

Girijan Co-operative Corporation Ltd(GCC)



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Franchise Plans

Girijan Co-operative Corporation Ltd (GCC)

The Girijan Cooperative Corporation (GCC) is an initiative by the Government of Andhra Pradesh aimed at uplifting tribal communities through the procurement and marketing of tribal products. Established to provide a sustainable livelihood to tribal families, GCC ensures fair prices for their produce while bringing high-quality, natural products to consumers. It operates an extensive network, including a head office in Visakhapatnam, eight divisional offices, and 26 affiliated Girijan Primary Cooperative Marketing Societies (GPCMS) that facilitate procurement, processing, and distribution. By bridging the gap between tribal producers and mainstream markets, GCC plays a crucial role in enhancing the socio-economic well-being of tribal communities.

GCC offers a diverse range of tribal products, sourced directly from the forests and farms of tribal regions. These include minor forest produce such as tamarind, honey, and a variety of spices, millets, and traditional handicrafts. Among its flagship initiatives is the GCC Coffee Project, which supports tribal families in cultivating Arabica and Robusta coffee in the fertile landscapes of the Araku Valley. With a focus on organic and sustainable farming practices, GCC ensures that these coffees maintain their distinct flavors and rich aroma. The corporation markets its coffee in filter, instant, and roasted bean forms, available in different blends and pack sizes, catering to the diverse preferences of coffee enthusiasts.

As part of its expansion strategy, GCC is offering franchise opportunities, allowing entrepreneurs to partner in promoting tribal products. Franchisees can sell GCC's premium coffee, along with other tribal products, benefiting from an established brand, assured supply chain, and marketing support. This initiative will not only provide a business opportunity for partners but will also strengthen the market for tribal products, ensuring continued economic growth for tribal communities.

Why Choose GCC?

1. Support to Farmers and Community Welfare: By partnering with GCC, you contribute to the welfare of farmers and artisans from tribal communities. Our business model is deeply rooted in fair trade practices, ensuring that these communities are supported through fair compensation, sustainable growth, and market access. When you offer Araku Coffee and other GCC products, you are not just running a business—you are supporting a greater cause.

2. Trust in GCC: As an organization with a strong legacy of trust and integrity, GCC provides a secure and reliable partnership for franchisees. We are committed to long-term relationships, ensuring that our partners benefit from the continued success of the brand. Our transparent business practices and focus on community development make GCC a brand that customers and franchisees can rely on.

3. Araku Coffee: A Unique Offering: GCC's Araku Coffee is renowned for its premium quality, cultivated in the rich soils of the Araku Valley. By offering this distinctive product, you stand out in the market and cater to coffee lovers who appreciate quality and authenticity. This also adds immense value to your franchise, as Araku Coffee continues to gain a loyal customer base.

4. No Royalty and Minimal Fees: One of the key advantages of partnering with GCC is our commitment to keeping the cost of entry low. We do not charge any royalty fees, allowing you to retain more of your earnings. Furthermore, the annual franchise fee is minimal, and we waive it for the first year, helping you manage your investment more effectively as you establish your business.

5. No Security Deposit Required: Unlike many other franchise opportunities, GCC does not require a security deposit. This is an important benefit, as it reduces your upfront costs and gives you the freedom to focus on your business growth. We believe that the investment you make in the franchise itself is sufficient, and we are confident in your ability to succeed without additional financial barriers.

6. Low Investment for High Returns: With investment options starting as low as ₹3-5 lakh for some models, GCC provides accessible business opportunities for a range of entrepreneurs. The low investment, coupled with minimal franchise fees and no royalty or security deposit, ensures a high potential for returns. This makes it an attractive choice for those looking to start a business with manageable risk.

By choosing GCC, you join a community focused on social impact and sustainable business. Our minimal fees, lack of royalties, and zero security deposit make it easier for you to invest and grow with us while contributing to the empowerment of tribal communities.

