



Wholesale & Corporate Gifts | Eco-Friendly Products | Stationery & More

### Sustainable Gifts for a Better Tomorrow

Stylish | Durable | Customizable | Wholesale Supply

Eco Friendly
 Premium Quality
 Custom Branding
 Bulk & Wholesale

*Your Brand Our Products*

Jute Bags
 Corporate Gifts
 Office Stationery
 Pens & Writing
 Bottles & Drinkware
 Mugs
 Keychains
 Diaries & Notebooks
 T-Shirts & Apparel
 Trophies & Awards
 Bags & Backpacks
 Eco Products
 Gift Hampers
 Lanyards & IDs
 Customized Gifts

Wholesale & Bulk Supply  
Best Prices for Businesses
 Pan India Delivery  
Safe & Fast Shipping
 Custom Branding  
Your Logo, Your Style
 Trusted Quality  
Sustainable & Durable
 Corporate & Institutional Orders  
Special Rates & Solutions

# GLOBAL PARTNER PROGRAMME

## Grow with FOLKHAAT

Partner proposal | Corporate gifting | Jute manufacturing | Wholesale supply

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## 1. Partnership opportunity

FOLKHAAT is the brand of National Stationery House, based in Durgapur, West Bengal, India. The partnership programme is designed to build a practical international and domestic channel for jute bags, customised jute products, corporate gifts, office stationery and branded merchandise. The programme is based on customer orders and product value—not on recruitment or joining fees.

### Our manufacturing promise

Your Design. Our Jute Manufacturing. Partners and buyers can submit a sketch, reference image, dimensions, colour plan, logo artwork or approved sample. FOLKHAAT reviews feasibility and issues a product-specific quotation before production.

### Why partner with FOLKHAAT?

- Access to jute bags and customised product development, subject to technical review and material availability.
- A broad B2B proposition for corporate gifting, employee kits, trade fairs, retail packaging, promotional campaigns and institutional purchases.
- Flexible routes to participate: referral, sales representation, reseller/dealer, corporate sourcing, or regional distribution.
- Quotation-led pricing to account for design complexity, quantity, packaging, shipping, duties and applicable taxes.
- A planned partner portal for lead registration, quote requests, order visibility, commissions, and downloadable sales material.

### Who we want to work with

Local distributors, importers, corporate-gifting agencies, promotional-product suppliers, procurement consultants, B2B resellers, institutional suppliers and business-development partners with relevant market access and a reputation for transparent dealings.

## 2. Partner models

Each partner is approved under one model. The model, territory, target, product scope, price list, payment responsibility and permitted brand use are written into the offer letter/addendum.

| Model                          | Best for                                                      | How the partner earns                                                                  | Initial control                                                                                |
|--------------------------------|---------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Referral / Introducer          | Contacts and referrals without stocking inventory             | Illustrative 5% of eligible net product receipts for an accepted, registered lead      | Lead registered before quote; payout only after FOLKHAAT receives cleared customer funds.      |
| Sales Agent                    | Active B2B selling and account development                    | Illustrative 5-8% of eligible net product receipts, tiered only if approved in writing | No authority to sign contracts, alter prices, or collect money for FOLKHAAT unless authorised. |
| Reseller / Dealer              | Businesses buying and reselling goods                         | Partner buys at approved trade price; resale margin is partner-managed                 | Partner owns resale, local service, taxes and credit risk unless agreed otherwise.             |
| Regional / Country Distributor | Established operator with import/logistics capability         | Negotiated trade price, volume terms, and potentially market-development support       | Initially non-exclusive; exclusivity only via signed performance-based addendum.               |
| Corporate Sourcing Partner     | Agencies serving HR, admin, marketing, events and procurement | Referral/agency commission or agreed buy-sell margin, depending on signed model        | Each project is quoted against specifications, approval sample and delivery destination.       |

### No pay-to-join / no recruitment commissions

There is no reward for recruiting other partners. Any partner compensation is tied to documented product sales, eligible leads, or approved resale transactions. No revenue or earnings are guaranteed.

### Illustrative commercial guardrails

- Referral commission: start with 5% of net product receipts, excluding GST/sales taxes, freight charged at cost, refunds, credit notes, bad debt and unpaid orders.
- Higher commission tiers (for example 6% / 7%) require a signed addendum and are based on collected revenue, not pipeline value.
- Reseller margin: do not promise a universal percentage. Set partner price by SKU, order quantity, customization, freight, and market costs. A 15-25% gross resale margin may be a planning range only, not a guarantee.
- Sample fees, tooling/artwork fees, export freight, customs duties, withholding taxes, bank charges and currency-conversion costs must be expressly quoted.

