



Terms of Reference (TOR) for Consultancy Services

Title	Capacity Building for Livelihood Enhancement through Product Information, Visual Communication and Basic Digital Skills among Vulnerable Individual End Users – Karnataka
Timeline	4 Months
Expected area of expertise	• Capacity building on product identification, visual communication and basic product information practices. • Product information, labelling and applicable statutory (e.g., FSSAI) practices for food and agro-based products. • Basic product photography and simple content development for communicating livelihood and product information. • Content development in the local language (Kannada). • Development of practical learning materials, DIY toolkits and templates for rural individual end users. • Field-based training and handholding with vulnerable and economically disadvantaged individual end users, including women, in rural and low-resource settings.
Apply Link	https://forms.gle/KCxBjMkn1Bfkdjz7 (Contact Procurement for Form Link)
Last Date for Apply	24 th August 2026, 5 PM

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to bridge environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies, where services are accessed by all communities. The interventions of SELCO lead to a sustainable delivery model of essential services such as livelihoods, education and health till the last mile. (Read more about SELCO here: <http://www.selcofoundation.org/>)

1. About the Programme

Across several districts of Karnataka — including Mandya, Chikballapur, Haveri, Belagavi, Raichur, Bagalkote and Uttara Kannada — many vulnerable and economically disadvantaged individuals are engaged in food and agro-based livelihoods (such as jaggery, snacks and sweets) and in handicraft and textile-based livelihoods (such as embroidery and related crafts).

These individual end users often possess strong local knowledge and skills. However, gaps in product identification, visual communication, product information, labelling and basic digital skills can limit their ability to clearly communicate information about their products and to strengthen and sustain their livelihoods.

SELCO Foundation, in coordination with relevant local stakeholders, proposes a four-month capacity-building engagement with approximately 20 selected vulnerable individual end users. The engagement will focus on strengthening practical skills related to product information, visual communication and basic digital

communication, and on developing reusable learning materials that can inform similar livelihood-enhancement programmes in other geographies.

2. Objective

- Assess the existing practices and capacity-building needs of selected vulnerable individual end users related to product information, visual communication and basic digital skills.
- Strengthen individual capacity in product identification, visual communication and basic product information practices.
- Build understanding of appropriate product information and labelling practices, including applicable statutory information (e.g., FSSAI) where relevant.
- Build basic skills in product photography, simple content development and the use of commonly available digital tools to organise and communicate product information.
- Develop practical learning materials, DIY toolkits and templates that individuals can use within their existing livelihood activities.
- Provide structured training and field-based handholding, and document key learnings and recommendations.

3. Scope of Work

The consultant/agency will deliver the following capacity-building workstreams. Activities are to be carried out on a need basis, based on the individual capacity-building gaps of each end user identified during the assessment.

3.1 Capacity Needs & Readiness Assessment

- Assess each individual end user's current practices related to product information, visual communication and basic digital skills, and prepare a simple, individual capacity-building plan and roadmap based on identified gaps.

3.2 Product Identification & Visual Communication

- Build capacity in product identification and simple visual communication relevant to each livelihood activity.
- Support the development of simple product/livelihood narratives and information materials that communicate local context, product characteristics and relevant information.

3.3 Product Information & Labelling Practices

- Build understanding of appropriate product information and labelling practices, including contents, applicable statutory information (e.g., FSSAI) and other relevant details.
- Develop simple, reusable formats for communicating essential product information clearly and consistently.

3.4 Content & Basic Digital Skills

- Build basic skills in capturing good-quality product photographs and preparing simple product/process visuals.
- Develop content in the local language (Kannada) to improve reach and relatability. All photographs, visuals, creative assets and editable source files shall be handed over to SELCO Foundation and the respective individual end user.

3.5 Basic Digital Communication & Information Tools

- Build capacity in using commonly available digital tools to organise and communicate product information (for example, maintaining a simple digital catalogue of product information relevant to the livelihood activity).
- Support individuals in understanding how to maintain and use these tools and formats within their existing livelihood activities.

3.6 Practical Learning Materials & DIY Toolkits

- Develop practical DIY toolkits, templates and reference materials that can be used by individual end users and field teams after completion of the engagement.

3.7 Training & Field-Based Handholding

- Conduct training sessions on a need basis (based on livelihood typology) covering the essentials of product information, visual communication and basic digital skills.
- Provide structured handholding to support adoption of improved practices and review adoption at agreed stages.

