

**Expression of Interest (EOI)
for
Hiring an Agency for Admission-Related Work**

Subject: Expression of Interest for Engaging an Agency for Admission Support

Indian Institute of Tourism and Travel Management Govindpuri Gwalior invites Expression of Interest (EOI) from experienced and qualified agencies to assist in managing and executing activities related to the admission process for the academic year 2025-26. The purpose of this engagement is to streamline the admission process, enhance student outreach, and ensure a seamless experience for prospective applicants.

Scope of Work:

The selected agency will be required to:

1. Assist in the development and execution of admission strategies.
2. Provide end-to-end support in application management and communication.
3. Design and implement digital and offline marketing campaigns to attract potential candidates.
4. Organize and facilitate admission events, such as open houses, webinars, and counseling sessions.
5. Manage inquiries and provide guidance to prospective students and parents.
6. Coordinate with the institute's admission team to ensure compliance with policies and procedures.
7. Provide detailed reports and analysis on admission trends and outcomes.

Eligibility Criteria:

1. The agency should have at least 03 years of experience in managing admission processes or related activities in the education sector.
2. Proven expertise in digital marketing and student outreach campaigns.
3. Demonstrated ability to handle a large volume of inquiries and applications efficiently.
4. Strong understanding of the admission landscape and regulatory requirements in Tourism sector.

Submission Requirements:

Interested agencies are requested to submit the following:

1. A detailed profile, including relevant experience and past projects.
2. Proposed methodology and approach to executing the admission process.
3. Team structure and qualifications of key personnel.
4. Financial proposal, including expected fees and payment terms.
5. References from previous clients in the education sector.

Submission Deadline:

Please submit your EOI, along with the required documents, by 21/01/2025 to the following address: Director, IITTM, Govindpuri, Gwalior – 474011 (M.P.). For any queries, contact with Dr. Jeet Dogra, Assistant Professor, during office time.

Evaluation and Selection Process:

EOIs will be evaluated based on the agency's experience, approach, financial proposal, and ability to meet the institute's specific requirements. Shortlisted agencies may be invited for further discussions and/or presentations.

Note: This EOI does not constitute a binding contract. The institute reserves the right to accept or reject any application without assigning reasons.

We look forward to receiving your proposal and collaborating with a capable partner to enhance our admission process.

Director IITTM