

Call for applications

## Community Innovation Support Program:

Enhancing Rural Livelihoods

(for Technology Solutions Provider)

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### Introduction

**SELCO Foundation is seeking to collaborate with grassroots innovators- enterprises that are ideating, developing and scaling hardware and/or phygital climate-smart technology(/ies) to address local livelihood challenges, healthcare and strengthen rural communities.**

<b>Name of the Program</b>	Community Innovation Support Program: Enhancing Rural Livelihoods
<b>Duration of the Program</b>	Upto 2 years
<b>Geography Focus</b>	Karnataka, Mizoram and Meghalaya
<b>Sector Focus</b>	Livelihood (Agriculture, Animal Husbandry, Food Processing, Textile & Craft)
<b>Application from</b>	<a href="https://forms.gle/WkdPS5uqyKU4yKiL9">https://forms.gle/WkdPS5uqyKU4yKiL9</a> (Google form Link)
<b>Application open till</b>	From July 2026 to June 2028 (Rolling Basis)

The focus is on supporting innovations that emerge from communities and are rooted in the lived experiences of farmers, women, youth, artisans, and micro-entrepreneurs, with the potential to improve productivity, reduce drudgery, enhance climate resilience, and create sustainable income opportunities.

Through this collaboration, SELCO Foundation aims to address the challenges faced by grassroots innovators in validating, refining, and scaling their technologies by providing access to technical support, field-testing opportunities, ecosystem partnerships, and enabling pathways for wider adoption. By strengthening community-led innovation and enabling solutions that are designed with and for rural communities, SELCO Foundation seeks to foster an inclusive innovation ecosystem where grassroots knowledge, local ingenuity, and community participation drive the development and adoption of sustainable livelihood solutions at scale.

### About SELCO Foundation

SELCO Foundation is an open-source, not-for-profit organization that drives field-based research, innovation, and ecosystem-building to enable the adoption of climate-smart solutions among underserved communities across rural, tribal, and urban poor regions. By working closely with social sector practitioners, technology innovators, NGOs, academic institutions, and development partners, the foundation seeks to integrate sustainable energy into solutions that address poverty and improve quality of life. The foundation works across key sectors such as livelihoods, health, and energy access, fostering collaborative approaches

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that strengthen local ecosystems, support inclusive development, and enhance the resilience and well-being of vulnerable communities.

You can find more information about the SELCO Foundation on our organization's [website](#).

### About the Program

Communities from resource constraints regions are among the first to experience the impacts of climate change, facing challenges such as declining productivity, resource scarcity, climate variability, labour costs and limited access to affordable and context-appropriate technologies. With nearly 70% of India's population residing in rural areas and over 40% dependent on agriculture and allied sectors for their livelihoods, climate-related shocks such as droughts, heatwaves, and erratic rainfall continue to exacerbate vulnerabilities. These challenges directly affect livelihoods, particularly for farmers, women, youth, artisans, and micro-entrepreneurs.

At the same time, regional communities possess deep contextual knowledge and are often at the forefront of practical problem solutions at community level. **Grassroots innovators emerging from the community play a critical role in solving problems that enhance productivity, reduce drudgery, strengthen climate resilience, and improve rural incomes.** They can be reliable, easily accessible and understand the problems and requirements more than any other external stakeholder can imagine.

However, despite their significant contribution, **the grassroots innovators enterprises often lack the space, resources and networks to turn ideas into scalable solutions.** As a result, many promising innovations struggle to reach scale, limiting their ability to benefit larger communities and contribute to broader social and economic development.

**The Community Innovation Hub (CIH) bridges this gap by providing a collaborative ecosystem where innovation is nurtured at the grassroots level.** By bringing together diverse stakeholders, youth, businesses, NGOs and government, the CIH catalyzes locally-driven solutions that are contextually relevant, sustainable and impactful.

At its core, the CIH is founded on the belief that lasting development in the resource constraint regions can only be achieved when solutions are rooted in local realities and driven by the communities they serve. By recognizing and strengthening grassroots innovators as catalysts of change, the initiative aims to foster community-led and community-owned solutions that address local challenges while building resilient, sustainable, and inclusive livelihoods. Through this approach, it seeks to demonstrate the

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transformative potential of local innovation in advancing climate resilience at scale.

