

# Jharkhand State Livelihood Promotion Society

(Under Rural Development Department, Govt. of Jharkhand)

3<sup>rd</sup> Floor, Shantideep Tower, Radium Road, Ranchi-834001

Phone No. 0651-2360038, 2360142

Email:- [jslps.ranchi@gmail.com](mailto:jslps.ranchi@gmail.com), Website: [www.jslps.org](http://www.jslps.org)

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Letter No: 722 /Ranchi

Dated: 19/06/2018

## LETTER OF INVITATION

To

Interested Individuals

**Sub:- Empanelment of Consultant towards consulting services for 'Designing and brand innovations' of JSLPS.**

Dear Madam/Sir,

1. You are hereby invited to submit technical and financial proposals for consultancy services required to provide consulting services towards designing and brand innovations of JSLPS, which could form the basis for future negotiations and ultimately a contract will be entered between you and JSLPS.
  2. **The purpose of this assignment is to:**
    - a) Providing visual brand design of JSLPS including re-branding Logo, Sub-Logo, and Brand guidelines for different project implemented across the JSLPS.
    - b) Providing brand guideline documents and office documents.
    - c) Re-designing of official Website of JSLPS.
  3. **The following documents are enclosed to enable you to submit your proposal:**
    - (a) Terms of reference (TOR) (Annexure-I for the services).
    - (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Annexure- II); and
    - (c) A sample format of the contract for consultant's services under which the service will be performed (Annexure-III).
  4. The JSLPS has provision of fund in FY-2018-19 towards conducting the study and intends to apply a portion of this fund to eligible payments under this Contract.
  5. **The Submission of Proposals:** The proposals shall be submitted in two parts, viz., Technical and Financial and should follow the form given in the "Supplementary Information for Consultants."
- The proposals will be received in the office of the JSLPS up to **12.30 hours on 05<sup>th</sup> July, 2018.**

6. **Deciding Award of Contract:**

Quality and competence of the consulting service shall be considered as the paramount requirement.

Negotiations will be held only if the technical proposal is acceptable. The consultant must be prepared to furnish the detailed cost break-up and other clarifications to the proposals submitted to JSLPS, as may be required to adjudge the reasonableness of your price proposals. If the negotiation is successful, the contract will be awarded. If negotiations fail, and if it is concluded that a contract with reasonable terms cannot be concluded, the process of selection of Consultant, issue of letter of invitation etc. will be repeated till an agreed contract is concluded.

7. Please note that the JSLPS is not bound to select any of the Consultants submitting proposals.
9. You are requested to hold your proposal valid for **60 days** from the date of submission during which period you will maintain without change, your proposed price. The JSLPS will make its best efforts to finalize the agreement within this period.
10. Please note that the cost of preparing a proposal and of negotiating a contract including visits to JSLPS, if any; is not reimbursable as a direct cost of the assignment.
11. We wish to remind you that any manufacturing or construction firm with which you might be associated with, will not be eligible to participate in bidding for any goods or works resulting from or associated with the project of which this consulting assignment forms a part.
12. **Tax Liability**  
Please note that the remuneration, which you receive from this contract, will be subject to the normal tax liability as per the prevailing Income Tax Act. Kindly contact the concerned tax authorities for further information in this regard, if required.
13. We would appreciate if you inform us by Telex/Facsimile within three days from the receipt of the letter:
  - (a) Your acknowledgment of the receipt of this letter of invitation; and
  - (b) Whether or not you will be submitting the proposal.

Yours faithfully,

Sd/  
**Chief Executive Officer**

**Enclosures:**

Annexure-I: Terms of Reference.

Annexure-II: Supplementary Information to Consultants.

Annexure-III: Draft contract under which service will be performed.

**SUPPLEMENTARY INFORMATION FOR CONSULTANTS**

**Proposals**

1. Proposals should include the following information:

(a) **Technical Proposals**

- (i) Curriculum Vitae of Consultant (F-2).
- (ii) An outline of recent experience on assignments/ projects of similar nature executed during the last three years in the format given in Form F-3.
- (iii) Any comments or suggestions of the Consultant on the Terms of Reference (TOR).
- (iv) A description of the manner in which Consultant would plan to execute the work. Work plan time schedule in Form F-4 and approach or methodology proposed for carrying out the required work.
- (v) The Consultant's comments, if any, on the data, services and facilities to be provided by JSLPS indicated in the Terms of Reference (TOR).

(b) **Financial Proposals**

The financial proposals should include the Schedule of Price Bid in Form F - 5.

2. Two copies of the proposals should be submitted addressing to the Chief Executive Officer, Jharkhand State Livelihood Promotion Society, 3<sup>rd</sup> Floor, Shantideep Tower, Radium Road, Ranchi-834001, Jharkhand.

3. **Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. Negotiations commence with a discussion of Consultant's proposal, the proposed work plan, and any suggestions you may have made to improve the Terms of Reference. Agreement will then be reached on the final Terms of Reference and the bar chart, if required, which will indicate periods in months and reporting schedule. Once these matters have been agreed, financial negotiations will take place and will begin with a discussion of your proposed monthly rates.

