भारतीय प्रौद्योगिकी संस्थान मुंबई
INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

सामग्री प्रबंधन प्रभाग
MATERIALS MANAGEMENT DIVISION

Request for Proposal (RFP) for Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes

स्कूल आउटरीच प्रोग्राम (ऑनलाइन/ऑफ़लाइन) और ऑनलाइन UG प्रोग्राम के लिए एजुकेशनल टेक्नोलॉजी सर्विस प्रोवाइडर्स (ETSPs) को सूचीबद्ध करने हेतु प्रस्ताव का अनुरोध (RFP)

INDEX

SR. NO.	TABLE OF CONTENTS	PAGE NO
1	SECTION 1 - INVITATION FOR BIDS	3
2	SECTION 2 - TECHNICAL EVALUATION CRITERIA	6
3	SECTION 3 - INSTRUCTIONS TO BIDDERS	15
4	SECTION 4 - SCOPE OF WORK & EVALUATION OF BIDS	17
5	SECTION 5 - TERMS & CONDITIONS OF CONTRACT	33
6	SECTION 6 - COMMERCIAL BID	38
7	SECTION 7 - ANNEXURES Annexure I: Bidder's Information Annexure II: Declaration for Acceptance of Tender Terms and Conditions Annexure III: Declaration regarding Clean Track Annexure IV: Declaration of Annual Turnover Annexure V: Undertaking / Bid Security Declaration Annexure VI: Declaration of Participation	41
8	SECTION 8 - FORMAT OF PERFORMANCE BANK GUARANTEE	47
9	SECTION 9 - DEFINITIONS AND INTERPRETATION	48
10	SECTION 10 - CHECKLIST	53

SECTION 1 – INVITATION FOR BIDS

The **Indian Institute of Technology Bombay (IIT Bombay)** is one of the 23 IITs established by the Government of India as Centres of Excellence for education, research and development in science, engineering, technology and management. Established in 1958, IIT Bombay was declared an **Institution of National Importance** and has subsequently been recognised as an **Institute of Eminence** by the Government of India. IIT Bombay has secured the **top position among academic institutions in India in the QS World University Rankings 2027**.

With an academic ecosystem comprising **800+ faculty members** across Engineering, Technology, Basic Sciences, Humanities & Social Sciences and Management, IIT Bombay seeks to extend its academic expertise and learning opportunities beyond the campus.

The **Continuing Education Programme (CEP)** is an education outreach initiative of IIT Bombay addressing the knowledge and skill upgradation needs of working professionals and industry. To significantly expand the reach of its education outreach initiatives, IIT Bombay proposes to collaborate with **Commercial EdTech Service Providers (ETSPs)**.

The proposed engagement will focus on the following areas:

1. School Outreach Vertical:
The School Outreach vertical aims to extend IIT Bombay's academic, scientific and innovation ecosystem to **students, teachers and school leadership** through experiential learning, STEM programmes, teacher capacity building and leadership development. The vertical seeks to expand its reach through **online delivery and outreach through ETSPs, as well as offline delivery of programmes on the IIT Bombay campus**, enabling wider access while maintaining IIT Bombay's academic oversight and quality standards.

2. UG Online Programmes:
IIT Bombay also seeks to expand access to selected UG programmes through online delivery, supporting **upskilling, continuous learning and enhanced employability**. ETSP collaboration will facilitate wider outreach and learner engagement for these programmes.

Through the proposed partnerships, IIT Bombay aims to leverage the reach and capabilities of ETSPs while retaining control over **academic content, faculty, programme design, selection, certification, branding and quality assurance**.

आरएफपी संख्या/RFP No.	**MMD/EDTECH-SP/2026-27/2**
आरएफपी जारी करने की तिथि/RFP Date	17th November 2026

<table>
<tr><td>कार्य/सेवा का विवरण/Item Description</td><td colspan="2">Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes</td></tr>
<tr><td>बोली-पूर्व बैठक की तिथि एवं समय/Pre-Bid Meeting Date & Time</td><td colspan="2">26th November 2026 at 11:00 A.M.</td></tr>
<tr><td>बोली-पूर्व बैठक का स्थान/Pre-Bid Meeting Venue</td><td colspan="2">Conference Room, Materials Management Division, Ground floor, Main Building, IIT Bombay, Powai, Mumbai 400 076.

