

Request for Proposal (RFP)

For

Empanelment of the Implementing Agencies

To Conduct Financial Awareness Programs under the Investor Protection Fund of the Securities and Exchange Board of India (SEBI)



RFP No.: RFP/JIJF/012026-27

2026-27

Jago Investor Jago Forum

Add- 67B, Gurunanak Rd, Bandra West, Mumbai, Maharashtra-400050

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REQUEST FOR PROPOSAL (RFP) INVITATION

RFP No.: RFP/JIJF/012026

Date: 01/04/2026

Jago Investor Jago Forum invites proposals from eligible NGOs, Trusts, Societies, and Startups for empanelment as Implementing Agencies to conduct Financial Awareness Programs in collaboration with SEBI.

Program Objective: Promote financial literacy, fraud prevention, and informed investment decisions among citizens, especially in underserved and rural areas.

Eligible Locations: All Over India

Target Audience: Citizens aged 18 and above | **Session Size:** Minimum 50 participants

Session Duration: 45 minutes | **Venue:** Educational & Skilling Institutions

Trainers: SEBI Certified Trainers.

Eligibility Criteria

- Registered as NGO, Trust, Society, or Startup on/before 31.03.2023
- Experience in awareness, education, or skill-based projects
- Valid PAN, TAN & CA-certified audit statements with UDIN

Proposal Submission

- The agencies are requested to submit their proposals through online mode only on the portal via [Login Link](#) at our website www.jijf.org
- **Last Date of Submission:** Reviewed Monthly Rolling Basis
- **Proposal Submission Fee:** 10,000/-
- **Contact for Clarification:** info@jijf.org

Note: Empanelment does not guarantee allocation. Jago Investor Jago Forum reserves all rights.

— Project Director
Jago Investor Jago Forum (JIJF)

Disclaimer

- i. The information contained in this Request for Proposal (RFP) document or subsequently provided to applicants, whether verbally or in documentary or any other form, by or on behalf of Jago Investor Jago Forum (JIJF) or any of its employees or advisors, is provided on the terms and conditions set out in this RFP and such other terms and conditions as may be communicated. The client (Jago Investor Jago Forum) shall not be liable to any litigation or claim arising out of the use or reliance on such information.
- ii. This RFP is not an agreement and does not constitute an offer or invitation by Jago Investor Jago Forum to any prospective applicants or any other person. The purpose of this RFP is to provide interested parties with information that may assist them in preparing and submitting proposals in response to this RFP. This document includes statements that reflect various assumptions and assessments formulated by Jago Investor Jago Forum in relation to the project. Such assumptions, assessments, and statements do not purport to contain all the information that each applicant may require. Each applicant must independently verify the accuracy, adequacy, and completeness of the information contained in this RFP and should obtain independent advice from appropriate sources.
- iii. The information provided in this RFP is subject to interpretation of applicable laws and should not be considered as an exhaustive or authoritative representation of legal requirements. Jago Investor Jago Forum accepts no responsibility for the accuracy or interpretation of any legal provisions referred to in this RFP.
- iv. Jago Investor Jago Forum, its employees, and advisors make no representation or warranty and shall have no liability to any person, including any applicant, under any law, statute, rules or regulations, tort, principles of restitution, or unjust enrichment, for any loss, damage, cost, or expense which may arise from or be incurred or suffered due to anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability, or completeness of the document or any part thereof.
- v. Jago Investor Jago Forum further accepts no liability of any nature, whether resulting from negligence or otherwise, arising from reliance by any applicant upon any statements contained in this RFP. The Authority (Jago Investor Jago Forum) may, at its sole discretion, and without being under any obligation to do so, update, amend, or supplement the information, assessment, or assumptions contained in this RFP.
- vi. The issuance of this RFP does not imply that Jago Investor Jago Forum is bound to empanel any or all applicants. Jago Investor Jago Forum reserves the right to reject any or all proposals without assigning any reason whatsoever.
- vii. The applicant shall bear all costs associated with the preparation and submission of its proposal, including but not limited to document preparation, copying, postage, delivery fees, and any presentation or demonstration expenses. Jago Investor Jago Forum shall not be responsible or liable for any such costs, regardless of the outcome of the selection process.

