

**K-12012(9)/8/2019-UPA-I-UD**  
 Government of India  
 Ministry of Housing & Urban Affairs  
 DAY-NULM Division

238-C, Nirman Bhawan  
 14 January, 2020

To

**The State Mission Directors, DAY-NULM  
 All States/UTs**

**Sub: On-boarding of SHG products on e-commerce platforms - reg.**

**Madam/Sir,**

I am directed to refer to D.O. dated January 06, 2020 on organising Shehri Samriddhi Utsav 2020. One of the key activities identified for the Utsav is on-boarding of high quality products of SHGs on e-Commerce portals with the objective to provide wider market access and enable income augmentation. In this regard, a MoU with one e-Portal has already been signed by the Ministry on behalf of the States to facilitate benefits and time bound support for such SHGs (*Copy Enclosed*). The MoU requires registration of a Seller following the prescribed process. The Sellers under this MoU refer to State Missions/Clusters/SHGs/ALFs/CLCs and must have a regular GST registration, PAN card and a dedicated bank account.

2. Under the MoU, the State Missions are required to undertake the following activities, as per the given timelines, to ensure on-boarding:

S.No.	Activity	Timeline
a.	Identifying the Center/warehouse and provide the pin-code details of the same to Ministry	Till January 25, 2020
b.	Identifying a Centre, preferably at the SULM office, arranging suitable insurance cover, placing a "nodal officer" to manage the operations of the centre & seller accounts, completing seller account registration on e-commerce portal(s), and Opening of a dedicated Seller-wise Bank Account	By January 25, 2020
c.	Identifying and profiling of SHGs producing commodities for sale on e-commerce portals as per the format circulated. Wherever necessary, cities must ensure that the items under food products category have FSSAI	By January 31, 2020

Receipt No : 961210/2020/NULM SEC(SUDA)

	certification, and all information required as per the primary packaging guidelines of FSSAI.	
d.	Obtaining a list of articles that are to be stored at the centre from each participating city/cluster	By February 10, 2020
e.	Organising Capacity building for each 'Cluster' in collaboration with the e-commerce portal(s)	Between January 1 February 15, 2020
f.	Ensuring imaging and cataloguing of the products, with the help of e-commerce portal(s) along with creation of inventory at the Centre	By February 25, 2020

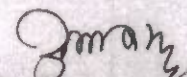
3. Further, State Missions are also required to oversee the functions of the nodal officer hired with respect to management of inventory, processing orders and releasing sale proceed to the individual producer SHGs after the sale of products in a timely manner & maintenance of records and accounts besides arranging insurance cover for the inventory stored at the Centre. States are also required to ensure that adequate IEC activities regarding the initiative and share high resolution photographs with the Ministry.

4. The Seller accounts on e-Portal will be credited with the payment as per the timeline, terms and policies of that e-portal. The State Missions shall ensure transfer of the due amount to the respective producer SHGs immediately.

5. The expenditure towards placing the Nodal Officer may be booked under the CB&T component until further instructions. A suitable mechanism would be advised to factor in operational costs into the product pricing, which would eventually take care of the expenditure towards Nodal officer, insurance and other incidental expenses.

Enclosed: As above.

Yours faithfully,



Y. S. Awana

Deputy Secretary to the Govt. of India

Tele: 2306 2329

**ISSUED**

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MoU) is entered on **30 day of December, 2019 at New Delhi**

### BETWEEN

**The Deendayal Antyodaya Yojana - National Urban Livelihoods Mission ("Mission")** of the Ministry of Housing & Urban Affairs, Government of India (herein after referred to as "**DAY-NULM**"), represented by Shri Sanjay Kumar, Joint Secretary

### AND

**Flipkart Internet Pvt. Ltd.**(herein after referred to as "**Flipkart**") incorporated under the Companies Act, 1956 represented by Shri Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, and having its registered office at Buildings Alyssa, Begonia & Clover, Embassy Tech Village, Outer Ring Road, Devarabeesanahalli Village, Bengaluru - 560103, Karnataka, India (hereinafter referred to as "**Flipkart**") which expression shall unless repugnant to the context or meaning thereof include its nominees, successors and permitted assigns, for the following projects.

