



Entrepreneurship  
Development  
Institute of India,  
Ahmedabad

## **Expression of Interest (EOIs) for Selection of PG Promotion Agencies for Academic Year 2025-2026**

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Published by



Entrepreneurship  
Development  
Institute of India,  
Ahmedabad

**Entrepreneurship Development Institute of India (EDII), Ahmedabad**

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**Bid No: EDII/ADMN/PG/2024-2025/07**

**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDII)**

(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 - Dist. Gandhinagar  
Gujarat - India Phone: +91-79-6910 4900/4999/5000; Fax: +91 79 23969164;

Email: [admin@ediindia.org](mailto:admin@ediindia.org) ; Website: [www.ediindia.org](http://www.ediindia.org)



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## 1. Introduction

The Entrepreneurship Development Institute of India (EDII) invites Expressions of Interest (EOI) from qualified and experienced agencies to promote our Postgraduate and Fellowship programmes. We seek agencies specializing in Project Management, Digital Marketing, and Admission Automation CRM platforms to assist in recruiting and promoting our prestigious programs.

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## 2. Objectives

The purpose of this EOI is to shortlist and select capable agencies that can provide the following services:

- 2.1. Admission management Agency:** Manage and coordinate the entire promotion campaign across various channels.
- 2.2. Digital Marketing Agency:** Develop and execute a comprehensive digital marketing strategy to increase the programs' visibility and enrollment.
- 2.3. Admission Automation CRM Platform:** Provide a robust and efficient CRM platform to manage leads, automate marketing and admissions processes, and enhance communication with potential candidates.

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## 3. Programs to be Promoted

The selected agencies will be responsible for promoting the following Post Graduate programs:

- 3.1. Post Graduate Management Program in Entrepreneurship (PGDM – E):**
  - ✓ Duration: Two Years Full Time
  - ✓ Seats: 120
  - ✓ Approvals & Accreditations: AICTE Approved, NBA Accredited, AIU Recognized
- 3.2. Post Graduate Management Program in Innovation, Entrepreneurship, and Venture Development:**
  - ✓ Duration: Two Years Full Time
  - ✓ Seats: 30
  - ✓ Approvals: AICTE Approved
- 3.3. Post Graduate Management Programme in Entrepreneurship (Online):**
  - ✓ Duration: Two Years Full Time
  - ✓ Seats: 100
  - ✓ Approvals: AICTE Approved
- 3.4. Fellowship Management Programme in Entrepreneurship:**
  - ✓ Seats: 10
  - ✓ Approvals: AICTE Approved

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## **4. Scope of Work and Eligibility Criteria**

### **4.1. Scope of work for Project Management Agency:**

- Analyze last year's market outreach and recruitment data to identify trends, patterns, and target regions.
- Develop and implement a comprehensive marketing plan for PGDM and Fellowship programmes, including budget and calendar.
- Organize student and faculty awareness programs, campus tours, and establish connections with schools, industry associations, coaching centers, and business communities.
- Create and oversee a digital marketing plan, including platform hygiene checks, content development, and social media promotions.
- Work closely with the digital marketing agency for continuous review and monitoring.
- Implement online and offline branding initiatives, including advertisements, promotional materials, and website updates.
- Provide telephonic, virtual, and on-campus counseling to students and parents.
- Develop and implement a student engagement plan to enhance recruitment and retention.
- Facilitate the onboarding of relevant agencies for PG and Fellowship program promotion.
- Continuously review and monitor PG and Fellowship program promotion activities, coordinating with EDII's departments and all relevant agencies.
- Provide regular reports and updates to the EDII team on progress.

#### **4.1.1 Eligibility Criteria for Project Management Consultancy (PMC):**

- At least 3
- 
- . years of experience in higher education consultancy.
- Minimum of 3 similar assignments completed in the last five years.
- An office in Ahmedabad or Gandhinagar.
- Demonstrated ability to handle large-scale promotion and admissions projects.