4. **Terms of Payment**

The mode of payments to be made on the assignment basis.

Note: All payments shall be made on submission of pre-receipted bills by the Consultant in duplicate as per assignment.

5. **Review of Reports**

A review committee (to be restricted to three members) of JSLPS will review all reports of Consultants (inception, progress, intermediate and draft final) and suggest any modifications/changes considered necessary within 7 days of receipt.

**FORM NO.F-1**

From:

To

The Chief Executive Officer,  
3<sup>rd</sup> Floor, Shantideep Tower,  
Radium Road, Ranchi-8374001,  
Jharkhand

**Sub:- Empanelment of Consultant- Designer for the Brand innovations of JSLPS.**

Sir,

I \_\_\_\_\_ Consultant herewith enclose Technical and Financial Proposal for selection as Consultant for JSLPS.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Yours faithfully,

Signature: \_\_\_\_\_  
Full name \_\_\_\_\_  
and address: \_\_\_\_\_

**FORM F-2**

**FORMAT OF CURRICULUM VITAE (CV) FOR  
CONSULTANT**

Name of Consultant: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

**Key Qualifications:**

*[Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.]*

**Education:**

*[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]*

**Employment Record:**

*[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.]*

**Languages:**

*[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]*

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

**Date:** \_\_\_\_\_

***[Signature of Consultant]***

***Day/Month/Year***

**Full name of Consultant:** \_\_\_\_\_

**FORM F-3**

**ASSIGNMENTS OF SIMILAR NATURE SUCCESSFULLY COMPLETED  
DURING LAST 3 YEARS (FY)**

Outline of recent experience on assignments of similar nature:

Sl. No.	Name of the Assignment	Name of the Project	Owner or Sponsoring Authority	Cost of Assignment	Date of Commencement	Date of Completion	Was the Assignment Completed Satisfactorily
1	2	3	4	5	6	7	8
1							
2							
3							
4							

Note: Please attach certificates from the employer by way of documentary proof, if any:

**FORM F-4**

**WORK PLAN TIME SCHEDULE**

**A. Field Investigation**

Sl. No.	Activities to be undertaken	Week wise Program							
		1 <sup>st</sup> week	2 <sup>nd</sup> week	3 <sup>rd</sup> week	4th week	5 <sup>th</sup> week	6 <sup>th</sup> week	7 <sup>th</sup> week	8 <sup>th</sup> week
1									
2									
3									
4									
5									

**B. Compilation and submission of reports**

1. Draft Final Report

2. Final Report

C. A short note on the line of approach and methodology outlining various steps for performing the assignment.

D. Comments or suggestions on "Terms of Reference."

**FORM F-5**

**SCHEDULE OF PRICE BID:**

<b>Activities/Particulars</b>	<b>Amount (In figure)</b>	<b>Amount in Words</b>
Consulting services towards designing and branding innovation activities of JSLPS.	Rs.....per day	Rupees..... .....only per day.
Consultancy GST @ _____% if any		

**Signature of Consultant**

Date:.....

Address:.....

**FORM F-6**

**Break-up of Cost Estimates**

**Remuneration**

<b>Consultant Name</b>	<b>Daily (Monthly) Rate (in Rs.)</b>	<b>Working Days (Months)</b>	<b>Total Cost (in Rs.)</b>
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**Sub-Total (Remuneration)**

\_\_\_\_\_

Out-of-Pocket Expenses:

a) Per Diem:	Room	Subsistence	Total	Days
<u>Cost</u>	_____	_____	_____	_____

b) Taxi Cost: \_\_\_\_\_

c) Lump Sum Miscellaneous Expenses :

\_\_\_\_\_

Sub-Total (Out-of-Pocket)

\_\_\_\_\_

**Contingency Charges:**

\_\_\_\_\_

**Total**

\_\_\_\_\_

Consultancy Service Tax  
@ .....%

\_\_\_\_\_



**Draft Letter of Contract**

**Sub: Empanelment of Consultant- Designer for the Brand innovations of JSLPS.**

(Name of Consultant)

We herewith confirm your consulting appointment to carry out the above-mentioned assignment specified in the attached Terms of Reference.

For administrative purposes (Name of responsible staff of Borrower) has been assigned to administer the assignment and to provide the Consultant with all relevant information needed to carry out the assignment. The services will be required in (Name of Project) for about \_\_\_\_\_ days/months, during the period from \_\_\_\_\_ to \_\_\_\_\_. These dates are estimates and (Name of Borrower) may find it necessary to postpone or cancel the assignment and/or shorten or extend its duration. However, every effort will be made to give you, as early as possible, notice of any such changes. In the event of termination, the (Name of Consultants) shall be paid for the services rendered for carrying out the assignment to the date of termination, and will provide the (Name of Borrower) with any reports or parts thereof, or any other information and documentation gathered under this Contract prior to the date of termination.

This Contract, its meaning and interpretation and the laws of the Union of India shall govern the relations between the parties.

Set out below is the terms and conditions under which you have agreed to carry out the assignment. The services to be performed, the estimated time to be spent, and the reports to be submitted will be in accordance with the attached Terms of Reference.

