



# Department of Management Studies

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## 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 **Newspaper Advertisements for the purpose of student admissions into the 2 years fully residential MBA program (2021 - 23)**.

#### **Eligibility Criteria for application:**

1. Agencies / organisations with expertise and experience in Newspaper advertisements through offline as well as online modes across various platforms.
2. Execution of Newspaper advertisement contracts adding upto Rs. 10 lakhs or more in the last one year.

Work experience in the area of publishing newspaper advertisements related to 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 Newspaper Advertisement of MBA Program (both color and Black & White) for only AP, only TS and both AP & TS editions in Sakshi (Bhavitha), Eenadu (Chaduvu), Namaste Telangana (Nipuna), AndhraJyothy(Diksuchi), Times of India (Education Times), The Hindu (Education Plus) for the following dates along with the financials
  - 18<sup>th</sup> January 2021
  - 25<sup>th</sup> January 2021
  - 3<sup>rd</sup> February 2021

## **Selection Process**

The eligible organisations will be evaluated on the basis of their experience, quote (per square centimeter) and support in terms of design of advertisement creative, payment terms, collection of hard copy of advertisement from newspapers etc. Taxes to be charged and any extra charges for the support services should be clearly mentioned along with the quote.

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 Newspaper ADVERTISEMENT OF MBA program of NALSAR University of Law**" and delivered to the following address latest by **5.00 pm on 9<sup>th</sup> January 2021**.

**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](mailto:doms@nalsar.ac.in) clearly stating "**EoI FOR Newspaper ADVERTISEMENT 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](http://www.doms.nalsar.ac.in) or MBA Admissions Co-Ordinator, Department of Management Studies, NALSAR University of Law – [doms@nalsar.ac.in](mailto:doms@nalsar.ac.in)

**APPLICATION FORM**

**APPLICATION FORM FOR**

**MBA ADMISSIONS Newspaper ADVERTISEMENT**

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

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

<b>Eligibility Criteria:</b>			
		YES	NO
	Bullets 1 and 2 below must be satisfied		
1	Agencies / organisations with expertise and experience in Newspaper advertisements through offline as well as online modes across various platforms		
2	Execution of Newspaper advertisement contracts adding upto Rs. 10 lakhs or more in the last one Year		
3	Work experience in the area of publishing newspaper advertisements related to 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 Newspaper Advertisement (Both color and Black & White) for only AP, only TS and both AP & TS editions in Sakshi (Bhavitha), Eenadu (Chaduvu), Namaste Telangana (Nipuna), AndhraJyothy(Diksuchi), Times of India (Education Times), The Hindu (Education Plus)		

**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  
Newspaper ADVERTISEMENT OF MBA PROGRAM" to NALSAR  
UNIVERSITY of LAW by EMAIL/Registered Post/Courier/Speed Post  
at the following address latest by 5pm on 9<sup>th</sup> January 2021:**

**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: \_\_\_\_\_**