**WHEREAS**, DAY-NULM and the States (wherein "States" would refer to States and Union Territories of India, where DAY-NULM is under implementation), are active partners in implementation of DAY-NULM;

**WHEREAS**, Flipkart is engaged in the business of owning and operating an online marketplace [www.flipkart.com](http://www.flipkart.com), Flipkart m-site and Flipkart mobile app (collectively "**Platform**").

**AND WHEREAS** Flipkart has established a program on its Platform "**Flipkart Samarth**" which aims to enable national market access for the artisans, weavers and craftsmen and producers of raw & organic food items to showcase hallmark products of different States.

**AND WHEREAS** both of the parties express their willingness and agree to cooperate by recognizing the importance of commercial and social development of the urban poor of India and are desirous to provide the benefits and support to stakeholders i.e. various States represented through the **State Missions** (wherein State Missions denote State Urban Livelihoods Missions /State Urban Development Authority/any other department designated to implement the Mission at State level), and Self Help



Groups/their federations/City Livelihood Centers(herein after referred to as "SHGs"), with a focus on increasing inclusion opportunities in business and trade for underprivileged segments of society with a particular focus on women SHGs; The list of State Missions and SHGs are indicated hereunder as Annexure IV.

Therefore, DAY-NULM and Flipkart wish to record their interests as follows:

1. DAY-NULM and Flipkart by executing this MoU are intending to provide the online market access and support to State Missions, Clusters and 'SHGs' (collectively "Sellers") by enabling onboarding of Sellers on the "Platform"; hereinafter collectively referred as 'Program', subject to the terms of use of the Platform.
2. DAY-NULM will facilitate Flipkart's engagement for 'Program' with State Missions to work with SHGs including local artisans, weavers and crafts producers, and producers of raw & organic food items for providing the market access, training and support. State Missions under guidance of Day-NULM shall undertake the deliverables, as outlined under Annexure-I. All the Seller(s) shall have to comply with all the applicable laws, and provisions of Annexure III. Seller(s) under the program shall receive time-bound incubation support from Flipkart that extends to benefits outlined separately in Annexure-II.
3. Both the parties represent that they have full power and authority to enter into this MoU and perform the agreed services, and have the necessary infrastructure and authorization to perform their respective obligations under this MoU.
4. This MOU shall come into force from 30/12/2019 and remain in force for a period of 2 years thereafter ("Term"), unless extended by mutual consent of Parties in writing.
5. The Parties agree that this MoU can be terminated on the ground of non-execution by any Party or by mutual consent or by giving a notice of 30 days to the other Party, without providing any reasons.
6. This MOU may be revised on mutually agreed terms and conditions and the revisions shall be in writing and only become effective on signing by authorized representatives of each Party.



7. As part of the Benefits, for a period of 6 months from the date of on-boarding, or until the Seller qualifies for "Gold"/ "Silver" tier, as further detailed in **Annexure II**, Flipkart shall periodically share the records, information with respect to change in commercials, benchmarks for seller tiers, any change in payment policy and State-wise progress report relating to the Program to DAY-NULM, upon demand.
8. Both parties shall ensure compliance on their part with all applicable laws and regulations of India in the performance of their obligations under this MoU.
9. The relationship between DAY-NULM and Flipkart is on a principal to principal and independent entity. Nothing in this MoU shall constitute the either party as the legal representative, agent, joint venture or partner of the other.
10. All notices referred to in this MoU shall be in writing through registered post to the Party at its address set out above.
11. In consideration of the mutual benefits that both Parties will derive from this understanding, it has been agreed between the Parties that neither Party shall be obligated to pay the other Party any monies in relation to the understanding under this MOU.
12. All right, title and interest in the respective trademarks, trade names, service marks, logos, materials and formats shall lawfully belong solely and exclusively to the respective Parties and no other party shall claim adversely to or challenge the rights of the lawful owner with respect to other's intellectual property rights.
13. Both parties agree to hold all information provided by the other party by virtue of this MOU, ("Confidential Information") in strict confidence, and not to release or divulge to any third party without the prior written approval of the other party. Neither party will use the other's Confidential Information for purposes other than those necessary to directly further the purposes of this MoU. However, no obligation of confidentiality applies to any of the following information that:
  - a. is or becomes generally known or available to the public through no act or omission of the receiving party in breach of this clause.
  - b. is disclosed pursuant to a court order, provided the receiving party, at the request and expense of the disclosing party, uses



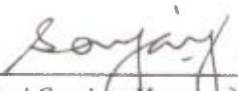
reasonable efforts to limit such disclosure to the extent requested.