This Contract will become effective upon confirmation of this letter by you and will terminate on \_\_\_\_\_, or such other date as mutually agreed.

Payments for the services will not exceed an amount of \_\_\_\_\_.

You will be paid as follows, within 30 days of receipt of invoice a fee of:

<b>Amount</b>	<b>Currency</b>	
.....	.....	upon receipt of a confirmed copy of this letter and submission of inception report.
.....	.....	upon receipt of the draft report.
.....	.....	upon receipt of the final report acceptable to (Name of Client)

The above fee includes all the costs related to carrying out the services, including overhead and any taxes.

You will be responsible for appropriate insurance coverage. In this regard, you shall maintain medical, travel, accident and third-party liability. You shall indemnify and hold harmless, the (Name of Client) against any and all claims, demands, and/or judgments of any nature brought against the (Name of Client) arising out of the services under this Contract. The obligation under this paragraph shall survive the termination of this Contract.

All materials produced or acquired under the terms of this Contract written, graphic, film, magnetic tape or otherwise shall remain the property of the (Name of Client). The (Name of Client) retains the exclusive right to publish or disseminate reports arising from such materials. The rights and duties provided for in this paragraph shall continue, notwithstanding the termination of this Contract or the execution of its other provisions.

You will carry out the assignment in accordance with the highest standard of professional and ethical competence and integrity, having due regard to the nature and purpose of the assignment, and will conduct yourself in a manner consistent herewith.

You will not assign this Contract or sub-contract or any portion of it without the Client's prior written consent.

You should agree that, during the term of this Contract and after its termination, you and any entity affiliated with you, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

You shall pay the taxes, duties fees, levies and other impositions levied under the Applicable law and the Client shall perform such duties, in regard to the deduction of such tax, as may be lawfully imposed.

You will also agree that all knowledge and information not within the public domain which may be acquired during the carrying out of this Contract, shall be, for all time and for all purpose, regarded as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed to any person whatsoever, except with the (Name of Client) written permission.

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with Arbitration & Conciliation Act 1996.

Read and Agreed :

Place: (Signature & Name of Consultant)

Date:

(Signature & Name of Client's Representative)

Attachment: (i) Terms of Reference and Scope of Services; and (ii) Consultant's Reporting Obligations.

**Terms of Reference for empanelment of Consultant towards consulting services for 'Designing and brand innovations' of JSLPS.**

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**1) Background:**

JSLPS is implementing various projects focusing on different activities, as a result of which the organisation is expanding and several brand promotion activities is required from time to time across the project. There are various modes of brand promotion which need to be explore within the organization and in order to meet the required and requisite modes of brand promotional activities across the JSLPS, a Consultant-Designer having experienced and expertise in the field of designing and brand promotional activities is required to provide support to JSLPS.

**2) Objectives:**

- a) Providing visual brand design of JSLPS including re-branding Logo, Sub-Logo, and Brand guidelines for different project implemented across the JSLPS.
- b) Providing brand guideline documents and office documents.
- c) Re-designing of official Website of JSLPS.

**3) Educational qualification and experience:**

- a) Qualification: Post Graduation in Visual Communication/ Designing from a reputed Institution.
- b) Experience: Minimum 6 years experience in the field of Designing.
- c) **Desirable:**
  - Work experience in context of Web Designing and Visual brand designing.
  - Bachelors degree in Architecture/ Designing.

**4) Scope of Work:**

- a) Visual brand design
- b) Brand message & visual brand design
- c) Business strategy and messaging & designing

Required task to be assigned by KMC based on the no. of days as per requirement of different domains. The consultant can also take support of additional designers under his/her control to complete the task/design within the timeline and as well as to improve on the design.

**5) Deliverable:**

Open file of mentioned products.

**a) Bi-lingual identity (Stationary)**

- ◆ Visiting card
- ◆ i-card
- ◆ Letterhead
- ◆ Letter pad
- ◆ Stamp
- ◆ Pen/ Notebook
- ◆ Certificate

- ◆ Tea Cups
- ◆ Souvenirs
- ◆ Bag/ Jhola
- ◆ Tender release.

**b) Banners/ Standees for dist. & Block office.**

- ◆ Horizontal (6\*3, 6\*12, 12 \*24).
- ◆ Vertical (6\*3, 6\*12, 12\*24).
- ◆ Office Documents- PPT/ Word/ Corel.
- ◆ Branding design of 5 products.
- ◆ Brand Guideline documents.

**c) Once in a year**

- Website
- E-tools
- Annual report
- Newsletters
- E-Bulletin
- Panchayatnama
- Progress Report.

**d) Designing of new year collaterals**

- Diary
- Calendar
- Planner

**6) Duration:**

The duration of the consultancy services will be initially for a period of one year from the date of signing of the contract and may be extended for a further period 2 years based on performance and requirement of the project. The price quoted should remain constant during the contract period.

**7) Payment:** All payment will be made on monthly or assignment basis against deliverables as mentioned in the assignment.

**8) Reporting:** All the day-to-day activities and quality of the designing shall be verified by the Program Manager, Media & Documentation from time to time.

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