



Request for Proposal

Become a Seller at HandyCraft World

APRIL 2020



ISSUED BY

HandyCraft World

REPRESENTATIVE

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Introduction <https://HandyCraft.World>

Welcome to HandyCraft.World, a platform where you can find valuable online handicrafts from four corners of the earth at your doorstep. Art is an expression diversified by creativity, conception, and inspiration of an artist. The potential of what can be created with craft is seemingly endless.

Our Motto is “ **Promote Art . Support Artists.**”

Basically, we are focused on bringing out an online handicraft marketplace, where artistic creators can present their Art to the whole wide world. This platform canvas also supports NGO Organizations manufacturing authentic handmade products.



Seller Portal

- ❑ We suggest sellers visit the website and click "**Become a Seller**" at top left.
- ❑ Register and generate unique store URLs which you can share to showcase your products.
- ❑ We would suggest going through our seller portal, it's full of features which are required by the seller. You can almost manage everything from there.
- ❑ We have support for *Product Catalog, Coupons, Orders List, Sales Report, Customer List, Ledger Book, Stock Manager, an Android App* for basics operations.



Document Requirements

- Aadhar Card
- PAN Card
- GST Certificate
- Bank Account Number & IFSC code



Seller Guidelines & Responsibilities

The following seller guidelines & requirements apply to this Request for Proposal:

1. First and foremost, we are not a reselling platform. You could sell your artifacts and products which have been handcrafted or designed by you or your team. This may consist of handmade or handcrafted or manufactured by your team or supervised under your initiation.
2. We are a marketplace platform that allows the connection between the seller and the buyer. Hence the seller should take care for both invoicing and shipping for the product. This includes the taxation on the sale of products. Also liabilities arising from the use, consumption and/or interaction with your products is solely yours and handycraft.world will not be responsible for any loss or damage due to your products.
3. We provide a portal for you to upload products and maintain stocks on a website (<https://handycraft.world>), where you need to upload at least 2 pictures of a single product with short description and long description.

4. You are not supposed to use any kind of watermark images in product listing and not to mention email or phone in or under product description.
5. We have also provided coupons generator facility through which you can generate coupons and give a boost to your product marketing.
6. The launching of a shop on a website is free of cost and you will be given a unique store URL for your product catalog. for example
(<https://handycraft.world/store/myhandicrafts>)
7. Once any User confirms a purchase in response to a listing made by you by making requisite payment through Payment on Billing, the sale is considered complete and all property and title in the listed item passes on to the buyer. You cannot refuse to sell the item, or refuse to accept payment or fail to deliver the item after the payment has been successfully made and the Transaction is confirmed.
8. The price of the item proposed to be purchased shall include, if applicable, the shipping charges, insurance charges and all other taxes, duties, costs, charges and expenses in respect thereof. The shipping and handling charges included in the price of the item must be reasonable and cannot be disproportionate to the cost of the item or significantly above actual cost which may be charged by a reputed and competitive service provider. If the buyer makes payment in any currency other than Indian Rupees, the cost of conversion/ exchange rate shall be borne by the buyer.
9. The Seller shall provide the Dispatch Details on the Website within [7] days from the Payment confirmation or within such timelines as may be agreed upon between the buyer and seller on the Website. If the Seller fails to enter the Dispatch Details in the Website within such prescribed time, the Company may in its sole discretion cancel the Transaction and refund the Transaction Price (if paid) to the Buyer. In case of Delivery outside India (in which case only electronic payment shall be acceptable), the Dispatch Details have to be entered in the website within 10 days of Payment Confirmation.

10. In case of Payment on Delivery Transactions, It is the sole responsibility of the seller to ensure that the goods shipped are received by the buyer are in good condition and not damaged for any reason whatsoever, irrespective of whether the delivery is made by the Logistics Partner. For all fragile goods shipped, the seller is responsible for any damage during the product transit. Seller is further required to package the product properly and should test the packaging before final dispatch.
11. You will not engage in any unfair trade/consumer practice or any such practices that are forbidden under applicable laws, including but not restricted to the Consumer Protection Act, 1986.
12. Seller agrees that the Transaction Price paid by a Buyer will be remitted to Seller's Bank Account contingent upon the following events:
 - a. Buyer confirming the Delivery of items in the Transaction, or
 - b. Buyer does not raise a refund claim within [5] days of expiry of the prescribed Delivery time or if such claim has been raised by the Buyer, the same is rejected by the Company on account of any breach of the User Agreement and the rules and policies made thereunder and/or applicable law, or
 - c. Buyer not taking any action on the Website to confirm Delivery or non-receipt of item within [5] days of expiry of the prescribed Delivery time despite the confirmation of Dispatch of item by Seller to the Buyer, orAll remittances to Sellers in respect of Payment on Delivery Transactions shall be made through online bank transfer to Seller's Bank Account.
13. You shall not provide any information such as a catalogue of your items in your listing or on the items or packaging thereof which will enable a buyer to contact you outside the Website to buy such item directly from you instead of buying it from the listing on the Website. You shall not solicit Users to send you payments by any method not approved or provided for on the Website by the Company.
14. You must ensure that the listed items do not infringe upon the intellectual property, trade mark, copyright, trade secret or other proprietary rights or rights of publicity or privacy rights of any third party. Listings may only include content

generated by you in the form of text descriptions, graphics and pictures that describe your item for sale.

15. Upon identifying or being notified by any person or by law enforcement agency that Seller has violated any law in the performance of the Transaction, the Company may immediately suspend seller's Registration, notify law enforcement or any other authority including banks for appropriate action or act in any other way to cooperate with authorities or protect its interests.
16. The Company may seek KYC Documents from the Seller at any point of time during the subsistence of this policy for compliance with the provisions of the User Agreement and the rules and policies made thereunder as well as compliance with applicable laws. The Company has the right to reject any one or more of the KYC Documents submitted by the seller and may ask for other documents or further information.
17. The Company will retain personal information in accordance with the privacy policies posted on the Website and applicable laws.
18. These are some compulsory terms and conditions. For an updated version check out the website.



Fee Structure

Hosting a shop at HandyCraft World is free. We have a variable commission structure depending on the product category starting as low as 12% and transaction fee on the total Transaction Price in case the sale happens through HandyCraft World.

Transaction fee (effective April 2020): 3.0% of the total Transaction Price or Rs. 20 per transaction, whichever is higher.

Commission structure (effective April 2020):

Folk Art (Painting, Weaving, Printing & Dying, Embroidery,)	12%
Contemporary Art(Painting, Photography, Drawing, Wall Art, Sculpture & all fine artwork)	22%
Fine Jewellery	10%
Art Jewellery	17%
Home Decor Items & Pottery (Furniture, Kitchen Things, Garden, Rugs & Carpets, Cushion & Covers)	15%
Apparel & all other accessories	15%
Wooden Handicrafts(Includes Bamboo Art)	15%
Ceramic & Stone (Terracotta, Marble,Metal Crafts)	12%

Order cancellation (effective April 2020): On all cases wherein an order is received, but the seller is unable to fulfil the order due to a stockout or incorrect product sent, the transaction fee and a token commission of 5% would be charged.



Support & Help

Got a Question?

The seller can reach us anytime for any query or favour. We are available on:

Email: support@handycraft.world

Whatsapp and Mobile: +91 9511516802

Website: <https://HandyCraft.World>



Deciding Factors

1. We are a new startup and are ready to go with full boost.
2. We are marketing our products across India through various marketing channels.
3. We will soon be coming to the global market, where our visitors will also rise.
4. Give it a TRY ! we charge nothing until you get your first order through us.