

**NSIC Ltd, Zonal Office,**  
1<sup>st</sup> Floor, DIC campus, Rasulgarh Industrial Estate, Bhubaneswar-751010  
Tel: 0674-2549182, E-mail: zgmeast2@nsic.co.in

**Advertisement for Empanelment of  
Direct Selling Agent (DSA) and Product Specialist (PS)**

NSIC is interested in Empanelling DSA and PS under its Raw Material Distribution (RMD) scheme for identification & distribution of raw materials to MSMES in state of Odisha and Jharkhand.

For detailed terms and conditions please visit <http://www.nsic.co.in/tender/Current-Tenders.aspx>

Interested persons/firms can apply up to 20/07/2018 in the prescribed format along with all necessary documents to Zonal General Manager.

Zonal General Manager

**File No. NSIC/ZO/East-2/RMD/18-19**

Calling for Expression of Interest (EOI) for empanelment of Direct Sales Agent (DSA)/Product specialist by National Small Industries Corporation Ltd., (NSIC), East-2 Zone Bhubaneswar for identification and distribution of various raw material in the state of Odisha & Jharkhand.

Date of Advertisement : 08.07.2018

Last date of submission : 20.07.2018

Opening date: 23.07.2018

**EMPANELMENT OF DIRECT SELLING AGENTS (DSAs)  
FOR SOURCING RAW MATERIAL DISTRIBUTION BUSINESS IN ODISHA &  
JHARKHAND**

**THE RAW MATERIAL DISTRIBUTION SCHEME:**

The Raw Material Distribution (RMD) scheme of the corporation seeks to facilitate provision of easy and cost-effective industrial raw materials to Micro, Small & Medium Enterprises (MSME) in India. The assistance scheme has the following features:

- a.** It provides raw material to MSME's by aggregating India-wide demand and passing on quantity discount benefits to the customer. To that effect, the corporation has Memorandum of Understanding with most raw material manufacturers. The MSME has to place an order on the corporation along with 100% advance towards the value of the order.
- b.** It also provide RMD to MSMEs on credit finance of 90 days against security of Bank Guarantee from designated/approved banks
- c.** The detail RMD is available on the web-site [www.nsic.co.in](http://www.nsic.co.in)

The National Small Industries Corporation (NSIC) is interested in empanelling Direct Selling Agents (DSAs) for facilitating Raw Material Distribution. The DSAs will be expected to canvass the RMD and submit RMD applications of the prospective applicants to the corporation. Empanelled DSAs will not be employees of the corporation or relative to any NSIC employee. They will be paid an incentive, as per the corporation's policy, depending upon the volumes for mobilizing RMD business. Empanelment and termination of a DSA will be at sole discretion of the corporation. Empanelment will be reviewed monthly depending upon the volume of raw materials facilitated.

DSA's should apply in specific format available on [www.nsic.co.in](http://www.nsic.co.in)

**Roles, application, eligibility criteria for DSA:**

**1. Role of DSA:**

- 1.1 DSAs will scout for new proposals of MSMEs with duly filled RMD application form & basic documents to be submitted to the concerned Branch/Zone for further Necessary action as per policy.
- 1.2 DSA will co-ordinate in selling the existing raw material products (depending on the availability) to new MSMEs.
- 1.3 To find out the new producers & products and selling of the same to MSMEs as per NSIC policy/guidelines.

## **2. Eligibility Criteria:**

- i. DSA having market experience as well as handled material as Authorized Agent/Distributor/Dealer/Trader/Supplier will be preferred.
- ii. Familiar with MSME sector/cluster having experience of managing retail Sales/marketing /delivering retail revenues in India.
- iii. Having minimum experience of direct/indirect domestic commodity sales For 3-years and does not have any disciplinary proceedings/ruling against them.
- iv. A legal entity in India with all valid licenses, approvals and tax compliances.
- v. Min. revenues of INR 2 crores per annum in the last three financial years.
- vi. Minimum work-force comprising of 3 permanent persons.
- vii. Knowledge of cost and price structure will be an added advantage
- viii. Experienced in handling any raw material local / imported with an annual tonnage of at least 200MTs to 500 MTs depending upon the valued of the Material. *{Applicable supporting documents to be provided by DSA}*.

