

Request For Proposal from Public Relations Agencies

Entrepreneurship Development Institute of India (EDII), Ahmedabad

About the Institute:

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. It is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. EDII has been recognized as the CENTRE OF EXCELLENCE by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, MSME development, innovations and institutional building. The Institute has set up Entrepreneurship Development Centres in Cambodia, Lao PDR, Myanmar and Vietnam, Uzbekistan and Rwanda. In consonance with the emphasis on startups and innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of NSTEDB, DST, Govt. of India. The Institute conducts a variety of programmes and projects through its PAN India branch offices, under the Departments of Policy Advocacy, Knowledge and Research; Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.

EDII's Vision and Mission *(It is important for the agency to understand this so that their proposal aligns with the Mission and Vision)*

Vision: To Retain Global Leadership in Fostering and Developing Entrepreneurship.

Mission:

- Become a leading resource centre of knowledge management pertaining to various aspects of entrepreneurship.
- Promote entrepreneurship through education, training, applied research and institution-building.
- Augment the pool of entrepreneurs in different sectors and constituencies in accordance with national priorities and programmes.
- Help existing SMEs and family-managed businesses improve their entrepreneurial competencies and develop cadres of trainers in entrepreneurship
- Facilitate interface with policymakers and foster networks with Central and State Governments, Entrepreneurship Development Institutions, Industry and other stakeholders.
- Assist in capacity building, training and institution in the field of entrepreneurship with focus on innovation, incubation and digitalization at national and international levels.

Mandates for the PR Agency:

The PR agency will strive to achieve the following objectives:

- To make EDII's name synonymous with entrepreneurship education and development

- Increase visibility of EDII by targeting relevant publications both national and regional
- To reinforce EDII's position as a globally acclaimed national resource centre which facilitates all facets of Entrepreneurship Development
- Consolidate EDII's position as:
 - A leader in entrepreneurship education and research
 - Advisor & guide to the MSMEs & Start-ups
 - Preferred partner of central & state governments on projects related to entrepreneurship & skill development
 - A pioneer in supporting women entrepreneurship, social entrepreneurship and relevant programmes for disadvantaged sections of society

Markets to be Covered

Gujarat, Mumbai, Raipur, New Delhi, Kolkata, Bengaluru, Lucknow, Ladakh, Bhopal, Guwahati, Dehradun, Goa and Bhubaneswar

Scope of Services

a. Opportunity Analysis and Consultancy

- Identify opportunities and platforms for showcasing EDII.
- Based on analysis, develop a monthly PR calendar for probable events that can be undertaken. This should be submitted by 5th of every month.
- Visit the Institute (Head Office and the regional offices) periodically to meet faculty members to understand different initiatives, research projects etc.

b. Media Relations

- Get all News & Events covered (at EDII Head office and regions mentioned).
- Assist in developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders, features, articles etc.
- Arrange media events like press conferences, select briefings and one-on-one meetings/ interviews.
- Develop content (which will be fine-tuned by EDII officials) based on the requirement of the publications.
- Explore new ways of establishing better relations with publications through events, workshops, lectures, presence as distinguished guests in important EDII events, webinars etc.
- Collaborate with influencers, you tubers, radio stations and electronic media for ensuring better platforms for EDII.
- Continuous media monitoring to ensure that all opportunities are made best use of at all centers mentioned above.

c. In case of an abnormal situation or a reputation threat, a crises management strategy to be put in place and executed.

d. Evaluation

- For coverage in print, the organization will provide circulation figure of concerned publications and number of editions where coverage has featured

- For coverage in news portals and other such platforms, the organization will provide web traffic data of the concerned website and number of shares.

DELIVERABLES:

- Twenty (20) national releases (articles/news items) to appear in one year. Six (6) necessarily in the first four months.
- Appearances should be ensured in 'A' Category National and Regional dailies only.
- Minimum of 20 regional news/articles to appear in six months of the contract period (Minimum of 30 in the entire year- *ensure a minimum of 2 releases per region per month.*)
- At least three (3) engagement opportunities (with senior reporters / editors) to be sourced in six months to showcase EDII as a National Resource Institute in the field. (6 in one year)
- Appearances in noted business magazines (6 in one year) to be ensured.
- National and Regional Editors/Senior Reporters Meet (2) to be organised at EDII campus. EDII will facilitate after discussions.

ADDITIONAL INFORMATION

- Please, submit your:
 - 1) **technical proposal** covering (a) PR engagement as per the mandates mentioned, underlining your strategy. Please indicate your national/regional presence and indicate how you will mobilize resources to achieve targets (Put the Title - Technical Proposal - on the envelope)
 - 2) **financial proposal** (Put this title on the envelope)

Summit the two proposals in sealed envelopes to ICPR Dept., EDII on or before 17 March, 2025.