### 3. Commercial engine and company profit

The company should price each order from a documented landed-cost worksheet. The partner programme should reward actual collected product business while protecting manufacturing contribution and cash flow.

| Order economics      | Rule to apply                                                                                                                                                                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Selling price        | Approved SKU / quotation price, excluding GST/VAT/sales tax.                                                                                                                                     |
| Direct cost          | Material + conversion + labour + printing/branding + wastage + QA.                                                                                                                               |
| Fulfilment cost      | Packaging, handling, freight subsidy, export documentation, insurance and payment fees where borne by seller.                                                                                    |
| Partner compensation | Commission only under a referral/agency model; or margin between buy and resale price under reseller/distributor model. Do not apply both to the same sale unless contract explicitly allows it. |
| Contribution gate    | Accept discounted orders only when expected contribution after partner compensation, fulfilment and risk reserve meets the company's floor.                                                      |
| Commission release   | After customer funds clear and the order is accepted/delivered per the signed terms; adjust for returns, credits, fraud or non-payment.                                                          |
| Currency             | Quote the currency, validity period and who bears conversion/transfer charges. Do not leave FX exposure undefined.                                                                               |

#### Illustrative monthly scenario (assumptions, not forecast)

| Input / output                               | Illustration             |
|----------------------------------------------|--------------------------|
| Paid orders per month                        | 10                       |
| Average product order value                  | ₹150,000                 |
| Net product sales                            | ₹1,500,000               |
| Manufacturing cost assumption                | 60% of sales             |
| Customisation/packaging assumption           | 5% of sales              |
| Fulfilment/logistics support assumption      | 4% of sales              |
| Partner commission assumption                | 5% of eligible net sales |
| Contribution before fixed overhead           | ₹390,000 / 26%           |
| Fixed operating overhead assumption          | ₹150,000                 |
| Indicative contribution after fixed overhead | ₹240,000 / 16%           |

Replace these assumptions with verified product costs, freight quotes, real overhead and the approved partner model. The workbook included with this kit is editable and formula-driven.

#### Price discipline

- Never approve a partner discount that pushes an order below the documented contribution floor without written management approval.
- Use quote validity dates; separate tooling, samples, artwork, transport, duty and tax.
- Use tiered price lists for product/quantity bands; do not expose partner trade prices to unapproved public visitors.
- Review actual gross margin and on-time delivery monthly.

## 4. Partner journey and service model

| Stage                | Partner action                                                                               | FOLKHAAT action / control                                                       |
|----------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| 1. Apply             | Submit company, country, business profile, references, sales channels and requested model.   | Application logged; acknowledgement emailed; status set to Pending.             |
| 2. Verify            | Provide registration/tax details and authorised representative.                              | Check identity/business evidence, risk, geography, and fit.                     |
| 3. Approve           | Review draft model, targets, territory and commercial schedule.                              | Issue written approval, agreement, rate card and territory terms.               |
| 4. Enable            | Complete product training; download catalogue, product images, RFQ template and brand rules. | Provide onboarding pack, current pricing and quote contact.                     |
| 5. Register lead     | Log prospect, buying contact, need, timing, quantity and next step.                          | Check duplication and accept/reject ownership window.                           |
| 6. Quote & sample    | Collect dimensions/artwork/quantity/destination; arrange sample if needed.                   | Review manufacturability, issue dated quotation and sample terms.               |
| 7. PO & production   | Secure buyer PO/advance under the quote; approve artwork/sample.                             | Confirm order, schedule production, QA checks and dispatch plan.                |
| 8. Delivery & payout | Support customer handover and feedback.                                                      | Close invoice/receipt, record eligible commission, handle claim, pay per terms. |

### Recommended response standards

- Application acknowledgement: automatically within minutes if email service is configured; human review target within 3 business days.
- Lead registration decision: target within 2 business days.
- Standard RFQ acknowledgement: target within 1 business day; detailed quote depends on design and quantity completeness.
- Custom sample/production dates are confirmed only after specifications, payment terms and capacity are reviewed.

#### Partner-first operating principle

No partner should promise price, exclusivity, production capacity, delivery date or certification not confirmed in a written FOLKHAAT quote or signed addendum.