Interested bidders may also join the Pre-Bid Meeting scheduled on 26th November at 11:00 A.M. through the Google Meet link provided below:

https://meet.google.com/jry-nczq-dsv</td></tr>
<tr><td>अंथेम धि रांशे / Earnest Money Deposit</td><td colspan="2">In lieu of EMD, bidders have to submit an Undertaking for Bid Security (Annexure V)</td></tr>
<tr><td rowspan="3">निष्पादन प्रतिभूति / Performance Security</td><td>Category</td><td>Performance Security</td></tr>
<tr><td>Category 1 - Online school Outreach
&
Category 3 - Online UG Certificate Programme</td><td>Rs. 1 Crore (Rupees One Crore only)</td></tr>
<tr><td>Category 2 - Offline School Outreach</td><td>Rs. 20 Lakhs (Rupees Twenty Lakhs only)</td></tr>
<tr><td colspan="2">The selected ETSPs shall furnish a Performance Security (as specified above) in the form of a Bank Guarantee issued by any Nationalized/Scheduled Bank, in favour of “The Registrar, IIT Bombay”, payable at Mumbai.

The Performance Security shall remain valid for a period of two (2) months beyond the date of expiry of the empanelment tenure.</td></tr>
<tr><td>बोली प्रस्तुत करने की अंतिम तिथि एवं समय/Last Date & Time for Bid Submission</td><td colspan="2">8th December 2026 (till 1:00 P.M.)</td></tr>
<tr><td>बोली प्रस्तुत करने का स्थान/Place of Submission of Bid</td><td colspan="2">Materials Management Division, Ground floor, Main Building, IIT Bombay, Powai, Mumbai 400 076</td></tr>
</table>

बोली प्रस्तुत करने की विधि (ऑनलाइन/ऑफलाइन/ई-टेंडर पोर्टल)/Mode of Submission of Bids	**Two Bid System :** The two bid system will be followed for this tender. In this system, bidders must submit their offer in separate sealed envelopes as –Technical Bid and Commercial Bid. Both the **Technical Bid and Commercial Bid** envelopes should be clearly marked as “Envelope No. **1 - Technical Bid"** and "Envelope No. **2 – Commercial Bid"** and both these sealed covers **(sealed using adhesive or sealing tape, without the use of staples)** are to be put in a bigger cover which should also be sealed and duly superscribed with our Tender/RFP No. & Due Date and to be submitted to the concern department/section mentioned in the tender document.
बोली खोलने का स्थान / Bid Opening Place	Materials Management Division, Ground floor, Main Building, IIT Bombay, Powai, Mumbai 400 076
बोली खोलने की तिथि एवं समय/Bid Opening Date & Time	8th December 2026 at 3:00 P.M.
तकिीकी स्पष्टीकरण / Technical Clarification	Name : Hemant Gedam Dept : Educational Outreach (EO), Indian Institute of Technology Bombay Email : hemantgedam@iitb.ac.in Contact : 022-2576 5047
अन्य स्पष्टीकरण/ Any Clarification	Name: Asst. Registrar (MM) Dept: Materials Management Division, IIT Bombay Email: purchase.mmd@iitb.ac.in Contact No.: 022-2576 5009
हस्ताक्षर प्राथधकारी/Signing Authority	Asst. Registrar

