake in Bidhan Nagar Municipal Corporation premises.

Guidelines in this regard have already been sent to you with a request to issue necessary directives to the respective Municipal authorities so that they can open the aforesaid retail outlets at their Municipalities and run the same as per guidelines. This is in reference to the discussion held in the meeting chaired by the Hon'ble MIC, F&S Department on 03.10.2016 with the Secretary, Municipal Affairs Department with reference to the decision taken in the WBECSC's Board meeting Dated 28.09.2016.

Cont'd...p/2

In view of the above, you are requested to provide the up to date status of the opening of Roudra Bristi outlets by various Municipalities at the earliest.

Yours faithfully,

Wmd 21/03/18
Managing Director.

Encl : As stated.

Receipting

AGM/164
WMP
24/11/16

SUDA

রাজ্য নগর উন্নয়ন সংস্থা

STATE URBAN DEVELOPMENT AGENCY

"ইলগাস ভবন", এচসি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ

"ILGUS BHAVAN", H-C Block, Sector - III, Bidhanagar, Kolkata - 700 106 West Bengal

SUDA-235/2016/1883

11.11.2016

স্মিক নং

তারিখ

From : Director, SUDA &
Mission Director, WBSULM

To : The Managing Director,
West Bengal Essential Commodities Supply Corporation Ltd.
11-A, Mirza Habib Street
Kolkata - 700 087

Subject : Regarding opening of Fair price retail outlet (Roudra Bristi) in Municipal Area.
Ref :- Your letter dt. 19.10.2016 to Secretary, Municipal Affairs Deptt.

Sir,

With reference to above this is to intimate that Municipal Affairs Department have accepted the offer of Food & Supplies Department regarding opening of a Fair price Retail outlets (Rodra Bristi) in different Municipal Areas abiding the following parameters :-

- (1) Retail outlets will operate under the establishment of City livelihood Centre with direct control from Urban Local Bodies.
- (2) WBECSE Ltd will provide the detail estimate for infrastructural modification to be made within the available space.
- (3) In addition to the products to be supplied through WBECSE Ltd. products from SHGs and other Govt. Deptt. or organization will be available at the outlet.
- (4) ULB will arrange the regular supply of products from WBECSE Ltd/ its registered organization directly. A modality to be prepared in this regard and payment of fund jointly.
- (5) Instead of paying 0.25% commission as sale proceeds commission to WBECSE Ltd will be made on profit sharing basis as to be agreed upon.
- (6) Urban Local Bodies on behalf of Municipal Affairs Department will arrange for space, infrastructure, manpower, maintenance, running and management of the outlets.
- (7) A meeting may be arranged by Food & Supplies Deptt. to finalize the modalities of Operation, Memorandum of Understanding and other issues for running & management of the outlets. So that final decision may be communicated to ULBs shortly.

Yours faithfully,

Director, SUDA

&

Mission Director, WBSULM

TELEX : 0215863
GRAM : 'ESSENTIALS'
FAX : 2252-3849



PHONE (PBX)

2252-44
2252-48
2252-65
2252-64
2252-41

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.
(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata - 700 087

Memo No. ECSC/RB/879

Dated 21.10.16

To
The Secretary to the Govt. of West Bengal
Municipal Affairs Department
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar, Kolkata - 700064

Sub : Regarding opening of Fair Price Retail Outlets (Roudra Bristi)
at least one in each Municipal areas throughout West Bengal.

Sir,

This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSC Ltd) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSC Ltd and is running successfully.

Guidelines in this regard is being sent to you with a request to issue necessary directives to the respective Municipal authorities so that they can provide space for the aforesaid retail outlet and take necessary action to open the same at the earliest.

This is in reference to the discussion held in the chamber of Hon'ble MIC, Food & Supplies Department on 03.10.2016.

Yours faithfully,

Home
Managing Director 21/10/16

Encl : As stated.

Memo No. ECSE/RB/879 (3)

Dated : 21.10.16

Copy forwarded to :-

- 1) Joint Secretary, Municipal Affairs Dept. Govt. of W.B.
Prasasan Bhavan, Block DD 1, Sector 1, Salt Lake City,
Bidhannagar, Kolkata - 700064
- 2) PS to Hon'ble MIC, Food & Supplies Dept. Govt. of W.B.
- 3) PA to Principal Secretary, Food & Supplies Dept. Govt. of W.B.

Home
Managing Director 21/10/16

o/c
RECEIVED
Contents not Verified

Home
Officer of the MIC,
Food & Supplies Department
Government of West Bengal

Received
Home
26/10/16



1200

MINUTES OF THE 232nd MEETING OF THE BOARD OF DIRECTORS OF WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LIMITED HELD ON WEDNESDAY, THE 28TH OF SEPTEMBER 2016 AT 04.30 P.M. AT ITS REGISTERED OFFICE AT 11A, MIRZA GHALIB STREET, KOLKATA- 700087

PRESENT:

1. Shri Anil Verma, IAS, Commissioner, Food & Principal Secretary, Food & Supplies Dept. CHAIRMAN
2. Dr. A. Subbiah, IAS, Secretary Pachimanchal Unnayan Affairs Dept. VICE CHAIRMAN & MANAGING DIRECTOR
3. Shri Subhra Chakrabarti, WBCS (Exe.), Spl. Secretary, Food & Supplies Dept. DIRECTOR
4. Smt. Bharati Ghosh INDEPENDENT DIRECTOR
5. Sri. Vinay Kumar Sharma SECRETARY

SPECIAL INVITEE: Shri Jyoti Priya Mallick, Hon'ble MIC, Dept. of Food & Supplies, Govt. of West Bengal

IN ATTENDANCE:

1. Shri Mashir Alam, Chief General Manager
2. Shri A. Biswas, General Manager (GA, Procurement, Cement)
3. Smt. S. Mitra, General Manager (Personnel, Sugar, ICDS, Roudrabristi, IT Cell,)
4. Shri A. Talukdar, General Manager (PDS, Vigilance)
5. Shri R. Naskar, General Manager (Finance)
6. Shri S. Pathak, General Manager (CPC, Legal, SMT)

Leave of Absence: Leave of absence was granted to Shri Swapan Kumar Ghosh, Director & Sri Goutam Sengupta Ghosh Independent Director from attending this meeting.

Within the schedule of time, necessary quorum being present for the Meeting, the Chairman opened discussion on Agenda-wise Items of the Meeting.

Agenda Item: 1

Confirmation of the Minutes of the 231st Board Meeting held on 02nd August 2016

The Board considered the Minutes of the 231st Meeting of the Board of Directors held on 02.08.2016. There being no corrections and observations on the Minutes, the Board approved and confirmed the same.



revised G.O. as informed. The Board further decided that in case such G.O. is not issued before the next Board meeting, whenever scheduled, the matter of enhancement of daily hiring charges, additional charges and mobil charges for hired vehicles may be taken up in the said meeting for consideration.

The matter is placed in 232nd Board Meeting.

The Board after careful discussion directed that matter be placed in the next Board Meeting.

9

Qn To approve empanelment of advocates for contesting cases on behalf of the Corporation in various courts the Board noted the status and advised that active co-ordination and support services be provided to the said advocates for prompt and favourable disposal of the pending cases of the Corporation.

1. No objection certificate has been obtained from the erstwhile lawyer.
2. Vakalatnama has been issued to the empanelled advocates as has been directed by the Board.
3. Fees structure received from LR has been placed before the authority for necessary approval.

The Board took note of the status.

10.

The matter was discussed by the Board in details and approved the enhancement of tiffin and conveyance allowance to Rs. 18/- per day (Rs. 9/- for tiffin and Rs.9/- for conveyance) with effect 01st July 2016 and advised that all rules, as may be applicable, for claiming benefit of tiffin and conveyance allowance be followed and complied diligently by all employees.

Complied.

11.

Board discussed on the matter of operation of Roudra Bristi and directed the following:

- i) Roudrabristi to remain open from 10.00 A.M to 8.00 P.M. on weekdays and 11.00 A.M. to 4.00 P.M. on Saturdays

- i) Arrangement have been made for Roudra Bristri to remain open from 10.00 a.m. to 08.00 p.m. Formation of a team for shifting duty has been done.

- ii) Various types of Rice, Pulses and other essential food grains to be displayed in the racks near the entry point of Roudrabristi

- ii) Complied.

- iii) Reputed brands/ Companies like HUL, Britannia, Biskfarm, Ganesh, Engine, Cookme, Shalimar, ITC, GlaxoSmithKline (GSK) etc and other PDS approved suppliers (if FSSAI available) be included as Suppliers of Roudrabristi. The companies may be called for a meeting to discuss terms and conditions and other issues related to enlistment as Suppliers.
- iv) Payment of all suppliers be released promptly on basis of goods / stock already sold. The Corporation was advised to review its payment policy accordingly at the earliest.
- v) Roudrabristi to be opened at various places including Rampurhat, Dumdum, Nabadwip, Bidhannagar etc. as the retail space required for Roudrabristi have already been developed and kept ready by the District / Sub-Divisional Authorities. Related files to be sent to F&S Dept. for approval.
- vi) Expansion of Roudrabrsti be made as per the approved policy of the Corporation including any amendments made till date.
- iii) Some reputed brands like Biskfram, Ganesh, ITC, GSK were called for a meeting in August,2016 wherein they have submitted new payment conditions. It has been instructed to call a second, more detailed meeting with larger number of branded suppliers on 28.09.2016.
- iv) ✓ Payment policy has been revised to payment within 7 days of receiving the goods with only three processing steps Accountant-AGM(RB)-GM(RB)-DGM(F)-GM(F). In case of slow moving items the suppliers will be requested to replace the unsold stock after 7 days with other fast moving product.
- v) Concerned authorities in Municipalities of Rampurhat, Dumdum, Nabadwip and Bidhannagar have been asked to finalise the agreements and to open the outlets within 30th October,2016.
- vi) ✓ D.O. letters sent to all 135 Municipal Chairman of West Bengal.

The Board held a threadbare discussion on the various aspects of opening and running the Roudra Bristi outlets in the various municipalities

of the West Bengal for the benefit of the common people. The Board directed that a direct agreement at the earliest must be entered into with the Municipalities as business associates for running the Roudra Bristi and the necessary arrangement must be made to open Roudra Bristi outlets at the earliest in various municipalities of West Bengal so that the municipalities may start running the Roudra Bristi outlets at their respective area.

Action taken on decisions / directions 231st

Meeting:

2. On the matter To approve the revised draft Annual Accounts for Financial Year 2012-13 the Board approved the revised draft Annual Accounts for the Financial Year 2012-13.

The Board directed that the Audited Annual Accounts with Statutory Auditors Report, CAG Report and Directors Report etc. be prepared and placed before the Board for its approval before placing of the same before the shareholders of the Company for its adoption in the adjourned Annual General Meeting of the Company.

The Audited Annual Accounts along with Statutory Auditors Report for the Financial Year 2012-13 is placed for kind approval of the board for onward transmission to CAG.

The Board after discussion approved the Annual Accounts for the Financial Year 2012-13 alongwith Statutory Auditors Report thereon for sending to Comptroller and Auditors General of India (CAG). The Board further directed that after the CAG audit the entire set of audited accounts for financial year 2012-13 alongwith CAG audit report and other statutory reports may be placed before the board for its consideration and approval of the same at the earliest, for placing it before the shareholders of the Company for its adoption in the adjourned Annual General Meeting of the Company.



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. Ecsc/RB/2017/662

Date 12.9.17

To,
The Chairman,
Bongaon Municipality

Sub: Execution of agreement.

Ashok Das
SMM - SMC
12/9/17

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 1st Sept' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a suitable date of inauguration.

Thanking you

Yours faithfully,

[Signature]

Managing Director

Date: 12.9.17

Encl.: As stated

No. ECSC/RB/2017/ 662 (7)

Copy forwarded for kind information:

- ✓ The Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
- The Chief General Manager, WBECSCL Ltd.
- The joint Secretary, Municipal Affairs Deptt., Govt. of W.B.
- The General Manager, ROUDRABRISTI.
- Sr. PS to HMIC, F&S Deptt.
- P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
- P.A. to M.D, W.B.E.C.S.C. Ltd.

[Signature]

Managing Director



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/662

Date 12.9.17

To,
The Chairman,
Halisahar Municipality

Sub: Execution of agreement.

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 21st August' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a suitable date of inauguration.

Thanking you

Yours faithfully,

Managing Director

Date: 12.9.17

Encl.: As stated

No. ECSC/RB/2017/ 662 (7)

Copy forwarded for kind information:

- ✓ The Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
2. The Chief General Manager, WBECSC Ltd.
3. The joint Secretary, Municipal Affairs Deptt., Govt. of W.B.
4. The General Manager, ROUDRABRISTI.
5. Sr. PS to HMIC, F&S Deptt.
6. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
7. P.A. to M.D, W.B.E.C.S.C. Ltd.

Managing Director



Add. Dir. 5



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

KULM

Ref. No. *ELSC/RB/2017/514*

simeth may kindly like to see
Date *22/5/17*
Sho 02/06/17

5mm-SMD
22/06/17

To
The Chairman,

- 1) Burdwan Municipality
- 2) Birnagar Municipality
- 3) Jiaganj-Azimganj Municipality
- 4) Halisahar Municipality
- 5) Malbazar Municipality
- 6) Rajpur Sonarpur Municipality
- 7) Mahestala Municipality
- 8) Suri Municipality
- 9) Santipur Municipality
- 10) Chakdah Municipality
- 11) Taherpur Municipality
- 12) Murshidabad Municipality
- 13) Kanchrapara Municipality
- 14) Habra Municipality
- 15) Gobordanga Municipality
- 16) Ashokenagar Municipality
- 17) Tufanganj Municipality
- 18) Mathabhanga Municipality
- 19) Joynagar Municipality
- 20) Sonamukhi Municipality
- 21) Islampur Municipality
- 22) Contai Municipality
- 23) Siliguri Municipality

Subject: Meeting regarding opening of "Roudrabristi" Retail Outlet in Municipalities
Ref: Memo No: SUDA -235 /2016/1884, Dated: 11/11/16 of Director , SUDA

Sir,

A meeting regarding opening of Retail Outlet Roudrabristi in your Municipality area is scheduled to be held on 6th June, 2017 at 2.30 pm in the Conference Hall of Food & Supply Department (Block -B, 5th Floor).

You are requested to remain present in the said meeting on scheduled date and time.

Yours faithfully,

Managing Director

Date: *22/5/17*

Ref. No. *ELSC/RB/2017/514*

Copy forwarded for information with a request to attend the meeting:-

- ✓ 1) The Director , State Urban Development Agency (SUDA) ,ILGUS BHAVAN,HC BLOCK,SECTOR - III,BIDHANNAGAR,KOLKATA-700106 ,WEST BENGAL.
- 2) The Chief General Manager, WBECSCLTD.
- 3) The Joint Secretary, Municipal Affairs Deptt. Govt .of W.B.
- 4) The General Manager, ROUDRABRISTI.
- 5) PS to Hon'ble MIC, F&S Deptt.
- 6) PA to Principal Secretary and Food Commissioner, F& S Deptt.
- 7) PA to Managing Director, WBECSCLTD.

Managing Director



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RA/2017/613

Date 09/08/2017

Smm - SMD
09/08/17

To
The Commissioner
Kachrapara Municipality.

Sub: - Opening of Roudra Bristi (Retail Outlet) at Kachrapara Municipality.
Ref: - Your memo no. 1138 dt:- 28/06/17.

Sir,

With reference to the subject noted above, I am sending herewith a copy of agreement executed between WBECSCLTD. and Kachrapara Municipality on 28/06/17 which will speak for itself.

Now you are requested to confirm your readiness regarding manning and billing arrangement and further requested to start placing indent to the enlisted suppliers to procure the products and arrange them in shelve so that it may be ready to sell to the public immediately during/after inauguration.

Therefore, I am to request you to kindly confirm your readiness and fix the date of inauguration preferably during August 2017.

Encl: As stated


Managing Director & Vice-Chairman
Date:

Ref. No.

Copy forwarded for information with a request to attend the meeting:-

- ✓ 1) The Director, State Urban Development Agency (SUDA), ILGUS BHAVAN, HC BLOCK, SECTOR -III, BIDHANNAGAR, KOLKATA-700106, WEST BENGAL.
- 2) The Chief General Manager, WBECSCLTD
- 3) The Joint Secretary, Municipal Affairs Deptt., Govt. of W.B.
- 4) The General Manager, ROUDRABRISTI.
- 5) Sr. PS to HMIC, F&S Deptt.
- 6) PA to Principal Secretary and Food Commissioner, F&S Deptt.
- 7) PA to Managing Director, WBECSCLTD.


Managing Director & Vice-Chairman



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/812

Date 09/08/2017

To
The Commissioner
Bidhannagar Municipal Corporation.

SMA- SMD
11/08/17

Sub: - Opening of Roudra Bristi (Retail Outlet) at Bidhannagar Municipal Corporation.

Ref: -Your memo no. BMC/GS/2017/1696 dt:- 13/07/17.

Sir/Madam,

With reference to the subject noted above, I am sending herewith a copy of agreement executed between WBECSC LTD. and Bidhannagar Municipal Corporation on 17/07/17 which will speak for itself.