### **4.2. Scope of Work for Digital Marketing Agency:**

- Optimize website content, structure, and technical aspects to improve search engine rankings and visibility.
- Create optimized landing pages, run targeted email campaigns, and manage PPC and retargeting efforts to convert leads.
- Develop and implement a content strategy, engage with the audience on social media, and collaborate with influencers.
- Produce and distribute high-quality content, regularly update existing content, and optimize based on performance.
- Create and optimize video content for platforms, and distribute it to enhance engagement and reach.
- Provide monthly reports on performance metrics, including traffic, conversions, and ROI analysis for continuous improvement.
- Assign a dedicated account manager and specialized experts in SEO, content, social media, paid media, analytics, and video production.
- Oversee the coordination of all digital marketing activities, ensuring alignment with EDII's goals and timely execution.

#### **4.2.1. Eligibility Criteria for Digital Marketing Agencies:**

- At least 5 years of experience in providing digital marketing services.
- Successfully completed a minimum of 5 similar digital marketing projects in the last five years, including experience with educational institutions or similar sectors.
- Expertise in SEO, lead generation, content marketing, social media management, and digital advertising.
- An operational office in India or able to provide local support with a focus on accessibility and response time.
- At least 15 client references from previous digital marketing projects.

#### **4.3. Scope of Work for Admission Automation CRM Platform:**

- Configure and customize CRM to align with EDII's enrolment processes.
- Centralize and optimize lead management from various sources to prevent lead leakage.
- Set up automated marketing workflows across email, SMS, WhatsApp, and Chatbot meta remarketing for effective outreach.
- Implement advanced sales tools and create custom dashboards for performance tracking.
- Establish secure role-based access, team hierarchies, and data masking within the CRM.

- Provide mobile-enabled tools for on-ground sales teams to enhance lead tracking and engagement.
- Deliver comprehensive training, ongoing support, and timely query resolution.
- Ensure responsive service with a ticketing system for efficient query resolution and maintenance.

#### **4.3.1. Eligibility Criteria for CRM Automation Agencies:**

- At least 2 years of experience in implementing and managing CRM automation platforms.
- Successfully completed a minimum of 3 similar CRM automation projects in the last five years, preferably in the education sector.
- Expertise in CRM platform implementation, lead management, marketing automation, and data integration.
- An operational office in India or able to provide local support with a focus on accessibility and response time.
- At least 30- client references from previous CRM automation projects.

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## **5. Submission Requirements**

Interested applicants are requested to submit the following:

### **I. Cover Letter**

- Briefly introduce the organization, including an overview of experience and expertise relevant to the project.
- Express interest in the project and a summary of why the organization is well- suited for the task.

### **II. Company/Individual Profile**

- Detailed background of the company or individual, including history, mission, and vision.
- Introduce key team members who will be involved in the project, highlighting their qualifications and experience

### **III. Portfolio**

- Provide details of previous work, especially those similar to the proposed work.

- Detailed case studies of relevant past projects.

#### IV. **Proposal**

- Provide a comprehensive plan that outlines the scope of work, including all key activities, timelines, and milestones. This plan should cover every stage of the project, from initiation to completion, ensuring that each step is clearly defined. The activities should be aligned with the overall project objectives to ensure a cohesive and focused execution.

#### V. **Project Plan**

- Outline the proposed timeline for the project, detailing key milestones, deadlines, and deliverables. The timeline should clearly show how the project will progress from start to finish, with all crucial dates highlighted.

#### VI. **Budget Estimate**

- Present a comprehensive budget that details all anticipated expenses. This should include costs related to resources, personnel, materials, and any other necessary expenditures. The budget should be realistic and reflect the scope of the proposed plan while ensuring value for money.

#### VII. **Compliance and Legal**

- Copies of relevant legal documents, such as business licenses, registrations, and certifications.

#### VIII. **Additional Information**

- Any innovative approaches or unique value propositions to the project.

### **Submission Instructions**

Format: All documents will be submitted in single envelopes titled "Expression of Interest (EOIs) for (Name of the work) under Entrepreneurship Development Institute of India (EDII)." Loose papers shall not be accepted or outright rejected. Hard-bound copies only shall be accepted.