### Duration of the program:

July 2026 to June 2028

### SELCO's offering for the program:

Customized support will be provided to each of the innovator-enterprise based on the need and requirement bases on the stages and typologies of the innovator- enterprise:

#### ❖ **Market research and Validation**

- User and community need assessment
- Market demand and feasibility assessment
- Field testing and product validation

#### ❖ **Technology Development**

- Prototype and product development
- Technology testing and performance improvement
- Certification and quality assurance support

#### ❖ **Business Plan Development to impact rural communities**

- Business model and revenue strategy
- Financial planning and projections
- Growth and scaling roadmap

#### ❖ **Networking**

- Partnerships with community institutions and NGOs
- Government scheme unlocking
- Access to innovation and practitioner network

#### ❖ **Mentorship & Capacity Building**

- Technical and business mentorship
- Entrepreneurial capacity building
- Peer learning and exposure opportunities

#### ❖ **Market Linkage to reach out to grassroot/rural communities**

- Gap Finance for scale adoption
- Showcasing innovations through community platforms, melas, exhibitions, and stakeholder engagement
- Last mile/strategic partnership

### Who can apply:

The initiative is open to innovator-enterprises engaged in the development, deployment, and scaling of climate-smart livelihood technologies. Preference will be accorded to

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solutions that demonstrate a strong commitment to addressing community needs and are locally relevant to innovation.

### (A) Type of innovator-enterprises

- ❖ Manufacturing Innovator-Enterprises who are:
  - Developing, testing, validating, demonstrating, and refining innovative livelihood technologies
  - Building solutions that address the needs of smallholder farmers, women, youth, artisans, micro-entrepreneurs, and other underserved livelihood segments
  - Seeking to pilot, strengthen, and scale technologies with the potential for wider community impact
  - Working collaboratively with community institutions, NGOs, government agencies, research organizations, financial institutions, and market actors to expand the reach, adoption, and impact of their solutions
- ❖ Supply Side Enterprises who are:
  - Distributing and deploying livelihood-focused technologies at the end-user location
  - Integrating clean energy for the existing livelihood technology
  - providing for last-mile delivery, O&M support
  - Working collaboratively with community institutions, NGOs, government agencies, research organizations, financial institutions, and market actors to expand the reach, adoption, and impact of their solutions

*Kindly note:* Applicants may belong to one or a combination of above. However, applications related only to finished and/or good products will not be considered unless they involve the development, manufacturing, supply, deployment, or integration of a hardware and/or physical technology solution.

### (B) Profile of the Innovators

- ❖ Age criteria: 18 – 45 (preferably) years
- ❖ Intent of the Innovation: Focusing on impacting farmers, rural livelihoods, climate resilience, artisans, remote producers, etc.
- ❖ Geographical location: Tier 2 & 3 cities Karnataka (Dharwad), Pan Mizoram, Pan Meghalaya

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### Scope of Work:

Shortlisted enterprises may choose to work on all or a part of the activities listed below:

- ❖ Technology piloting, building proof-of-concept
- ❖ Prototype building, testing
- ❖ Deployment and scaling the livelihood technologies
- ❖ Unlocking relevant schemes and finance
- ❖ Conducting research and documentation
- ❖ Company Registration and other legal compliances
- ❖ Creating training modules
- ❖ Conducting awareness and orientation workshops with end users, Financial Institutions and NGOs users
- ❖ End user awareness activities like workshop, village meet-ups, events/melas

### Report Structure:

The selected enterprises are expected to deliver quarterly reports for each activity proposed/selected by them in the format specified by SELCO Foundation.

### Selection and Evaluation Criteria:

In addition to the filled application form, SELCO Foundation will also be evaluating the applications based on the following criteria:

- ❖ **Innovator- enterprises intend: Community driven,** have a **strong intend** to support communities
- ❖ **Innovativeness of the solution:** Assessment of the novelty, relevance, and technical soundness of the proposed idea or technology. The originality, clarity of problem-solution fits, and feasibility for prototyping or validation.
- ❖ **Scalability:** Future adaptability and replication potential of the innovation across crops, geographies, or user segments; consider early cost structure and market viability.
- ❖ **Impact Strategy:** The expected social, economic, and climate benefits such as improved income, reduced post-harvest losses, lower drudgery, or enhanced resilience.