GCC: Franchise Outlet Models

1. Kiosk Model



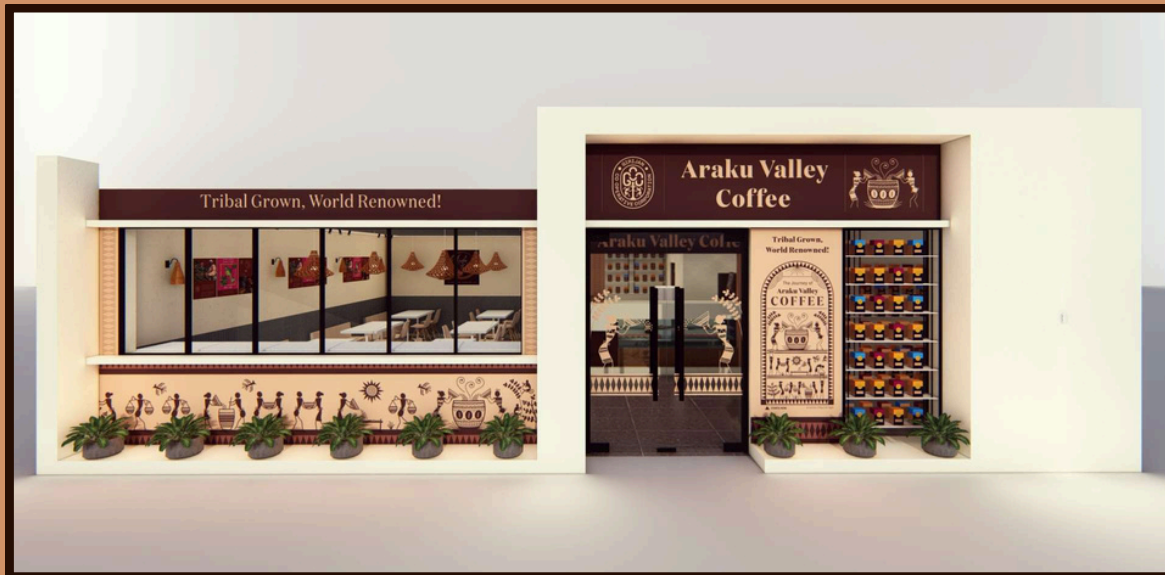
- Size: Upto 300 sq. ft.
- Investment: Low (about 3-5lakh)
- Agreement Tenure: 3 years (renewable based on performance)
- Franchise Fee: Rs. 50,000 annually (waivered for 1st year) *
- Products Sold: Brewed Araku Coffee (filter, instant, roasted beans),snacks, packaged tribal products
- Ideal For: Small investors, first-time entrepreneurs
- Minimum Yearly Purchase: Rs.3,00,000/-
- Royalty: Nil
- Security Deposit: Nil

2. Café Model



- Size: 300-800 sq. ft.
- Investment: Medium (about 5-7 lakh)
- Agreement Tenure: 3 years (renewable based on performance)
- Franchise Fee: Rs 1,00,000 annually (waived for 1st year) *
- Products Sold: Brewed Araku coffee(filter, instant, roasted beans), snacks, packaged GCC products
- Ideal For: Hospitality businesses, coffee entrepreneurs
- Minimum Yearly Purchase: Rs.5,00,000/-
- Royalty: Nil
- Security Deposit: Nil

3. Flagship Store



- Size: 800-1200 sq. ft.
- Investment: High (7-10 lakh)
- Agreement Tenure: 3 years (renewable based on performance)
- Franchise Fee: Rs. 1,50,000 annually (waivered for 1st year) *
- Products Sold: Brewed Araku coffee(filter, instant, roasted beans), snacks, packaged GCC products
- Features: Premium store layout, coffee tasting, live demonstrations of tribal products
- Ideal For: Experienced franchise owners, premium locations
- Minimum Yearly Purchase: Rs.8,00,000/-
- Royalty: Nil
- Security Deposit: Nil

Entrepreneurs belonging to tribal communities of Andhra Pradesh will receive a 50% exemption and will be given preference. However, subletting is strictly prohibited, and any such practice will result in the termination of the agreement.