Deadline: 20<sup>th</sup> September'24

Address: Sr. Manager (Estate).

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Entrepreneurship Development Institute Of India:  
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 Dist.  
Gandhinagar Gujarat India

Inquiries: For any questions regarding the EOI submission process, please contact:

Name:

Email:

Phone

### **Selection Process**

The selection process will involve:

- Evaluation of the submitted EOIs based on the eligibility criteria and quality of previous work.
- Shortlisting of candidates for further discussions and presentations.
- Final selection based on the proposed approach, outcome, and alignment with the project's objectives.

## **Eligibility Criteria**

### **1. Technical criteria**

- The Bidder shall have experience in Admission and promotion of an institute in the last 3 years
- The Bidder shall be a legally valid entity with GST number and must have requisite certifications for PG Promotion.
- The Bidder should not be blacklisted by any Government Department, Organization, Corporation, or any other body.
- In the event of any breach of scope of work specified in the tender, the Bidder assumes responsibility for legal proceedings.
- The lowest bid shall not be the sole criteria for selection of the bidder. The bid shall be evaluated on the basis of – i) promotion strategy along with the technical and financial bid and ii) previous experience of having worked with institutes for admissions.
- Brief profile and background of the agency's team associated with the admissions.

### **2. Financial criteria**

- Income Tax Return of last 3 financial years
- Average annual turnover of the Bidder for the last 3 years should be at least 2.5 times of the Estimated Bid value.
- The Bidder should not be loss making in the last 3 years
- Net worth should not be in negative in last 3 years
- CA certificate containing Turnover, Net profit/loss; Net worth for last 3 years to be obtained

## **Proposal Ownership**

The bid and all supporting documentation submitted by the bidders shall become EDII property and it reserves the right to accept or reject any request made by any bidder to return or destroy the bid and accompanying documentation.

## **Indemnity**

The selected Bidder shall indemnify, protect and save EDII and its personnel against all claims, losses, costs, damages, expenses, action suits, and other proceedings.

## **Force Majeure**

“Force Majeure” means an event beyond the control of the select Bidder and not involving the vendor's fault or negligence and not foreseeable. Such events may include but are not limited to, Acts of God or public enemy, acts



of Government of India in their sovereign capacity, acts of war, fire, floods, strikes, lockouts, and freight embargoes.

If a Force Majeure situation arises, the select Bidder shall promptly notify EDII in writing of such conditions and the cause thereof within 30 calendar days. In such a case, the time for performance shall be extended by a period not less than the duration of such delay. If the duration of delay continues beyond a period of three months, EDII and the select Bidder shall hold consultations with each other in an endeavour to find a solution to the problem.

**General Conditions:**

- The agency must ensure strict adherence to fire, structural, and all other safety norms.
- The admission schedule, date, and process will be provided on the basis of the timeline decided by EDII.
- The rate is to be quoted including the expenses for the executives.
- The vendor should agree to indemnify and hold harmless Customer (EDII) from all damages, costs, and expenses, including reasonable attorneys; fees arising out of any infringement or claim of infringement of patents, trademarks, or copyrights arising out of the use of any Products that are the subject of this Agreement.
- The vendor shall be solely responsible for any breach of IPR if arising thereto. The Vendor shall indemnify and hold the Customer harmless of any and all breach of IPR and/or any claims arising thereto.
- From the time the bids are opened and the contract is awarded, the bidders should not contact the employer on any matter related to its technical and/or financial Bid.
- Any effort by the bidder to influence the employer in the examination, evaluation, ranking of Bids, and recommendations of award of contract may result in the rejection of the bidders' bid
- Any bid received by EDII after the last date for bid submission will be rejected
- The Bidder shall bear all costs associated with the preparation and submission of its bid at EDII.
- Payment terms: One month after submission of the bill. The rates quoted should be all-inclusive including GST. Submit a copy of Goods and Services Tax Registration documents along with your offer. The original invoice is to be submitted for release of payment. The invoice should contain invoice no., date, GST number of both the parties along with GST bifurcation, seal and sign.
- The Tenderer shall be responsible for the taxes, duties, cess, fees, and other impositions payable by it under the Applicable Laws.