The confidentiality undertakings of both parties pursuant to this clause shall remain in full force and effect during the duration of this MoU and five (5) years thereafter.

14. This MOU shall be governed and construed by the laws of India. If a dispute, controversy or claim arises out of or relates to this MoU, or breach, termination or invalidity thereof, and if such dispute, controversy or claim cannot be settled and resolved through negotiation, then the issue or claim not resolved in good faith shall be referred to and finally resolved by arbitration in New Delhi in accordance with the Arbitration and Conciliation Act, 1996, and the amendments thereto.

IN WITNESS THEREOF, THE PARTIES HERETO HAVE SIGNED ON THESE PRESENTS OF MEMORANDUM OF UNDERSTANDING IN THE PRESENCE OF WITNESSES.

For MoHUA  
(Authorized Signatory)

  
\_\_\_\_\_  
(Shri Sanjay Kumar)  
Joint Secretary and Mission  
Director (DAY-NULM),  
Ministry of Housing and Urban  
Affairs, Government of India,  
Nirman Bhawan, Maulana Azad  
Road, New Delhi- 110011

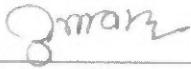
For Flipkart Internet Pvt. Ltd  
(Authorized Signatory)

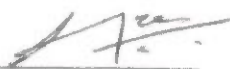
  
\_\_\_\_\_  
(Shri Rajreesh Kumar)  
Chief Corporate Affairs Officer,  
Flipkart Group, Buildings Alyssa,  
Begonia & Clover, Embassy Tech  
Village, Devarabeesanahalli  
Village, Bengaluru-560103

Place: New Delhi

Dated: 30th December, 2019

WITNESSES:

(First Party)   
\_\_\_\_\_  
Name: Yogendra Singh Anwar  
Address: Secy, MoHUA  
Housing & Urban Affairs

(Second Party)   
\_\_\_\_\_  
Name: TUSHAR MUKHERJEE  
Address: DIRECTOR, NORTH  
GOVERNMENT OFFICE

Annexure I

A. DELIVERABLES BY STATE MISSION(s)

1. The deliverables of State Mission under the guidance of DAY-NULM, are as follows:

- a. State Missions will facilitate the Seller onboarding on the Platform, and facilitate the submission of documents requested by Flipkart (including Appendix B) from the Sellers to Flipkart.
- b. "State Missions agree to identify cluster(s) with high density of SHGs producing high quality products [wherein cluster refers to a geographical grouping of such SHGs ("Cluster(s)"), and "center(s)" serving such clusters; and register one Seller account on the Platform, for each specific center as required, under the Program." [center(s) refers to the place wherein the operations including warehousing will be carried out by the State Missions].
- c. State Missions will ensure that the Seller(s) has regular GST registration, PAN card, and a bank account specially for the purpose of the Program.; and all the SHGs under respective State Missions will individually or collectively list their products on the Platform through the respective Seller accounts on the Platform; it is clarified that the Seller(s) shall be responsible for the products sold under its Seller account on the Platform.
- d. State Missions, will designate a pick-up point(s) (pincode) for each center for the purpose of training members of SHGs, imaging and listing of their products on the Platform;
- e. State Missions shall undertake information, education and communication (IEC) activities regarding the Program. The use of DAY-NULM/State Mission and Flipkart logos shall be subject to the owner's approval;
- f. State Missions shall ensure that the Seller(s) shall use the brand name which is to be designated by DAY- NULM under which umbrella all products sold by the Seller(s) on the Platform shall be marketed under the Program.
- g. State Missions, shall assign a designated nodal officer at the State level to manage a center and Seller accounts on the Platform on behalf of the State Mission Director. The responsibilities of the nodal officer will include end to end management of Seller account, including attending training workshops organized by Flipkart, mobilizing SHGs for training, and enabling imaging and cataloguing for products listed by the Seller(s) on the Platform. The nodal officer, along with the State Mission Director of the respective State will be the points of contact to Flipkart for all the queries and updates regarding their seller account on the Platform.