### Application Process and Proposal Submission:

If your enterprise is interested in collaborating with SELCO Foundation, kindly fill the application form shared below with relevant details: <https://forms.gle/9vMtjbkJ2X5aByA49>

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Any further queries please write to [procurement@selcofoundation.org](mailto:procurement@selcofoundation.org) with a subject line: "Community Innovation Support Program"

### Intellectual Property

All final outputs, templates, and visual assets created under this engagement will be the intellectual property of SELCO Foundation and will be freely available for public sharing under an open-source license.

### Payment Terms:

It will be deliverable-based, with quarterly payments made in accordance with the terms agreed upon between the consultant and SELCO Foundation. Please provide your proposal and quotation for the above-mentioned program requirements. Capture Timelines and Split cost wherever possible.

### Financial Proposal Template: Budget Breakdown & HR Allocation

Collaborators are requested to use this template to provide a transparent breakdown of the costs associated with the annual contract.

#### Section A: Strategic & Foundational Work (Lump Sum)

This section covers the initial, high-value strategic work, which is typically billed as a one-time setup fee or included in the first-month retainer.

<b><i>Deliverable (Part 1 &amp; 4)</i></b>	<b><i>Estimated HR Days Required</i></b>	<b><i>Key Personnel (e.g., Narrative Lead, Strategy Director)</i></b>	<b><i>Proposed Cost (Lump Sum/Setup Fee)</i></b>
<b><i>1.1 Narrative Strategy Development (Context Setting,</i></b>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>

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<i>Messaging Framework)</i>			
<b>1.3 Branding &amp; Asset Management</b> <i>(Template Creation, Guidelines Review)</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b>4.2 Measurement &amp; Adaptive Learning System Setup</b> <i>(Tracking, Reporting Framework)</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b>TOTAL STRATEGIC SETUP COST</b>			<i>[Collaborator Input]</i>

### Section B: Recurring Deliverables (Monthly/Quarterly Unit Cost)

This section breaks down the monthly recurring costs based on the quantifiable deliverables defined in Parts 2 and 3. The final annual cost will be the **Monthly Cost x 12 months**.

<b>Deliverable / Unit of Output</b>	<b>Frequency (Monthly Qty)</b>	<b>Estimated HR Hours/Unit</b>	<b>Key Personnel (e.g., Writer, Designer, SM Manager)</b>	<b>Cost Per Unit (INR)</b>	<b>Total Monthly Cost</b>

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<b>Social Media Posts/Graphics</b> (4 per month: Foundational Context)	4	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Social Media Announcements/Features</b> (2 per month: Fellow/Mentor profiles)	2	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Fellow Journey/Progress Updates</b> (6 per quarter \$ \rightarrow \$ 2 per month)	2	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Curated/Amplified Partner Content</b> (2 per week \$ \rightarrow \$ 8 per month)	8	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Monthly Content Calendar &amp; Report</b> (1 per month)	1	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>CSP Network Newsletter</b> (1 per month)	1	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]

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<b>Field-Driven Case Study Blog</b> (1 per month)	1	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Fellow Narrative Arc/Reflection Blog</b> (2 per quarter $\rightarrow$ 0.67 per month)	0.67	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Thought Leadership Article</b> (1 per quarter $\rightarrow$ 0.33 per month)	0.33	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>Content Repurposing</b> (4 assets per long-form unit $\rightarrow$ 6 per month)	6	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]	[Collaborat or Input]
<b>SUB-TOTAL MONTHLY DELIVERY COST</b>					[Collaborat or Input]

### Section C: HR Allocation & Management

This section summarizes the key personnel and their monthly time dedication to the CSP account.

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<b><i>Role/Personnel Title</i></b>	<b><i>Description of Responsibility</i></b>	<b><i>Monthly Time Allocation (e.g., 20 days/month, 80 hours/month)</i></b>	<b><i>Monthly Retainer/Salary</i></b>
<b><i>Narrative Lead / Account Manager</i></b>	<i>Overall strategy, client communication, ensuring narrative fidelity.</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b><i>Senior Content Writer / Editor</i></b>	<i>Long-form content production (Blogs, Case Studies, Newsletters).</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b><i>Social Media Specialist</i></b>	<i>Execution, scheduling, performance reporting, community management.</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b><i>Graphic Designer</i></b>	<i>Visual asset creation for social media and templates.</i>	<i>[Collaborator Input]</i>	<i>[Collaborator Input]</i>
<b><i>TOTAL MONTHLY HR ALLOCATION</i></b>			<b><i>[Collaborator Input]</i></b>

