

# **REQUEST FOR PROPOSAL (RFP) for Appointment of Sales Channel Partners for Executive Education**

## 1. Introduction

Executive Education, Ahmedabad University (“University”) invites proposals from eligible, experienced, and qualified organizations (“Bidders” or “Channel Partners”) for providing student acquisition, enrolment facilitation, and outreach services for **various academic programmes offered by the University for working professionals**. Typically, the executive programmes can be anywhere between 3 days to 100+ contact learning days spanning across industries and levels of professional seniority. These are either certificate or degree programmes targeting both B2B and B2C segments.

## 2. Objective of the RFP

The objective of this engagement is to go onboard competent Sales Channel Partners who will:

- a. Support the University in promoting its existing executive education programs, delivered in blended mode.
- b. Undertake student counselling, lead generation, and conversion activities.
- c. Expand outreach and brand visibility across defined regions.
- d. Ensure compliant, ethical, and quality-driven student acquisition.

## 3. Scope of Work

- a. Student Acquisition & Marketing Outreach
  - i. Direct student enrollments in the allotted programs
  - ii. Lead generation through digital/offline channels.
  - iii. Counselling and student conversion activities.
  - iv. Conducting seminars, webinars, visits, and promotional activities.
  - v. Compliance with university branding and communication standards.
- b. Administrative Responsibilities
  - i. Document verification and eligibility checks.
  - ii. Application assistance and follow-up.
  - iii. Data confidentiality and reporting.

c. Partner Duties

- i. Marketing & Promotion: Actively market the University's programs to prospective students using approved digital and offline marketing channels.
- ii. Student Enrolments: Bring in confirmed student enrolments by ensuring all applications are submitted through the University's official online admission portal.
- iii. Counselling & Conversion: Conduct counselling sessions, nurture leads, and provide continuous follow-ups until enrolment is successfully completed.
- iv. Brand Compliance: Use only University-approved creatives, information, and messaging to maintain brand integrity.
- v. Monthly Reporting: Submit detailed monthly reports on marketing efforts, number of inquiries generated, and confirmed enrolments.

d. University Support

- i. Dedicated Training: Provide structured training for the Partner's team to ensure accurate program representation.
- ii. Marketing Collateral: Supply brochure, program FAQs, creatives, and any other marketing material required to run campaigns.
- iii. Program Updates: Share regular updates on new program launches, fee changes, academic policies, and enrolment deadlines.

4. Compliance & Governance

- a. Compliance with UGC, AICTE, and regulatory guidelines.
- b. Ethical practices and adherence to authorized territories.

5. Eligibility Criteria

- a. To qualify for the Special Commission Structure and ongoing association with the University, the Channel Partner must meet the following minimum eligibility conditions:
  - i. **Entity Registration:** Must be a legally registered business entity in India (Private Limited, LLP, or Proprietorship) with a valid GST registration.
  - ii. **Business Tenure:** The entity must have been in continuous operation for a minimum period of three (3) years as of the date of this agreement.

- iii. **Team Strength:** The Partner must maintain a minimum operational team size of 50 to 100 professionals, engaged in marketing, counselling, and operations.
- iv. **Performance Capacity:** Must demonstrate the ability to generate at least 500 qualified inquiries per month.
- v. Must have an annual record of 200+ enrolments across certification or executive programs.
- vi. Must commit to achieving a minimum confirmed enrolments for each intake as decided for an executive programme for meeting payment eligibility.
- vii. **Infrastructure & Operations:** Must possess adequate infrastructure and resources to manage student counseling, lead management, and document handling efficiently, including necessary IT and CRM systems.
- viii. **Experience & Domain Credibility:** Demonstrated experience in education marketing, student recruitment, or corporate training with a proven track record in promoting reputed institutions (e.g., IIMs, leading private universities).
- ix. **Compliance & Ethics:** Must maintain proven credibility in the education domain and have no record of legal disputes, unethical practices, or misrepresentations related to admissions or student recruitment.

6. Documentation:

- a. Cover Letter
- b. Company Profile
- c. Experience & Credentials
- d. Operational Plan
- e. Commercial Proposal
- f. Mandatory Document.

7. Evaluation Process

- a. The evaluation process will include eligibility check, technical evaluation, financial evaluation, and final selection.

8. Contract Terms & Conditions

- a. Contract term: 12 months, extendable upon satisfaction and mutual success.

9. Performance metrics and reporting.
  - a. Quarterly reviews will be conducted to assess lead quality, conversions, and overall performance.
  - b. Consistent underperformance for two quarters may result in termination.
  
10. Confidentiality rules.
  - a. The partner must follow UGC/AICTE/University norms and refrain from making false promises.
  - b. Student data must be handled with confidentiality and cannot be used for any purpose other than its intended use.
  - c. Misrepresentation of programs, fees, or unauthorized promotions will lead to immediate termination.
  
11. Termination rights.
  - a. Either party may terminate this association with 30 days' written notice.
  - b. Immediate termination will apply in cases of:
    - Fraud or misrepresentation.
    - Breach of confidentiality or compliance.
    - Brand misuse or unethical marketing practices.
  
12. Branding and communication compliance.
  - a. All promotional campaigns must be pre-approved by the University.
  - b. Unauthorized use of the University name, logo, or IP is strictly prohibited.
  
13. Commercial Model: Revenue sharing basis in the range of 20% to 40% depending on the nature of the programme and min-max intake commitment. A tiered incentive structure will be decided based on the capabilities of the channel partner.
  
14. Proposal Submission Timeline: 05 Jan 2026 RFP submission.
  
15. Submission Method  
Email and physical submission with subject: "RFP for Sales Channel Partner – Executive Education, Ahmedabad University"
  
16. Contact for Queries: [anindya.maitra@ahduni.edu.in](mailto:anindya.maitra@ahduni.edu.in) and [procurement@ahduni.edu.in](mailto:procurement@ahduni.edu.in)