Now you are requested to confirm your readiness regarding manning and billing arrangement and further requested to start placing indent to the enlisted suppliers to procure the products and arrange them in shelf so that it may be ready to sell to the public immediately during/after inauguration.

Therefore, I am to request you to kindly confirm your readiness and fix the date of inauguration preferably during August 2017.

Encl: As stated

[Signature] 09/08/17
Managing Director & Vice-Chairman
Date:

Ref. No.

Copy forwarded for information with a request to attend the meeting:-

- 1) The Director, State Urban Development Agency (SUDA), ILGUS BHAVAN, HC BLOCK, SECTOR -III, BIDHANNAGAR, KOLKATA-700106, WEST BENGAL.
- 2) The Chief General Manager, WBECSC LTD
- 3) The Joint Secretary, Municipal Affairs Deptt., Govt .of W.B.
- 4) The General Manager, ROUDRABRISTI.
- 5) Sr. PS to HMIC, F&S Deptt.
- 6) PA to Principal Secretary and Food Commissioner, F& S Deptt.
- 7) PA to Managing Director, WBECSC LTD.

[Signature] 09/08/17
Managing Director & Vice -Chairman



Office of the
Haldia Municipality

Dr. B. R. Ambedkar Bhawan, Administrative Building, City Centre
P.O. - Debhog, Haldia, Purba Medinipur, West Bengal

☎ : 03224-252996/252997
255081 / 253410
Fax : 252154

Memo No. : 4236/H.M./2017

Date : 12.7.17

To
The Managing Director,
West Bengal Essential Commodities Supply Corporation Ltd.,
Khadya Bhawan, 1st Floor, B-Block
11-A, Mirza Ghalib Street, Kolkata-700087.

Subj: Opening of "Roudrabrishti" a Retail Outlet at Haldia Municipality.
Ref: ECSC/RB/537 dated 15.06.17.

Sir,

Its my pleasure to inform you that Haldia Municipality has selected the Stall Nos.- A2, B7 & B8 at Mohona Market, Haldia Township for opening of the "Roudrabrishti" a retail outlet at municipal area. All the three nos. of referred stalls are owned by Haldia Municipality.

You are therefore requested to make an inspection of the stalls from your end and do the needful so that we can execute the necessary agreement with WBECSC to start the retail outlet as early as possible.

Your kind co-operation is highly solicited.

Thanking you,

Yours faithfully,


Administrator
Haldia Municipality

Memo No.....

Date.....

Copy for information & necessary action to:

1. The Director, SUDA, ILGUS Bhawan, HC Block, Sect-III, Bidhannagar, Kolkata-106.
2. Guard File.



Administrator
Haldia Municipality.

Govt. of West Bengal
Food & Supplies Deptt. Khadya Bhavan
11A, Mirza Ghalib Street, Kolkata-700087

Memo No.:- ECSC/RB/2017/533

Dated:- 13.06.17

To,
Shri Onkar Singh Meena, I.A.S.,
The Secretary to the Govt. of West Bengal,
Municipal Affairs Department,
Prasasan Bhavan, Block DD-1, sector-I,
Salt Lake City, Bidhan Nagar,
Kolkata-700064



NUM
SMM-SMD
15/06/17

Sub: Regarding opening of Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal area throughout West Bengal and issuance of necessary G.O. from the end of Municipal affairs department thereof.

Ref.: The meeting held on 24.05.2017 at 12:30 P.M. at Khadya Bhavan in presence of Hon'ble Minister-in-Charge, Food & Supplies Deptt. & Memo No. : SUDA-235/216/1884 Dated: 11-11-2016

Sir,

Kindly recall the discussion made in the meeting held on 24.05.2017 as referred above. This to state that the state govt. in the Food & Supplies Department has decided to open Fair Price Retail Outlets (**Roudra Bristi**) at least one in each Municipal area throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people. No ration card is required to be produced to purchase any items from such retail outlets. The state govt. also directed West Bengal Essential Commodities Supply Corporation Ltd. (WBECSC Ltd.) to prepare guidelines and to take necessary initiative in this regard holding meetings with prospective Municipalities.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSC Ltd and is running successfully.

In the meeting mentioned above Managing Director & Vice Chairmen, WBECSC Ltd. briefed the house about the latest development on setting up outlets of Roudra Bristi in different Municipalities/Corporations of West Bengal and he also added that during a review meeting with 29 Municipalities on 17.05.2017, some Municipalities stated that if some fund is received from the end of Municipal Affairs Department for this particular purpose, it would be easier for them to execute the work early. Some Municipalities have suggested to have initial rolling advance to the tune of Rs. 2 lacs from WBECSC Ltd. after the completion of necessary infrastructure and other formalities.

It was expressed in the meeting that it was not possible to provide fund from the budgetary allocation of Municipal Affairs Department. However, you assured that if Food & Supplies Department sends a proposal for releasing necessary fund for setting up Roudra Bristi, Municipal Affairs Department may issue directives to all urban bodies to make expenditure from their own fund or fund provided under Finance Commission as the case may be.

Therefore, you are hereby requested to please issue necessary G.O. from your Department directing all Municipalities/Corporations accordingly.

Yours Faithfully

Principal Secretary

Memo No.:- ECSC/RB/2017/533(3)

Dated:- 13.06.17

Copy forwarded for information to:

- 1) P.S. to Hon'ble M.I.C. Food & Supplies Department
- 2) The Managing Director & Vice Chairmen, WBECSC Ltd.
- 3) The Director, SUDA, Municipal Affairs Department.

Principal Secretary



Government of West Bengal
Department of Urban Development & Municipal Affairs
(Municipal Affairs Branch)
Poura Prashasan Bhavan
DD - 1, Sector - I, Salt Lake: Kolkata - 700064

No. 415(125)/MA/O/C-4/1M-11/2017

Dated, Kolkata, the 27th day of June, 2017

From: Joint Secretary to the Government of West Bengal,

To: The Mayor/ Chairman/ Chairperson/ Administrator,
Municipal Corporation/Municipality/
Notified Area Authority/ Industrial Township Authority
P.O. _____, Dist. _____.

SAM - SAM
27/6/17

Subject: Issue regarding opening of Fair Price Outlets (Roudra Bristi) in each Municipal Area throughout West Bengal.

Sir,

In inviting reference to the above mentioned subject, I am directed to inform you that the State Government in the Food & Supplies Department has decided to open Fair Price Outlets (**Roudra Bristi**) at least one in each Municipal Area throughout West Bengal with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people. No Ration Card is required to be produced to purchase any items from such retail outlets.

In view of above, I am directed to request you to identify suitable space to accommodate proposed outlets of **Roudra Bristi** to be opened by Food & Supplies Department in your municipal area.

Yours faithfully,

Sd /- Santanu Das
Joint Secretary

No. 415/1(6)/MA/O/C-4/1M-11/2017

Dated, Kolkata, the 27th day of June, 2017

Copy forwarded for information and with a request to take necessary action to the: -

1. Commissioner, Municipal Corporation.
P.O., Dist.
2. Managing Director and Vice Chairman, WBECSC Ltd.
3. The Director, State Urban Development Agency.
4. Sr. P.A. to the Principal Secretary, Food & Supplies Department, Khadya Bhaban, 11, Mirza Galib Street, Kolkata - 700 087.
5. Guard file of Cell - 4 of this department.

Sd /- Santanu Das
27/6/17
Joint Secretary



পুরুলিয়া পৌরসভার কাউন্সিলারগণের কার্যালয়

Office of the Councillors
Purulia Municipality

দিনাঙ্ক ----- NULM Date ----- পুরুলিয়া - ৭২৩১০১
পত্রাঙ্ক ----- SMM-SMD Memo No. ----- M.G. Purulia - 723101

To
The Managing Director and Vice Chairman
W.B.E.C.S.C. Ltd.
11A, Mirza Galib Street
1st Floor, Block - B
Khadya Bhawan
Kolkata - 700 087

Sub.: - Consent for opening of Retail Outlet "ROUDRA BRISTHI"

Ref.: - Your office ref. no. ECSC/RB/537 dated 15.06.2017

Sir,

With reference to the above, this is to bring your kind attention that the project for the Retail Outlet under ROUDRA BRISTHI has been approved by the Board of Councillors in their general meeting held on the 31.05.2017. The same had been intimated to the Director, SUDA, Kolkata vide memo no. 800 M.G. 06.06.2017.

I, therefore, express my consent for the project and request your good self to arrange for sanction the requisite fund and release the same to us as earliest possible.

Thanking You,

Enclosed copy of:

1. Memo no. 800 M.G. dated 06.06.2017

Yours Faithfully

SAC
Chairman
(Purulia Municipality)

Memo no. 1139/2 MG

Dated 24.06.17

Copy forwarded for information to:

1. The Secretary, Department of Municipal Affairs, Govt. of West Bengal
2. The Director, State Urban Development Agency (SUDA), Kolkata

SMM
Chairman
(Purulia Municipality)
23/6/17

পুরুলিয়া পৌরসভার কাউন্সিলারগণের কার্যালয়

Office of the Councillors
Purulia Municipality



দিনাঙ্ক -----

Date 24.06.17

পুরুলিয়া - ৭২৩১০১

পত্রাঙ্ক -----

Memo No. 1139-M.G.

Purulia -723101

To

The Managing Director and Vice Chairman

W.B.E.C.S.C. Ltd.

11A, Mirza Galib Street

1st Floor, Block - B

Khadya Bhawan

Kolkata - 700 087

SMM - SMD
23/06/17

Dir SUDA

Sub.: - Consent for opening of Retail Outlet "ROUDRA BRISTHI"

Ref.: - Your office ref. no. ECSC/RB/537 dated 15.06.2017

Sir,

With reference to the above, this is to bring your kind attention that the project for the Retail Outlet under ROUDRA BRISTHI has been approved by the Board of Councillors in their general meeting held on the 31.05.2017. The same had been intimated to the Director, SUDA, Kolkata vide memo no. 800 M.G. 06.06.2017.

I, therefore, express my consent for the project and request your good self to arrange for sanction the requisite fund and release the same to us as earliest possible.

Thanking You,

Enclosed copy of:

1. Memo no. 800 M.G. dated 06.06.2017

Yours Faithfully

SMM
23/06/17
Chairman
Purulia Municipality

Memo no.

Dated

Copy forwarded for information to:

1. The Secretary, Department of Municipal Affairs, Govt. of West Bengal
2. The Director, State Urban Development Agency (SUDA), Kolkata

SMM
24/06/17
Chairman
Purulia Municipality

etc

Office of the Municipal Councillors, Bhatpara

[Address: 1/1, West Ghoshpara Road, P.O. Kankinara, District: North 24 Parganas. PIN-743 126]
Tele: 2581-2082, 2581 - 9515, 2581-9514. Fax : 2581-1318. Email : bhat_09@yahoo.com

Form:

Sri Arjun Singh, M.L.A.,
Chairman,
Bhatpara Municipality.



NULM
SMM=SMID

Date: 22/06/2017.

Memo No-: N-12/DR-1/1603

To,
The Managing Director and Vice-Chairman,
West Bengal Essential Commodities Supply Corporation LTD,
11-A, Mirza Galib Street,
1st Floor, Block - B,
Khadya Bhawan,
Kolkata-700087.

Sub: Consent for opening of Fair Price Retail Outlet-'Roudra Bristi' in Bhatpara Municipality.

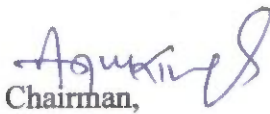
Sir,

With reference to your letter No. ECSC/RB/537 dated 15.06.2017 this is to inform you that we have already communicated our consent for opening of 'Roudra Bristi' under our letter No. N-12/DR-1/557 dated 03/05/2017 which will be located in the top floor of "Moulana Abul Kalam Azad Market" beside Kankinara Station and this decision has been taken by the C-I-C in its meeting held on 28/04/2017 under item no. Misc. (e).

Kindly acknowledge and oblige.

Thanking You,

Yours faithfully,


Chairman,
Bhatpara Municipality

Memo No-: N-12/DR-1/1603(i)

Date: 22/06/2017.

Copy forwarded for information:

✓ The Director, State Urban Development Agency (SUDA),
ILGUS Bhavan, HC Block, Sector- III, Kolkata -700106.


Chairman,
Bhatpara Municipality

Office of the Municipal Councillors, Bhatpara

[Address: 1/1, West Ghoshpara Road, P.O. Kankinara, District: North 24 Parganas. PIN-743 126]
Tele: 2581-2082, 2581 - 9515, 2581-9514. Fax : 2581-1318. Email : bhat_09@yahoo.com

Form:

Sri Arjun Singh, M.L.A.,
Chairman,
Bhatpara Municipality.

Memo No.: N-12/DR-1/ 557

Date: 03/05/2017.

To,
The Director, SUDA &
Mission Director, WBSULM,
ILGUS BHAVAN, H-C Block, Sector-III,
Bidhannagar, Kol-700106

Sub: Change of location of Fair Price Retail Outlet-'Roudra Bristi' in Bhatpara Municipality.

Sir,

With reference to the above, the C-I-C in its meeting held on 28/04/2017 under item no. Misc. (e) consider the location of Retail Outlet named "Roudra Bristi" afresh and unanimously resolved that the same be established at the top floor of "Moulana Abul Kalam Azad Market" beside Kankinara Station instead of 2nd floor of "Rabindra Park" beside Bhatpara More. Ward No. 08.

It is also stated that the resolution so adopted by C-I-C in its meeting held on 17/11/2016 under item no. Misc. (C) is hereby modified and this office earlier communication no. N-12/DR-1/6914 dated 27th of March 2017 stands cancelled.

Kindly acknowledge and oblige.

Thanking You,

Yours faithfully,

Arun Singh
Chairman,
Bhatpara Municipality



O/C
Bhatpara
3/5/17



রাজ্য নগর উন্নয়ন সংস্থা

STATE URBAN DEVELOPMENT AGENCY

“ইলগাস ভবন”, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA-235/2016/1884

তারিখ 11.11.2016

**From : Director, SUDA &
Mission Director, WBSULM**

To : Mayor,

..... Municipal Corporation

Chairperson,

..... Municipality

**Sub : Opening of Fair Price Retail Outlets (Roudra Bristi) at least in each Municipality
throughout West Bengal.**

Sir,

This is to inform you that Municipal Affairs Dept. and Food & Supply Dept. have taken joint initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipality throughout West Bengal for sale of essential and other commodities of local as well as branded companies at reasonable price to common people.

In view of above initiative following decisions has been taken by Municipal Affairs Dept.

- 1) ULBs will provide rent free 700-1000 sq. ft marble/mosaic space for establishing each outlet.
- 2) Retail outlet will be run by ULB as a Business Associates of WBECS Ltd. (West Bengal Essential Commodities Supply Corp. Ltd., an organisation under Food & Supplies Dept.)
- 3) ULB will provided ready air conditioned space with all necessary furnitures, equipments, arrangements and accessories required to run the outlet at own cost.
- 4) ULB will bear all costs of liabilities for running the outlet.
- 5) ULB will sign an agreement with WBECS Ltd. to run the outlet for at least 3-5 years.

দুরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

- 6) Retail outlet (Roudra Bristi) may be tied up with City Livelihood Centre (CLC) running/ will be run under NULM on the same premises or suitable premises outside CLC as to be arranged by the ULBs.
- 7) Presently there are 29 no of CLC running and 33 proposals under preparatory stage in our state. In first phase All such 62 ULBs to arrange for space for Roudra Bristi. (List enclosed) However any ULB interested in establishing such outlet may send their willingness to us.
- 8) Estimate for all sorts of infrastructure to be arranged within the available space by WBECSC Ltd. and will be communicated by SUDA.
ULB to arrange the outlet as per estimate receivable from WBECSC Ltd.
- 9) Fund for infrastructure arrangement will as in point no 3,4,8 etc. be utilized from available Development Fund available at ULB end.
- 10) Roudra Bristi (the outlet) will run under direct control of City Livelihood Centre and its Management committee.
- 11) Other than the products receivable from WBECSC Ltd. the outlet may arrange to sale local SHG products and other products produced/sold by any other Dept/Corporation/Organization of Govt of West Bengal (like Sufal Bangla, Tantuja, Manjusha, Animal Husbandy, Fishery etc. if they propose so)
- 12) All the organization including WBECSC Ltd will supply their products directly to such outlet by themselves or by their registered suppliers. MA Dept. or any of its organization will not take any part in regular demand and supply process of products.
- 13) Required manpower to run the outlet will be arranged by ULB directly or through the organization running the City Livelihoods Centre. Initially we may start with two full time manpower one for billing purpose and other for support to customer. Manager CLC may supervise the outlet.
- 14) A commission to be paid to WBECSC Ltd. or product supplying Organization. The commission rate will be fixed jointly with WBECSC Ltd or other Dept/
- 15) Bank A/C and other Assets arranged for CLC will also be used for Roudra Bristi in addition to normal CLC function, if affordable.
- 16) Outlets may run daily from 10 A.M to 8 P.M with one day off as per local market closer excluding Saturday & Sunday.

All ULBs are requested to arrange for space and other formalities as mentioned in above points within one month so that good no of such outlets could be made operational during this financial year.