3.8 Documentation & Reporting

- Provide monthly progress reports covering activities completed, end-user-wise progress, challenges, photographs and planned activities for the following month.
- Prepare a final report with consolidated learnings, before-and-after capacity status and selected case studies of individuals who strengthened their product information and communication practices.

4. Roles and Responsibilities

SELCO Foundation

- Identify and facilitate introductions to approximately 20 selected vulnerable individual end users in coordination with relevant local stakeholders.
- Facilitate field-level coordination and scheduling of interactions.
- Provide relevant programme context and available information.
- Review and approve key outputs and deliverables and provide periodic feedback.
- Coordinate with the consultant/agency to support completion within the four-month timeline.

Consultant / Agency

- Undertake the complete scope of work outlined in this TOR, deploying an appropriately qualified multidisciplinary team.
- Conduct field visits and direct interactions with individual end users.
- Develop and deliver the agreed capacity-building sessions, tools, learning materials and toolkits.
- Ensure outputs are practical, locally relevant and usable by individual end users.
- Maintain regular progress reporting, incorporate feedback and submit all final and editable outputs within the agreed timeline.

5. Deliverables to be Provided

Key Activity	Deliverable	Indicative Quantity
A. Capacity Needs Assessment	Assessment of current practices and an individual capacity-building plan/roadmap for each end user.	20
B. Product Identification & Visual Communication	Support in product identification and simple visual communication, including simple product/livelihood information materials.	20
C. Product Information & Labelling	Simple formats and guidance for product information and applicable labelling practices (contents, statutory information where applicable).	20
D. Content & Basic Digital Skills	Good-quality product photographs, simple visuals and content in local language, with editable source files handed over.	20
E. Basic Digital Communication & Information Tools	Capacity building on using commonly available digital tools to organise and communicate product information (e.g., a simple digital catalogue of product information).	20
F. Practical Learning Materials & DIY Toolkits	Reusable DIY toolkits, templates and training modules for each topic as suitable.	As required
G. Training & Field-Based Handholding	Practical training sessions and field-based handholding on a need basis.	As per plan
H. Documentation & Reporting	Monthly progress reports, selected case studies and a final report with before-and-after capacity status.	As per schedule

Indicative month-wise plan

Month	Indicative Activities
Month 1	Capacity needs and readiness assessment; individual capacity-building plans; initial sessions on product identification and visual communication.
Month 2	Product information and labelling practices; development of simple information formats; content and basic photography skills in local language.
Month 3	Basic digital communication and information tools; DIY toolkits and templates; training sessions on a need basis.
Month 4	Field-based handholding, review of adoption, documentation, case studies, final report and handover of editable outputs.

6. Selection Criteria

Evaluation Component	Criteria Focus	Weighting	Required Evidence in Proposal
Technical Approach & Methodology	Understanding of the assignment and methodology for capacity building on product information, visual	25%	Technical proposal, methodology, work plan

Evaluation Component	Criteria Focus	Weighting	Required Evidence in Proposal
	communication and basic digital skills for vulnerable individual end users.		
Relevant Experience & Past Performance	Demonstrated experience in rural/grassroots settings and comparable livelihood capacity-building assignments, including work in regional/local languages.	25%	Company profile, portfolio, case studies, references
Team Composition & Capability	Multidisciplinary team with relevant field, technical, communication and capacity-building skills.	20%	CVs of key personnel, team structure, roles
Relevant Technical Expertise	Expertise in product information/visual communication, labelling practices, content development and basic digital skills.	15%	Relevant work samples and portfolio
Timeline & Value for Money	Ability to deliver within four months and reasonableness of the financial proposal.	15%	Work plan and detailed financial proposal
TOTAL		100%	

7. Submission Requirements

Interested collaborators (individuals, teams or agencies) are requested to submit the following before the deadline:

- **Organisational/Individual Profile** – brief profile, relevant experience and team composition.
- **Proposed Approach** – understanding of the assignment, methodology, field approach and proposed work plan.
- **Relevant Portfolio** – examples of previous relevant work.
- **Team Profile** – CVs/profiles of key personnel proposed for the assignment.
- **Detailed Work Plan** – week-wise/month-wise activities, milestones and deliverables.
- **Financial Proposal** – deliverable-wise (activity-wise) cost breakup, including professional fees and other applicable costs.
- **Travel Budget** – tentative travel requirements and estimated costs, where applicable.

Note: Each application should detail the plan, methodology and deliverables specific to the requirements mentioned in the scope of work.