- h.** State Missions shall ensure continuous functioning of the center(s) on holidays and weekends as per the actual requirements;
- i.** State Missions shall ensure insurance cover for products stored in the center(s).
- j.** The State Mission(s) shall ensure that:

  - (i) The Seller(s) shall be responsible to settle the accounts with the producer, SHGs or any issues relating to the same.
  - (ii) The Seller(s) shall maintain all the necessary administrative and financial records at their end for monitoring and accounting purposes.

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**Annexure II**

**B. DELIVERABLES BY FLIPKART**

1. The deliverables of Flipkart under this MoU are as follows:

- a. Subject to the Seller(s) being referred to by State Mission and subject to the Seller being incorporated on or before 1<sup>st</sup> January, 2019 and being:
- (i) registered under Section 8 of the Companies Act, 2013, or
  - (ii) a specially-abled entrepreneur, or
  - (iii) an artisan or weaver, or
  - (iv) a Government entity,

Flipkart agrees to provide the benefits indicated below, to the Seller(s) for a period of 6 months from the date of on-boarding, or until the Seller qualifies for "Gold"/ "Silver" tier, as further detailed in Clause 1(b) below, whichever is earlier:

- (i) The Seller will not be charged commission for sale of goods on the Platform for 6 months from the date of on-boarding, or until the Seller qualifies for "Gold"/ "Silver" tier, as further detailed in Clause 1(b) below, whichever is earlier, based on this MoU, and shall be eligible for;

(a1) cataloguing support from Flipkart's certified cataloguing partner for a maximum of 50 different products for each Seller;  
[cataloguing support shall include photography, editing and assistance with listing of products on the Platform].

(a2) warehousing support from Flipkart where the Seller shall have the option of storing up to a maximum of 50 different products;

(a3) account management support - Dedicated support to provide insights and help in growing business;  
[The seller account manager will assist the Seller with improving product selection, speed of delivery to end customers etc. with a view to get more customers on the Platform.

(a4) priority seller support- priority assistance for any issues faced by Seller(s),

(ii) Further, Flipkart shall, at its discretion, extend the below mentioned marketing support to the Seller:

(b1) Flipkart shall provide visibility of Seller's products under the "Samarth store" section on the Platform;

(b2) Flipkart authorises the Seller to use the badge "Flipkart Samarth Partner" on the Platform;

(b3) Flipkart authorises the Seller to use the logo as provided under Annexure Von the images of its products on the Platform.

(b4) Flipkart shall provide regular advertisements of the "Samarth store" on the Platform, social media, e-mailers, and press releases (collectively "Benefits").

(b5) Flipkart shall undertake skill and knowledge training sessions for the Seller(s) through (i) **Webinars**, i.e. online sessions conducted with subject experts to resolve doubts and provide tips and tricks to improve business; and (ii) **Smart Learn**, i.e. a self-paced learning platform with sellers can undertake certified modules like - returns, payments & settlements, listing and cataloging.

(b6) Flipkart shall depute required number of trainers to train the Sellers on seller onboarding, managing and best business practices organized by DAY-NULM.

(b7) Flipkart shall designate a nodal point of contact for the purposes of the Program.

(b8) Flipkart, after providing the agreed support for cataloguing from Flipkart's certified cataloguing partner, shall recommend a third-party cataloguing service provider at each of the State centers for cataloging and listing of products on the Platform, provided however, there shall be an independent contract between the two parties, and Flipkart shall not be privy to such contract. || ?

(b9) Flipkart shall facilitate the collaboration between the Seller(s) and Flipkart's third-party lending partners for Seller's working capital requirements to enable them to expand their business and generate further revenues through sale of goods or providing of services through the Platform, [(i) and (ii) collectively "Benefits"].

b. it is explicitly clarified that the Seller(s) shall be eligible for the Benefits until the Seller qualifies for "Gold"/ "Silver" tier, as further detailed in the Seller Terms of Use available at <https://seller.flipkart.com/> ("Seller TOU"), or up to a maximum of 6 (six) months from the date of on-boarding, based on this MoU, whichever is earlier. Benchmarks for Gold/ Silver tier change quarterly, and the Seller will be notified of upcoming changes with prior notice on the Flipkart Seller portal available at <https://seller.flipkart.com/> and an email to registered email ID of the Seller.

c. The Seller(s) shall be able to avail the benefits of Flipkart's policy on seller protection programme, as per the terms therein that seeks to safeguards seller from losses incurred due to customer returns or courier returns received in an unacceptable state and make Flipkart a secure medium for sellers to conduct business.

d. The Seller(s) shall not be required to pay any joining fee for registering as a seller on the Platform.

e. The accounts of Seller will be credited with the payment as per the timeline, terms and policies of Flipkart, in compliance to the applicable laws of India.