Yours faithfully

 11/11/2016


**Director, SUDA
&
Mission Director, WBSULM**

No: SUDA-235/2016/1884/1(2)

Date : .11.2016

Copy to :-

- i) PS to Hon'ble MIC to MA & UD Deptt. for kind perusal of Hon'ble MIC**
- ii) PA to Secretary to MA Deptt. for kind perusal of Secretary**

 11/11/2016

**Director, SUDA
&
Mission Director, WBSULM**

Government of West Bengal
Food & Supplies Department
11-A, Mirza Galib Street
Kolkata-700 087

No. 183(3) -FS/Seckt/Food/4M-17/2017

Date: 18.01.2017

From : The Joint Secretary
to the Government of West Bengal.

To : 1) The Secretary,
Municipal Affairs Department,
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar,
Kolkata - 700064.

2) The Managing Director
WBECS, C,
Khadya Bhawan.

3) The Director of State Urban Development Agency (SUDA),
Department of Municipal Affairs,
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar,
Kolkata - 700064.

Sub:- Meeting in connection with opening of Roudra Bristi outlets in different Municipalities.

Sir,

I am directed to inform you that, on the above mentioned subject, a meeting will be held on 24.01.2017 at 10.30 AM in the office Chamber of Principal Secretary & Commissioner, F&S Department at Khadya Bhawan, 1st Floor, 11-A Mirza Galib Street, Kolkata-87.

Agenda for discussion will be as follows:-

1. Finalising the design and cost estimate;
2. Finalisation of Agreement;
3. Guidelines to do business with Roudra Bristi.
4. Miscellaneous.

You are requested to make yourself, convenient to attend the said meeting.

With thanks,

Yours faithfully,


Joint Secretary

No. 183(3/1(3)-FS/Seckt/Food/4M-17/2017

Date: 18.01.2017

Copy forwarded for information to:-

1. The P.S. to Hon'ble Minister In-Charge, F&S Department;
2. The P.S. to Pr. Secretary & Commissioner of Food, F&S Deptt.;
3. The P.A. to Secretary, Food & Supplies Department.

Joint Secretary

2275

GUIDELINES REGARDING ESTABLISHMENT OF MODEL RETAIL OUTLET(ROUDRA BRISTI)

- 1) Respective Municipality/Municipal Corporation has to provide rent free space in the Municipal area for establishments of retail outlet. The outlet will be on the ground floor having approximate area of 700-1000 sq ft preferably with marble or mosaic tiles.
- 2) The retail outlet will be run by respective Municipality/Municipal Corporation as business associate for trading of grocery, stationery, cosmetics, toiletry items and state produced like rice, honey, tea etc.
- 3) The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc will have to be provided by the respective Municipality/Municipal Corporation **at their own cost.** (Details are given below under the head Responsibility of the respective Municipality/Municipal Corporation)
- 4) Municipality/Municipal Corporation will have its own arrangement to run the outlet and liable to pay all sorts of relevant taxes and license fee etc.
- 5) Municipality/Municipal Corporation will execute an agreement with WBECSC Ltd for at least 3 – 5 years to run the retail outlet in the name of Roudra Bristi
- 6) Municipality/Municipal Corporation will have to pay commission to WBECSC Ltd as stated below :

For products with both printed & non-printed price/ MRP: - A total commission of 0.25% on the sale proceeds is to be paid to WBECSC Ltd by each Municipality/Municipal Corporation. The commission is to be paid at the beginning of each month on the sale proceeds of the preceding month under a comprehensive statement of such products sold through NEFT.

Responsibility of selected Municipality/Municipal Corporation as business Associate:-

- 1) The rent free space of the outlet will be provided by the Municipality/Municipal Corporation free of cost.
- 2) Business associate will have to renovate the offered space in a suitable manner to convert it into an air conditioned plush outlet.
- 3) It will provide necessary furniture fixture, shelves and racks to run the outlet.
- 4) It will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with suppliers and WBECSC Ltd etc.
- 5) It will provide for maintenance (i.e. cleaning, sweeping etc) of the outlet.
- 6) It will provide air conditioning & electrical fittings.
- 7) It will provide illumination sufficiency inside and outside the outlet.
- 8) It will make necessary and adequate fire fighting arrangements in the outlet

1244

9) It will procure all the items from the manufacture/distributor at its own risk and cost and put the items in the shelves of the outlet for sale

10) It will sell all state produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of WBECSC Ltd.

11) It will ensure that items to be sold in the outlet must possess the quality fitness certificate (s) of the competent authority which is to be furnished by the associate to WBECSCCL mentioning the batch number and other required particulars of the items. The associate is to ensure that edible oil to be sold must bear FSSAI mark/AGMARK.

12) It will price all the items (except the items without any printed price/MRP) as per approval of WBECSCCL. The price list is to be displayed in the outlet.

13) In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the municipal authority / WBECSC Ltd.

14) It will accept the value of the goods from the customer in cash/credit card/ debit card at the cash counters of the outlet and hand over to the customer a computer generated voucher stating the details of the items sold and its price.

15) A committee under the leadership of the concerned Municipality/ Municipal Corporation may be constituted who will monitor the functioning of the outlet & put suggestions for improvement.

Role of WBECSC Ltd.:-

- 1) WBECSC Ltd. will act as a nodal authority for opening retail outlet (Roudra Bristi) at least one in each municipal area.
- 2) WBECSC Ltd may also instruct PDS distributor & Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the associate.
- 3) In case of any dispute or clarification, the decision of the WBECSC Ltd. will be final & binding on the business associate.


Managing Director
WBECSC Ltd
05/10/16

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288

AGREEMENT FOR RETAIL OUTLET

THIS AGREEMENT is made on this the _____ day of _____, 2016
at Kolkata

BETWEEN

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LIMITED
("WBECSCCL"), a Government of West Bengal Undertaking having its registered
Office at 11-A, Mirza Ghalib Street, Kolkata - 700 087, West Bengal and being
represented by the Managing Director (hereinafter referred to as the "**FIRST PARTY**")
and which expression shall, unless it be repugnant to the context or meaning thereof,
be deemed to include his successors, executors and administrators and shall also
include an Officer duly authorized by him) of the ONE PART;

AND

..... Municipal Corporation /.....
Municipality an autonomous body having its registered office at
..... West Bengal and being represented by the Municipal
Commissioner / Chairman (hereinafter referred to as the "**SECOND PARTY**") and
which term or expression shall unless excluded by or repugnant to the subject or
context deem to mean and include its successors in office, executors, administrators
and/or assigns and shall also include an Officer duly authorized by him) of the
OTHER PART;

WHEREAS:

- A. The First Party is running its retail outlet at Kolkata for trading of grocery,
stationery, cosmetics, toiletry items and state produce like rice, honey, tea etc.
under its brand name "**ROUDRA BRISTI**" ("said **Brand Name**").

- B. The Second Party is the sole and absolute owner of the space admeasuring
about _____ Sq. ft with Marble/ Mosaic Tiles situated on the
Ground Floor of the building situated at _____ ("said
Space").

- C. The First Party is desirous of joining hand with the Second Party for opening its retail outlet under the said Brand Name from the said Space.
- D. The Second Party has agreed to join hand with the First Party as its business associate and has agreed to provide the said Space free of Rent to the First Party for establishment of the retail outlet of the First Party under the said Brand Name.
- E. The parties hereto have agreed to enter into this Agreement under the following terms and conditions.

NOW THIS AGREEMENT WITNESSETH and it is hereby agreed by and between the parties hereto as follows:

1. This Agreement shall commence from _____, 2016 ("**Effective Date**") and shall extend for a period of _____ years ("**Term**") till _____.
2. In case the performance of the Second Party is not found satisfactory to the First Party, the First Party may terminate this Agreement by giving _____ months notice in writing to the Second Party. The termination of this agreement shall not release the Second Party from the obligation to pay any sum which may then be owing to the First Party.
3. The Second Party shall run the said retail outlet as a business associate of the First Party for sell of grocery, stationery, cosmetics, toiletry items and State produce like rice, honey, tea etc.
4. The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc. shall be arranged and provided by the Second Party at its own cost in consultation with the First Party though the First Party shall not bear the cost of the same.
5. The Second Party shall have its own arrangements to run the said retail outlet and shall be liable to pay all relevant taxes and license fee etc. to the concerned authority/ies.

6. In consideration the Second Party will pay to the First Party Commission @ 0.25% (zero point two five percent) on the sale proceeds of all the products with both printed and non-printed price tag/ MRP.

The commission will be paid by the Second Party through electronic transfer/ NEFT at the beginning of each month on the sale proceeds of the products sold on the preceding month along with a comprehensive statement showing sale proceeds of the said products.

7. Duties and responsibilities of the Second Party:

- a. The Second Party will act as the Business Associate of the First Party and shall provide the retail outlet free of rent and cost to the First Party.
- b. The Second Party will renovate the said space in a suitable manner to convert it into an air conditioned plush retail outlet in consultation with the First Party.
- c. The Second Party will provide necessary furniture, fixture, fittings, shelves and racks to run the retail outlet in consultation with the First Party.
- d. The Second Party will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with the First Party, the suppliers and the customers in consultation with the First Party.
- e. The Second Party will provide for maintenance (i.e. cleaning, sweeping etc) of the retail outlet in consultation with the First Party.
- f. The Second Party will provide air conditioning and electrical fittings and will also provide sufficient illumination both inside and outside the retail outlet.
- g. The Second Party will make necessary and adequate fire fighting arrangements in the said retail outlet.
- h. The Second Party will arrange his own manpower to run the said retail outlet.

- i. The Second Party will procure all the items directly from the manufacturers/ distributors at its own risk and cost and put the same in the shelves of the retail outlet for sale.
 - j. The Second Party will sell all State produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of the First Party.
 - k. The Second Party will ensure that the items to be sold in the said retail outlet must possess the quality fitness certificate(s) of the competent authority/ies which is to be furnished by the Second Party to the First Party mentioning the respective batch number and other required particulars of the items. The Second Party shall ensure that all the edible items including edible oil to be sold from the said retail outlet must bear FSSAI mark/ AGMARK.
 - l. The Second Party will fix price all the items (except the items without any printed price/ MRP) as per approval of the First Party. The price list will have to be displayed in the outlet.
 - m. In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the First Party.
 - n. The Second Party will accept the value of the goods from the customer in cash/ credit card/ debit card at the cash counters of the outlet and handover to the customer a computer generated voucher/ receipt stating the details of the items sold and their respective price.
 - o. The Second Party will form/ constitute a committee for monitoring the functioning of the said retail outlet and for giving suggestion for its improvement.
8. Role of the First Party:
- a. The First Party will act as a nodal authority for opening retail outlet under the brand name "Roudra Bristi" at least one in each municipal area.

- b. The First Party will also instruct PDS distributor and Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the Second Party.
- c. In case of any dispute or clarification, the decision of the First Party shall be final and binding on the Second Party.

9. INTELLECTUAL PROPERTY RIGHTS:

- a. The Second Party agrees that any Intellectual Property Rights including but not limited to Logos, Trade Names or Identifying Slogans which are the sole and exclusive property of the First Party and cannot be used by the Second Party for any purpose which is not authorized by the First Party and shall always be used as per directions issued by the First Party from time to time.
- b. The Second Party shall not use the intellectual property rights of the First Party including the "Roudra Bristi" Logo and brand name without the prior written permission from the First Party.
- c. In the event of termination of agreement, the Second Party's right to use any intellectual property rights of the First Party shall cease immediately.
- d. The Second Party will neither publish, nor cause to be published any advertisement or make any representations, oral or written, which might confuse, mislead or deceive the public which are detrimental to the trade name, goodwill or reputations of the First Party.
- e. The First Party may withdraw the permission for the usage of Intellectual Property Rights belonging to the First Party at any time during the subsistence of this agreement.

10 The Second Party is bound by the conditions of this Agreement and also various rules, regulations, instruction and policies as conveyed to the Second Party in writing by the First Party from time to time. Any violation of such instructions shall render the Agreement to be terminated forthwith. The Second Party shall fully and effectively indemnify the First Party against all losses, including loss of profit, suffered by the First Party as a result of the Second Party's failure to abide by the terms of this Agreement. -

11. The Second Party shall ensure that complete confidentiality should be maintained by the Second Party with regard to all information related to the First Party, its facility, business, assets, affairs, customers and employees and that neither the Second Party nor its employees will at any time divulge or make known to any third party any trust, accounts, matters or transactions whatsoever pertaining to the First Party and which may in any way come to their knowledge or attention, unless previously consented to in writing by the First Party. The Second Party hereby agrees and undertakes to strictly adhere to this Non-disclosure Contract with the First Party during the entire Term of this Agreement and thereafter.
12. In the event that a party to this Agreement is prevented from carrying out its obligations hereunder by acts of God or other circumstances strictly beyond its control, such as, for example, fire, flood, earthquake, riot, industry strikes, acts of governments, and so on, such party shall immediately notify the other party and both parties' obligations hereunder shall be suspended during the period that such act or circumstance precludes the carrying out of such party's obligations hereunder. However, if such act or circumstance should continue for more than 30 (thirty) continuous days, then the other party hereto shall on and after the 30th (thirtieth) day, have the right to terminate this Agreement by notice to the party hereto so affected by force majeure, without any liability to the other party hereunder in respect of such termination save as mentioned hereinabove.
13. This Agreement shall be construed in accordance to the laws of India and all legal proceedings arising out of this Agreement shall be subjected to the exclusive jurisdiction of the Courts at Kolkata only.
14. **MISCELLANEOUS:**
 - a. Either party shall give to other party immediate information of any change of address and/or contact numbers within 48 (forty eight) hours of any such changes.
 - b. Any notice to be served by either party on the other, shall be send by Registered Post with Acknowledgement Due or through any recognized Courier Agency at the address mentioned in the Agreement of the respective party hereinabove and shall be deemed to have been received by the addressee within reasonable time of 7 (seven) days.

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- c. The failure by either party to enforce at any time any one or more of the terms and conditions of this Agreement shall not be deemed to be a waiver of the said terms and conditions and either party shall have the right at any time during the term of this Agreement to subsequently enforce all or any of the said terms and conditions.
- d. Any amendment or modification to this Agreement or any part thereof shall be made by an instrument in writing and executed by both the parties hereto.
- e. This Agreement is the entire agreement between the Parties and supersedes all previous understanding, agreements, correspondences, etc. on this subject between the parties hereto, if any.
- f. This Agreement shall be executed in two originals, one of which shall be kept by the First Party and the other by the Second Party.

IN WITNESS WHEREOF the parties hereto have set and subscriber their respective hands and seal on the day, month and year first hereinabove written.

SIGNED SEALED AND DELIVERED by the within named **FIRST PARTY** in the presence of:

WITNESS

(1)

(2)

SIGNED SEALED AND DELIVERED by the within named **SECOND PARTY** in the presence of:

WITNESS

(1)

(2)

STATE URBAN DEVELOPMENT AGENCY

"ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
 "ILGUS BHAVAN", H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

SUDA-235/2016/1883

11.11.2016

ক্রমিক নং

তারিখ

From : Director, SUDA &
 Mission Director, WBSULM

To : The Managing Director,
 West Bengal Essential Commodities Supply Corporation Ltd.
 11-A, Mirza habib Street
 Kolkata - 700 087

Subject : Regarding opening of Fair price retail outlet (Roudra Bristi) in Municipal Area.
 Ref :- Your letter dt. 19.10.2016 to Secretary, Municipal Affairs Deptt.

Sir,

With reference to above this is to intimate that Municipal Affair Department have accepted the offer of Food & Supplies Department regarding opening of a Fair price Retail outlets (Rodra Bristi) in different Municipal Areas abiding the following parameters :-

- (1) Retail outlets will operate under the eastblishment of City livelihood Centre with direct control from Urban Local Bodies.
- (2) WBECS Ltd will provide the detail estimate for infrastructural modification to be made within the available space.
- (3) In addition to the products to be supplied through WBECS Ltd. products from SHGs and other Govt. Deptt. or organization will be available at the outlet.
- (4) ULB will arrange the regular supply of products from WBECS Ltd/ its registered organization directly. A modality to be prepared in this regard and payment of fund jointly.
- (5) Instead of paying 0.25% commission as sale proceeds commission to WBECS Ltd will be made on profit sharing basis as to be agreed upon.
- (6) Urban Local Bodies on behalf of Municipal Affairs Department will arrange for space, infrastructure, manpower, maintenance, running and management of the outlets.
- (7) A meeting may be arranged by Food & Supplies Dept. to finalize the modalities of Operation, Memorandum of Understanding and other issues for running & management of the outlets. So that final decision may be communicated to ULBs shortly.

