

Press Note

In order to compete with the existing market trend, Shri Manohar Lal Khattar, Hon'ble Chief Minister Haryana has decided to launch 'Retail Expansion Plan `2020 in the State. In this expansion plan, 'The Haryana Agro Industries Corporation Limited' will open around 2,000 new retail outlets under the brand name `HaRit'.

In these proposed new retail outlets besides the products of the leading State agencies like Vita, Hafed etc. the other FMCG products of the leading MNC will also be made available. The quality and the service for the consumers would be the prime objective of the state government through these retail outlets.

To further boost the project it has also been decided to get prepare the new design of `HaRit' logo. For this purpose the open competition will be held amongst the masses. Anyone from the State of Haryana can participate in this competition of designing of new logo.

The participants can send their designs along with concept note till 6th August, 2020 on the email id logoharit@gmail.com and the winner be selected by the evaluation and steering committee. The selected winner will be given recognition and cash award of Rs.11,000/- .