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— ?  
to be specific

**Annexure III**

The seller(s) of raw & organic food items shall comply with applicable laws in addition to **Food Products packaging/ labelling guidelines** of Flipkart.

Primary Packaging image or labeling of the products should have the following mandatory details in order to sell on the Platform:

- a. FSSAI Number
- b. Nutrition information
- c. Ingredient information
- d. Manufacturing date
- e. Expiry date
- f. Shelf Life
- g. Manufacturer/Importer Details
- h. Veg/Non-Veg mark
- i. MRP

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## Annexure IV

The list of centers is hereunder:

S. No.	State	Name of Seller points
1	Andhra Pradesh	Srikalahasthi, Pendana, Viskhapatnam, Vijaywada, Machhalipatnam.
2	Assam	Guwahati
3	Bihar	Patna, Bhagalpur
4	Goa	Ghargutti
5	Gujarat	Surat
6	Himachal Pradesh	Dharamshala
7	Jharkahnd	Dhanbad and Ranchi
8	Kerala	Thiruvanthpuram
9	Karnataka	Bengaluru
10	Mizoram	Aizwal
11	Madhya Pradesh	Ujjain, Indore
12	Maharashtra	Mumbai food , Mumbai non-food, Nagpur
13	Manipur	Imphal
14	Odisha	Bhuvneshwar
15	Puducherry	Puducherry
16	Punjab	Jalandhar
17	Rajasthan	Jaipur and Udaipur
18	Tamil Nadu	Chennai, Vellore
19	Telangana	Adilabad, Karimnagar, Gadwal
20	Uttarakhand	Dehradun
21	Uttarpradesh	Agra, Varanasi, Lucknow
22	West Bengal	Kolkata

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Annexure V.



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**APPENDIX B – GOVERNMENT ENTITY REQUEST: DONATION, SPONSORSHIP,  
SERVICE PROJECT, MUNICIPAL IMPROVEMENT, OR PUBLIC WORK**  
(Section 1 to be completed by the Government Entity; Sections 2-4 to be completed by  
Responsible Business Unit; Section 5 to be completed by A/C Compliance)

<b>INTRODUCTION</b>	
This form applies to all Donations to, Sponsorships of, Service Projects for, or Municipal Improvements/Public Works for the Benefit of, Government Entities. Monetary Donations to Government Entities are prohibited.	
<b>SECTION 1: GOVERNMENT ENTITY INFORMATION</b> <i>(to be completed by Government Entity)</i>	
Name of Government Entity Requesting the Donation, Sponsorship, Service Project, Municipal Improvement, or Public Work: <u>State Urban Development Agency</u>	
Address of Government Entity: <u>16/US.Bhavan, HC Block, Sector- III Bidhannagar, Kolkata-700106</u>	Government Entity Telephone Number: <u>2358-6403</u>
Name and Title of Primary Contact: <u>Soma parai Das</u>	
Telephone Number of Primary Contact: <u>9051133518/7278075698</u>	Email Address of Primary Contact: <u>Smm.smid@gmail.com</u>
Description of the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work requested: <u>Support in terms of Account Management, Warehousing, Cataloging, Seller support, Commission waiver &amp; visibility</u>	
Amount of Donation/ Sponsorship/ Municipal Improvement/ Public Work (not applicable to Service Projects): <u>No monetary donation. Receive benefits as mentioned above</u>	
Explanation of the purpose of the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work and how it will be used (attach additional information as needed): <u>To be empowered on Flipkart on Flipkart Samarth Platform</u>	
I hereby certify that the information provided above is true and correct. I further certify that the requested Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work is not for the benefit of or use by any Government Official in his/her individual capacity or any Family Member or Close Business Associate of a Government Official and that it will be used only as described above. I certify also that the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work is being made in compliance with all applicable anti-corruption laws and regulations.	
Name:	<u>Joly Chaudhuri</u>
Title:	<u>Jt. Secretary, US&amp;MA Dept. 8 Addl. Mission Director, (NULM)</u>
Signature:	<u>[Signature]</u>
Date:	<u>23rd January 2020</u>

**SECTION 2: GOVERNMENT ENTITY BACKGROUND INFORMATION** *(to be completed by Responsible Business Unit)*

Description of Government Entity:

Does the Government Official requesting the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work have close family or personal relationships with anyone at the Company?