Yours faithfully,


 Director, SUDA

&

Mission Director, WBSULM

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

SUDA- 235/2016/1883 (2)

11.11.2016

Copy forwarded for information to :

1. PS to Hon'ble MIC, MA & UD Department for kind perusal
2. PA to Secretary, M.A.Deptt., Government of West Bengal


Director, SUDA
&
Mission Director, WBSULM

29 Approved CLCs are

Sl no	Name of the Municipality	Sl no	Name of the Municipality
1	Krishnagar Municipality	16 ✓	Naihati Municipality
2	Madhyamgram Municipality	17	North Barrackpore Municipality
3	Hoogly Chinsurah Municipality ✓	18	Bankura Municipality
4	Haldia Municipality	19	Asansole Municipality
5	Bhatpara Municipality	20	Uluberia Municipality
6	Serampore Municipality	21	Berhampore Municipality
7	Tamralipta Municipality	22 ✓	Nabadwip Municipality
8	Alipurduar Municipality	23 ✓	Kamarhati Municipality
9	Englishbazar Municipality	24	Kharagpur Municipality
10	Kalyani Municipality	25	Purulia Municipality
11	Barasat Municipality ✓	26	Uttarpara Kotrung Municipality
12	Barrackpore Municipality	27 ✓	Bongaon Municipality
13	Basirhat Municipality	28	Balurghat Municipality
14	North Dum Dum Municipality	29 ✓	Jalpaiguri Municipality
15	Medinipur Municipality		

Ranpur Hat / Habra.

List of 2nd Phase Sanctioned / Proposed CLCs

Sl no	Name of the Municipality	Sl no	Name of the Municipality
30 ✓	Suri Municipality	47 ✓	Kanchrapara Municipality
31	Halisahr Municipality	48	Joynagar-Mazilpur Municipality
32	Rajpur Sonarpur Municipality	49	Contai Municipality
33	Mal Municipality	50	Taherpur Municipality
34	Birnagar Municipality	51	Sonamukhi Municipality
35	Maheshtala Municipality	52	Islampur Municipality
36	Burdwan Municipality	53	Dhulian Municipality
37	Jiaganj-Azimganj Municipality	54	Dhupguri Municipality
38 ✓	Habra Municipality	55	Buniadpur Municipality
39	Tufanganj Municipality	56 ✓	Siliguri Municipality
40	Mathabhanga Municipality	57 ✓	Dum Dum Municipality
41	Gobardanga Municipality	58	Kaliyaganj Municipality
42	Santipur Municipality	59	Baidyabati Municipality
43	Chakdah Municipality	60	Kurseong Municipality
44	Murshidabad Municipality	61	Raiganj Municipality
45	Cooch Behar Municipality	62 ✓	Bolpur Municipality
46	Ashokenagar-Kalyangarh Municipality		

Status of ALF & CLF

Sl. No.	Name of the ULBs	ALF formed & registered	CLF formed
1	Krishnagar	3	4
2	Madhyamgram	58	0
3	Hooghly Chinsurah	16	0
4	Haldia	16	0
5	Bhatpara	54	3
6	Serampore	1	0
7	Tamralipta	7	1
8	Alipurduar	18	1
9	English Bazar	14	1
10	Kalyani	16	2
11	Barasat	4	0
12	Barrackpore	40	2
13	Basirhat	18	0
14	North Dum Dum	59	4
15	Medinipore	23	1
16	Naihati	1	0
17	North Barrackpore	16	1
18	Bankura	18	0
19	Asansol	21	0
20	Uluberia	9	0
21	Berhampore	0	0
22	Nabadwip	28	1
23	Kamarhati	28	0
24	Kharagpore	46	0
25	Purulia	21	0
26	Uttarpara Kortung	5	0
27	Bongaon	25	1
28	Balurghat	0	0
29	Jalpaiguri	18	0

Report for the ULBs who are ready for inaugurate of Roudra Bristi Outlet

Sl. No.	ULB	District	New District	CLC	Ready for Roudra Bristi
1	Alipurduar	Alipurduar	Alipurduar	YES	YES
2	Cooch Behar	Cooch Behar	Cooch Behar	YES	YES
3	Dinhata	Cooch Behar	Cooch Behar		YES
4	Mathabhanga	Cooch Behar	Cooch Behar	YES	YES
5	Uttarpara Kotrung	Hooghly	Hooghly	YES	YES
6	Chandannagar MC	Hooghly	Hooghly		YES
7	Dhupguri	Jalpaiguri	Jalpaiguri	YES	YES
8	Mal	Jalpaiguri	Jalpaiguri	YES	YES
9	English Bazar	Malda	Malda	YES	YES
10	Beldanga	Murshidabad	Murshidabad		YES
11	Chakdah	Nadia	Nadia	YES	YES
12	Cooper's Camp	Nadia	Nadia	YES	YES
13	Nabadwip	Nadia	Nadia	YES	YES
14	Ranaghat	Nadia	Nadia		YES
15	Bhatpara	North 24 Parganas	North 24 Parganas	YES	YES
16	Bongaon	North 24 Parganas	North 24 Parganas	YES	YES
17	Habra	North 24 Parganas	North 24 Parganas	YES	YES
18	Kanchrapara	North 24 Parganas	North 24 Parganas	YES	YES
19	Naihati	North 24 Parganas	North 24 Parganas	YES	YES
20	North Dum Dum	North 24 Parganas	North 24 Parganas	YES	YES
21	Jhargram	Paschim Medinipur	Jhargram		YES
22	Kharagpur	Paschim Medinipur	Paschim Medinipur	YES	YES
23	Khirpai	Paschim Medinipur	Paschim Medinipur		YES
24	Medinipur	Paschim Medinipur	Paschim Medinipur	YES	YES
25	Ramjibanpur	Paschim Medinipur	Paschim Medinipur		YES
26	Purulia	Purulia	Purulia	YES	YES
27	Dubrajpur	Birbhum	Birbhum		YES

SMM (SMSED)

15/05/17



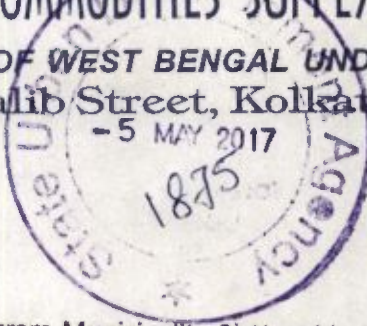
PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

JD (2)

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/488



Date 04-05-2017

To
The Chairman,

- 1) Krishnanagar Municipality 2) Madhyamgram Municipality 3) Hooghly Chinsurah Municipality 4) Haldia Municipality 5) Bhatpara Municipality 6) Serampore Municipality 7) Tamralipta Municipality 8) Alipurduar Municipality 9) Englishbazar Municipality 10) Kalyani Municipality 11) Barasat Municipality 12) Barrackpore Municipality 13) Basirhat Municipality 14) North Dum Dum Municipality 15) Medinipur Municipality 16) Naihati Municipality 17) North Barrackpore Municipality 18) Bankura Municipality 19) Asansole Municipality 20) Uluberia Municipality 21) Behrampore Municipality 22) Nabadwip Municipality 23) Kamarhati Municipality 24) Kharagpur Municipality 25) Purulia Municipality 26) Uttarpara Kotrung Municipality 27) Bongaon Municipality 28) Balurghat Municipality 29) Jalpaiguri Municipality

Subject: Meeting regarding opening of "Roudrabristi" Retail Outlet in Municipalities
Ref: Memo No: SUDA -235 /2016/1884, Dated: 11/11/16 of Director , SUDA

Sir,

A meeting regarding opening of Retail Outlet Roudrabristi in your Municipality area is scheduled to be held on 17th May, 2017 at 2.30 pm in the **Conference Hall of Food & Supply Department (Block -B, 5th Floor).**

You are requested to remain present in the said meeting on scheduled date and time.

Yours faithfully,

Managing Director

Date:

Ref. No. ECSC/RB/2017/488

Copy forwarded for information with a request to attend the meeting:-

- 1) The Director , State Urban Development Agency (SUDA) ,ILGUS BHAVAN,HC BLOCK,SECTOR – III,BIDHANNAGAR,KOLKATA-700106 ,WEST BENGAL.
- 2) The Chief General Manager, WBECSC LTD
- 3) The Joint Secretary, Municipal Affairs Deptt. Govt .of W.B.
- 4) The General Manager, ROUDRABRISTI.
- 5) PS to Hon'ble MIC, F&S Deptt.
- 6) PA to Principal Secretary and Food Commissioner, F& S Deptt.
- 7) PA to Managing Director, WBECSC LTD.

Managing Director

Report for the ULBs who are ready for inaugurate Roudra Bristi Outlet

Sl. No.	ULB	District	New District	CLC	Ready for Roudra Bristi
1	Alipurduar	Alipurduar	Alipurduar	YES	YES
2	Bankura	Bankura	Bankura	YES	NO
3	Bishnupur	Bankura	Bankura		NO
4	Sonamukhi	Bankura	Bankura	YES	NO
5	Asansol MC	Barddhaman	Pashim Barddhaman	YES	NO
6	Burdwan	Barddhaman	Purba Barddhaman	YES	NO
7	Dainhat	Barddhaman	Purba Barddhaman		NO
8	Durgapur	Barddhaman	Pashim Barddhaman		NO
9	Gushkara	Barddhaman	Purba Barddhaman		NO
10	Kalna	Barddhaman	Purba Barddhaman		NO
11	Katwa	Barddhaman	Purba Barddhaman		NO
12	Memari	Barddhaman	Purba Barddhaman		NO
13	Bolpur	Birbhum	Birbhum	YES	NO
14	Dubrajpur	Birbhum	Birbhum		YES
15	Nalhati	Birbhum	Birbhum		NO
16	Rampurhat	Birbhum	Birbhum		NO
17	Sainthia	Birbhum	Birbhum		NO
18	Suri	Birbhum	Birbhum	YES	NO
19	Cooch Behar	Cooch Behar	Cooch Behar	YES	YES
20	Dinhata	Cooch Behar	Cooch Behar		YES
21	Haldibari	Cooch Behar	Cooch Behar		NO
22	Mathabhanga	Cooch Behar	Cooch Behar	YES	YES
23	Mekliganj	Cooch Behar	Cooch Behar		NO
24	Tufanganj	Cooch Behar	Cooch Behar	YES	NO
25	Balurghat	Dakshin Dinajpur	Dakshin Dinajpur	YES	NO
26	Buniadpur	Dakshin Dinajpur	Dakshin Dinajpur		NO
27	Gangarampore	Dakshin Dinajpur	Dakshin Dinajpur		NO
28	Darjeeling	Darjeeling	Darjeeling		NO
29	Kalimpong	Darjeeling	Kalimpong		NO
30	Kurseong	Darjeeling	Darjeeling	YES	NO
31	Mirik	Darjeeling	Darjeeling		NO
32	Siliguri	Darjeeling	Darjeeling	YES	NO
33	Arambagh	Hooghly	Hooghly		NO
34	Baidyabati	Hooghly	Hooghly		NO
35	Bansberia	Hooghly	Hooghly		NO
36	Bhadreswar	Hooghly	Hooghly		NO
37	Champdany	Hooghly	Hooghly		NO
38	Chandannagar MC	Hooghly	Hooghly		YES
39	Dankuni	Hooghly	Hooghly	YES	NO
40	Hooghly Chinsurah	Hooghly	Hooghly	YES	NO
41	Konnagar	Hooghly	Hooghly		NO
42	Rishra	Hooghly	Hooghly		NO
43	Serampore	Hooghly	Hooghly	YES	NO
44	Tarakeswar	Hooghly	Hooghly		NO
45	Uttarpara Kotrung	Hooghly	Hooghly	YES	YES

Report for the ULBs who are ready for inaugurate Roudra Bristi Outlet

Sl. No.	ULB	District	New District	CLC	Ready for Roudra Bristi
46	Howrah MC	Howrah	Howrah		NO
47	Uluberia	Howrah	Howrah	YES	NO
48	Dhupguri	Jalpaiguri	Jalpaiguri	YES	YES
49	Mal	Jalpaiguri	Jalpaiguri	YES	YES
50	Jalpaiguri	Jalpaiguri	Jalpaiguri	YES	NO
51	Kolkata	Kolkata	Kolkata		NO
52	English Bazar	Malda	Malda	YES	YES
53	Old Malda	Malda	Malda	YES	NO
54	Beldanga	Murshidabad	Murshidabad		YES
55	Berhampore	Murshidabad	Murshidabad	YES	NO
56	Dhulian	Murshidabad	Murshidabad		NO
57	Domkol	Murshidabad	Murshidabad		NO
58	Jangipur	Murshidabad	Murshidabad		NO
59	Jiaganj-Azimganj	Murshidabad	Murshidabad	YES	NO
60	Kandi	Murshidabad	Murshidabad		NO
61	Murshidabad	Murshidabad	Murshidabad	YES	NO
62	Birnagar	Nadia	Nadia	YES	NO
63	Chakdah	Nadia	Nadia	YES	YES
64	Cooper's Camp	Nadia	Nadia	YES	YES
65	Gayeshpur	Nadia	Nadia		NO
66	Haringhata	Nadia	Nadia		NO
67	Kalyani	Nadia	Nadia	YES	NO
68	Krishnanagar	Nadia	Nadia	YES	NO
69	Nabadwip	Nadia	Nadia	YES	YES
70	Ranaghat	Nadia	Nadia		YES
71	Santipur	Nadia	Nadia	YES	NO
72	Taherpur	Nadia	Nadia	YES	NO
73	Ashokenagar Kalyanagarh	North 24 Parganas	North 24 Parganas	YES	NO
74	Baranagar	North 24 Parganas	North 24 Parganas		NO
75	Barasat	North 24 Parganas	North 24 Parganas	YES	NO
76	Barrackpore	North 24 Parganas	North 24 Parganas	YES	NO
77	Basirhat	North 24 Parganas	North 24 Parganas	YES	NO
78	Bhatpara	North 24 Parganas	North 24 Parganas	YES	YES
79	Bidhannagar MC	North 24 Parganas	North 24 Parganas		NO
80	Bongaon	North 24 Parganas	North 24 Parganas	YES	YES
81	Dum Dum	North 24 Parganas	North 24 Parganas		NO
82	Habra	North 24 Parganas	North 24 Parganas	YES	YES
83	Halisahar	North 24 Parganas	North 24 Parganas	YES	NO
84	Kamarhati	North 24 Parganas	North 24 Parganas	YES	NO
85	Kanchrapara	North 24 Parganas	North 24 Parganas	YES	YES
86	Khardah	North 24 Parganas	North 24 Parganas		NO

Report for the ULBs who are ready for inaugurate Roudra Bristi Outlet

Sl. No.	ULB	District	New District	CLC	Ready for Roudra Bristi
87	Madhyamgram	North 24 Parganas	North 24 Parganas	YES	NO
88	Naihati	North 24 Parganas	North 24 Parganas	YES	YES
89	North Barrackpore	North 24 Parganas	North 24 Parganas	YES	NO
90	North Dum Dum	North 24 Parganas	North 24 Parganas	YES	YES
91	Panihati	North 24 Parganas	North 24 Parganas		NO
92	South Dum Dum	North 24 Parganas	North 24 Parganas		NO
93	Titagarh	North 24 Parganas	North 24 Parganas		NO
94	Baduria	North 24-Parganas	North 24-Parganas		NO
95	Garulia	North 24-Parganas	North 24-Parganas		NO
96	Gobardanga	North 24-Parganas	North 24-Parganas	YES	NO
97	New Barrackpur	North 24-Parganas	North 24-Parganas		NO
98	Taki	North 24-Parganas	North 24-Parganas		NO
99	Chandrakona	Paschim Medinipur	Paschim Medinipur		NO
100	Ghatal	Paschim Medinipur	Paschim Medinipur		NO
101	Jhargram	Paschim Medinipur	Jhargram		YES
102	Kharagpur	Paschim Medinipur	Paschim Medinipur	YES	YES
103	Kharar	Paschim Medinipur	Paschim Medinipur		NO
104	Khirpai	Paschim Medinipur	Paschim Medinipur		YES
105	Medinipur	Paschim Medinipur	Paschim Medinipur	YES	YES
106	Ramjibanpur	Paschim Medinipur	Paschim Medinipur		YES
107	Contai	Purba Medinipur	Purba Medinipur	YES	NO
108	Egra	Purba Medinipur	Purba Medinipur		NO
109	Haldia	Purba Medinipur	Purba Medinipur	YES	NO
110	Panskura	Purba Medinipur	Purba Medinipur		NO
111	Tamralipta	Purba Medinipur	Purba Medinipur	YES	NO
112	Jhalda	Purulia	Purulia		NO
113	Purulia	Purulia	Purulia	YES	YES
114	Raghunathpur	Purulia	Purulia		NO
115	Maheshtala	South 24 Parganas	South 24 Parganas	YES	NO
116	Rajpur Sonarpur	South 24 Parganas	South 24 Parganas	YES	NO
117	Baruipur	South 24-Parganas	South 24-Parganas		NO
118	Budge Budge	South 24-Parganas	South 24-Parganas		NO
119	Diamond Harbour	South 24-Parganas	South 24-Parganas		NO

Report for the ULBs who are ready for inaugurate Roudra Bristi Outlet

Sl. No.	ULB	District	New District	CLC	Ready for Roudra Bristi
120	Jainagar-Mazilpur	South 24-Parganas	South 24-Parganas	YES	NO
121	Pujali	South 24-Parganas	South 24-Parganas		NO
122	Dalkhola	Uttar Dinajpur	Uttar Dinajpur		NO
123	Islampur	Uttar Dinajpur	Uttar Dinajpur	YES	NO
124	Kaliaganj	Uttar Dinajpur	Uttar Dinajpur	YES	NO
125	Raiganj	Uttar Dinajpur	Uttar Dinajpur		NO

c. The failure by either party to enforce at any time any one or more of the terms and conditions of this Agreement shall not be deemed to be a waiver of the said terms and conditions and either party shall have the right at any time during the term of this Agreement to subsequently enforce all or any of the said terms and conditions

d. Any amendment or modification to this Agreement or any part thereof shall be made by an instrument in writing and executed by both the parties hereto.

e. This Agreement is the entire agreement between the Parties and supersedes all previous understanding, agreements, correspondences, etc. on this subject between the parties hereto, if any.

f. This Agreement shall be executed in two originals, one of which shall be kept by the First Party and the other by the Second Party.