8. Intellectual Property

All learning materials, information formats, photographs, visuals, toolkits, training materials and other outputs developed under this engagement shall be the property of SELCO Foundation, with editable source files also shared with the respective individual end user. The agency shall hand over all editable source files and shall not use or reproduce the materials without prior written approval from SELCO Foundation.

9. Payment Terms

Payment will be deliverable-based, with the payment schedule agreed between the consultant/agency and SELCO Foundation. The financial proposal should provide a clear cost breakup corresponding to the proposed deliverables and timeline, with travel, materials and other applicable costs separately identified.

10. Application Process

- If your organisation/consulting practice meets the eligibility criteria and is interested in undertaking the assignment, please complete the application form shared by SELCO Foundation.
- Applicants are requested to upload their technical proposal, work plan, team details, relevant work samples and financial proposal directly into the application form.
- The proposal should clearly address the scope of work and deliverables outlined in this TOR.

11. To Apply

Interested consultants/organisations, with relevant experience (please include samples and/or references of previous similar work as proof of experience) and based out of India, are requested to submit a detailed proposal covering methodology, process, budgets (with break-ups and explanation), timelines and milestones via the Google form: <https://forms.gle/KCxNjMkn1Bfkdjfz7> on or before 24th August 2026, 5 PM

Queries: procurement@selcofoundation.org

Subject line: Capacity Building for Livelihood Enhancement through Product Information and Basic Digital Skills – Karnataka

Annexure: Terms and Conditions

1. Sub-contracting

In the event that the Consultant requires the services of subcontractors to perform any obligations under the Contract, the Consultant shall obtain the prior written approval of the Foundation. Any rejection or non-performance of the subcontractor shall not, in and of itself, entitle the Consultant to claim any delays in the performance, or to assert any excuses for the non-performance, of any of its obligations under the Contract, and the Consultant shall be solely responsible for all services, obligations and deliverables performed by its subcontractors.

2. Quality Assurance

The data submitted to SELCO Foundation should be accurate, complete, reliable and relevant. The consulting agency shall establish additional layers for data cleaning and submission.

3. Financials & Reporting

TDS will be deducted on the fixed amount as per the Income Tax Act and rate of percentage. In accordance with the Central Board of Direct Taxes circular No. 7 of 2022 dated 30th March 2022, in relation to the clarifications with respect to Section 114AAA of the Income-tax Rules, 1962, failure to link Aadhar number to the PAN card and/or failure by any person, who falls within the income tax bracket or otherwise, to file tax returns in relation to payment of TDS for any service (in accordance with Section 206AB and 206AA) and/or an inoperative PAN card will result in a 20% tax deduction.

4. Indemnification

Both parties shall indemnify and hold its Trustees, Directors and representative officers, employees, agents harmless from and against any and all claims, demands, actions, losses, liabilities, charges, damages, costs and expenses (including but not limited to reasonable attorney's fees) arising out of or resulting from (1) any claims arising in connection with activities undertaken by both parties in connection with the project or (2) the Consultant's gross negligence or willful misconduct or breach of any undertaking, covenant, representation or warranty contained in this agreement and/or the actual infringement of any patent, trademark, copyrights, trade secret or any other intellectual property right of a third party.

5. Patent, Copyright and other Proprietary Rights

- Except as is otherwise expressly provided in writing in the Contract, the Foundation shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Consultant has developed for the Foundation under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the Foundation.
- Subject to the foregoing provisions, all documents, reports, recommendations, and all other data compiled by or received by the Consultant under the Contract shall be the property of the Foundation, shall be made available for use or inspection by the Foundation at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to the Foundation's authorized officials on completion of work under the Contract.
- The Consultant will treat all information given to him/her as information with proprietary value and will not disclose the same to competitors or any outsiders. The Consultant will not at any time, except under legal process, divulge any trade or business secret relating to the Foundation or any customer or agent of the Foundation, which may become known to him by virtue of his position as consultant, save in so far as such disclosure shall be necessary in the interest and for the benefit of the said Foundation, and will be true and faithful to the Foundation in all dealings and transactions whatsoever relating to the said Foundation.
- Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Consultant shall deliver reports and data to the Foundation as per the milestones. Dissemination of the reports and any information from the said contracts shall be done with written approval from the Foundation.

6. Publicity, Use of Name & Logo of the Foundation

The Consultant shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with the Foundation, nor shall the Consultant, in any manner whatsoever, use the name, emblem, logo or official seal of the Foundation or that of SELCO in connection with its business or otherwise without the written permission of the Foundation.

