

Announcement of Opportunity
For
Industry intended to develop
Space theme based Merchandize



Indian Space Research Organisation (ISRO)
Department of Space,
Antariksh Bhavan, New BEL Road,
Bengaluru - 560 094.

Space theme based Merchandize

1. Introduction

Customized ISRO-theme based articles / models can play a game-changing role in creating awareness and kindling interest of the students, children and public, in the domain of space science & technology, propagating the achievements and laurels of ISRO bringing to the nation. Of late, many agencies interested in creating customised articles / handicrafts approached ISRO for the themes. ISRO proposes to identify and authorise parties / agencies on **“non exclusive basis”**, with a registration fee as stipulated in the document for sharing the themes, general arrangement drawings, images or any other design for enabling the parties to use appropriately without causing any damage to the pride of the department

2. Themes

Specific samples of ISRO identifiers, shall be catalogued and made available in ISRO's website, under CBPO, updated from time to time. Parties/ agencies interested in creating ISRO-themed merchandise items/ articles can make use of these resources by registering with ISRO, as per the terms and conditions given below.

3. Registration Procedure

Interested firms/agencies may fill the details as per the prescribed format enclosed to the Announcement of Opportunity, and shall submit a proposal to CBPO, outlining their profile and proposed product details, describing the intended use of ISRO identifiers or imagery on the product. ISRO shall evaluate the parties / agencies and shortlist them for entering into an agreement for sharing the themes.

Director,
Capacity Building Programme Office (CBPO),
Antariksh Bhavan, New BEL Road,
Bengaluru- 560094.
Email: dir.cbpo@isro.gov.in

4. Registration Fee and Validity

The shortlisted party shall pay a non-refundable registration fee of Rs1,00,000/- (Rupees One lakh only) through Demand Draft/Bankers Cheque issued by Nationalised/Scheduled Bank drawn in favour of Sr. Accounts officer, ISRO Headquarters. The registration is valid for 2 years. Parties' wishes to renew the registration shall pay an additional non-

refundable amount of Rs 10,000 for further 2 years. The active registered parties will be published in the ISRO website.

5. Terms and Conditions

- Efforts shall be taken to ensure accuracy of ISRO identifier, imagery, etc. on the product / article produced / marketed by the party.
- The party shall avoid use of unsavoury/obscene content/language, etc.
- The party shall avoid using the ISRO identifier, imagery, etc. on products such as doormats, slippers, or any such items, which affects the reputation/ image of the organisation.
- Wherever 3D models and 2D drawings are being used to make scaled models, LEGO sets, jigsaw puzzle, etc., extra care shall be taken to ensure accuracy and ISRO intellect.
- ISRO reserves the right to conduct timely audits of the manufacturer's products and even terminate the license agreement, over violation of the guidelines.
- The rates for the merchandise shall be reasonable in line with market conditions, as there is no brand value charged by ISRO to the party.
- ISRO never takes any responsibility for the sale or after sale of the items, for the delivery, quality or damages due to sale.

6. Sub-Letting

The registered party shall make use of these ISRO identifiers for their own consumption and sub-letting / sharing to another party is strictly prohibited. The primary registered party is liable for any damage. The party shall indemnify the department for any such damages.

7. Cancellation of Agreement

Any violation of the terms and condition leads to cancellation of registration without any further correspondence and such cancellations will be published in the ISRO's website. No refund of registration fee is allowed for such cancellations and the party will not allowed for further registration in future.

VENDOR INFORMATION FORMAT

Sl. No	Item	Remarks
1.	Name of the company	
2.	Address of the company premises Email: Contact Mobile: Land line:	
3.	Details of the company registration	
4.	Primary area of business of the party and details of products (company catalogue may be enclosed about the company).	
5.	Products proposed to be developed making use of ISRO identifiers (separate sheets may be enclosed substantiating the technical proposal and capability to realise the products / service)	
6.	Realisation plan for developing the products	
7.	List of facilities available for realising the products / services.	
8.	Any other information, wish to submit by the party to support the proposal.	