IN WITNESS WHEREOF the parties hereto have set and subscribed their respective hands and seal on the day, month and year first hereinabove written.

SIGNED SEALED AND DELIVERED by the
within named FIRST PARTY in the presence
of:

WITNESS

(1)

(2)

SIGNED SEALED AND DELIVERED by the
within named SECOND PARTY in the
presence of:

WITNESS

(1)

(2)

- a. Either party shall give to other party immediate information of any change of address and/or contact numbers within 48 (forty eight) hours of any such changes.
- b. Any notice to be served by either party on the other, shall be send by Registered Post with Acknowledgement Due or through any recognized Courier Agency at the address mentioned in the Agreement of the respective party hereinabove and shall be deemed to have been received by the addressee within reasonable time of 7 (seven) days.

14. MISCELLANEOUS:

13. This Agreement shall be construed in accordance to the laws of India and all legal proceedings arising out of this Agreement shall be subjected to the exclusive jurisdiction of the Courts at Kolkata only.

12. In the event that a party to this Agreement is prevented from carrying out its obligations hereunder by acts of God or other circumstances strictly beyond its control, such as, for example, fire, flood, earthquake, riot, industry strikes, acts of governments, and so on, such party shall immediately notify the other party and both parties' obligations hereunder shall be suspended during the period that such act or circumstance precludes the carrying out of such party's obligations hereunder. However, if such act or circumstance should continue for more than 30 (thirty) continuous days, then the other party here to shall on and after the 30th (thirtieth) day, have the right to terminate this Agreement by notice to the party here to so affected by force majeure, without any liability to the other party hereunder in respect of such termination save as mentioned hereinabove.

11. The Second Party shall ensure that complete confidentiality should be maintained by the Second Party with regard to all information related to the First Party, its facility, business, assets, affairs, customers and employees and that neither the Second Party nor its employees will at any time divulge or make known to any third party any trust, accounts, matters or transactions whatsoever pertaining to the First Party and which may in any way come to their knowledge or attention, unless previously consented to in writing by the First Party. The Second Party hereby agrees and undertakes to strictly adhere to this Non-disclosure Contract with the First Party during the entire Term of this Agreement and thereafter.

10. The Second Party is bound by the conditions of this Agreement and also various rules, regulations, instruction and policies as conveyed to the Second Party in writing by the First Party from time to time. Any violation of such instructions shall render the Agreement to be terminated forthwith. The Second Party shall fully and effectively indemnify the First Party against all losses, including loss of profit, suffered by the First Party as a result of the Second Party's failure to abide by the terms of this Agreement.

e. The First Party may withdraw the permission for the usage of Intellectual Property Rights belonging to the First Party at any time during the subsistence of this agreement.

d. The Second Party will neither publish, nor cause to be published any advertisement or make any representations, oral or written, which might confuse, mislead or deceive the public which are detrimental to the trade name, goodwill or reputations of the First Party.

c. In the event of termination of agreement, the Second Party's right to use any intellectual property rights of the First Party shall cease immediately.

b. The Second Party shall not use the intellectual property rights of the First Party including the "Roudra Bristol" Logo and brand name without the prior written permission from the First Party.

a. The Second Party agrees that any Intellectual Property Rights including the sole and exclusive property of the First Party and cannot be used by the Second Party for any purpose which is not authorized by the First Party and shall always be used as per directions issued by the First Party from time to time.

9. INTELLECTUAL PROPERTY RIGHTS:

c. In case of any dispute or clarification, the decision of the First Party shall be final and binding on the Second Party.

b. The First Party will also instruct PDS distributor and Roudra Bristol supplier (at Khadya Bhavan) to make the products available to the Second Party.

8. Role of the First Party:
a. The First Party will act as a nodal authority for opening retail outlet under the brand name "Roudra Bristl" at least one in each municipal area.

o. The Second Party will form/ constitute a committee for monitoring the functioning of the said retail outlet and for giving suggestion for its improvement.

n. The Second Party will accept the value of the goods from the customer in cash/ credit card/ debit card at the cash counters of the outlet and handover to the customer a computer generated voucher/ receipt stating the details of the items sold and their respective price.

m. In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the First Party.

l. The Second Party will fix price all the items (except the items without any printed price/ MRP) as per approval of the First Party. The price list will have to be displayed in the outlet.

k. The Second Party will ensure that the items to be sold in the said retail outlet must possess the quality fitness certificate(s) of the competent authority/ies which is to be furnished by the Second Party to the First Party mentioning the respective batch number and other required particulars of the items. The Second Party shall ensure that all the edible items including edible oil to be sold from the said retail outlet must bear FSSAI mark/ AGMARK.

j. The Second Party will sell all State produce like rice, honey, ghee, tea, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of the First Party.

i. The Second Party will procure all the items directly from the manufacturers/ distributors at its own risk and cost and put the same in the shelves of the retail outlet for sale.

6. In consideration the Second Party will pay to the First Party Commission @ 0.25% (zero point two five percent) on the sale proceeds of all the products with both printed and non-printed price tag/ MRP.

The commission will be paid by the Second Party through electronic transfer/ NEFT at the beginning of each month on the sale proceeds of the products sold on the preceding month along with a comprehensive statement showing sale proceeds of the said products.

7. Duties and responsibilities of the Second Party:

a. The Second Party will act as the Business Associate of the First Party and shall provide the retail outlet free of rent and cost to the First Party.

b. The Second Party will renovate the said space in a suitable manner to convert it into an air conditioned plush retail outlet in consultation with the First Party.

c. The Second Party will provide necessary furniture, fixture, fittings, shelves and racks to run the retail outlet in consultation with the First Party.

d. The Second Party will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with the First Party, the suppliers and the customers in consultation with the First Party.

e. The Second Party will provide for maintenance (i.e. cleaning, sweeping etc) of the retail outlet in consultation with the First Party.

f. The Second Party will provide air conditioning and electrical fittings and will also provide sufficient illumination both inside and outside the retail outlet.

g. The Second Party will make necessary and adequate fire fighting arrangements in the said retail outlet.

h. The Second Party will arrange his own manpower to run the said retail outlet.

NOW THIS AGREEMENT WITNESSETH and it is hereby agreed by and between the parties hereto as follows:

- C. The First Party is desirous of joining hand with the Second Party for opening its retail outlet under the said Brand Name from the said Space
- D. The Second Party has agreed to join hand with the First Party as its business associate and has agreed to provide the said Space free of Rent to the First Party for establishment of the retail outlet of the First Party under the said Brand Name.
- E. The parties hereto have agreed to enter into this Agreement under the following terms and conditions.

1. This Agreement shall commence from _____ 2016 ("Effective Date") and shall extend for a period of _____ years ("Term") till _____

2. In case the performance of the Second Party is not found satisfactory to the First Party, the First Party may terminate this Agreement by giving _____ months notice in writing to the Second Party. The termination of this agreement shall not release the Second Party from the obligation to pay any sum which may then be owing to the First Party.

3. The Second Party shall run the said retail outlet as a business associate of the First Party for sell of grocery, stationery, cosmetics, toiletry items and State produce like rice, honey, tea etc.

4. The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc. shall be arranged and provided by the Second Party at its own cost in consultation with the First Party though the First Party shall not bear the cost of the same.

5. The Second Party shall have its own arrangements to run the said retail outlet and shall be liable to pay all relevant taxes and license fee etc. to the concerned authority/ies.

AGREEMENT FOR RETAIL OUTLET

THIS AGREEMENT is made on this the _____ day of _____, 2016 at Kolkata

BETWEEN

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LIMITED ("WBECSCCL"), a Government of West Bengal Undertaking having its registered Office at 11-A, Mirza Ghalib Street, Kolkata - 700 087, West Bengal and being represented by the Managing Director (hereinafter referred to as the "FIRST PARTY" and which expression shall, unless it be repugnant to the context or meaning thereof, be deemed to include his successors, executors and administrators and shall also include an Officer duly authorized by him) of the ONE PARTY;

AND

..... Municipal Corporation / Municipality an autonomous body having its registered office at West Bengal and being represented by the Municipal Commissioner / Chairman (hereinafter referred to as the "SECOND PARTY" and which term or expression shall unless excluded by or repugnant to the subject or context deem to mean and include its successors in office, executors, administrators and/or assigns and shall also include an Officer duly authorized by him) of the OTHER PARTY;

WHEREAS:

A. The First Party is running its retail outlet at Kolkata for trading of grocery, stationery, cosmetics, toiletry items and state produce like rice, honey, tea etc. under its brand name "ROUDRA BRIST" ("said Brand Name").

B. The Second Party is the sole and absolute owner of the space admeasuring about _____ Sq. ft with Marble/ Mosaic Tiles situated on the Ground Floor of the building situated at _____ ("said Space").

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450



(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087



Date: 10/04/2017
J.B. (50)

SMM- SN & ID
21/4/17

Ref. No. ECSC/RB/2017/471

To,
The Municipal Commissioner,
Bidhannagar Municipal Corporation
Poura Bhawan, FD-415A, Sector III, Salt Lake City
Kolkata-700106

Sub: Execution of agreement.

Sir,
This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 15th March' 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration within first week of May' 2017.

Thanking you

Yours faithfully,
Managing Director

Date:

No. ECSC/RB/2017/

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA), ILGUS BHAVAN,H-C Block, Sector -III, Bidhannagar, Kolkata-700106, West Bengal.
5. Joint Secretary, Municipal Affairs Deptt, Govt. of West Bengal

Managing Director

[Handwritten Signature]

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450



To
The Chairman,

- 1) Krishnanagar Municipality 2) Madhyamgram Municipality 3) Hooghly Chinsurah Municipality 4) Haldia Municipality 5) Bhatpara Municipality 6) Serampore Municipality 7) Tamluk Municipality 8) Allpurduar Municipality 9) Englishbazar Municipality 10) Kalyani Municipality 11) Barasat Municipality 12) Barrackpore Municipality 13) Basirhat Municipality 14) North Dum Dum Municipality 15) Medinipur Municipality 16) Naihati Municipality 17) North Barrackpore Municipality 18) Bankura Municipality 19) Asansole Municipality 20) Uluberia Municipality 21) Behrampore Municipality 22) Nabadwip Municipality 23) Kamrhati Municipality 24) Kharagpur Municipality 25) Purulia Municipality 26) Uttarpara Kotrung Municipality 27) Bongaon Municipality 28) Balurhat Municipality 29) Jajpur Municipality

Subject: Meeting regarding opening of "Roudrabristi" Retail Outlet in Municipalities
Ref: Memo No: SUDA-235/2016/1884, Dated: 11/11/16 of Director, SUDA

Sir,

A meeting regarding opening of Retail Outlet Roudrabristi in your Municipality area is scheduled to be held on 17th May, 2017 at 2.30 pm in the Conference Hall of Food & Supply Department (Block-B, 5th Floor).
You are requested to remain present in the said meeting on scheduled date and time.

Yours faithfully,

Managing Director

Managing Director

Copy forwarded for information with a request to attend the meeting:-

1) The Director, State Urban Development Agency (SUDA), IILGUS BHAVAN, HC BLOCK, SECTOR -

III, BIDHANNAGAR, KOLKATA-700106, WEST BENGAL.

2) The Chief General Manager, WBECSC LTD

3) The Joint Secretary, Municipal Affairs Deptt. Govt. of W.B.

4) The General Manager, ROUDRABRISTI.

5) PS to Hon'ble MIC, F&S Deptt.

6) PA to Principal Secretary and Food Commissioner, F&S Deptt.

7) PA to Managing Director, WBECSC LTD.

Ref. No. ECSC/RF/2017/488

Date:

Date: 04-05-2017

Ref. No. ECSC/RF/2017/488

GUIDELINES REGARDING ESTABLISHMENT OF MODEL RETAIL OUTLET (ROUDRA BRISTI).

- 1) Respective Municipality/Municipal Corporation has to provide rent free space in the Municipal area for establishments of retail outlet. The outlet will be on the ground floor having approximate area of 700-1000 sq.ft preferably with marble or mosaic tiles.
- 2) The retail outlet will be run by respective Municipality/Municipal Corporation as business associate for trading of grocery, stationery, cosmetics, toiletry items and state produced like rice, honey, tea etc.
- 3) The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc will have to be provided by the respective Municipality/Municipal Corporation **at their own cost.** (Details are given below under the head Responsibility of the respective Municipality/Municipal Corporation)
- 4) Municipality/Municipal Corporation will have its own arrangement to run the outlet and liable to pay all sorts of relevant taxes and license fee etc.
- 5) Municipality/Municipal Corporation will execute an agreement with WBECSC Ltd for at least 3 – 5 years to run the retail outlet in the name of Roudra Bristi.
- 6) Municipality/Municipal Corporation will have to pay commission to WBECSC Ltd as stated below :

For products with both printed & non-printed price/ MRP: - A total commission of 0.25% on the sale proceeds is to be paid to WBECSC Ltd by each Municipality/Municipal Corporation. The commission is to be paid at the beginning of each month on the sale proceeds of the preceding month under a comprehensive statement of such products sold through NEFT.

Responsibility of selected Municipality/Municipal Corporation as business Associate:-

- 1) The rent free space of the outlet will be provided by the Municipality/Municipal Corporation free of cost.
- 2) Business associate will have to renovate the offered space in a suitable manner to convert it into an air conditioned plush outlet.
- 3) It will provide necessary furniture fixture, shelves and racks to run the outlet.
- 4) It will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with suppliers and WBECSC etc.
- 5) It will provide for maintenance (i.e. cleaning, sweeping etc) of the outlet.
- 6) It will provide air conditioning & electrical fittings.
- 7) It will provide illumination sufficiency inside and outside the outlet.
- 8) It will make necessary and adequate fire fighting arrangements in the outlet.

9) It will procure all the items from the manufacture/distributor at its own risk and cost and put the items in the shelves of the outlet for sale.

10) It will sell all state produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of WBECSC Ltd.

11) It will ensure that items to be sold in the outlet must possess the quality fitness certificate (s) of the competent authority which is to be furnished by the associate to WBECSCCL mentioning the batch number and other required particulars of the items. The associate is to ensure that edible oil to be sold must bear FSSAI mark/AGMARK.

12) It will price all the items (except the items without any printed price/MRP) as per approval of WBECSCCL. The price list is to be displayed in the outlet.

13) In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the municipal authority / WBECSC Ltd.

14) It will accept the value of the goods from the customer in cash/credit card/ debit card at the cash counters of the outlet and hand over to the customer a computer generated voucher stating the details of the items sold and its price.

15) A committee under the leadership of the concerned Municipality/ Municipal Corporation may be constituted who will monitor the functioning of the outlet & put suggestions for improvement.

Role of WBECSC Ltd.:-

- 1) WBECSC Ltd. will act as a nodal authority for opening retail outlet (Roudra Bristi) at least one in each municipal area.
- 2) WBECSC Ltd. may also instruct PDS distributor & Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the associate.
- 3) In case of any dispute or clarification, the decision of the WBECSC Ltd. will be final & binding on the business associate.

Managing Director.
WBECSC Ltd.

WELCOME TO THE RETAIL OUTLET ROUDRABRISTI AT ITS FLAGSHIP STORE AT KHADYA BHAVAN COMPLEX, 11A, MIRZA GHALIB STREET, KOLKATA- 700087. THE OUTLET IS RUNNING SUCCESSFULLY FROM FEBRUARY 2014. IT'S A UNIQUE FAIR PRICE SHOP WITH ALL REASONABLY PRICED PRODUCTS BOTH GOVERNMENT AS WELL AS BRANDED. GIVEN THE OVERWHELMING DEMAND AND RESPONSE OF CONSUMERS, EFFORTS ARE BEING TAKEN TO OPEN SIMILAR RETAIL OUTLETS IN SUB-DIVISIONAL AND DISTRICT LEVELS. DETAILED INFORMATION IN THIS REGARD MAY BE COLLECTED FROM WBECSC LTD. HEADQUARTERS.



