



# JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

## Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



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### Office Order regarding Team formation for Brand Launch

Bihar's *badhte kadam* are now moving in the direction of building a brand for the cultural heritage of Bihar represented through our arts & crafts. Today, every state has been promoting its art & culture through various brands like *Jharcraft* for Jharkhand, *Ormas* for Odisha, *Biswabangla* for West Bengal among others. On the same pattern JEEVIKA is going to launch a Brand Bihar in upcoming Saras (30<sup>th</sup> Dec-8<sup>th</sup> Jan 2018). A small need based team has been formed at state level by the approval of competent authority. Details of members has been given below :

Team Formation for brand Launch				
Sl No.	Task	Team	Assignment	Period of Deputation
1	Overall Management	Rajiv kumar Sigh(AO/SPM-NF) Samir Kumar(PM-NF) Nupur Kamal(YP-NF)		14th Dec to 10th Jan 2018
2	Vendor Selection for Paveliion design	Samir Kumar(PM-NF) Kaustubh Pratik(PO) Nupur Kamal(YP-NF)	Documentation and hiring of vendor for brand pavelion execution	14th Dec to 10th Jan 2018
3	Pavelion Design	Samir Kumar(PM-NF) Biblab Sarkar(Mgr. Com-Katihar) Pratik Prabhakar(Consultant-NF) Siddharth Kumar(LHS-Nawada)	Design finalization for pavellion and Coordination with Vendor for execution and management of pavelion design on ground	14th Dec to 10th Jan 2018
5	Visual Merchandising at Pavelion	Sonal Priyanka(YP-NF,Samastipur) Neha Singh(YP-NF, Nalanda) Ayush Verma(Consultant-NF) Arvind Kumar(LHS-Khajauli)	Product display arrangement and maintenance on ground in pavellion	14th Dec to 10th Jan 2018
6	Graphic Design Team	Ayush Verma(Consultant-NF) Sonal Priyanka(YP-NF,Samastipur) Neha Singh(YP-NF,Nalanda)	Logo, Letterhead, Visiting card, Packaging materials, Billbook, Catalogue, Leaflet, Brochure etc.	14th Dec to 10th Jan 2018
7	Design and Production Management	Samir Kumar(PM-NF) Sonal Priyanka(YP-NF,Samastipur, Honey) Surdeep Samdarshi(Mgr-NF, Honey) Pratik Prabhakar(Consultant-NF) Subhash Kumar(Consultant-NF) Vaibhav Vats(Consultant-NF) Himanshu Ranjan(Consultant-NF) Balram Kumar(Consultant-NF)	Products design finalization and production of each products on time	14th Dec to 10th Jan 2018

*[Handwritten signature]*

8	Finishing and Packeging of final products	Nupur Kamal(YP-NF) Sonal Priyanka(YP-NF,Samastipur) Ayush Verma(Consultant-NF) Balram Kumar(Consultant-NF)	Final Packaging of each products	14th Dec to 10th Jan 2018
10	IEC development and printing	Nupur Kamal(YP-NF) Pawan Priyadarshi(PM-Comm) Santosh Kumar(Mgr-Comm, W.Champaran) Rajiv Ranjan(Mgr-Comm, Samastipur)	Advertisement design and content development (TV, Radio, Posters, Newspaper etc) and execution	14th Dec to 10th Jan 2018
11	QR code for products	Neha Singh(YP-NF,Nalanda) Ranjeet (MIS) Rahil(MIS)	Development of QR codes for each products	14th Dec to 10th Jan 2018
12	Website and Social media Development	Pawan Priyadarshi(PM-Comm) Nupur Ojha(YP-NF) Neha Singh(YP-NF,Patna) Rakesh Kumar(Mgr-Comm, Sitamarhi)	Website development of Brand and other social media promotion like(FB,Instagram, Twitter etc.)	14th Dec to 10th Jan 2018
13	Promotional Events management	Pawan Priyadarshi(PM-Comm) Santosh Kumar(Mgr.Comm- W.Champaran)	Organization of Promotional events in and outside saras for brand promotion	14th Dec to 10th Jan 2018
14	Launch Event Management	Nupur Kamal(YP-NF) Santosh Kumar(Mgr.Comm- W.Champaran)	Event management on the day of launch	14th Dec to 10th Jan 2018
		Kundan (LA)		26 <sup>th</sup> Dec to 8 <sup>th</sup> Jan 2018
16	Brand media management	Roshan Kumar ((Mgr.Comm-Buxar)	Media Management	14th Dec to 10th Jan 2018

All Deputed staff has to report SPMU, Patna on their assigned dates.

All staff are entitled to claim their TA/DA as per HRD Manual.

By the order of CEO

(Rajiv Kumar Singh)

Administrative Officer

Copy to:

- 1.OSD/Director/CFO/AO/PS/PO
- 2.All PCs/SPMs/SFMs/PMs/AFMs
3. Concerned DPM/FM/Thematic Manager/YP/LS
4. Concerned files.