Terms and Conditions

1. The franchisee owner is responsible for the costs associated with establishing the unit, including rent, electricity, and other operational charges. Additionally, they must adhere to GCC's branding guidelines to maintain uniformity and brand consistency. The models for vending machines, coffee-making machines, and soda machines for sharbats will be provided by GCC. The Franchise shall market GCC RMD products, which ever supplied and marketed by GCC only. The payments will be made online.

2. Operational Hours

- All franchises are expected to adhere to the operational hours set forth by GCC, which should be in line with local business regulations and the market demand. Any changes in operating hours must be communicated and approved by GCC in advance.

3. Inventory Management

- Franchisees are responsible for ensuring that all products offered meet GCC's standards for quality and freshness. Inventory should be managed in a way that prevents stock-outs and overstocking. Regular inventory audits may be conducted by GCC to ensure compliance.
- Franchisees are required to maintain a minimum stock level as per GCC's guidelines, ensuring the availability of all core products, including brewed Araku coffee and packaged tribal goods.

4. Product Pricing

- All products must be priced in accordance with GCC's pricing guidelines. Any changes to the prices of GCC products must be approved by GCC. Franchisees are not allowed to change the prices without prior written consent.

5. Staffing & Management

- Franchisees must hire competent staff to operate the outlet, ensuring they provide high-quality customer service and maintain hygiene standards.
- All employees must undergo training provided by GCC, including periodic refresher courses. Franchisees are responsible for managing staff and maintaining a positive, supportive work environment.
- A franchise manager should be appointed to oversee daily operations, ensuring consistency in product quality, service, and adherence to GCC's standards.

6. Maintenance & Cleanliness

- Franchisees are responsible for the cleanliness and upkeep of the outlet, ensuring that both the front-of-house and back-of-house areas meet hygiene and cleanliness standards as defined by GCC.

- Regular cleaning schedules and maintenance should be in place to maintain the store's functionality and appearance.
- Any damages or necessary repairs must be reported to GCC immediately, and franchisees are responsible for making timely repairs to ensure no disruption in service.

7. Marketing and Promotional Activities

- Franchisees are expected to actively participate in GCC-led promotional campaigns, events, and festivals. This includes in-store promotions and local marketing activities such as posters, banners, and social media outreach.
- Local marketing efforts should align with GCC's brand message and target audience. Any local promotions must be reviewed and approved by GCC before execution.

8. Brand Representation

- Franchisees must represent the GCC brand with integrity and professionalism at all times. The franchisee's operations, employee conduct, and customer interactions must reflect the values and standards of GCC.
- Non-compliance with GCC's branding guidelines (logo, signage, packaging, uniforms) may result in corrective actions or penalties.

9. Compliance with Local Laws

- Franchisees are required to comply with all local laws and regulations concerning business operations, health and safety, food safety (FSSAI compliance for Café and Mobile Cart models), labor laws, and environmental regulations.
- Any legal issues related to business operations must be reported to GCC immediately, and franchisees are responsible for resolving these matters in accordance with the law.

10. Customer Feedback and Dispute Resolution

- Franchisees must establish a system for receiving and responding to customer feedback, ensuring that all complaints are handled promptly and professionally.
- Any serious customer disputes or issues that cannot be resolved at the franchisee level must be escalated to GCC's Franchise Support Team for resolution.

11. Financial Reporting

- Franchisees must use GCC-approved point-of-sale (POS) systems and other technology tools provided for sales tracking, inventory management, and customer service.
- Franchisees must maintain accurate and transparent financial records, including sales data, inventory reports, and expense logs. These records should be made available for review by GCC upon request.
- Franchisees must submit regular sales reports and financial statements to GCC as per the agreed schedule, which will help in assessing the franchise's performance.

12. Health and Safety Standards

- Franchisees must maintain a safe and hygienic environment for both staff and customers, in compliance with health and safety regulations.
- For food service models (Café and Mobile Cart), regular inspections will be conducted to ensure food safety standards are followed.

13. Product Returns and Customer Complaints

- Any product-related issues must be resolved in line with GCC's policies. Franchisees must allow customers to return defective or subpar products in accordance with GCC's return policy.
- Franchisees should immediately notify GCC of any serious product issues or complaints related to GCC products.