 Yes No

If YES, please identify the Company employees and the type of relationship.

Identify the intended recipient of the Donation/ Sponsorship/ Municipal Improvement/ Public Work, *if different* from the requesting entity:**SECTION 3: REQUESTED DONATION INFORMATION** *(to be completed by Responsible Business Unit)*

Description of Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work requested:

Support in terms of Account Management, Warehousing, Cataloging, Seller support, Commission waiver &amp; visibility

Cost of Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work:

Please indicate whether this is a one-time or recurring Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work:

 One-time Recurring



Receipt No : 961283/2020/NULM SEC(SUDA)

If the Donation/ Sponsorship/ Municipal Improvement/ Public Work is **recurring**, please state the amount of any disbursements and how often such disbursements will be made (in the case of a recurring Service Project, describe the frequency with which such Project will occur):

NA

Purpose of the requested Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work:

To onboard government body on Flipkart Samarth in order to help artisans and weavers

Describe the circumstances under which the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work request arose:

To help artisans and art forms of India

In the case of a Municipal Improvement or Public Work, please list the names of all vendors or service providers that will be used or engaged to complete the Municipal Improvement or Public Work and the service(s) that each of those vendors or service providers will be providing. If no such vendors or service providers will be used, please indicate "None."

NA

Is the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work intended to induce the Government Entity to take any action or refrain from taking any action?

 Yes No

If YES, please explain:

Has a Government Official (or a Family Member or Close Business Associate of a Government Official) recommended any specific vendor, supplier, or service provider to be used in connection with this Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work?

Yes

No

If YES, please explain:

[Empty box for explanation]

**SECTION 4: RESPONSIBLE BUSINESS UNIT AUTHORIZATION** *(to be completed by Responsible Business Unit)*

Do you have any reason to believe that the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work will be used to benefit any Government Official in his or her individual capacity or any Family Member or Close Business Associate of a Government Official?

Yes

No

If YES, please explain:

[Empty box for explanation]

Do you have any reason to believe that the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work will be used for any purpose other than that stated by you in this request form?

Yes

No

If YES, please explain:

Provide the account, cost-center, and/or project numbers to which the Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work shall be charged:

Account Number: [Empty box]

Cost-Center or Project Number: [Empty box]

Name of Responsible Business Unit Employee: [Empty box]

Title: [Empty box]

Signature: [Empty box]

Date: [Empty box]

**SECTION 5: A/C COMPLIANCE REVIEW & AUTHORIZATION** *(to be completed by A/C Compliance)*

Please identify the category of Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work being requested and provide a brief description of what is being given:

In-Kind Donation to Government Entity (including Sponsorships paid via goods)

Service Project

Public Work

Municipal Improvement

Description:

Is a **Public Work** or **Municipal Improvement** being made pursuant to a requirement of a real estate or zoning ordinance or any other law or regulation?

Yes       No       N/A

If **YES**, describe the relevant legal authority below (as verified by the Legal Department):

Name of Legal Employee Providing Verification: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

The requested Donation/ Sponsorship/ Service Project/ Municipal Improvement/ Public Work is:

Approved       Denied       Modified (specify modification):

If **DENIED** or **MODIFIED**, please explain:

Name of A/C Compliance Employee  
Completing the Form: \_\_\_\_\_

Receipt No : 961283/2020/NULM SEC(SUDA)

Title:	_____
Signature:	_____
Date:	_____

**Note No. #1****Sub: On-boarding of SHG products on e-commerce platforms — reg.**

We have received a D.O. dated January 06, 2020 on on-boarding of high quality products of SHGs on e-Commerce portals with the objective to provide wider market access and enable income augmentation. In this regard, a MoU with one e-Portal has already been signed by the Ministry on behalf of the States to facilitate benefits and time bound support for such SHGs

The MoU requires registration of a Seller following the prescribed process. The Sellers under this MOU refer to State Missions/ Clusters/SHGs/ ALFs/CLCs and must have a regular GST registration, PAN card and a dedicated bank account.

