



Department of Management Studies

NALSAR University of Law

Department of Management Studies, NALSAR University of Law

INVITATION FOR EXPRESSION OF INTEREST (EoI)

Department of Management Studies (DoMS), NALSAR University of Law was established in 1998 by a Statute of the State of Andhra Pradesh to foster education and research in the field of law and ancillary areas through an inter-disciplinary approach to inculcate the spirit of just, moral and ethical mindset. Through DoMS, NALSAR offers a two year fully residential MBA program.

The DoMS, NALSAR University of Law invites '**Expression of Interest**' from interested organisations with expertise for undertaking **Social Media Marketing for the purpose of student admissions into the 2 years fully residential MBA program (2021 - 22)**.

Eligibility Criteria for application:

1. Agencies / organisations with expertise and experience in Social Media marketing across various platforms
2. Execution of Social Media marketing contracts adding upto Rs. 10 lakhs or more in the last one year.

Work experience in the area of marketing higher education and training, would be an added advantage.

Mandatory Documents Required:

The following documents are required to be submitted mandatorily by the organisation to NALSAR at the time of submitting the Application Form:

- a. Registration Certificate
- b. Pan Card Copy
- c. GST No. Copy
- d. Proposal for Social Media marketing MBA program for 63 days along along with the financials

Selection Process

The eligible organisations will be evaluated on the basis of their capacity to effectively promote MBA program pan India through Social Media through a period of 63 days starting 15th December, 2020 to 15th February, 2021.

Registrations for MBA program shall open from 15th December, 2020 at www.doms.nalsar.ac.in.

Selected Organisation/s will be executing an Agreement with NALSAR University of Law for the provision of the services as stated above.

The **eligible** Organisations meeting the requirement for submission of **Mandatory Documents** may submit their EOI through the attached **Application Form** along with the **Mandatory Documents Required** as stated in this EoI, in a sealed envelope prominently marked "**EoI FOR SOCIAL MEDIA MARKETING OF MBA program of NALSAR University of Law**" and delivered to the following address latest by **5.00 pm on 9th December 2020**.

**MBA Admissions Co-Ordinator,
Department of Management Studies,
NALSAR University of Law
JUSTICE CITY,
SHAMIRPET
MEDCHAL DISTRICT
HYDERABAD – 500101**

If the submission is by email, in that case, kindly submit the EOI to doms@nalsar.ac.in clearly stating "**EoI FOR SOCIAL MEDIA MARKETING OF MBA program of NALSAR University of Law**" in the subject line.

Further information may be obtained from the web site www.doms.nalsar.ac.in or MBA Admissions Co-Ordinator, Department of Management Studies, NALSAR University of Law – doms@nalsar.ac.in

APPLICATION FORM

APPLICATION FORM FOR

MBA ADMISSIONS SOCIAL MEDIA MARKETING FOR 63 DAYS

(To be filled and submitted along with the required documents)

Name of the Organisation:	
Established (year):	
Registration Details:	
Date of Registration:	
Type of Organisation:	
Contact Information	
Registered Address:	
Phone Nos:	
Fax:	
E-mail:	
Website:	
Office Address:	

Eligibility Criteria:			
	Bullets 1 and 2 below must be satisfied	YES	NO
1	Agencies / organisations with expertise and experience in Social Media marketing across various platforms		
2	Execution of Social Media marketing contracts adding upto Rs. 10 lakhs or more in the last one year		
3	Work experience in the area of marketing higher education and training, especially online, courses would be an added advantage		
Mandatory Requirements (documents to be submitted)			
	Registration Certificate		
	Pan Card Copy		
	GST No. Copy		
	Work Profile indicating client base etc		
	Proposal for Social Media marketing for 63 days including financials		

Please enclose along with this Application Form, the “Mandatory Documents Required” as referred to in Page Nos. 1 & 2 of the EoI.

The Mail should be prominently marked "EoI FOR SOCIAL MEDIA MARKETING OF MBA PROGRAM" to NALSAR UNIVERSITY of LAW by EMAIL/Registered Post/Courier/Speed Post at the following address latest by 5pm on 9th DECEMBER 2020:

**MBA Admissions Co-Ordinator,
Department of Management Studies,
NALSAR University of Law
JUSTICE CITY,
SHAMIRPET
MEDCHAL DISTRICT
HYDERABAD – 500101**

Mandatory Undertaking (to be filled in by the Applicant Organisation)

On this _____ (DATE) of _____ (MONTH), _____ YEAR,
I hereby agree and accept that all information given above is true to the best of my knowledge and if found false or misappropriate, shall be liable to disqualification from associating with the NALSAR University of Law.

Signature: _____

Date: _____

Name: _____

Designation: _____

Contact Details: _____

Organisation: _____

Name & Signature of the Head of the Organisation (with Organisation Seal)

Date/Place: _____