Sl. No.	Name of the Product
RICE	
1	Banskathi
2	Chamarmoni
3	Gobinda Bhog
4	Minikit
5	Tulaipanji (Coming soon)
6	Dudheswar (Coming soon)
PULSES	
7	Moong Dal
8	Masoor Dal
9	Arhar Dal (Coming soon)
10	Kalai Dal (Coming soon)
11	Motor Dal (Coming soon)
EDIBLE OIL	
12	SATHI SOYABEAN OIL 1 LTR. POUCH
13	SATHI RICE BRAN OIL 1 LTR POUCH
14	SATHI MUSTARD OIL 1 LTR POUCH
15	SATHI SUNFLOWER OIL 1 LTR POUCH
16	DOCTORS CHOICE 1 LTR POUCH
17	KMP BLENDED MUSTARD OIL ILTR. POUCH
18	KMP HEALTH GUARD ORYZANOL MUST. OIL 1 LTR.
19	KMP REPLACER REFINED 1 LTR. POUCH
20	KMP Kacchi Ghani Mustard Oil 1 Ltr. Pouch

SL. No.	Name of the Product
SALT	
21	Lababya Salt (1 kg)- Govt. of WB product
SUGAR	
22	Fine quality Sugar 1 Kilo sealed Pack
SPICES	
23	Sunrise haldi 100 gm
24	Sunrise Lanka 50 gm
25	Sunrise Jeera 50 gm
26	Sunrise Dhania 50 gm
27	Cookme Haldi 50 gm
28	Cookme Haldi 100 gm
29	Cookme Lanka 50 gm
30	Cookme Jeera 50 gm
31	Cookme Dhania 50 gm
32	J.K.JEERA WHOLE 100GM
33	J.K.JEERA WHOLE 50 GM
34	J.K.SOUFF 100GM
35	J.K.SOUFF 50 GM
36	J.K.JOWAN 50 GM
37	J.K.POPPY SEED POSTO 100 GM
38	J.K.POPPY SEED POSTO 50 GM
39	J.K.METHI 100 GM
40	J.K.DHANIA WHOLE 100 GM

41	J.K.SORSO RED 100GM
42	J.K.ISAB GOL BHUSI BOX 100 GM
43	J.K.KALA JEERA 100 GM
44	J.K.KALA JEERA 50 GM
45	J.K.BLACK PEPPER WHOLE 100 GM
46	J.K.BLACK PEPPER WHOLE 50 GM
47	J.K.PANCH FORAN 100 GM
48	J.K.PANCH FORAN 50 GM
49	J.K.HING 40 GM
50	J.K.HING 20 GM
51	J.K.HING 10 GM
52	J.K.HING POWDER 8 GM
53	J.K.HING POWDER 25 GM
54	J.K.HALDI POWDER 500 GM
55	J.K.HALDI POWDER 250 GM
56	J.K.HALDI POWDER 100 GM
57	J.K.HALDI POWDER 50 GM
58	J.K.RED CHILLI POWDER 100 GM
59	J.K.RED CHILLI POWDER 50 GM
60	J.K.KASMIRI LAL MIRCH 50 GM
61	J.K.DHANIA POWDER 100 GM
62	J.K.DHANIA POWDER 50 GM
63	J.K.JEERA POWDER 100GM
64	J.K.JEERA POWDER 50 GM
65	J.K.AMCHUR POWDER 100 GM
66	J.K.AMCHUR POWDER 50 GM
67	J.K.BLACK PEPPER POWDER 50 GM
68	J.K.SUBJI MASALA POWDER 50 GM
69	J.K.CHAT MASALA 100 GM
70	J.K.CHAT MASALA 50 GM
71	J.K.KACHURI METHI 25 GM
72	J.K.MUSTARD POWDER 100 GM
73	J.K.MUSTARD POWDER 50 GM
74	J.K.GARAM MASALA 4 GM

Sl. No.	Name of the Product
TEA	
75	Dinesh Vyapaar Nilima tea 50 gm
76	Balason Shera tea 50 gm
77	Balason Shera tea 100 gm
78	Tosh's zabardast chai 50 gm
79	Tosh's zabardast chai 100 gm
80	Tosh's CTC Tea green Label 1 kg.
81	Tosh's Red Label-Darjeeling Leaf 250 gm
82	Tosh's Red Label-Darjeeling Leaf 100 gm
83	Tosh's Special Classic Finest Black Tea 200 gm
84	Tosh's Green Tea Ecstasy-Tea Bag 50 gm
85	Tosh's Shifu Green Tea 100 gm
86	Tosh's Shifu Green Tea with Lemon Peels 100 gm
87	Tosh's Shifu Green Tea with Tulsi 100 gm
88	WBFD Arjun Tea 100 GM
BISCUITS	
89	BOURBON CR. (120 GM)
90	BUTTER BISCOTTI(250 GM)
91	BUTTER COOKIES(150 gm)
92	CASHEW COOKIES(150 GM)
93	CHEESE CREAM(150 gm)
94	CREAM CR.S./F(250gm)
95	CREAM CR.S/F MASALA(250gm)
96	CRISPY CREAM CRACKER(250 gm)
97	DIGESTIVE (200 gm)
98	GOOGLY(200gm)
99	JUST GINGER (200gm)
100	MARIE(100gm)

101	MARIE (300 GM)
102	NICE (150 GM)
103	RUSTIT CAKE (ATC) (75GM)
104	SNACKIES(80 GM)
105	THE TOP (250gm)
106	TOP GOLD (200 GM)
107	HONEY RAISIN (100 GM)
108	YOURS MARIE 400 GM
109	YOURS MARIE 300 GM
110	YOURS BUTTER SWEETS 200 GM
111	YOURS MILK SWEETS 100 GM
112	YOURS SNACKIES SALTY 100 GM
113	YOURS KRAZY CRACKIES 100 GM
114	YOURS TOP 200 GM
115	YOURS CREAM CRACKER 250 GM
116	YOURS CHEESER JAR 150 GM
117	YOURS CHOCO TREAT 100 GM
118	YOURS ORANGE TREAT 100 GM
119	YOURS LEMON TREAT 100
120	ITC COOKIES SPECIAL CASHEW
121	ITC COOKIES SPECIAL CHOCO
122	ITC PREMIUM BOURBON
123	ITC PREMIUM BOURBON 20
124	ITC COOKIES KAJU BADAM
125	ITC COOKIES DELICIOUS 30
126	ITC COOKIES FARMLITE 25
127	ITC COOKIES FARMLITE 50
128	ITC DF CHOCO FILLS LUXURIA
129	ITC CRACKER SALTED
130	ITC SUNFEAST MARIE (300 gm)
131	ITC FARMLITE O&A 150 gm
132	ITC FARMLITE O&A 75 gm
133	ITC DF CHOCO 100 gm
134	ITC DF CHOCO FILLS 75 gm

Sl. No.	Name of the Product
OTHER GROCERIES	
135	Pluto masala papad 200 gm
136	WBFDC MOUBAN HONEY 250 GM
137	WBFDC MOUBAN HONEY 500 GM
138	Amrit Brand Apiary Honey 250 GM
139	Amrit Brand Apiary Honey 500 GM
140	WBFDC Guddmar Churna 100 GM
141	WBFDC Kalmegh Churna 100 GM
142	WBFDC Chirata Churna 100 GM
143	J.K. SAYA BUDDY 500 GM
144	J.K. SAYA BUDDY 100 GM
145	J.K. SAYA BUDDY BOX 200 GM
146	J.K. SABU DANA BIG 500 GM
147	J.K. SABUDANA BIG 250 GM
148	J.K. SABUDANA SMALL 250 GM
149	SURJI MUTTON MASALA 10GM
150	SURJI FISH JHOL MASALA 10 GM
151	SURJI FISH JHAL MASALA 10 GM
152	SURJI DALNA MASALA 10 GM
153	SURJI SHUKTO MASALA 10 GM
154	SURJI FISH MALAICURRY 10 GM
155	SURJI READY 2 EAT PAYESH 250 GM
156	SURJI READY TO EAT PULAO 250 GM
157	SURJI MANGO PICKLE IN OIL 200
158	SURJI MANGO SWEET CHUTNEY 200 GM
159	Gobinda Bhog Rice (Raw)
160	ITC GULAB JAMUN MIX

Sl. No.	Name of the Product
161	ITC DAL MAKHNI
162	ITC MUTTER PANEER
163	ITC PASTA CHEESE
164	ITC PASTA MASALA
165	ITC PASTA SOUR CREAM ONION
166	ITC CHIPS INTL CREAM ONION
167	ITC CHIPS SPICY MASALA REMIX
168	ITC COOKIES SPECIAL BUTTER
169	ITC NOODLES MAGIC MASALA
170	SURJI MANGO KASHUNDI 200GM
171	Baidyanath Kasundi (200 gm)
172	Baidyanath Isabguli (100 gm)
173	Baidyanath Triphala Churan (120 gm)
174	Baidyanath Kabzhar (100 gm)
175	Baidyanath Alovera Juice (1 ltr)
176	ITC CHIPS SALTED
177	ITC TANGLES MASALA NAMKEEN
178	ITC TANGLES TOMATO NAMKEEN
179	BAIDYANAH GHEE 100 ML
180	BAIDYANATH GHEE 200 GM
181	BAIDYANATH GHEE 450 GM
182	BAIDYANATH AAMPANNA 600 ML
183	BAIDYANATH GLUCOSE D 100 GM
184	BAIDYANATH GLUCOSE D 200 GM
185	BAIDYANATH GLUCOSE D 500GM
186	Pluto Matri Chanachur (100 gm)

Sl. No.	Name of the Product
SOAPS, DETERGENTS AND DISINFECTANTS	
187	Baidyanath Neem Guard Haldi Chandan Soap (75 gm)
188	KARNATAKA MYSORE SANDEL SOAP(125 GM)
189	KARNATAKA SANDEL JASMINE ROSE(450 GM)
190	KARNATAKA MYSORE CARBOLIC SOAP(150GM))
191	Karnataka mysore rose bath soap 65 gm
192	Karnataka mysore carboic bath soap 100 gm
193	Karnataka sandle bath soap 75 gm
194	Standard Rani toilet soap 75 gm
195	Himalaya Luvlink toilet soap 75 gm
196	Sagor industries monark toilet soap 75 gm
197	KARNATAKA MYSORE SANDEL GOLD (125 GM)
198	KARNATAKA GIFT PACK (6 IN 1)
199	KARNATAKA SANDAL BATH TABLET 150 GM
200	Websti detergent 500 gm
201	Himalaya Golden light laundry soap 200 gm
202	Standard Golden light laundry soap 200 gm
203	Sagor detergent Sopa laundry soap 200gm
204	Sagor industries essential dish washing bar 200gm
205	Gently Softy Hand Wash (250 ml)
206	Sulekha Comphora - (250ml),
207	Sulekha Comphora - (500ml),
208	Sulekha Pynora - (500 ml)
209	Sulekha Naphthalene pkt (100 gm)
210	Sulekha Bleaching Powder (500 gm)

Sl. No.	Name of the Product
211	Sulekha Easy Kline (250 ml)
212	WBPPDC Kalyani Phyto Fresh Phenyl (500 ml)
213	WBPPDC Kalyani Phyto Clean Phenyl (500 ml)
214	WBPPDC Kalyani Black Phenyl (450 ml)
215	KARNATAKA MYSORE DETERGENT CAKE (125 GM)
216	KARNATAKA MYSORE DETERGENT POWDER (1KG)
217	KARNAKA MYSORE DETERGENT CAKE 200 GM
218	KARNATAKA SANDAL CLASSIC GLYCERIN 75GM
219	Victory Dish Wash (700 gm)
220	Victory Dish Wash (400)
221	Victory Dish Wash (200 gm)
222	Karnataka Detergent Cake 150 gm
223	SULEKHA GENTLE SOFTY LEQUID SOAP
STATIONERIES	
224	T. K. Trading doier exercise book 80 pgs.premium
225	T. K. Trading doier exercise book 144 pgs.
226	Sulekha Handy Gum
227	Sulekha D.F.Pen (Pkt of 10 pcs)
228	Sulekha F. Pen Ink R.B. (60 ml)
229	Sulekha Score Line pencil -(Pkt of 10 pcs)
230	Sulekha Soft Eraser (Pkt of 20 pcs)
231	Sulekha 6" Plastic Foot Rular (20 pcs)
232	Sulekha 12" Plastic Foot Rular (10 pcs)
233	Sulekha R. Blue Ink (60 ml)
234	Sulekha Ex. Black Ink (60 ml)

Sl. No.	Name of the Product
235	Sulekha Sketch Pen (12 pcs)
236	ITC SATHI NOTEBOOKS 231001RQ
237	ITC SATHI NOTEBOOKS 2331009QQ
238	ITC SATHI NOTEBOOKS 2331035NP
239	ITC SATHI NOTEBOOKS 2331057
240	ITC SATHI NOTEBOOKS 2331076
241	ITC SATHI NOTEBOOKS 2331078
242	ITC CL OCTO PEN (BLUE) 8903183183300931
243	ITC CL OCTO PEN (BLUE) 8903183300092
244	ITC CL HB PENCIL 8903183200019
245	ITC CL SCALE (15 CM) 8903183100265
246	ITC CL WAX CRAYON (105 BOX)
247	ITC CL SHARPNER 8903183100234
248	ITC CLASSMATE OCTANE BK
249	ITC CLASSMATE VICTOR GEOMETRY BOX
250	ITC SATHI UNRULED NOTEBOOKS 02331058QQ
251	ITC SATHI UNRULED NOTEBOOKS 2331077

Sl. No.	Name of the Product
INCENSE & DHOOP	
252	Uma Cottage Aradhana Incense Stick (18 sticks)
253	Karnataka Sandal Agarbathi(Hexa) (20gm)
254	Karnataka Sandal Agarbathi(regular)9(20gm)
255	Karnataka Sandal Agarbathi(Pre)9(20gm)
256	Karnataka MV (100gm)
257	Karnataka Sandal Dhoop(25gm)
258	KARNATAKA ROSE AGBTI (RECT) 9
259	KARNATAKA JASMINE DELUXE AGBT
260	KARNATAKA MYSORE GOLD AGARBATI 25 STK
261	KARNATAKA JASMINE DELUXE AGBT 60GM
262	KARNATAKA NAGCHAMPA AGBT.40
263	RKM Mayer Ashirbad (50 Sticks)
264	RKM Mayer Ashirbad (25 Sticks)
265	RKM Ma Ganga (50 Sticks)
266	RKM Ma Ganga (25 Sticks)
267	RKM Puja (50 Sticks)
268	RKM Puja (25 Sticks)
269	RKM Tulsi (50 Sticks)
270	RKM Tulsi (25 Sticks)
271	RKM Sandal Wood (50 Sticks)
272	RKM Sandal Wood (25 Sticks)

Sl. No.	Name of the Product
MISCELLANEOUS	
273	Vishnu Shakti Match Box (10 pcs)
274	SHAKTI BRAND MATCH BOX
275	Karnataka mysore talcum powder(100gm)
276	Karnataka Mysore Talcum powder (300gm)
277	KARNATAKA COCONUT OIL 200ML
278	BAIDYANATH LAL MANJAN 100
279	BAIDYANATH LAL MANJAN 200 GM
280	BAIDYANATH FACEWASH 100 ML
281	BAIDYANATH SHAMPOO 100 ML
282	BAIDYANATH SKINCARE GEL 100 GM

সূভা

রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

‘হুগলিগাঙ্গা জবান’, এইচ-পি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA-235/2016/1884

তারিখ 11.2016

From : Director, SUDA &
Mission Director, WBSULM

To : Mayor,
..... Municipal Corporation

Chairperson,
..... Municipality

Sub : Opening of Fair Price Retail Outlets (Roudra Bristi) at least in each Municipality
throughout West Bengal.

Sir,

This is to inform you that Municipal Affairs Dept. and Food & Supply Dept. have taken joint initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipality throughout West Bengal for sale of essential and other commodities of local as well as branded companies at reasonable price to common people.

In view of above initiative following decisions has been taken by Municipal Affairs Dept.

- 1) ULBs will provide rent free 700-1000 sq. ft marble/mosaic space for establishing each outlet.

6) Retail outlet (Roudra Bristi) may be tied up with City Livelihood Centre (CLC) running/ will be run under NULM on the same premises or suitable premises outside CLC as to be arranged by the ULBs.

7) Presently there are 29 no of CLC running and 33 proposals under preparatory stage in our state. In first phase All such 62 ULBs to arrange for space for Roudra Bristi. (List enclosed) However any ULB interested in establishing such outlet may send their willingness to us.

8) Estimate for all sorts of infrastructure to be arranged within the available space by WBECSC Ltd. and will be communicated by SUDA.

ULB to arrange the outlet as per estimate receivable from WBECSC Ltd.

9) Fund for infrastructure arrangement will as in point no 3,4,8 etc. be utilized from available Development Fund available at ULB end.

10) Roudra Bristi (the outlet) will run under direct control of City Livelihood Centre and its Management committee.


11) Other than the products receivable from WBECSC Ltd. the outlet may arrange to sale local SHG products and other products produced/sold by any other Dept/Corporation/Organization of Govt of West Bengal (like Sufal Bangla, Tantuja, Manjusha, Animal Husbandry, Fishery etc. if they propose so)

12) All the organization including WBECSC Ltd will supply their products directly to such outlet by themselves or by their registered suppliers. MA Dept. or any of its organization will not take any part in regular demand and supply process of products.

13) Required manpower to run the outlet will be arranged by ULB directly or through the organization running the City Livelihoods Centre. Initially we may start with two full time manpower one for billing purpose and other for support to customer. Manager CLC may supervise the outlet.

All ULBs are requested to arrange for space and other formalities as mentioned in above points within one month so that good no of such outlets could be made operational during this financial year.