Guidelines for Proposal Submission

1. Background and Introduction

A flagship nationwide initiative titled “**Jago Investor Jago Forum.**” This campaign has been conceived with the objective of strengthening financial literacy and investor awareness among Indian citizens, thereby fostering a more informed and secure investment environment across the country.

The initiative aims to bridge the information gap among the general public—particularly targeting youth, working professionals, students, and individuals from underserved and rural communities—by imparting critical financial knowledge. Core areas of focus under the program include:

- Safe investment practices
- Risk identification and mitigation
- Detection and prevention of financial frauds
- Understanding of financial instruments and regulatory frameworks
- Making informed and responsible financial decisions

Through this program, “**Jago Investor Jago Forum.**” seeks to build a financially aware and empowered citizenry capable of navigating India's evolving financial landscape with confidence and competence.

Accordingly, this Request for Proposal (RFP) invites eligible and interested **Non- Governmental Organizations (NGOs), Trusts, Societies, and Startups** to partner with us in the implementation of Financial Awareness Programs under the “**Jago Investor Jago Forum.**” These programs are to be conducted across select Indian states, in collaboration with educational and vocational institutions, to ensure wide and inclusive outreach.

Empaneled partner organizations will play a vital role in program delivery, mobilization of participants, training facilitation, and documentation, in adherence to the guidelines and quality standards prescribed by SEBI.

2. Objectives of the Program

The overarching objective of the “**Jago Investor Jago Forum**” initiative, spearheaded by the Investor Protection Fund of SEBI, is to promote a financially aware and empowered society.

Through this Request for Proposal (RFP), **Jago Investor Jago Forum** intends to engage competent and committed implementation partners to advance the following core objectives:

2.1 Enhance Awareness of Financial Products and Services

To disseminate accurate, up-to-date, and practical knowledge regarding various financial products and services available in the Indian financial market, thereby enabling citizens to understand their features, benefits, and associated risks.

2.2 Educate on Risk Mitigation and Fraud Prevention

To equip participants with essential tools and strategies to identify, assess, and mitigate financial risks. Special emphasis will be placed on educating the public about common financial frauds, scams, and misleading investment schemes, along with methods to safeguard their financial interests.

2.3 Enable Informed Financial Decision-Making

To foster financial confidence among individuals by helping them make rational, evidence-based, and informed decisions regarding personal savings, investments, insurance, credit, and other financial activities. This objective also includes raising awareness of investor rights and grievance redressal mechanisms provided by SEBI and other regulatory bodies.

2.4 Promote Financial Literacy in Underserved and Rural Areas

To extend the reach of SEBI’s investor education programs to remote, underserved, and socio-economically disadvantaged regions, ensuring that financial knowledge is inclusive and accessible. The program aims to bridge the information divide by targeting first-time investors, women, rural youth, and marginalized groups who have limited exposure to formal financial systems.

Through the achievement of these objectives, the program aspires to support SEBI's broader mission of creating a transparent, secure, and equitable investment ecosystem in India.

3. Scope of Work

Upon selection and empanelment, the implementing partner organizations shall be responsible for the comprehensive execution of the Financial Awareness Programs under the “**Jago Investor Jago Forum**” initiative. The scope of work to be undertaken by the selected entities shall include, but not be limited to, the following responsibilities:

3.1 Organization and Execution of Financial Awareness Sessions

The partner organizations shall be required to plan, organize, and deliver structured Financial Awareness Sessions at approved locations within the identified states. These sessions must be conducted in alignment with SEBI's objectives and target demographics.

3.2 Content Delivery as per SEBI Guidelines

The delivery of training and awareness content shall strictly adhere to the guidelines, curriculum, and standards prescribed by SEBI. The partners are expected to engage **SEBI Certified Trainers**, where available, or make arrangements for such trainers with assistance from SEBI, ensuring that the sessions are informative, engaging, and accurate.

