

REQUEST FOR PROPOSAL (RFP)- NEW LOGO

ABOUT JOWAI CO-OPERATIVE URBAN BANK LTD.

Jowai Co-operative Urban Bank Ltd is, by constitution a Co-operative Society registered with the Registrar of Cooperative Societies, Government of Meghalaya. The bank is headquartered in Jowai. Being a banking entity, the bank offers a rich bouquet of products both on the Assets and Liabilities sides. Its clientele is drawn from the residents of West and East Jaintia Hills districts of Meghalaya and its members are predominantly the rural folks.

PROPOSAL

The Bank is looking to engage Designer (s) for designing a brand new logo for the bank. The bank is looking to engage Designer(s) who are based out of **Jowai or Shillong**.

Designing New Logo

Basic Concept

- The Logo should reflect the Vision, Mission and Core Values of the bank. The Vision, Mission & Core Values of the bank are as follows:

Vision Statement

“To provide World Class Banking and Financial Services while remaining truly local.”

Mission Statements:

1. To reach the Unreached and the Unbanked.
2. To provide Personalised Banking and Financial solutions through differentiated Customer service.
3. To ensure the bank functions in the true spirit of Co-operation
4. To leverage data in the bank's operations.
5. To create a Workplace where our employees can Learn, Grow and Contribute.

Core Values:

1. We value the spirit of Co-operation.
2. We value a culture of Merit and Performance.
3. We value Effectiveness and Efficiency in delivery of services.
4. We value Transparency in functioning.
5. We value Sound Ethical Practices
6. We will contribute towards Nation building.

Logo Design

- The logo should be contemporary in its look and feel
- The logo should be catchy and easy to remember
- The logo should be easily usable across all forms of media and materials, i.e. electronic, paper, etc (Versatile)
- The logo should be timeless
- The logo should be simple.

ELIGIBILITY CRITERIA

Sl No	Eligibility Criteria	Documents to be enclosed
1	Bidder(s) can be individual designer, firm, group of designers, etc with relevant experience in designing logo of big or small organization.	Documentation to support experience. E.g, Client letter, etc
2	Bidder(s) should have relevant educational or professional qualification	Relevant certificates/testimonials.
3	The bidder must have an office in Jowai/Shillong	Self declaration with supporting documents such as rent agreement, lease agreement, etc
4	Additional information	Any other documents proving the credentials and experience of the bidder.

FEE

The Bidder should mention the onetime fee payable for the services.

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Successful design, selected by the bank will become the Intellectual Property of the bank from the date of acceptance of the design.

SUBMISSION OF PROPOSAL

Interested bidders, satisfying the eligibility criteria enumerated above are to submit their proposals in the following format:

1. Covering letter duly signed.
2. Supporting documents listed in Eligibility Criteria above
3. Proposed Logo
4. The last date for submission of Proposal is **15th December 2021**.

Proposals may be mailed to headoffice@jcubl.in and ceo@jcubl.in