- The Tenderer shall not sub -contract the work to any sub- contractor without the prior approval of the Institute. In case the contractor is found engaging the subcontractor without prior approval, the Institute reserve the right to terminate the contract.
- The Contract rates shall remain firm for the entire duration of the Contract. No revision of the rate or adjustment of the Contract price shall be allowed on any account. The Contract rates are deemed to include the effect of all fluctuations in the cost of execution of Works during the duration of the Contract and completion of Works
- The Agency should sign all the pages of the tender documents before submission, as a token of having read; accepted the terms and conditions.
- The Employer also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Tenderer.
- The tenderer who has downloaded the tender from the Institute's website [www.ediindia.org](http://www.ediindia.org) shall not tamper/modify the tender form including the downloaded price bid template in any manner. In case the same is found to be tempered/ modified in any manner, the tender will be completely rejected and EMD/Bid Security would be forfeited
- Amendments to Notice Inviting Tender (NIT), if any, would be published on the website only, and not in the newspaper.
- The Tenderer shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, and expenses associated with any demonstrations or presentations which may be required by the Institute or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Tenderer and the Institute shall not be liable in any manner whatsoever for the same or any other costs or other expenses incurred by a Tenderer in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.
- Interested Tenderers should carry out an independent assessment and analysis of the requirements of the information, facts, and observations
- Intending tenderers are advised to visit again the Institute's website <https://www.ediindia.org/the-institute/tenders/> at least 3 days prior to the closing date of submission of tender for any corrigendum/addendum/ amendment
- Not more than one tender shall be submitted by one contractor or contractor having a business relationship. Under no circumstance will the father and his son(s) or other close relations who have a business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same

contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

- Persons tendering are informed that no erasures or alterations by them in the text of the document sent herewith shall be allowed and any such erasures or alterations shall be disregarded. If there is an error in writing, no overwriting should be done, the wrong word or figure should be struck out and the correct one written above or neat it in an unambiguous way.
- The Institute will NOT ACCEPT ANY TENDERS THROUGH EMAIL.
- Any dispute, difference, or objection with regard to any matter relating to this contract shall be referred to the Sole Arbitration of any person appointed by the Director-General at the time of reference. The decision of the Arbitrator so appointed, shall be final and binding on both the parties.
- Institute shall have the right to reject tender without assigning any reason and will have the discretion to award the work to more than one firm for the expediency of work. Therefore, EDII reserves the right to choose one or more parties or cancel the tender at its sole discretion.
- EDII reserves the right to terminate the contract if the services are not found satisfactory, by giving one month's notice, and if the Agency wants to terminate the contract they will be required to give one month's notice in writing giving reasons thereof.
- Jurisdiction for all legal matters will be at Gandhinagar, Gujarat State.

### **Confidentiality**

All information the applicants provide will be kept confidential and used solely for the selection of this project.

We look forward to receiving your expressions of interest and collaborating with you to increase enrollment in our PG and Fellowship programs. Together, we aim to expand these initiatives, boost enrollment, and enhance the institute's visibility, branding, and awareness

Sd/-  
Authorized Signatory



**AGENCY INFORMATION SHEET**

1.	Name of the Agency	:	
2.	Address of Registered Office/Head Office: (With telephone no.)	:	
3.	Contact Person/Mobile No.	:	
4.	Email address	:	
5.	Year of Establishment	:	
6.	Constitution of the Firm: (Public Ltd./Private Ltd./Partnership/ Proprietorship, etc.)	:	
7.	Name of the Proprietor/Partners/ Directors: (Strike out whichever is not applicable)	:	
8.	PAN card No.	:	
9.	GST Registration No.	:	
10.	Experience in a number of years in handling various accounts	:	
11.	Is the Agency empanelled with Educational Institutions? If yes, name of the Institutes: (Attach separate sheet, if required)	:	
11.	Annual Turnover of the firm during the last financial year. Attach a copy of the certified audited statement of accounts or a certificate of the agency's Chartered Accountants.	:	



