

CHANAKYA NATIONAL LAW UNIVERSITY, PATNA

Nyaya Nagar, Mithapur, Patna – 800001, Bihar, India

Website: www.cnlu.ac.in

EXPRESSION OF INTEREST-cum-REQUEST FOR PROPOSAL (EOI – cum -- RFP)

For Conducting Digital Marketing for Regular and Online Programmes

1. Introduction

Chanakya National Law University (CNLU), Patna, a premier institution for legal education in India, invites **Expression of Interest-cum-Request for Proposal (EOI-cum-RFP)** from competent and experienced digital marketing agencies/organizations for executing digital marketing activities for its **Regular and Online Education Programmes**.

The objective is to enhance visibility, outreach, and student enrolment across India and internationally through strategic digital engagement.

2. Scope of Work

The selected agency will be responsible for end-to-end digital marketing services including:

- Development of a comprehensive digital marketing strategy
- Execution of multi-channel campaigns, including:
 - Search Engine Optimization (SEO)
 - Pay-Per-Click (PPC) Advertising
 - Social Media Marketing (SMM)
 - Email Marketing
 - Content Marketing
 - Social Media handles outreach
 - Programme Branding
- Campaign planning for:
 - Undergraduate & Postgraduate Law Programmes
 - Certificate/Diploma Courses
 - Online Programmes (if applicable)
- Lead generation and conversion optimization
- Reputation and brand management

3. Key Deliverables

The agency shall:

- Develop a data-driven marketing strategy
- Execute campaigns across digital platforms

- Monitor, analyze, and optimize performance
- Generate qualified student leads
- Provide weekly/monthly performance reports
- Suggest continuous improvements based on analytics

4. Eligibility Criteria

Interested agencies must meet the following criteria:

- Minimum 3 years of experience in digital marketing
- Proven experience in education sector marketing (preferred)
- Demonstrated expertise in SEO, SEM, PPC, social media campaigns, and marketing automation tools
- Proven track record of successful campaigns
- Adequate team strength and technical capability
- The vendor shall authorize Chanakya National Law University, Patna to approach the vendor's clients, suppliers, and employees to verify the vendor's general reputation and competence
- CNLU reserves the right to accept or reject any application of a vendor during the screening process
- The proposal shall be submitted on or before the last date mentioned herein, addressed to the Office of the Registrar, Chanakya National Law University, Patna

5. Proposal Submission Requirements

The proposal submission must include:

- Company Profile (with registration details)
- Past Experience & Case Studies
- List of Clients (especially educational institutions)
- Proposed Digital Marketing Strategy (brief)
- Team Structure and Key Personnel
- Financial Proposal

6. Duration of Engagement

The engagement will be for an initial period of **2 months**, extendable based on performance and mutual agreement.

7. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience in IITs , IIMs , IIITs, NITs , NLUs or any Top NIRF or NAAC ranked public / private institutions.
- Understanding of educational marketing
- Innovation in strategy
- Cost-effectiveness

- Past performance and client feedback

8. Submission Details

Last Date of Submission: 30th April 2026

Mode of Submission: Email

Email: registrar@cnlu.ac.in

Phone: 0612-2352300

Postal Address (for correspondence only; submissions to be made by email):

Registrar

Chanakya National Law University

Nyaya Nagar, Mithapur

Patna – 800001, Bihar

9. General Terms & Conditions

- CNLU reserves the right to accept or reject any proposal without assigning reasons
- Incomplete applications may be rejected
- Shortlisted agencies may be invited for presentation/pitch

10. Guidelines for Submission of Proposal

- The proposal shall be submitted strictly in the format mentioned along with the supporting documents.
- The proposal shall be signed by the person(s) on behalf of the organization having the necessary authority/power of attorney to do so. Each page of the application shall be signed and a copy of the Power of Attorney/Memorandum of Association (wherever applicable) shall be furnished along with the application.
- If the space in the Proforma is insufficient for furnishing full details, such information shall be supplemented on a separate sheet stating therein the part of the Proforma and serial number.
- The ability and competence of the vendor to render required services within the specified time frame and having adequate and appropriate technological capabilities will be a major deciding factor in selection.
- The vendor should ensure that the proposal reaches the address mentioned within the stipulated time and date.
- Proposals containing false or incomplete information are liable for rejection.
- CNLU reserves the right to accept or reject any or all the proposals received.

11. Detailed Scope of Work

Primary:

- The agency is expected to generate leads, convert them into applications, and follow through to admissions.
- The agency should have a team in place well-equipped with knowledge about CNLU's history, current programmes, fee structure, placements, rules and regulations, and other

important information required to convert leads into applications and complete the admission process.

- Devise a strategy for the admissions-related digital promotion of CNLU's programmes.

