



विद्यांजलि अहिंसा सौन्दर्य प्रा लि.

144 भारत नगर जे. के. रोड भोपाल- 462023

✉ vidhyanjali.ahinsa@gmail.com

☎ 0755- 4930222 / 8962637987

Date 25- APR-2019

REWARD PROGRAMME FOR AHINSA PRACHARAK

As recognised by Vidhyanjali any Ahinsa Pracharak who owe a duty of utmost good faith, so as to not mislead any potential Customer/AP and disclose all material facts about the company's business, it's values, products and growth plan and serve in the best interest of the company and achieves business objectives, sales targets, manage distribution network and achieve a minimum score of 64/160 (40%) in the Point Based System (PBS)* matrix (below) will be qualified for the below reward programme.

'AHINSA PRACHARAK' TARGETS APR-2019 TO MAR-2020 (RETROSPECTIVE FROM 1ST OF APR-2019) AND RESPECTIVE POINTS:-

Criteria (Apr-19 to Mar-20)	Maximum Points	Points per Unit	Requirement*
50 new AP	50	1 AP = 1 point	Duly signed AP form with docs, purchase invoice & BS*
Sale of INR 12,00,000	50	INR 25000 = 1 point	Monthly purchase invoice & BS*
24 Stalls/Road Show	24	1 Stall = 1 point	Photos & videos*
12 City Meeting (1 meet per month)	12	1 Meet = 1 point	Photos & videos of more than 20 attendees*
3 Regional Meeting	12	1 RM = 4 points	Photos & videos of more than 50 attendees*
1 Exemplary Work	12	1 EW = 12 points	Photos & videos or news paper*
-	160	-	-

REWARD-PROGRAMME

Score	Points	Reward	Cash Equivalent
100%	160/160	Free air ticket to London & Free Lodging for 7 days for 2 adults	₹ 200,000
90%	144/160	Free air ticket to London for 2 Adults	₹ 100,000
80%	128/160	Free air ticket to Singapore for 2 Adults	₹ 50,000
70%	112/160	Free air ticket to Grand Convention (Oct-2021)	₹ 25,000
60%	96/160	Free 2 nd AC train ticket to Grand Convention (Oct-2021)	₹ 10,000
50%	80/160	Free 3 rd AC train ticket to Grand Convention (Oct-2021)	₹ 5,000
40%	64/160	Eligible for Grand Convention (Oct-2021)	No Cash
<40%	<64/160	Not eligible for Grand Convention (Oct-2021)	-

SALES DISCOUNT FOR AHINSA PRACHARAK (07-01-2019)

Purchase amount	Discount	ROI	Free Transport up-to 2% of Bill Value
₹2999	0%	0%	No
₹3000 - ₹9999	10%	11.11%	Yes
₹10000 - ₹24999	14%	16.28%	Yes
₹25000 - ₹49999	18%	22%	No
₹50000 - ₹99999	20%	25%	No
>₹100000	21%	26.58%	No

NOTE: The above plan will be implemented with effect from today 25/04/2019 and calculation will be done retrospectively from 01/04/2019. **The AP sales discount policy dated 07-01-2019 will remain unchanged (mention above).**

* For claiming points on the basis of PBS matrix you need to follow the procedure as mentioned below:

- AP points will be allotted when we received duly filled & signed AP form with the documents to our address 144 Bharat Nagar, Bhopal 462023, along with > INR 5000/- sales invoice and correspondence bank statement for the receipt of the funds no later than 30 days from the day when the AP has joined us.

- Points for sales will be allotted when you send us via email at vidhyanjali.ahinsa@gmail.com all monthly purchase invoices, correspondence payment receipt from the bank and closing stock of the goods of Vidhyanjali on 30th of each month for no later than 5th of following month you are claiming the points.
- For stalls/road show points you need to send us photos and videos on the above email address for the whole month no later than 5th of every month for the previous months. Maximum 1 stall/road show will be permitted for the roll over/roll back to the next/previous month and points will not be allotted for more than 24 stalls in a year even.
- For city meet/regional meet points you need to send us photos, videos and the full name and contact details of all the attendees in the event in the excel sheet no later than the 5th of every month for the previous month.
- Exemplary work is the outstanding work/contribution you have made during the year for spreading Ahinsa, for example saving an Animal from being slaughtered etc that has been featured as a good work in the local news channel/paper etc. and you can verify by sending photos, videos etc on our email. Vidhyanjali management reserves the right to decide whether the work will fall in the category of exemplary or not and on that basis 12 points or no points will be allotted.

10 POINT AHINSA PRACHARAK OBJECTIVES

Revenue:

Each Business Promoter should achieve the expected revenue target given to them by selling the goods to AP's/Customers* per year to contribute towards the targeted revenue of INR 30million of the company for the year Apr-19 to Mar-20.

Competition:

Gaining 1% market share in the region they operate and major share in the cruelty free/vegan products market segment.

Knowledge:

Business Partner should possess very high understanding of the nature of the products we sell. Product knowledge is the key for success in concept selling business like ours.

Process:

Business Partner should follow the process set by the company regarding placing of the order and reporting the discrepancies.

Branding:

Business Partner should make all the efforts to make Vidhyanjali as a leading brand of cruelty free and chemical free product provider in their area of influence by way of brand awareness and by creating brand loyalty in the customers.

Distribution:

Business Partner should develop a widespread distribution channel so that Vidhyanjali customers should get the products as and when they need them with the great ease.

Customer Experience:

Business Partner should ensure satisfying end-to-end customer experience, reviews and should ensure less customer returns and improved product ratings by selling right product to the customer.

Organizational Culture:

Vidhyanjali is an organisation where compassion comes before anything else hence Business Partners is expected to demonstrate high respect to the organisation culture and manage its expectations accordingly.

Compliance:

Business Partner should implement controls to achieve compliance to standards, laws and regulations.

Sustainability:

Objectives related to the impact of Business Partner operations and products such as reducing harmful waste.