## **3. Payment/Incentive:**

Incentive will be paid only for new (other than existing customers of NSIC or MSMEs who has not procured material thru' NSIC for last one year& existing units likely to procure other materials) sales and will be released monthly on aggregated sales & accrued NSIC service charges for the preceding month after submission of the reconciled claim by the DSA.

For every new case (as above) referred by a DSA, incentive will be paid only to one entity on the basis of first-notice. Competing DSA's in the same region for the same customer shall be paid on the basis of first come first serve basis.

## **4. Renewal of Empanelment:**

The agreement with DSA will be valid for one year which may be renewed for a further period of one year as per discretion of NSIC depending on the performance of the DSA.

### **Eligibility criteria for Product Experts:**

**Resume for short term commodity experts is invited from individuals who meet the following criteria:**

**i) Jr. Level PS:**

Having minimum experience of 2-years, at the minimum level of Asst. manager for PSU candidates and min. 5 years of experience for the candidates from the private sector. They should have knowledge of the MSMEs consuming the material as well as related supplier/producer of the same.

**ii) Sr. Level PS:**

- Experienced/result oriented person with minimum direct / indirect domestic commodity sales experience of 10-years for the candidates from PSU and min. 15 years of experience for the candidates from the private sector.

OR

- Ex-staff of a commodity producing public sector corporation, who has served min. level of Manager & above for a minimum period of 10-years in domestic direct/indirect sales and does not have had any disciplinary proceedings/ruling against them.

*(On self-declaration basis)*

- Knowledge of cost and price structure/ movements in different commodities (including futures price tracking) will be added advantage.
- Experienced in handling any other raw material both local and imported with an annual tonnage of at least 1000 MTs.

*(Supporting documents in r/o all the above to be provided by PS & Sr. PS)*

**Resume should be submitted by product Experts in each product category to ZGM (East-2), NSIC Ltd., 1<sup>st</sup> Floor, DIC campus, Rasulgarh Industrial Estate, Bhubaneswar-751010**

## APPLICATION FORM FOR EMPANELMENT OF DSA

To,  
Zonal General Manager- (East-2),  
NSIC Ltd.,  
1<sup>st</sup> Floor, DIC campus,  
Rasulgarh Industrial Estate,  
Bhubaneswar-751010

Sir,

Sub: APPLICATION FOR EMPANELEMENT AS DIRECT SELLING AGENT (DSA)  
WITH NSIC LTD.

I submit herewith my application for the empanelment as Direct Selling Agent (DSA) for NSIC. I have read the terms and conditions relating to the service and undertake that they are acceptable to me.

State for which applied		Odisha/ Jharkhand
1.	Full name (in block letters)	
2.	Father's/Husband's name	
3.	Constitution (tick appropriate option)	Proprietorship/ Partnership/ Company/individual
4.	Date of birth/incorporation (DD/MM/YYYY)	
5.	Age (month & year)	
6.	Address	
7.	Contact number	
8.	Alternate contact number	
9.	PAN card no.	
10.	Aadhar Numbar	
11.	GST No.	
12.	Present occupation	
13.	No. of years in employment/business	
14.	Qualification	
15.	Languages known	
16.	Email ID	
17.	Last three years turnover (Rs. in Crore)	
18.	2 References (name and contact number)	

I declare that the statements in this application and the documents submitted (as per list given below) are true, complete and correct to the best of my knowledge and belief. I declare, that no criminal proceedings are pending against me. I further declare that I am not related to any existing/past employee of the Corporation. I understand that in the event of any information/document being found untrue/incorrect at any stage my application is liable to be rejected and if already empanelled, the empanelment is liable to be terminated

Place:

Signature:

Date:

Name

**Documents to be submitted along with application:**

- 1) Copy of PAN card
- 2) Address proof (latest telephone/mobile bill, electricity bill, gas bill, passport or ration card)
- 3) Two recent passport size photographs (in addition to one affixed on application form)
- 4) Latest IT return/Form 26 AS
- 5) Bank statement for last 6 months
- 6) Enrolment letter, if enrolled with other Bank/FI for similar services
- 7) In case of firm: Registration certificate of firm/ Articles of Association of the company and incorporation certificate
- 8) GST Form REG 25
- 9) Copy of balance Sheet