Secondary:

- Set up, monitor, and manage paid promotions to increase programme awareness and lead generation, achieving set conversions in consultation with CNLU.
- Share proactive suggestions to amplify all campaigns.
- Collaborate, brainstorm, and actively participate in strategy discussions with the in-house team to understand and receive briefs, ideate on new approaches, and devise plans for brand building.
- Share weekly/monthly reports with insights, best practices, suggestions for improvement, and comparative analysis.
- Design creatives for campaigns.

12. Support by Selected Agency

The agency should be able to provide 24×7 support to Chanakya National Law University, Patna. CNLU will nominate a nodal officer upon agency selection for coordination and approvals.

13. Prior Approval for Marketing Content

The shortlisted agency is required to obtain prior approval of the concerned nodal officer/Point of Contact via email for any creative content, including designs, videos, and other material, before uploading or publishing on any digital platform.

14. Confidentiality & Data Protection

The selected agency will handle personal data of prospective students (including names, contact numbers, email addresses, and related information) in the course of the engagement. In view of the Digital Personal Data Protection Act, 2023 (DPDP Act) and Chanakya National Law University's obligations as a Data Fiduciary, the agency shall comply with the following:

- Execute a Non-Disclosure Agreement (NDA) / Confidentiality Undertaking with CNLU prior to commencement of work.
- Process personal data strictly for the purposes notified by CNLU, and only for the duration of the engagement.
- Implement reasonable security safeguards to prevent unauthorized access, disclosure, or misuse of personal data collected or processed under this engagement.
- Obtain valid consent from data principals (prospective students) in accordance with the DPDP Act, 2023, wherever the agency is responsible for collecting such data on behalf of CNLU.
- Promptly notify CNLU of any personal data breach, suspected breach, or security incident.
- Not share, transfer, or sell any personal data to third parties without prior written consent of CNLU.

- Return or securely destroy all personal data, leads, creatives, and related records in the agency's possession upon completion or termination of the engagement, and furnish a written certificate of destruction/return to CNLU.
- Any breach of confidentiality or data protection obligations shall be grounds for immediate termination of the engagement, forfeiture of security deposit, and such other legal action as CNLU may deem appropriate.

15. Admission Process

The admission process will be conducted in one phase:

Phase	Duration	Approximate Expected Leads	Approximate Expected Paid Applications
1	2 months (approximately)	3,000 - 5000	250+

16. Financial Bid

(To be submitted on Letterhead)

Quote for Lead and Application Generation Campaigns for Chanakya National Law University, Patna.

Budget for two months of digital marketing:

S. No.	Description	Amount (in ₹)	Estimated Leads	Estimated Applications
1	Third-party ad spend (amount to be spent by the agency on Google, Facebook, SMS or Email marketing, or any other third-party tools, including SEO and newspaper promotions)			
2	Service charges payable to the agency		—	—
3	Applicable GST		—	—

Note: If selected, the agency shall submit proof of amounts spent on various third-party platforms towards digital marketing, preferably by way of invoices.

17. Payment Terms

- The third-party ad spend will be released upfront, with dates to be confirmed as per the admissions notification.
- Service charges will be paid phase-wise: 50% of the service charges will be released initially, and the remaining 50% will be released after completion of the phase and submission of reports.
- 2% TDS will be deducted from the overall amount.
- 5% security deposit will be retained and released once the process is completed.

Declaration

To,

The Registrar,

Chanakya National Law University,

Nyaya Nagar, Mithapur, Patna – 800001, Bihar

Subject: Response to EOI-cum-RFP for Conducting Digital Marketing for Chanakya National Law University, Patna

Respected Sir/Madam,

I/we have read and understood the instructions and the Terms & Conditions mentioned in the advertisement and related documents. I/we do hereby declare that the information furnished in the proposal and the supplementary sheets is correct to the best of my/our knowledge and belief.

I/we authorize Chanakya National Law University, Patna to approach our clients, organizations, and employees to verify the facts submitted by us.

Signature of the Authorized Person (with Seal)

Name: _____

Designation: _____

Address: _____

Place: _____ Date: _____

Information to be Furnished by the Vendors

S. No.	Particulars	Details
1	Name of the Organization	
2	Postal Address, Contact Number, E-mail	
3	Year of Establishment	
4	Type of Firm (enclose copy)	
5	Names of the Directors/Partners/Proprietors	
6	PAN (in the name of the firm)	
7	Income Tax Clearance Certificate	

List of Documents to be Enclosed with the Proposal

- Type of Firm / Registration Certificate / Memorandum of Association
- Tax Clearance Certificate
- Letters/certificates from clients for the projects mentioned in the Proforma
- PAN