3.3 Participant Mobilization and Minimum Attendance Compliance

Each session must be attended by a **minimum of 50 participants**, all of whom must be **18 years of age or above**. The implementing agency shall be responsible for effective mobilization strategies to ensure adequate and appropriate participation, with emphasis on inclusivity and outreach to underserved populations.

3.4 Timely Reporting and Documentation

The partner organizations shall ensure timely and comprehensive documentation of every session conducted. This includes maintaining attendance records, capturing photographic and video evidence, and submitting periodic progress reports. Specifically, the following documentation must be submitted for each session:

- **5–6 high-quality photographs** with geo coordinates showing the session in progress
- **One 30-second video clip** highlighting the event
- **Signed attendance sheet** with detailed participant information (Name, Age, Gender, Contact Number)

The above responsibilities are critical to ensure program transparency, consistency, and alignment with the goals of SEBI’s Investor Protection Fund. The implementing partners shall be accountable for the quality and impact of the sessions and will be subject to periodic review and monitoring by SEBI or its designated agencies.

4. Program Design

Particulars	Details
Target Audience	Citizens aged 18 years and above
Minimum Participants per Session	50
Duration of Each Session	Up to 45 minutes
Program Frequency	Minimum 500 to Maximum 2,000 annually
Content Delivery	By SEBI Certified SMART Trainers
Documentation	Photos (5–6), 30-second video clip, and attendance sheet per session.

5. Eligible Locations

The Financial Awareness Programs under the “**Jago Investor Jago Forum**” initiative can be conducted **all over India**.

Implementing partners are encouraged to propose coverage in multiple districts across these states, particularly targeting rural, semi-urban, and economically weaker sections of the population.

6. Venues to be considered

Sessions must be organized in educational or vocational institutions that ensure accessibility and adequate infrastructure. Preferred types of venues include:

- **Schools**
- **Colleges**
- **Industrial Training Institutes (ITIs)**
- **Polytechnic Institutes**
- **Skill Training Centers**
- **Other recognized educational or skilling institutions**

Implementing partners are responsible for obtaining venue permissions and ensuring a conducive environment for the effective delivery of the Financial Awareness Sessions.

7. Empanelment of SEBI Certified SMART Trainers

7.1 Objective

In order to ensure uniformity, quality, and regulatory compliance in the delivery of Financial Awareness Programs under the Investor Protection Fund of SEBI, Jago Investor Jago Forum (JIJF) shall maintain a centralized panel of SEBI Certified SMART Trainers.

Only empanelled trainers shall be authorized to conduct sessions under this RFP.

7.2 Eligibility Criteria for Trainer Empanelment

Individuals seeking empanelment as Trainers must fulfill the following criteria:

- Must have successfully qualified the NISM Series XII – Securities Markets Foundation Certification Examination
- Must possess valid and verifiable certification
- Must be 21 years or above
- Must have basic experience in training, public speaking, financial awareness, or related activities
- Must comply with SEBI’s code of conduct for investor awareness programs

7.3 Documents Required for Trainer Empanelment

Applicants must submit the following:

1. Updated Curriculum Vitae (CV)
2. Educational Qualification Documents (High School onwards)
3. NISM Series XII Certificate
4. KYC Documents (Aadhaar Card, PAN Card, Passport Size Photograph)

Mandatory Conditions:

- All documents must be self-attested.
- KYC documents and NISM Series XII Certificate must also be uploaded on DigiLocker.
- Documents must be submitted in a single compiled PDF.