7. Observance of Law

Compliance with Laws and Regulations: The Consultant will comply with all applicable laws, rules, regulations and statutory requirements and amendments thereof, in the manufacture and distribution of products and supplies and in providing services to SELCO during the term of this Agreement.

- **Child Labour:** The Consultant, its parent entities, partners or subcontractors, nor any of its subsidiary or affiliated entities (if any), shall be engaged in any practice inconsistent with the rights set forth in the Child Labour (Prohibition and Regulation) Act of 1986, which, inter alia, requires that a child shall be

protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral, or social development.

- **Forced Labour:** The Consultant will not engage in any activity that will result in forced or compulsory labour under applicable laws, including the Bonded Labour System (Abolition) Act, 1976.
- **Abuse of Labour:** The Consultant will act in accordance with applicable laws and regulations and will not violate the rights of labourers as stated in the Factories Act, 1948, and similar legislations.
- **Working Hours, Overtime, Wages and Other Benefits:** Working hours, wages and benefits shall be provided by the Consultant to its staff and employees in accordance with applicable laws including the Minimum Wages Act, 1948.
- **Declaration of Blacklisting:** The Consultant represents and warrants to SELCO that, as on the date of signing of this Purchase Order, it is neither blacklisted/debarred nor under a declaration of ineligibility by any Central/State or Semi-Government Organization/Department or Institution and Public Sector Undertaking in India and abroad. The Consultant further undertakes to duly inform SELCO in the event it is blacklisted subsequent to execution of this Purchase Order.
- **Compliance with Anti-bribery Laws:** The Consultant and each of its directors, officers, employees, agents or other representatives shall not, either directly or on behalf of SELCO Foundation, give, offer, promise to offer, or authorize the offer, directly or indirectly, anything of value to government officials or other Officials with intent to influence any act or decision, induce improper action, obtain any improper advantage, or improperly influence such Official.

The Consultant understands and acknowledges that any non-adherence to the warranty stated above will be a violation of the provisions of the Indian Prevention of Corruption Act, 1988, and other applicable laws ("Anti-bribery Laws"). The Consultant agrees to promptly report to SELCO Foundation any incident of breach or potential breach of this section.

Compliance with the Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013 (PoSH)

The Consultant shall agree to adhere to the mandates prescribed under the Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013, which requires all workplaces to have a policy and Internal Committee to address complaints of sexual harassment that women may face at the workplace.

8. Termination

Either party may terminate this contract by giving notice in writing to the other party stating their intention to terminate the same on the expiration of seven (7) days from the date of such notice. In addition, the Foundation may also terminate this contract forthwith in the event of any fraud, misconduct or neglect of duties on the part of the Consultant. Any notice to be given hereunder shall be sufficiently given to the Consultant if forwarded by registered post or courier service to the last known postal address of the Consultant, and shall be sufficiently given to the Foundation if similarly forwarded to the registered office. Upon termination of this contract and payment of the fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to that date (provided the same have been incurred after obtaining prior approval), the Consultant shall deliver all deeds, documents and papers in its possession relating to the business of the Foundation, or as the Foundation shall direct, and shall continue to afford all reasonable assistance for concluding pending matters at the date of such termination without any additional charge.

9. Force Majeure

- Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar

nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the Consultant.

- In the event of, and as soon as possible after, the occurrence of any cause constituting force majeure, the affected Party shall give notice and full particulars in writing to the other Party of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations under the Contract. The affected Party shall also notify the other Party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. Not more than fifteen (15) days following the provision of such notice, the affected Party shall also submit a statement of estimated expenditures likely to be incurred for the duration of the event.
- On receipt of the notice required hereunder, the Party not affected by the occurrence of force majeure shall take such action as it reasonably considers appropriate or necessary in the circumstances, including granting the affected Party a reasonable extension of time to perform any obligations under the Contract.
- If the Consultant is rendered unable, wholly or in part, by reason of force majeure to perform its obligations under the Contract, the Foundation shall have the right to suspend or terminate the Contract on the same terms and conditions as are provided for in this Contract.
- Both the Foundation and the Consultant fully and freely intend to create an independent contractor relationship under this Contract. Nothing herein shall be deemed to establish a partnership, joint venture, association or employment relationship between the parties. Both parties agree that the Consultant has the right to sole and exclusive control over the manner and means employed in performing its activities under this Contract.

10. Settlement of Disputes

The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or its breach, termination, or invalidity. Any dispute, controversy, or claim between the Parties, unless settled amicably within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be Bangalore, and jurisdiction will vest with courts in Bangalore.