2. Under the MOU, the State Missions are required to undertake the following activities, as per the given timelines, to ensure on-boarding:
3. Further, State Missions are also required to oversee the functions of the nodal officer hired with respect to management of inventory, processing orders and releasing sale proceed to the individual producer SHGs after the sale of products in a timely manner & maintenance of records and accounts besides arranging insurance cover for the inventory stored at the Centre. States are also required to ensure that adequate IEC activities regarding the initiative and share high resolution photographs with the Ministry.
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5. The expenditure towards placing the Nodal Officer may be booked under the CB&T component until further instructions. A suitable mechanism would be advised to factor in operational costs into the product pricing, which would eventually take care of the expenditure towards Nodal officer, insurance and other incidental expenses.

Already we communicated the Appendix- B.

We may arrange a in house training on on- boarding with the collaboration of flipcart . Selected persons from CMMU may participate in this training . All 125 ULBs may participate in this training .

Refreshment for this training may arrange .

Proposal submitted for your kind approval and signature .

03/02/2020 12:29 PM

SOMA PARUI DAS  
(SMM-WBSULM(NULM)(SUDA))

**Note No. #2**

Note #1

Discussed with a hard copy of relevant guidelines

03/02/2020 6:12 PM

JOLY CHAUDHURI  
(AD DIR(SUDA))

**Note No. #3**

Discussed , Proposal submitted for further instruction .

07/02/2020 1:34 PM

SOMA PARUI DAS  
(SMM-WBSULM(NULM)(SUDA))

**Note No. #4**

Note#1.

PUD letter from the Ministry of Housing & Urban Affairs. The Ministry has decided to on-board high quality products of SHGs on the e-commerce portals with objective to provide wider market access and enable income augmentation. Ministry has signed a MoU on behalf of the State to facilitate benefits and time bound support for such SHGs. Copy of the MoU at CP side.

The MoU requires a registration of 'seller' following a prescribe process. The sellers under the MoU include State Mission / Clusters / SHGs / ALFs / CLCs and must have a regular GST Registration, PAN Card and the dedicated Bank Account.

The actions to be taken are as follows -

1. Identifying the Center / warehouse and provide the pin-code details of the same to Ministry.

Response : The warehouse is identified at CLC Dum Dum and CLC Santipur.

2. Identifying a Centre, preferably at the SULM office, arranging suitable insurance cover, placing a "nodal officer" to manage the operations of the centre & seller accounts, completing seller account registration on e-

commerce portal(s), and Opening of a dedicated Seller-wise Bank Account.

Response : The centre has been identified at the SMMU office. Smt. Soma Parui Das, SMM-SM&ID will be the interim Nodal Officer pending engagement of a manpower as suggested by the Ministry.

3. Identifying and profiling of SHGs producing commodities for sale on e-commerce portals as per the format circulated.

Wherever necessary, cities must ensure that the items under food products category have FSSAI certification, and all information required as per the primary packaging guidelines of FSSAI.

Response : The suggested products for CLC Dum Dum as the seller point : Saree, Jewellery, Waste to product, Clay product & Home decor.

For CLC Santipur, Sarees, Costume Jewellery & Jute bags may be considered.

4. Obtaining a list of articles that are to be stored at the centre from each participating city / cluster.

Response : CLC Dum Dum - Saree, Jewellery, Waste to product, Clay product & Home decor.

For CLC Santipur, Sarees, Costume Jewellery & Jute bags may be considered.

5. Organising Capacity Building for each 'Cluster' in collaboration with the e-commerce portals(s).

Response : After the bank account & GST Registration is done, the capacity building plan to be finalised.

6. Ensuring imaging and cataloguing of products, with the help of e-commerce portals(S) along with creation of inventory at the Centre.

Response : There is an existing catalogue of SHG products. the selected products to be onboarded may have to be catalogued afresh.

The proposals above may kindly be approved.

19/02/2020 11:27 AM

JOLY CHAUDHURI  
(AD DIR(SUDA))

**Note No. #5**

Pl get the legal aspects of the MoU along with payment schedule for selling of SHG products checked by the Law Cell in UD&MA Deptt.

22/02/2020 3:36 PM

**DEBARATI DATTA GUPTA  
(DIR(SUDA))**

**Note No. #6**

Discuss please.

Take a print out of the MoU along with the notes.

24/02/2020 10:37 AM

**JOLY CHAUDHURI  
(AD DIR(SUDA))**