7.4 Roles and Responsibilities of Empanelled Trainers

Empanelled Trainers shall:

- Deliver sessions strictly as per SEBI-approved content and guidelines
- Ensure session duration and structure compliance (45 minutes minimum)
- Maintain professional conduct and neutrality
- Avoid promoting any specific financial product, institution, or advisory service
- Ensure accurate communication of investor grievance redressal mechanisms
- Support documentation and attendance verification

7.5 Validity of Empanelment

- Trainer empanelment shall remain valid for one financial year, subject to performance review.
- **Jago Investor Jago Forum** reserves the right to suspend or cancel empanelment in case of:
 - Submission of false information
 - Misrepresentation of SEBI association
 - Non-compliance with documentation norms
 - Misconduct during program delivery

7.6 Allocation of Sessions

- Trainer allocation shall be done by **Jago Investor Jago Forum** directly or through approved Implementing Agencies.
- Allocation shall be performance-based and need-based.
- Empanelment does not guarantee session allocation.

8. Funding Support Details:

Maximum Funding for One Sessions is Limited to 10,000/- for the implementation of the Financial Awareness Programs shall be provided by **Jago Investor Jago Forum** with help of SEBI through the Investor Protection Fund (IPF).

Key details include:

- Implementing partners shall receive funding support on a **per-session basis**, subject to verification and documentation.
- The **cost norms and eligible expenditures** shall be shared with selected partners during the onboarding process.
- Payments shall be released upon submission of verified session reports, photographs, video clips, and attendance records.
- Disbursements will be made via **bank transfer** to the authorized account of the implementing organization.

Note: Any misuse or misappropriation of funds shall lead to immediate disqualification, legal action, and blacklisting from future **Jago Investor Jago Forum** programs.

9. Program Implementation Timeline:

Upon receiving formal approval from the Securities and Exchange Board of India (SEBI), the selected implementing partners shall initiate program execution in a timely and structured manner. The following timeline and activities are to be strictly adhered to:

9.1 Commencement of Program Activities

All selected partner organizations must commence the Financial Awareness Programs within a **maximum of thirty (30) working days** from the date of issuance of approval by **Jago Investor Jago Forum**. Any delay must be justified in writing and will be subject to review and acceptance by **Jago Investor Jago Forum**.

9.2 Program Scheduling and Coordination

Implementing partners shall prepare a **detailed implementation schedule**, including:

- Session-wise planning
- Venue finalization
- Trainer deployment
- Participant mobilization

This schedule should ensure **consistent and equitable coverage** across the selected geography throughout the project period.

9.3 Session Execution Responsibilities

The partner organization shall be solely responsible for organizing and delivering each Financial Awareness Session in full compliance with SEBI's content, structure, and documentation requirements.

9.4 Reporting and Documentation Timelines

All required documentation for each session must be compiled and submitted within **five (5) working days** of the event. This includes:

- Photographs
- Video clip
- Signed the attendance sheet
- Brief session summary

A **monthly consolidated report** must also be submitted by the 5th working day of the following month.

Note: Non-compliance with timelines may lead to review of empanelment, suspension of funding, or termination of partnership by SEBI.

10. Monitoring & Reporting:

To ensure transparency, accountability, and program effectiveness, all implementing partner organizations shall be required to adhere to a structured monitoring and reporting framework as prescribed by the Investor Protection Fund (IPF) of SEBI.

10.1 Session-Level Documentation

Each Financial Awareness Session must be documented thoroughly and submitted for verification. The following materials are mandatory for every session:

- **Photographs:** Minimum of 5–6 high-resolution, time-stamped photographs capturing:
 - Participant engagement
 - Trainer delivery

- Group photos and activities
- **Video Clip:** A 30-second video in landscape format showing key highlights of the session.
- **Attendance Sheet** (hard and soft copy) including:
 - Full Name
 - Age
 - Gender
 - Mobile Number
 - Participant Signature

10.2 Monthly Progress Reports

Implementing agencies must use **standard reporting templates** provided by the Jago Investor Jago Forum to submit monthly reports, which must include:

- Number of sessions conducted
- Locations and institutions covered
- Total participants reached
- Details of trainers engaged
- Summary of participant feedback (if applicable)
- Key challenges and mitigation measures

10.3 Submission Timeline

- **Session-level documentation:** Within **5 working days** of session completion
- Monthly report: By the 5th working day of each subsequent month Non-compliance with the above requirements may result in:
 - Suspension or review of empanelment
 - Withholding of payments
 - Termination of partnership

All submitted documentation will be subject to **verification, audit, and monitoring** by **Jago Investor Jago Forum** or its authorized representatives.