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### Section D: Total Contract Value Summary (Annual)

<i>Description</i>	<i>Amount</i>
<b>A. Total Strategic Setup Cost (Lump Sum)</b>	<i>[Collaborator Input]</i>
<b>B. Total Annual Delivery Cost (Section B Monthly Cost x 12)</b>	<i>[Collaborator Input]</i>
<b>C. Total Annual HR/Management Cost (Section C Monthly Cost x 12)</b>	<i>[Collaborator Input]</i>
<b>D. Contingency/Innovative Engagements (e.g., 5% of B+C)</b>	<i>[Collaborator Input]</i>
<b>E. TOTAL PROPOSED CONTRACT VALUE (A + B + C + D)</b>	<i>[Collaborator Input]</i>

**Note:** If there is travel required, kindly mentioned tentative budget along with number of days of travel.

### Refer Terms and Condition:

#### 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

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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. Consulting agency shall establish additional layers for data cleaning and submission.

### **3. Financials & Reporting**

TDS will be deducted on the fixed amount as per 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) 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 the third party.

### **5. Patent, Copyright and other Proprietary Rights**

- i. 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

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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.

- ii. Subject to the foregoing provisions, all documents, reports, recommendations, documents, 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
- iii. 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.
- iv. 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 the SELCO and during the term of this Agreement.

Child Labor: The Consultant will, its parent entities, partners or subcontractors nor any of its subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights

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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 Labor:** The Consultant will not engage in any activity that will result in forced or compulsory labor under applicable laws including the Bonded Labour System (Abolition) Act, 1976,

**Abuse of Labor:** 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:** Consultant represents and warrants to SELCO that, as on the date of signing of this Purchase Order, it is neither blacklisted/ debarred nor it is under a declaration of ineligibility by Central / State or Semi-Government Organization/Department or Institutions and Public Sector Undertakings 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:** Consultant and each of its directors, officers, employees, agents or other ( collectively referred to as "Consultant" ) represent and warrant that it shall not either directly or on behalf of SELCO Foundation give, offer, promise to offer, or authorize the offer, directly or indirectly (proxy bribing), anything of value (such as money, shares, goods or service, gifts or entertainment) to government officials, government customers, potential government customers or foreign government officials including officials of any public international organizations or officials of any political party either in India or abroad ("Officials") with an Intent to influence any act or decision in his or her official capacity Induce the Official to do or omit to do any act in violation of his or her lawful duty to obtain any improper advantage, or Induce to use such Official 's influence improperly to affect or influence an act or decision.

The Consultant shall not provide any offering, promising, giving or receive, solicit or accept a financial or other advantage, or any other thing of value, with the intention of influencing or rewarding the behaviour of a person in a position of trust to perform a public, commercial or legal function to obtain or retain a commercial advantage.

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The Consultant understands and acknowledges that any non-adherence to the warranty as stated herein above will be violation of the provisions of the Indian Prevention of Corruption Act, 1988 and other applicable laws and legislations ("Anti-bribery Laws").

In addition, Consultant agrees to promptly report to SELCO Foundation of any incident of breach or potential breach of this section.

Compliance with 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 a 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 by 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 the termination of this contract and payment of the said fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to the date thereof (provided the same have been incurred after obtaining prior approval), the Consultant shall deliver all deeds, documents and paper in his possession relating to the business of the Foundation or as the Foundation shall direct, and shall continue to afford him all reasonable assistance for concluding pending matters at the date of such termination without making any charge thereof.

### 9. Force Majeure:

- i. *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
- ii. 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 and meet its responsibilities under the Contract. The affected Party shall also notify the other Party of any other changes

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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 of *force majeure* or other changes in condition or occurrence, the affected Party shall also submit a statement to the other Party of estimated expenditures that will likely be incurred for the duration of the change in condition or the event of *force majeure*.

- iii. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting *force majeure* shall take such action as it reasonably considers to be appropriate or necessary in the circumstances, including the granting to the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
- iv. If the Consultant is rendered unable, wholly or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities 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.
- v. 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 their activities under this Contract.

**1. Settlement of disputes:**

- i. The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or the breach, termination, or invalidity thereof.

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