Yours faithfully


11/11/2016
Director, SUDA
&
Mission Director, WBSULM

No: SUDA-235/2016 /1889/1 (2)

Date : .11.2016

Copy to :-

- i) PS to Hon'ble MIC to MA & UD Deptt. for kind perusal of Hon'ble MIC
- ii) PA to Secretary to MA Deptt. for kind perusal of Secretary

Receipt Copy

রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

“ইলগাস ভবন”, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ

“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

SUDA-235/2016/ 1883

11.11.2016

ক্রমিক নং

তারিখ

From : Director, SUDA &
Mission Director, WBSULM

To : The Managing Director,
West Bengal Essential Commodities Supply Corporation Ltd.
11-A, Mirza Habib Street
Kolkata – 700 087

Subject : Regarding opening of Fair price retail outlet (Roudra Bristi) in Municipal Area.
Ref :- Your letter dt. 19.10.2016 to Secretary, Municipal Affairs Deptt.

Sir,

With reference to above this is to intimate that Municipal Affairs Department have accepted the offer of Food & Supplies Department regarding opening of a Fair price Retail outlets (Rodra Bristi) in different Municipal Areas abiding the following parameters :-

- (1) Retail outlets will operate under the establishment of City livelihood Centre with direct control from Urban Local Bodies.
- (2) WBECSE Ltd will provide the detail estimate for infrastructural modification to be made within the available space.
- (3) In addition to the products to be supplied through WBECSE Ltd. products from SHGs and other Govt. Deptt. or organization will be available at the outlet.
- (4) ULB will arrange the regular supply of products from WBECSE Ltd/ its registered organization directly. A modality to be prepared in this regard and payment of fund jointly.
- (5) Instead of paying 0.25% commission as sale proceeds commission to WBECSE Ltd will be made on profit sharing basis as to be agreed upon.
- (6) Urban Local Bodies on behalf of Municipal Affairs Department will arrange for space, infrastructure, manpower, maintenance, running and management of the outlets.
- (7) A meeting may be arranged by Food & Supplies Deptt. to finalize the modalities of Operation, Memorandum of Understanding and other issues for running & management of the outlets. So that final decision may be communicated to ULBs shortly.



Yours faithfully,

Director, SUDA

&

Mission Director, WBSULM

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/471



Date 10/04/2017

JD(SD)

To,
The Municipal Commissioner,
Bidhannagar Municipal Corporation
Poura Bhawan, FD-415A, Sector III, Salt Lake City
Kolkata-700106

SMM-SM & SD
Am
21/4/17

Sub: Execution of agreement.

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 15th March' 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration within first week of May' 2017.

Thanking you

Yours faithfully,

Managing Director

Date:

Encl.: As stated

No. ECSC/RB/2017/

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
5. Joint Secretary,Municipal Affairs Deptt ,Govt. of West Bengal

Managing Director

AGREEMENT FOR RETAIL OUTLET

THIS AGREEMENT is made on this the _____ day of _____, 2016
at Kolkata

BETWEEN

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LIMITED
("WBECSCCL"), a Government of West Bengal Undertaking having its registered
Office at 11-A, Mirza Ghalib Street, Kolkata - 700 087, West Bengal and being
represented by the Managing Director (hereinafter referred to as the "FIRST PARTY"
and which expression shall, unless it be repugnant to the context or meaning thereof,
be deemed to include his successors, executors and administrators and shall also
include an Officer duly authorized by him) of the ONE PART;

AND

..... Municipal Corporation /.....
Municipality an autonomous body having its registered office at
..... West Bengal and being represented by the Municipal
Commissioner / Chairman (hereinafter referred to as the "SECOND PARTY" and
which term or expression shall unless excluded by or repugnant to the subject or
context deem to mean and include its successors in office, executors, administrators
and/or assigns and shall also include an Officer duly authorized by him) of the
OTHER PART;

WHEREAS:

- A. The First Party is running its retail outlet at Kolkata for trading of grocery,
stationery, cosmetics, toiletry items and state produce like rice, honey, tea etc.
under its brand name "ROUDRA BRISTI" ("said Brand Name").
- B. The Second Party is the sole and absolute owner of the space admeasuring
about _____ Sq. ft with Marble/ Mosaic Tiles situated on the
Ground Floor of the building situated at _____ ("said
Space").

- 2
- C. The First Party is desirous of joining hand with the Second Party for opening its retail outlet under the said Brand Name from the said Space.
 - D. The Second Party has agreed to join hand with the First Party as its business associate and has agreed to provide the said Space free of Rent to the First Party for establishment of the retail outlet of the First Party under the said Brand Name.
 - E. The parties hereto have agreed to enter into this Agreement under the following terms and conditions.

NOW THIS AGREEMENT WITNESSETH and it is hereby agreed by and between the parties hereto as follows:

1. This Agreement shall commence from _____, 2016 ("Effective Date") and shall extend for a period of _____ years ("Term") till _____.
2. In case the performance of the Second Party is not found satisfactory to the First Party, the First Party may terminate this Agreement by giving _____ months notice in writing to the Second Party. The termination of this agreement shall not release the Second Party from the obligation to pay any sum which may then be owing to the First Party.
3. The Second Party shall run the said retail outlet as a business associate of the First Party for sell of grocery, stationery, cosmetics, toiletry items and State produce like rice, honey, tea etc.
4. The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc. shall be arranged and provided by the Second Party at its own cost in consultation with the First Party though the First Party shall not bear the cost of the same.
5. The Second Party shall have its own arrangements to run the said retail outlet and shall be liable to pay all relevant taxes and license fee etc. to the concerned authority/ies.

6. In consideration the Second Party will pay to the First Party Commission @ 0.25% (zero point two five percent) on the sale proceeds of all the products with both printed and non-printed price tag/ MRP.

The commission will be paid by the Second Party through electronic transfer/ NEFT at the beginning of each month on the sale proceeds of the products sold on the preceding month along with a comprehensive statement showing sale proceeds of the said products.

7. Duties and responsibilities of the Second Party:

- a. The Second Party will act as the Business Associate of the First Party and shall provide the retail outlet free of rent and cost to the First Party.
- b. The Second Party will renovate the said space in a suitable manner to convert it into an air conditioned plush retail outlet in consultation with the First Party.
- c. The Second Party will provide necessary furniture, fixture, fittings, shelves and racks to run the retail outlet in consultation with the First Party.
- d. The Second Party will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with the First Party, the suppliers and the customers in consultation with the First Party.
- e. The Second Party will provide for maintenance (i.e. cleaning, sweeping etc) of the retail outlet in consultation with the First Party.
- f. The Second Party will provide air conditioning and electrical fittings and will also provide sufficient illumination both inside and outside the retail outlet.
- g. The Second Party will make necessary and adequate fire fighting arrangements in the said retail outlet.
- h. The Second Party will arrange his own manpower to run the said retail outlet.

- i. The Second Party will procure all the items directly from the manufacturers/ distributors at its own risk and cost and put the same in the shelves of the retail outlet for sale
 - j. The Second Party will sell all State produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of the First Party.
 - k. The Second Party will ensure that the items to be sold in the said retail outlet must possess the quality fitness certificate(s) of the competent authority/ies which is to be furnished by the Second Party to the First Party mentioning the respective batch number and other required particulars of the items. The Second Party shall ensure that all the edible items including edible oil to be sold from the said retail outlet must bear FSSAI mark/ AGMARK.
 - l. The Second Party will fix price all the items (except the items without any printed price/ MRP) as per approval of the First Party. The price list will have to be displayed in the outlet.
 - m. In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the First Party.
 - n. The Second Party will accept the value of the goods from the customer in cash/ credit card/ debit card at the cash counters of the outlet and handover to the customer a computer generated voucher/ receipt stating the details of the items sold and their respective price.
 - o. The Second Party will form/ constitute a committee for monitoring the functioning of the said retail outlet and for giving suggestion for its improvement.
8. Role of the First Party:
- a. The First Party will act as a nodal authority for opening retail outlet under the brand name "Roudra Bristi" at least one in each municipal area.

- b. The First Party will also instruct PDS distributor and Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the Second Party.
- c. In case of any dispute or clarification, the decision of the First Party shall be final and binding on the Second Party.

9. INTELLECTUAL PROPERTY RIGHTS:

- a. The Second Party agrees that any Intellectual Property Rights including but not limited to Logos, Trade Names or Identifying Slogans which are the sole and exclusive property of the First Party and cannot be used by the Second Party for any purpose which is not authorized by the First Party and shall always be used as per directions issued by the First Party from time to time.
 - b. The Second Party shall not use the intellectual property rights of the First Party including the "Roudra Bristi" Logo and brand name without the prior written permission from the First Party.
 - c. In the event of termination of agreement, the Second Party's right to use any intellectual property rights of the First Party shall cease immediately.
 - d. The Second Party will neither publish, nor cause to be published any advertisement or make any representations, oral or written, which might confuse, mislead or deceive the public which are detrimental to the trade name, goodwill or reputations of the First Party.
 - e. The First Party may withdraw the permission for the usage of Intellectual Property Rights belonging to the First Party at any time during the subsistence of this agreement.
10. The Second Party is bound by the conditions of this Agreement and also various rules, regulations, instruction and policies as conveyed to the Second Party in writing by the First Party from time to time. Any violation of such instructions shall render the Agreement to be terminated forthwith. The Second Party shall fully and effectively indemnify the First Party against all losses, including loss of profit, suffered by the First Party as a result of the Second Party's failure to abide by the terms of this Agreement.

11. The Second Party shall ensure that complete confidentiality should be maintained by the Second Party with regard to all information related to the First Party, its facility, business, assets, affairs, customers and employees and that neither the Second Party nor its employees will at any time divulge or make known to any third party any trust, accounts, matters or transactions whatsoever pertaining to the First Party and which may in any way come to their knowledge or attention, unless previously consented to in writing by the First Party. The Second Party hereby agrees and undertakes to strictly adhere to this Non-disclosure Contract with the First Party during the entire Term of this Agreement and thereafter.
12. In the event that a party to this Agreement is prevented from carrying out its obligations hereunder by acts of God or other circumstances strictly beyond its control, such as, for example, fire, flood, earthquake, riot, industry strikes, acts of governments, and so on, such party shall immediately notify the other party and both parties' obligations hereunder shall be suspended during the period that such act or circumstance precludes the carrying out of such party's obligations hereunder. However, if such act or circumstance should continue for more than 30 (thirty) continuous days, then the other party hereto shall on and after the 30th (thirtieth) day, have the right to terminate this Agreement by notice to the party hereto so affected by force majeure, without any liability to the other party hereunder in respect of such termination save as mentioned hereinabove.
13. This Agreement shall be construed in accordance to the laws of India and all legal proceedings arising out of this Agreement shall be subjected to the exclusive jurisdiction of the Courts at Kolkata only.
14. **MISCELLANEOUS:**
 - a. Either party shall give to other party immediate information of any change of address and/or contact numbers within 48 (forty eight) hours of any such changes.
 - b. Any notice to be served by either party on the other, shall be send by Registered Post with Acknowledgement Due or through any recognized Courier Agency at the address mentioned in the Agreement of the respective party hereinabove and shall be deemed to have been received by the addressee within reasonable time of 7 (seven) days.

- 7
- c. The failure by either party to enforce at any time any one or more of the terms and conditions of this Agreement shall not be deemed to be a waiver of the said terms and conditions and either party shall have the right at any time during the term of this Agreement to subsequently enforce all or any of the said terms and conditions.
 - d. Any amendment or modification to this Agreement or any part thereof shall be made by an instrument in writing and executed by both the parties hereto.
 - e. This Agreement is the entire agreement between the Parties and supersedes all previous understanding, agreements, correspondences, etc. on this subject between the parties hereto, if any.
 - f. This Agreement shall be executed in two originals, one of which shall be kept by the First Party and the other by the Second Party.

IN WITNESS WHEREOF the parties hereto have set and subscriber their respective hands and seal on the day, month and year first hereinabove written.

SIGNED SEALED AND DELIVERED by the
within named **FIRST PARTY** in the presence
of:

WITNESS

(1)

(2)

SIGNED SEALED AND DELIVERED by the
within named **SECOND PARTY** in the
presence of:

WITNESS

(1)

(2)

সুদা

রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

"ইলগাস ভবন", এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
"ILGUS BHAVAN", H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA- 235/2016/2217

তারিখ 20.12.2016

From : Director, SUDA

To : Chief General Manager,
West Bengal Essential Commodities Supply Corporation Ltd.,
11A, Mirza Galib Street,
Kolkata - 700087.

Sub : Request for changing meeting schedule on Roudra Bristi

Ref. : Your No.ECSC/PDS/2014/1258/958 dt.19.12.2016

Dear Sir,

With reference to above, I am to request you that meeting on Roudra Bristi which was scheduled to be held at 3 PM on 23.12.2016 may be postponed at 3 PM on 22.12.2016 due to some urgent occupation of this office.

Shri Mrinal Kanti Rano, WBCS (Exe), Jt. Director, SUDA, who is looking after the issue on behalf of M.A.Deptt. will attend the meeting with facts and figures.

Yours faithfully,


Director, SUDA

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408



Director SULM <wbsulm@gmail.com>

Meeting regarding RB

1 message

Wed, Dec 21, 2016 at 1:01 PM

sumanta pchoudhuri <spchoudhuri@yahoo.com>

Reply-To: sumanta pchoudhuri <spchoudhuri@yahoo.com>

To: "wbsulm@gmail.com" <wbsulm@gmail.com>

Cc: "Mashir Alam Commissioner In the F&S Department - CGM WBECSC Ltd." <wbecsc.proc.cgm@gmail.com>, "General Manager (Procurement)" <gm.wbecsc.proc@gmail.com>, Arup Kumar Pati <mdecsc@gmail.com>

To

The Director

SUDA & Mission Director, WBSULM

Sir

With reference to our earlier letter (Memo no : ECSCC/PDS/2014/1258/958, Dated 19/12/16) I am directed to inform you that the scheduled meeting regarding opening of Fair Price Retail Outlet (Roudrabristi) will be held on 22/12/16 at 3 pm in the chamber of CGM, WBECSC LTD of Block-B, Khadyabhaban ,1st Floor.

You are requested to make it convenient to attend the aforesaid meeting on scheduled date and time.

Thanking you,

Sumanta Pal Choudhuri

Asst.General Manager

WBECSC LTD

11 A, Mirza Ghalib Street

KOL-700087



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/473



Date: 12/04/2017

JA (SA)

SMM - SM & PD
21/4/17

To,
The Chairman,
Tarapith Rampurhat Development Authority

Sub: Status of progress on opening of Retail Outlet(Roudrabristi)at Tarapith

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 28th February, 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration as early as possible.

Thanking you

Yours faithfully,

Managing Director

Date: 12/4/17

No. ECSC/RB/2017/ 473

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
5. Joint Secretary,Municipal Affairs Deptt ,Govt. of West Bengal.
6. The Chairman ,Rampurhat Municipality.

Managing Director



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/475



Date. 12/04/2017

JR (S)

To,
The Chairman,
Kanchrapara Municipality

Sub: Execution of agreement.

SMM-SM & ID
21/4/17

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 3rd March' 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration as early as possible.

Thanking you

Yours faithfully,

Managing Director

Date: 12/4/17

Encl.: As stated

No. ECSC/RB/2017/ 475

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
5. Joint Secretary,Municipal Affairs Deptt ,Govt. of West Bengal

Managing Director



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/474



Date. 12/04/2017

JD (SO)

SMM - SMD
21/4/17

To,
The Chairman,
Nabadwip Municipality

Sub: Execution of agreement.

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 6th March, 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration as early as possible.

Thanking you

Yours faithfully,

Managing Director

Date: 12/4/17

Encl.: As stated

No. ECSC/RB/2017/ 474

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA), ILGUS BHAVAN, H-C Block, Sector -III, Bidhannagar, Kolkata-700106, West Bengal.
5. Joint Secretary, Municipal Affairs Deptt, Govt. of West Bengal

Managing Director



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No. ECSC/RB/2017/470



Date 10/04/2017

JD (SD)

To,
The Chairman,
Rampurhat Municipality

Sub: Execution of agreement.

SMW - SM 2 PD
21/4/19

Sir,

This is for your kind information that a physical inspection regarding opening of Roudrabristi outlet in your place, has been already completed on 28th Feb' 2017 as per decision taken in a meeting held on 22nd Feb' 2017.

So, I am sending herewith a draft of agreement to be executed in between you as Business Associate and W.B.E.C.S.C. Ltd. on a stamp paper of Rs. 100/- for opening of Retail Outlet Roudrabristi.

Now, you are requested to apprise us the progress of interior decoration (furniture, fixture, rack, shelf etc.) and other arrangements including procurement of computer, installation of software for billing, arrangements of electricity, air condition machine etc. and fix up a date for inauguration within first week of May' 2017.