11. Proposal Submission Requirements

Interested organizations must submit the following documents:

1. Cover Letter.
2. Organization Profile including:
 - Registration Certificate
 - PAN Card and GST Registration (if applicable)

- 12A/80G (if applicable)
- 3. Proposed State(s) for Program Implementation.
- 4. Trainer Details (SEBI certified, if available).
- 5. Action Plan and Mobilization Strategy.
- 6. Bank Details for fund disbursement.
- 7. Contact Details of Authorized Person.

12. Evaluation Criteria:

Technical Evaluation and Selection Process

- All applicants who meet the **eligibility criteria** and have submitted all required **technical forms and annexures** will be invited to deliver a **technical presentation** before the Evaluation Committee constituted by **Jago Investor Jago Forum**.
- The **date, time, and venue (or virtual meeting link)** for the technical presentation will be communicated to the applicants via their registered email ID.
- The purpose of the presentation is to assess the applicant's **organizational capacity, past experience, approach to awareness generation, trainer quality, and monitoring systems**.
- The number of selected partners may vary based on **Jago Investor Jago Forum's** program requirements. Allocation of sessions or districts (if applicable) will be made based on:
 - Technical score
 - Applicant's stated geographic preference
 - Capacity to execute quality programs
 - Past experience and monitoring strength
- In case of a tie or overlapping geographic preferences, allocation will be made in order of technical ranking.
- **Jago Investor Jago Forum** reserves the right to:
 - Initially allocate a **limited number of sessions**
 - Increase or withdraw session allocation based on **performance, reporting quality, and impact**
- The **Empanelment Committee** or the authorized officials of **Jago Investor Jago Forum** may revise, relax, or tighten the evaluation and allocation process depending upon strategic program needs.

13. Submission Guidelines:

All proposals must be submitted electronically in the prescribed format. The guidelines for submission are as follows:

- **Submission Mode:** Online only via JAGO INVESTOR JAGO FORUM Portal via [Login Link](#) at our website www.jjif.org.

Agencies are requested to first register onto the Jago Investor Jago Forum and then proceed to the online portal for proposal submission and proceed for the RFP Submission Fees.

Note: - Incomplete proposals or those not complying with the above submission instructions will be rejected without further review.

Legal Terms and Conditions – Jago Investor Jago Forum (JIJF)

Interpretation

1.1 Entire Agreement: This Agreement constitutes the entire agreement between **Jago Investor Jago Forum** and the empaneled Applicant and supersedes all prior communications, understandings, and agreements (whether oral or written) related to the subject matter of this Agreement.

1.2 Amendment: No modification or amendment of this Agreement shall be valid unless made in writing, explicitly referencing this Agreement, and signed by authorized representatives of both parties.

1.3 Severability: If any provision of this Agreement is found to be invalid or unenforceable under applicable law, such provision shall be severed from this Agreement and the remaining provisions shall remain in full force and effect.

2. Governing Law

2.1 This Agreement shall be governed by and construed in accordance with the laws of India, and the courts at Mumbai shall have exclusive jurisdiction over all matters arising under or in connection with this Agreement.

3. Force Majeure

3.1 Definition: “Force Majeure” refers to any event beyond the reasonable control of either Party, which prevents performance of obligations, such as natural disasters, war, riots, strikes (excluding internal disputes), lockdowns, or government actions. It does not include:

- Negligence or foreseeable events,
- Lack of funds or internal management issues.

3.2 No Breach of Agreement: Failure to perform due to Force Majeure shall not be deemed a breach, provided the affected Party took reasonable precautions to mitigate its impact.

3.3 Measures to be Taken: Affected Party must notify **Jago Investor Jago Forum** within 14 days, with proper evidence.

- Parties must act to minimize the consequences and restore normal operations promptly.

