



University of Jammu

(NAAC Accredited A+ Grade University)

Expression

Of

Interest

For hiring services of

Brand Management Agency



EXPRESSION OF INTEREST (EOI)

UNIVERSITY OF JAMMU

JAMMU -180006

Introduction

The University of Jammu, accredited as ‘A+’ **Grade University by National Assessment & Accreditation Council of India (CYCLE III)**, came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Jammu and Kashmir. The University provides instructions in such branches of learning as it deems fit and makes provision for research and the advancement and dissemination of knowledge.

The University with its main campus at Jammu and seven functional offsite campuses, offers programmes at the undergraduate, postgraduate and doctoral level. It is an affiliating University with 163 affiliated colleges. The University also offers programmes in distance mode through the Directorate of Distance and Online Education. The University, currently ranked 54th, has consistently remained among the top 100 universities of the country under National Institutional Ranking Framework (NIRF).

The University is seeking the services of an Agency for effectively building its brand image and enhancing its presence at the national and international levels, thereby positioning the University as a quality and reputed place to study and work in.

Objectives for engaging Brand Management Agency/Company

- I. Effective brand promotion and placement of University of Jammu among the stakeholders at the national level.
- II. To reach out to the ever-growing community of target audiences i.e students, academicians, and prospective employers, with creativity and aesthetically designed communications at local, national and international level.
- III. To conceptualize and design creatives (images & videos) and its adaptations for various platforms (as per the requirement of UNIVERSITY OF JAMMU), according to communications required by the University.

- IV. Develop and manage campaign content targeting across different Social media, print and electronic platforms in a symbiotic and cohesive strategy for each important campaign
- V. To devise communication strategies and design for events, advertisements, brochures, flyers, posters, banners, and other material required by the University.
- VI. Efficient adoption and execution in various social media platforms and tools as an outreach strategy in promoting University of Jammu in the short term, medium term and long term with time-bound and tangible outcomes in consultation with the University.
- VII. Create an overall digital marketing strategy for building awareness and promoting all services..
- VIII. Continuously measure the performance of the campaigns on key metrics and take appropriate measures to optimize campaign effectiveness.

Interested Agencies/organizations with experience in such nature of work fulfilling the following pre qualification criteria are may submit the EOI .

Pre-Qualifications Criteria

Interested parties are advised to submit documents as enlisted below, along with supporting testimonials:

1. Brief Profile of the Agency/organization/company
2. The company must be an Indian registered company. (Certificate of incorporation).
3. The company must have valid GST Registration and PAN number allotted by the respective authorities. (copies of the same be attached)
4. The company must have prior experience of working for at least 5 years in a similar capacity (Work completion certificates to be attached).
5. The company must not have been declared bankrupt / insolvent or should not have filed for bankruptcy / insolvency in the past five years or in the process of being declared bankrupt / insolvent before any designated authority. (Undertaking in this regard be furnished).
6. The Company must have undertaken similar nature of work (brand image building)in higher education institutions .(Work Completion Certificates)
7. The proof of annual turnover of Rs.50 lakhs per year for the last three financial years i.e 2019-20, 2020-21 and 2021-22 in the form of Audited Balance Sheet duly certified by Chartered Accountant. Copy of Income Tax filed by Agency/company during the last 3 financial years.

Please mention in detail the Action plan and activities to be undertaken in order to achieve the objectives laid down by the University in the EOI.

All documents should be enclosed serialized/indexed in bold, duly signed by authorized person(s).

The University shall hold presentations of all firms whoøve applied for EOI, which shall be held tentatively in the first week of July at the University of Jammu campus.

Please note that the EOI is on a non committal basis.

Thereafter ,at second stage , bidding shall not be restricted only to shortlisted firms of EOI stage.

For any queries, if any, please contact Dr. Aubid Parrey at aubidparrey@jammuuniversity.ac.in or 9419025867.

**Sd/-
Registrar**