Thanking you

Yours faithfully,


Managing Director

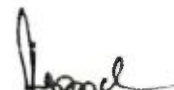
Encl.: As stated

No. ECSC/RB/2017/

Date:

Copy forwarded for kind information:

1. P.S. to MIC, F&S Deptt.
2. P.A. to Principal Secretary & Food Commissioner, F&S Deptt.
3. P.A. to M.D, W.B.E.C.S.C. Ltd.
4. Director of State Urban Development Agency(SUDA) ,ILGUS BHAVAN,H-C Block ,Sector -III,Bidhannagar,Kolkata-700106,West Bengal.
5. Joint Secretary,Municipal Affairs Deptt ,Govt. of West Bengal


Managing Director



284

**GOVERNMENT OF WEST BENGAL
PUBLIC WORKS DEPARTMENT
OFFICE OF THE CHIEF GOVT. ARCHITECT & EX-OFFICIO CHIEF ENGINEER, P.W.D., WEST BENGAL
BHABANI BHAWAN, (NEW BUILDING), 7TH FLOOR, 31/1 BELVEDERE ROAD, KOLKATA-700 027.
Email : cgapwdwb@gmail.com
TEL. - (033) 2448 - 5029
FAX. - (033) 2448 - 5028**

No. 776
Date 19/10/16

To
The Managing Director,
W.B.E.C.S.C. Ltd.,
11-A, Mirza Ghalib Street,
Kolkata-70087.

Director SUDA

8972
16 NOV 2016
State
no may more
to file
settis approve.
04/11

Sub : Proposed Model Design of "Roudrabristi" - a Retail Outlet.

Sub : His memo No. ECSC/ESH/RB/830 dt. 16.09.2016.

With reference to his memo under reference three sets of drawing bearing No. 6M-1202/1, 6M-1202/2 on the above mentioned project are being sent herewith for information and necessary action.

One set of the said drawing may kindly be returned to this office duly countersigned by the competent authority for further necessary action from this end.

Encl. : As stated.

WPS
**Chief Govt. Architect &
Ex-officio Chief Engineer,
P.W.D, Govt. of West Bengal.**

Memo no. 776./1.(2).....

Dated 19.10.16.....

Copy forwarded for information & necessary action to:

1. The Pncipal Secretary, P.W.D., Govt. of West Bengal.
2. The Chief Engineer(H.Q.), P.W.D., West Bengal with one set of above drawings.

*AGM(RB)
for use to put up
05/11/16*

WPS
**Chief Govt. Architect &
Ex-officio Chief Engineer,
P.W.D, Govt. of West Bengal.**



Director SULM <wbsulm@gmail.com>

Meeting regarding RB

sumanta pchoudhuri <spchoudhuri@yahoo.com>

Wed, Dec 21, 2016 at 1:01 PM

Reply-To: sumanta pchoudhuri <spchoudhuri@yahoo.com>

To: "wbsulm@gmail.com" <wbsulm@gmail.com>

Cc: "Mashir Alam Commissioner In the F&S Department - CGM WBECSC Ltd." <wbescsc.pro.cgm@gmail.com>, "General Manager (Procurement)" <gm.wbescsc.proc@gmail.com>, Arup Kumar Pati <mdecsc@gmail.com>

To
The Director
SUDA & Mission Director, WBSULM

Sir

With reference to our earlier letter (**Memo no : ECSC/PDS/2014/1258/958, Dated 19/12/16**) I am directed to inform you that the scheduled meeting regarding opening of Fair Price Retail Outlet (Roudrabristi) will be held on 22/12/16 at 3 pm in the chamber of **CGM, WBECSC LTD of Block-B ,Khadyabhaban ,1st Floor.**

You are requested to make it convenient to attend the aforesaid meeting on scheduled date and time.

Thanking you,
Sumanta Pal Choudhury
Asst.General Manager
WBECSC LTD
11 A, Mirza Ghalib Street
KOL-700087



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

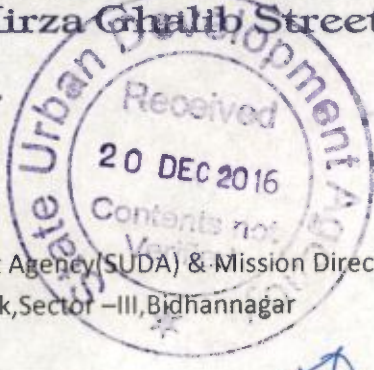
WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

Ref. No.....

Date.....

To
The Director
State Urban Development Agency (SUDA) & Mission Director, WBSULM
"ILGUS BHAVAN", H-C Block, Sector -III, Bidhannagar
Kolkata- 700106
West Belgal



*J.P. SUDA
Mukul Ranu*

Subject : Meeting Regarding opening of Fair Price Retail Outlet (Roudrabristi) in Municipal Area.

Ref: Your memo no SUDA -235/2016/1883 dt. 11/11/16

Dear Sir,

With reference to the subject matter above I am directed to inform you that a meeting is scheduled to be held on 23-12-16 at 3 pm on 1st Floor in the chamber of the undersigned to discuss and finalize the modalities of operation, Memorandum of Understanding and other issues for running & management of the above Retail Outlets .

You are requested to make it convenient to attend the aforesaid meeting on scheduled date and time.

Thanking you,

Yours faithfully

Sd/-

Chief General Manager

No. *Euse/PDS/2014/1258/958(3)*

Dt- *19/12/16*

Copy forwarded for kind information:-

- 1) The Secretary ,Municipal Affairs Department, Govt. of West Bengal.
Prasasan Bhavan ,Block-DD I, Sector I, Salt lake City ,Bidhannagar, Kolkata-700064
- 2) The General Manager, Roudrabristi ,WBECSC LTD
- 3) The Assistant General Manager, Roudrabristi, WBECSC LTD

MUR
19/12/16
Chief General Manager



রাজ্য নগর উন্নয়ন সংস্থা

SUDA

STATE URBAN DEVELOPMENT AGENCY

“ইলগাস ভবন”, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা-৭০০ ১০৬, পশ্চিমবঙ্গ
“ILGUS BHAVAN”, H-C Block, Sector - III, Bidhannagar, Kolkata - 700 106, West Bengal

ক্রমিক নং SUDA- 235/2016/2217

তারিখ 20.12.2016

From : Director, SUDA

To : Chief General Manager,
West Bengal Essential Commodities Supply Corporation Ltd.,
11A, Mirza Galib Street,
Kolkata - 700087.

Sub : Request for changing meeting schedule on Roudra Bristi

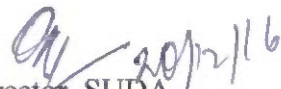
Ref. : Your No.ECSC/PDS/2014/1258/958 dt.19.12.2016

Dear Sir,

With reference to above, I am to request you that meeting on Roudra Bristi which was scheduled to be held at 3 PM on 23.12.2016 may be postponed at 3 PM on 22.12.2016 due to some urgent occupation of this office.

Shri Mrinal Kanti Rano, WBCS (Exe), Jt. Director, SUDA, who is looking after the issue on behalf of M.A.Deptt. will attend the meeting with facts and figures.

Yours faithfully,


Director, SUDA

দূরভাষ : ২৩৫৮ ৬৪০৩ / ৫৭৬৭, ফ্যাক্স : ২৩৫৮ ৫৮০০

Tel : 2358 6403/5767, Fax : 2358 5800, E-mail : wbsudadir@gmail.com

Account Section : 2358 6408

22/12/17
3:00 PM



PHONE : { 2252 6573, 0519
2252 6499, 1659
2252 4879, 6450

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)
11-A, Mirza Ghalib Street, Kolkata-700 087

70 (SA/Adn)

Ref. No. Essec/PDS/2014/1258/958

Date 19/12/16

To
The Director
State Urban Development Agency(SUDA) & Mission Director ,WBSULM
"ILGUS BHAVAN ", H-C Block, Sector -III, Bidhannagar
Kolkata- 700106
West Belgal



Subject : Meeting Regarding opening of Fair Price Retail Outlet (Roudrabristi) in Municipal Area.

Ref: Your memo no SUDA -235/2016/1883 dt. 11/11/16

Dear Sir,

With reference to the subject matter above I am directed to inform you that a meeting is scheduled to be held on 23-12-16 at 3 pm on 1st Floor in the chamber of the undersigned to discuss and finalize the modalities of operation, Memorandum of Understanding and other issues for running & management of the above Retail Outlets .

You are requested to make it convenient to attend the aforesaid meeting on scheduled date and time.

Thanking you,

Yours faithfully

MYP
19/12/16
Chief General Manager

No.

Dt-

Copy forwarded for kind information:-

- 1) The Secretary ,Municipal Affiars Department, Govt. of West Bengal.
Prasasan Bhavan ,Block-DD I, Sector I, Salt lake City ,Bidhannagar, Kolkata-700064
- 2) The General Manager, Roudrabristi ,WBECSC LTD
- 3) The Assistant General Manager, Roudrabristi, WBECSC LTD

Chief General Manager

TELEX : 0215863
GRAM : 'ESSENTIALS'
FAX : 2252-3849



PHONE :
(PBX)

2252-649
2252-487
2252-051
2252-645
2252-6191

WEST BENGAL ESSENTIAL COMMODITIES SUPPLY CORPORATION LTD.

(A GOVERNMENT OF WEST BENGAL UNDERTAKING)

11-A, Mirza Ghalib Street, Kolkata - 700 087

Memo No.

Dated :

To
The Secretary to the Govt. of West Bengal
Municipal Affairs Department
Prasasan Bhavan, Block DD 1, Sector 1,
Salt Lake City, Bidhannagar, Kolkata - 700064

Sub : Regarding opening of Fair Price Retail Outlets (Roudra Bristi)
at least one in each Municipal areas throughout West Bengal.

Sir,

This is to inform you that under the instruction of Hon'ble MIC, Food & Supplies Department, Govt. of West Bengal, West Bengal Essential Commodities Supply Corporation Ltd (WBECSCL) has taken an initiative for opening Fair Price Retail Outlets (Roudra Bristi) at least one in each Municipal areas throughout West Bengal in the year 2016-17 with a view to make available essential and other commodities of local as well as branded companies at reasonable price to the common people.

As a pilot project, one such retail outlet has already been opened within Khadya Bhavan Complex by WBECSCL and is running successfully.

Guidelines in this regard is being sent to you with a request to issue necessary directives to the respective Municipal authorities so that they can provide space for the aforesaid retail outlet and take necessary action to open the same at the earliest.

This is in reference to the discussion held in the chamber of Hon'ble MIC, Food & Supplies Department on 03.10.2016.

Yours faithfully,

Managing Director

Encl : As stated.

Memo No.

Dated :

Copy forwarded to :-

- 1) Joint Secretary, Municipal Affairs Dept. Govt. of W.B.
Prasasan Bhavan, Block DD 1, Sector 1, Salt Lake City,
Bidhannagar, Kolkata - 700064
- 2) PS to Hon'ble MIC, Food & Supplies Dept. Govt. of W.B.
- 3) PA to Principal Secretary, Food & Supplies Dept. Govt. of W.B.

Managing Director

GUIDELINES REGARDING ESTABLISHMENT OF MODEL RETAIL OUTLET(ROUDRA BRISTI)

- 1) Respective Municipality/Municipal Corporation has to provide rent free space in the Municipal area for establishments of retail outlet. The outlet will be on the ground floor having approximate area of 700-1000 sq.ft preferably with marble or mosaic tiles.
- 2) The retail outlet will be run by respective Municipality/Municipal Corporation as business associate for trading of grocery, stationery, cosmetics, toiletry items and state produced like rice, honey, tea etc.
- 3) The interior decoration of retail outlet (furniture fixture, rack, shelf etc) and other arrangements including electricity, air conditioned machine etc will have to be provided by the respective Municipality/Municipal Corporation **at their own cost.** (Details are given below under the head Responsibility of the respective Municipality/Municipal Corporation)
- 4) Municipality/Municipal Corporation will have its own arrangement to run the outlet and liable to pay all sorts of relevant taxes and license fee etc.
- 5) Municipality/Municipal Corporation will execute an agreement with WBECSC Ltd for at least 3 – 5 years to run the retail outlet in the name of Roudra Bristi.
- 6) Municipality/Municipal Corporation will have to pay commission to WBECSC Ltd as stated below :

For products with both printed & non-printed price/ MRP: - A total commission of 0.25% on the sale proceeds is to be paid to WBECSC Ltd by each Municipality/Municipal Corporation. The commission is to be paid at the beginning of each month on the sale proceeds of the preceding month under a comprehensive statement of such products sold through NEFT.

Responsibility of selected Municipality/Municipal Corporation as business Associate:-

- 1) The rent free space of the outlet will be provided by the Municipality/Municipal Corporation free of cost.
- 2) Business associate will have to renovate the offered space in a suitable manner to convert it into an air conditioned plush outlet.
- 3) It will provide necessary furniture fixture, shelves and racks to run the outlet.
- 4) It will arrange computer and internet facilities (with appropriate software) for recording and uploading of stock of items for billing, accounts and fast communication with suppliers and WBECSCCL etc.
- 5) It will provide for maintenance (i.e. cleaning, sweeping etc) of the outlet.
- 6) It will provide air conditioning & electrical fittings.
- 7) It will provide illumination sufficiency inside and outside the outlet.
- 8) It will make necessary and adequate fire fighting arrangements in the outlet.

- 9) It will procure all the items from the manufacture/distributor at its own risk and cost and put the items in the shelves of the outlet for sale.
- 10) It will sell all state produce like rice, honey, ghee, tea, handlooms etc. mandatorily in the outlet apart from edible oil, pulses, potato, onion, and other branded products. All items to be sold from the outlet are to be pre-approved by the Board of Directors of WBECSCL.
- 11) It will ensure that items to be sold in the outlet must possess the quality fitness certificate (s) of the competent authority which is to be furnished by the associate to WBECSCL mentioning the batch number and other required particulars of the items. The associate is to ensure that edible oil to be sold must bear FSSAI mark/AGMARK.
- 12) It will price all the items (except the items without any printed price/MRP) as per approval of WBECSCL. The price list is to be displayed in the outlet.
- 13) In case of sale of items without MRP, the price should be below the local market price. Final price in this regard will have to be fixed in negotiation with the municipal authority / WBECSCL Ltd.
- 14) It will accept the value of the goods from the customer in cash/credit card/ debit card at the cash counters of the outlet and hand over to the customer a computer generated voucher stating the details of the items sold and its price.
- 15) A committee under the leadership of the concerned Municipality/ Municipal Corporation may be constituted who will monitor the functioning of the outlet & put suggestions for improvement.

Role of WBECSCL Ltd. :-

- 1) WBECSCL Ltd. will act as a nodal authority for opening retail outlet (Roudra Bristi) at least one in each municipal area.
- 2) WBECSCL Ltd. may also instruct PDS distributor & Roudra Bristi supplier (at Khadya Bhavan) to make the products available to the associate.
- 3) In case of any dispute or clarification, the decision of the WBECSCL Ltd. will be final & binding on the business associate.


Managing Director.
WBECSCL Ltd.

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Managing Director.
WBECSC Ltd.

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Managing Director

A. List of Municipalities where City Livelihood Centre under National Urban livelihood Mission (NULM) has been started

	Municipality	District
1	Krishnagar Municipality	Nadia
2	Madhyamgram Municipality	N.24 PGS
3	HooglyChinsurah Municipality	Hoogly
4	Haldia Municipality	PurbaMedinipur
5	Bhatpara Municipality	N.24 PGS
6	Serampore Municipality	Hoogly
7	Tamralipta Municipality	PurbaMedinipur
8	Alipurduar Municipality	Alipurduar
9	Englishbazar Municipality	Malda
10	Kalyani Municipality	Nadia
11	Barasat Municipality	N.24 PGS
12	Barrackpore Municipality	N.24 PGS
13	Basirhat Municipality	N.24 PGS
14	North Dum Dum Municipality	N.24 PGS
15	Medinipur Municipality	Medinipur
16	Naihati Municipality	N.24 PGS
17	North Barrackpore Municipality	N.24 PGS
18	Bankura Municipality	Bankura
19	Asansole Municipality	Burdwan
20	Uluberia Municipality	Hawrah
21	Berhampore Municipality	Murshidabad
22	Nabadwip Municipality	Nadia
23	Kamarhati Municipality	N.24 PGS
24	Kharagpur Municipality	Paschim Medinipur
25	Purulia Municipality	Purulia
26	UttarparaKotrung Municipality	Hoogly
27	Bongaon Municipality	N.24 PGS
28	Balurghat Municipality	Daskhin Dinajpur
29	Jalpaiguri Municipality	Darjeeling

B. List of Municipalities where CLCs will be started shortly.

Sl No.	ULB Name	District
1	Burdwan	Burdwan
2	Birnagar	Nadia
3	Jiaganj- Azimganj	Murshidabad
4	Halisahar	N.24 Pgs
5	Mal	Jalpaiguri
6	Rajpur Sonarpur	S.24 PGS
7	Maheshtala	S.24 PGS
8	Suri	Birbhum
9	Santipur	Nadia
10	Chakdah	Nadia
11	Taherpur	Nadia
12	Murshidabad	Murshidabad
13	Kanchrapara	N.24 Pgs
14	Habra	N.24 Pgs
15	Gobordanga	N.24 Pgs
16	Ashokenagar-Kalyangarh	N.24 Pgs
17	Tufangange	Cooch Behar
18	Mathabhanga	Cooch Behar
19	Joynagar-Mozilapur	S.24 pgs
20	Sonamukhi	Bankura
21	Islampur	Uttar Dinajpur
22	Contai	Purba Medinipur
23	Siliguri	Dargeling

C. City Livelihood Centre will be started in rest of the municipalities of West Bengal.

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