



TERMS OF REFERENCE (TOR) – REDESIGNING SAFIR’S LOGO

SOUTH ASIA FORUM FOR INFRASTRUCTURE REGULATION (SAFIR)
SECTT.: C/O CENTRAL ELECTRICITY REGULATORY COMMISSION
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1. BACKGROUND:

SAFIR is an Association of Persons, established in May, 1999 aiming to provide capacity building and training on infrastructure regulation and related topics in South Asia and to stimulate research on the subject by building a network of regional and international institutions that are active in the field. It also aims at facilitating effective and efficient regulation of utility and infrastructure industries, initiate beneficial exchange of knowledge and expertise, and set the trend of rapid implementation of global best practices.

SAFIR aims to:

- Provide a platform for experience sharing amongst the regulators of the region
- Build regulatory decision-making and response capacity in South Asia
- Facilitate the regulatory process
- Conduct training programmes to serve regulatory agencies and other stakeholders
- Spur research on regulatory issues
- Provide a databank of information relating to regulatory reform processes and experiences

Additional information:

- a. The activities of SAFIR are guided by a Steering Committee comprising of Members from the Electricity Regulatory Commissions, other Infrastructure Regulatory Authorities, Academic Institutes, PSUs and Consumer Organizations; and the Executive Committee of SAFIR comprising of Chairpersons & Central Regulators of India, Bhutan, Bangladesh, Nepal and Sri Lanka. The sectors covered include electricity, natural gas, telecommunications, water, transport, etc.
- b. SAFIR's most visible activity is the Core Course on Infrastructure Regulation. The core course is aimed at utility regulators and their staff, senior government officials working on the reform of the infrastructure sectors, and executives from public and private regulated infrastructure service providers. The core course delivers practical lessons on the regulation and restructuring of infrastructure from within and outside the region. SAFIR also organises an Infrastructure Conference to present the vibrant and evolving

policy and regulatory framework in South Asia, which has, over the period, played an important role in building, enhancing and channelizing private investments into Infrastructure sector.

- c. Presently, SAFIR is headed by Prof. K.P. Lalith Chandralal, Chairperson of Public Utilities Commission of Sri Lanka (PUCSL), Sri Lanka and the Secretariat services of SAFIR is provided by Central Electricity Regulatory Commission (CERC), a quasi-judicial Electricity Regulator at New Delhi, India.
- d. There are four categories of membership viz. Consumer Bodies / NGOs, Academic / Research Institutions, Regulatory Bodies and Corporates / Utilities. The Members of SAFIR have access to the expertise of SAFIR Members, participation in SAFIR events and Steering Committee meetings, participation and option to organize the Core Course training programs for SAFIR Members, option to undertake / facilitate studies of interest, etc.
- e. SAFIR also forms “Virtual Working Groups” from amongst the representatives of the Member organizations, to discuss, deliberate various issues of great importance to the infrastructure sector, effectively utilizing information and telecommunication technologies to accomplish such tasks assigned to the groups.

Over the years, SAFIR has expanded its mandate and it was observed that the present logo of SAFIR does not adequately reflect the organization’s evolving role, core objectives, and areas of impact. In view of these developments, it is proposed to redesign the logo of SAFIR. to ensure that the new logo represents the vision, mandate and identity of the organization in the present times.

2. OBJECTIVES – WHAT THE LOGO REDESIGN IS INTENDED TO ACHIEVE?

The proposed logo redesign should:

- Reflect SAFIR’s evolved mandate and responsibilities
- Present a modern, professional, and future-ready visual identity
- Symbolize SAFIR’s core values and strategic priorities
- Enhance visibility and recognition among regional regulators, policymakers, utilities and industry stakeholders
- Ensure suitability across digital and physical communication platforms

3. DESIGN PHILOSOPHY - WHAT THE LOGO SHOULD REPRESENT AND COMMUNICATE?

The redesigned logo should seek to embody the following themes:

- **Regional Cooperation:** Symbolising collaboration, knowledge sharing, and regulatory harmonisation across jurisdictions
- Reliability and Trust
- **Sustainable Growth:** Representing collaborative economic development, environmental stewardship, and long-term energy security
- **Energy Transition:** Reflecting the shift towards renewable and sustainable energy systems

4. SCOPE OF WORK:

The selected designer / agency shall:

- Develop multiple logo concepts for consideration
- Refine shortlisted concepts based on stakeholder feedback
- Deliver the final logo in various formats suitable for print and digital use
- Provide basic brand usage guidelines, including colour specifications and typography

5. SELECTION PROCESS:

The Executive Committee of SAFIR will evaluate the submitted designs based on:

- Relevance to SAFIR's mandate
- Creativity and originality
- Visual appeal and clarity
- Ease of reproduction across different media
- Alignment with the desired themes and values
- Any other criteria as deemed fit by the committee

The Committee shall recommend a final design.

6. EXPECTATIONS:

The redesigned logo should serve as a modern visual representation of SAFIR's identity, reflecting its evolving role, strategic direction, and commitment to serving stakeholders effectively.

SAFIR expects the assignment to be completed within 12 weeks from the date of award of work. Payments shall be released based on satisfactory completion of deliverables and acceptance by SAFIR, as per the payment schedule specified in the work order / contract agreement.

SAFIR reserves the right to accept or reject any or all proposals, wholly or partly, without assigning any reason thereof. Any clarification regarding this 'Terms of Reference (TOR)' may be sought from the designated point of contact within the stipulated timeline.

Sd /-

(Debasish Roy)
Assistant Secretary SAFIR