3.4 Extension of Time: Deadlines shall be extended proportionally to the duration of Force Majeure.

3.5 Payments: No payments will be made for the duration of Force Majeure unless they pertain to a period prior to its occurrence.

3.6 Consultation: Within 30 days of Force Majeure impacting services, both parties shall meet to discuss corrective or alternative measures.

4. Change Orders and Agreement Amendments

4.1 Jago Investor Jago Forum may request changes in scope, delivery, or terms. Such changes will be formalized in writing.

4.2 If such changes affect cost or timeline, the Agreement shall be amended accordingly. Any claim must be submitted within 30 days of such notice.

4.3 Jago Investor Jago Forum reserves the right to allocate additional sessions, states, or audiences to empaneled partners based on performance, requirements, and resource availability.

5. Roles and Responsibilities of Jago Investor Jago Forum

5.1 Monitoring and evaluation of partner performance.

5.2 Disbursal of eligible payments within 15 days of correct invoice submission.

5.3 Jago Investor Jago Forum's support will be on a best-effort basis and does not absolve the Partner from timely and quality execution of awareness programs.

6. Termination of Agreement

6.1 Termination for Default: Jago Investor Jago Forum may terminate the Agreement (with 30 days' notice and cure period) if:

- False/misleading claims or data are submitted.

- Corrupt or fraudulent practices are discovered.
- Breach of any clause of this Agreement occurs.

In such cases, Performance Security (if any) will be forfeited.

6.2 Termination for Insolvency: Agreement may be terminated if the Partner becomes bankrupt or insolvent, without compensation.

6.3 Termination for Convenience: Jago Investor Jago Forum may terminate the Agreement with 30 days' notice. Compensation, if any, will be decided mutually based on partial performance.

6.4 Limitation of Liability: In no case shall either Party be liable for indirect, incidental, or punitive losses. The maximum liability shall not exceed the total value of sessions awarded under this Agreement.

6.5 Termination by Jago Investor Jago Forum: Jago Investor Jago Forum may terminate the Agreement if:

- The Partner fails to cure a breach within 30 days.
- The Partner becomes insolvent.
- The Partner violates arbitration decisions.
- Any material falsehood is discovered in submissions.

6.6 Termination by Partner: Partner may terminate the Agreement with 30 days' notice if:

- Jago Investor Jago Forum is in material breach and does not resolve within 45 days.
- Force Majeure continues beyond 60 days.
- Jago Investor Jago Forum fails to comply with final arbitration decisions.

6.7 Payment upon Termination: No further payments shall be made post-termination, except for work already performed satisfactorily before termination.

6.8 Suspension: Jago Investor Jago Forum may suspend payments if the Partner is in breach, after issuing a notice detailing the issue and providing a 30-day rectification period.

6.9 Cessation of Rights & Obligations: Upon termination, rights and obligations cease except for:

- Confidentiality clauses,
- Audit rights, and
- Any accrued rights or obligations.

6.10 Exit Procedure: Upon termination, the Partner must:

- Cease all activities,
- Minimize further costs,
- Hand over documentation and records as per **Jago Investor Jago Forum's** instructions.

7. Dispute Resolution

7.1 Amicable Settlement: The Parties shall first attempt to resolve any dispute amicably. If unresolved, the matter will be escalated to the Head of **Jago Investor Jago Forum**.

7.2 Arbitration: If the dispute remains unresolved:

- Arbitration will follow the Arbitration and Conciliation Act, 1996.
- Venue: Mumbai, Language: English.
- Arbitrator: Jago Investor Jago Forum Committee.
- The arbitration award will be final and binding.

For further Clarification:

For any clarification or further information regarding the RFP, please contact:

Jago Investor Jago Forum

67B, Gurunanak Rd, Bandra West, Mumbai, Maharashtra 400050

Email: eproposal@jjjf.org, info@jjjf.org

Contact: 9422799953

Queries will be entertained via email only.