



SOUTH ASIA FORUM FOR INFRASTRUCTURE REGULATION (SAFIR)

Secretariat: C/o. CENTRAL ELECTRICITY REGULATORY COMMISSION (CERC)

File no.: SAFIR-11019(11)/1/2026-CERC

Dated: 27th July 2026

Ms. Deki Choden

Chief Executive Officer (CEO),

Electricity Regulatory Authority (ERA), Bhutan

PO Box-1557, Thimphu, Bhutan

Email ID: chodendeki@gmail.com / chodendeki@googlemail.com

Subject: Invitation to identify 'Design Agencies' for redesign of the logo of SAFIR

Madam,

As you are aware, SAFIR has decided to redesign its official logo based on the decision taken during the 29th ECM held in Colombo, Sri Lanka on 25-26 Feb 2026, to better reflect the vision, mandate and identity of the organization in the present times.

2. To ensure a transparent and competitive selection process, SAFIR Secretariat proposes to invite **Expressions of Interest (EOIs)** from qualified design agencies with demonstrated expertise in logo designing. In this regard, we request your support in identifying and reaching out to reputed design agencies in your country who may be interested in undertaking this assignment. The attached Terms of Reference (TOR) document may be shared with such agencies through appropriate channels.

3. Interested agencies may submit their Expression of Interests (EOIs) directly to SAFIR Secretariat within **2 weeks** from the date of issuance of communication from your end. Upon completion of the duration, shortlisting of suitable design agencies will be done and the selected agencies will be invited to submit detailed technical and financial proposals.

4. We would appreciate if you could extend your cooperation in disseminating this invitation to eligible design agencies in your country.

We look forward to your continued support and cooperation.

Yours sincerely,

Debasish Roy

Asst. Chief (RA)

SAFIR Secretariat

NEW DELHI (INDIA)