14. Franchise Performance Review

- GCC will conduct regular performance reviews of the franchisee's outlet to assess compliance with operational, branding, and quality standards. Based on performance, the franchise agreement may be renewed or terminated as per the terms set out in the agreement.

15. Subletting and Transfer

- Subletting or transferring the franchise to another party is strictly prohibited. Any attempt to sublet or transfer the franchise without GCC's written consent will result in immediate termination of the franchise agreement.

16. Termination of Agreement

- In cases of non-compliance with any of the terms mentioned above, GCC reserves the right to terminate the franchise agreement after giving the franchisee a reasonable period to rectify the issues.
- Franchisees may terminate the agreement by providing prior notice as outlined in the franchise agreement, but they will remain liable for any outstanding obligations until the termination process is completed.

17. Exemption for Tribal Entrepreneurs

- Entrepreneurs from tribal communities in Andhra Pradesh will receive a 50% exemption on franchise fees and will be given preference during franchise allocation.

18. Force Majeure

- GCC is not responsible for any delay or failure in fulfilling obligations under the agreement caused by events beyond its reasonable control (e.g., natural disasters, pandemics, political instability).

19. Franchise Fees and Payments

- The franchisee is responsible for timely payment of the franchise fee, royalty (if applicable), and any other costs associated with the operation of the outlet. Delayed payments may incur penalties as specified in the franchise agreement.

20. Confidentiality

- Both parties agree to maintain confidentiality regarding sensitive business information, including financial data, customer information, and any proprietary information related to GCC's operations.
- In the Café model, certain food items, such as snacks, may be permitted, but they must come from deputed bakeries and require prior approval from GCC. Water bottles may be sold, but other items are not allowed.

21. Insurance

- Franchisees are advised to obtain and maintain insurance for the premises, including coverage for property damage, liability, and employee health and safety. GCC will not take responsibility in case of any damage.

22. Timings

- Franchisees are required to operate for a minimum of 8 hours each day, with the flexibility to extend beyond the specified hours if needed. Additionally, to maintain consistency, the store must remain open for at least 5 days per week.

23. Selection of Candidate

- The received applications will be scrutinized on first come first serve basis by the Marketing & RMD Departments and Proceedings will be issued from GCC, CHO, Visakhapatnam on allotting the Franchise Outlet.

24. Transportation

- The Franchise shall order stocks from RMD Godowns of GCC located at Visakhapatnam, Rajahmundry, Vijayawada, Tirupathi and Hyderabad. The franchise should arrange transportation for all shipment of goods from RMD Godowns to respective godowns. At loading point, GCC will bear the loading charges of the ordered stock at RMD Godowns of GCC.

25. Bank Account Details:

GCC Ltd., Visakhapatnam.

Bank Name: Union Bank of India (Andhra Pradesh)

Bank A/c No: 133210100033722

IFSC code: UBIN0813320

Bank Branch: East Point Colony, Visakhapatnam, Andhra Pradesh

APPLICATION FORM FOR GCC FRANCHISE

1. Applicant Details

- Name:
- Date of Birth:
- Address:

- Contact Number:
- Email:
- AadharNumber:
- PAN Number:



2. Business Model Selection: Kiosk / Café / Flagship

3. Proposed Location Details

- Address of Proposed Location:
- Ownership Status: Owned Rented Lease
- Space Available (in sq. ft.):
- Additional Comments:

4. Experience & Background

- Do you have prior experience in retail, food service, or business management? Yes No

If yes, please provide details:

- Whether having any GST Registration : Yes / No

If yes, mention GST No.:

5. Financial Capability

- Do you have the necessary funds for setup costs? Yes No
- Are you planning to take a loan for this investment? Yes No
- Investment Value : INR _____

6. References (Optional)

- Name:
- Contact Number:
- Relationship:

7. Declaration

I, _____, hereby declare that the information provided above is true and correct to the best of my knowledge. I have gone through the criteria for establishing GCC franchise outlet at _____ Place, _____ Mandal, _____ District. I am also willing to incur costs involved in establishing the franchise outlet. I will adhere to stipulated Terms & Conditions of GCC without any deviation.

Place:

Date:

(Signature of the Applicant)