12.	Infrastructure available in Ahmedabad and other cities in India	:	
13.	Attach a statement and resumes of employees, including technical and administrative staff, etc.	:	
14.	Attach a statement showing list of clients (Names, address, contact person's name and phone nos., etc.) ( <i>please refer Annexure –II</i> )	:	



**DETAILS OF WORK EXPERIENCE CERTIFICATES**

Sr. No.	Name, Address, Contact Person & Phone No. of the Client	Date and No. of Completion Certificate	Date of Start	Date of Completion	Cost of Work on Completion	Reference and Page No. of Documentary Proof of the detail missing in the completion certificate



**FINANCIAL DETAILS**

Sr. No.		1 <sup>st</sup> FY	2 <sup>nd</sup> FY	3 <sup>rd</sup> FY	4 <sup>th</sup> FY	5 <sup>th</sup> FY
		Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)
		a	b	c	d	e
1	Profit / Loss					
2	Gross Annual Turnover of Previous 5 Financial Years ending as on 31st March of last FY					
3	Average Annual Turnover for previous 5 financial years(Rs in Lacs) = $(a+b+c+d+e) / 5$					
4	Net Worth (paid up capital + reserves) as on 31st March of last FY					

Signature of Tenderer with Seal

**Undertaking by the Service Provider**

I/We have gone through the tender terms and conditions, and they are acceptable to us.

Place:.....

Date:.....

Name: .....

Address:.....

.....

Signature:.....  
(Signature of Authorized Person of Agency / Company with Official Seal)

Email:..... Mobile:.....





**Financial Bid**

Sr. No	Description	Rate Per Month	Total Amount
1.			
2.			
3.			
	Management Fees		
	Total amount for PG Promotion, including all points from the scope of work		
	GST (bifurcation is compulsory)		
	Grand Total (Rs.)		

Signature:

Seal:

Name of the Company:.....

Email id:.....

Phone No.:.....

Address:.....



## VENDOR REGISTRATION FORM



## ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Via Ahmedabad Airport & Indira Bridge),

P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India.

1	Name of the Vendor/Client (Please submit valid proof for the same)	
2	Type :	<input type="radio"/> Company <input type="radio"/> Firm <input type="radio"/> Proprietorship <input type="radio"/> Trust      Others Please Specify _____
3	Status of Vendor :	<input type="radio"/> Manufacturer <input type="radio"/> Authorised Dealer <input type="radio"/> Service Provider <input type="radio"/> Stockist/Traders      Others Please Specify _____
4	Registered Address :	
5	State	
6	Name Of Contact Person :	
7	Designation Of Contact Person :	
8	Contact Number:	
9	Official E Mail Address :	
10	PAN ( Please attach copy for the same) :	
11	Status of Vendor under GST :	<input type="radio"/> Registered <input type="radio"/> Un-registered



12	GST No./Provisional ID Number : (Please attach copy for the same)	
13	Payment Terms	
14	Are you associated or having relationship with any of the EDII employee?	<input type="radio"/> Yes <input type="radio"/> No
15	If YES, please provide the relationship details :	
16	Have you ever worked with the EDII before :	<input type="radio"/> Yes <input type="radio"/> No
17	If YES, please provide the reference of transaction done :	
18	Name of the Bank :	
19	Address of the Branch :	
20	Beneficiary Name : (The Bank account to which any payment will be made, preferably, should not be on Individual's name. In case of proprietorship proper KYC should be submitted where name must match with the name provided in 1st row)	
21	Bank Account No. :	
22	Bank Account Type :	
23	IFSC Code for RTGS/NEFT :	
	List of Documents to be provided	
	1. Copy of PAN	
	2. Copy of GST registration Certificate (All 3 pages) - If registered under GST	



	3. Cancelled Cheque / Bank Passbook 1st page containing Bank details	
	4. If Company, Certificate of Incorporation	
	5. If Partnership firm / LLP, List of Partners	

Date: \_\_\_\_\_

\_\_\_\_\_

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Approved by