## 5. Partner portal and sales toolkit

The bundled software starter is designed as a separate PHP/MySQL partner portal that can be deployed alongside the FOLKHAAT site after hosting, security and email settings are checked. It is a starting implementation and does not automatically connect to the live ecommerce database until a deliberate integration is completed.

| Partner dashboard                              | Admin dashboard                                                  |
|------------------------------------------------|------------------------------------------------------------------|
| Application / status and approved partner type | Review, approve, reject or suspend applications                  |
| Lead registration and lead-status history      | Assign territory, product scope, commission or reseller discount |
| Orders / registered sales visibility           | Record orders and eligible net receipts                          |
| Commission ledger and payout status            | Calculate and mark eligible commission as paid                   |
| Download proposal, catalogue and draft terms   | Manage partner documents and programme settings                  |
| Contact support / report deal risk             | Track audit trail, duplicates and account status                 |

### Sales materials to provide to approved partners

- Company profile and product catalogue; latest approved version only.
- Jute custom manufacturing brief: size, GSM, handles, pockets, closures, lining, lamination and print options.
- RFQ template requiring quantity, delivery postcode/country, artwork, target delivery date and packing requirements.
- Approved logo files, use rules, product photo pack and sample request process.
- Quote template, order confirmation, QC/claim process and commission statement.

### Partner quality metrics

| Metric                         | Starter KPI (review quarterly)                                                             |
|--------------------------------|--------------------------------------------------------------------------------------------|
| Qualified lead registrations   | 5+ per month for active sales agents; adjust to market potential.                          |
| Quote-to-order conversion      | Target 20%+ after a 90-day baseline; do not use before there is enough data.               |
| Paid order contribution        | Every order meets approved margin floor or has written exception.                          |
| Customer response / complaints | Respond within 1 business day; log claims and corrective actions.                          |
| Forecast accuracy              | Monthly pipeline with expected close, value and probability.                               |
| Compliance                     | No unauthorised discounts, false claims, bribery, misuse of customer data or brand misuse. |

## 6. Launch plan, governance and international readiness

| Phase              | Timing (suggested) | Deliverables                                                                                                                                                       |
|--------------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1 - Validate | Weeks 1-2          | Confirm legal contracting entity, product cost sheets, partner prices, commission rules, product claims, available samples, export capability and decision owners. |
| Phase 2 - Prepare  | Weeks 3-4          | Finalise agreement and rate card; create partner kit; configure portal, SMTP, security, admin accounts and review workflow.                                        |
| Phase 3 - Pilot    | Weeks 5-8          | Recruit 3-5 carefully screened partners across priority markets; use non-exclusive pilot terms; log leads and measure quote/order/margin.                          |
| Phase 4 - Expand   | Weeks 9-12         | Review pilot; correct pricing and fulfilment bottlenecks; only then add more countries or consider performance-based territory rights.                             |

### Compliance checks before international sales

- Confirm export eligibility and IEC requirements with DGFT and the company's export/customs adviser before shipping from India.
- Exports can qualify as zero-rated supplies under India GST law, but the chosen route, documentation, LUT/bond or tax/refund process must be confirmed with the company CA for each transaction.
- Specify the applicable Incoterms® 2020 rule and named place in every cross-border quotation/contract to define delivery responsibilities, cost allocation and risk transfer.
- Check import duties, product-labelling, packaging, customs, tax registration, sanctions and buyer procurement requirements in each destination country.
- Protect the FOLKHAAT mark in priority markets; WIPO's Madrid System may be a route for eligible applicants with a qualifying home application/registration, subject to designated-office decisions.

### Official reference links

- DGFT IEC FAQ: <https://content.dgft.gov.in/Website/DGFT%20-%20Profile%20Management%20%28IEC%29%20FAQs%20v1.0.pdf>
- CBIC / IGST Act, section 16 (zero-rated supply): <https://cbic-gst.gov.in/hindi/IGST-bill-e.html>
- ICC Incoterms® rules: <https://iccwbo.org/business-solutions/incoterms-rules/>
- WIPO Madrid System: <https://www.wipo.int/en/web/madrid-system/index>

### Approval needed before launch

This package is a commercial planning draft. Have an Indian lawyer, CA/export adviser and local counsel in priority markets review the partner agreement, tax treatment, privacy and data transfer, competition/territory rules, product claims, trademark position and dispute clause before signing.

### Let's build your market together

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