SECTION 2 - TECHNICAL EVALUATION CRITERIA

I. TECHNICAL CRITERIA

Part A – Common Eligibility Criteria

Sr. No.	Eligibility Criterion	Minimum Mandatory Requirement	Documentary Evidence Required	Page No
1	**Legal Entity Status**	• **Category I , II & III:** Legally registered entity in India (Private Ltd, Public Ltd, LLP, Society, or Trust) operational for over **3 years**.	Certificate of Incorporation / Registration Certificate, Memorandum & Articles of Association / Trust Deed	
2	**Financial Turnover**	Average annual financial turnover from EdTech / educational services during the last 3 financial years must be at least: • **Category I: ₹25 Crore** • **Category II: ₹1 Crore** • **Category III: ₹2 Crore**	Audited Financial Statements (Balance Sheet & P&L) and CA Turnover Certificate with UDIN	
3	**Net Worth**	Positive net worth as on 31st March 2026.	Audited Balance Sheet and CA Net Worth Certificate with UDIN	
4	**Statutory Registrations**	Valid Permanent Account Number (PAN) and Goods & Services Tax (GST) Registration.	Copies of PAN card and GST Registration Certificates	
5	**Non-Blacklisting**	Bidder must not be blacklisted or debarred by any Central/State Government, IIT, IIM, IISc, NIT, PSU, or Autonomous Body.	Self-declaration (Annexure III)	
6	**Child Safeguarding, Data Privacy & Information Security**	i. Documented child safeguarding and participant data protection protocols appropriate to school-age participants. ii. General Data Protection Regulation / Digital Personal Data Protection Act 2023 compliant data security frameworks.	Documented Safeguarding Policy document Data Security Compliance Undertaking.	
7	**Geographic Reach**	**For Category I & III** Demonstrated active digital and operational outreach capability spanning at least 5	List of active institutional clients across states with supporting contracts or	

		States / UTs across India. **For Category II** Demonstrated active digital and operational outreach capability spanning at least 3 States / UTs across India.	engagement data.	
8	**Minimum Team Strength**	**For Category I** The firm shall have an employee strength of at least 100 employees in India across the relevant specialised functions. **For Category II** The bidder shall have a dedicated team of at least 10 personnel covering school outreach, institutional engagement, digital/offline marketing, participant mobilisation, programme operations and participant support. **For Category III** The bidder shall have a dedicated team of at least 20 employees covering higher-education institutional outreach, student acquisition, programme management, digital learning/technology, content delivery and learner support.	Self declaration of total employee strength.	

Part B – Category-Specific Eligibility Criteria

In addition to the common eligibility criteria specified in Part A, bidders shall fulfil the following requirements for the respective categories for which they submit bids.

Category I

Sr. No.	Eligibility Criterion	Minimum Mandatory Requirement	Documentary Evidence Required	Page No
1	**EdTech & Online Experience**	Minimum 3 years of active operational experience in EdTech, online programme delivery, student acquisition, and digital learning management as of bid submission date.	Client contracts, work orders, completion certificates, or verifiable engagement records.	

2	**School Outreach Network**	Demonstrated direct outreach/engagement track record with at least 500 schools in India (covering from the Kindergarten to Class 12 segment) over the last 3 years	Verifiable institutional/school campaign execution list. CA Certified CRM system summary reports/audited campaign analytics	
3	**Digital Marketing , Lead Acquisition & Support**	a. Proven experience in generating and managing a minimum of 50,000 verified student/parent digital leads for educational offerings in the last 3 years. b. The bidder shall have in-house capability for creative development, performance marketing, enterprise CRM tracking, dedicated counseling call-center team, lead tracking report generation system.	CA Certified CRM system summary reports/audited campaign analytics Marketing core team CVs, and technical platform capability statement.	
4	**Academic Course/ Programme Content Development**	Instructional Design and Content Development Support.	Documented processes and workflows for content development, along with a portfolio of final content deliverables demonstrating the bidder's capabilities in instructional design and content development.	
5	**Paid Online Enrolments**	Successfully facilitated at least 10,000 paid student enrolments in structured online/blended educational courses over the last 3 years.	Audited financial records/CA Certificate detailing course enrolments/ client performance certificates.	
6	**School STEM / Outreach Execution**	Successfully executed at least 10 dedicated school/ student- focused digital learning programmes or nationwide initiatives in the last 3 years.	Copies of Work Orders/ Agreements along with Satisfactory Performance/Work Completion Certificates or equivalent documents	
7	**Digital Learning**	Functional LMS / digital learning	Technical architecture statement	

	Capability	infrastructure supporting online programme delivery, learner management, proctored exams and real-time analytics.	and compliance declaration. Cloud Infrastructure & Security Certifications (WAF / 27001:2022)	
8	**Dedicated Team**	The bidder shall furnish details of team members (at least one in each domain) possessing relevant qualifications and a minimum of five years of experience in the respective functional domains specified below: 1. School Outreach (Network Executive) 2. Digital Marketing 3. Student Counselling 4. Programme Management 5. LMS/Technology and ID Support.	Self-certificate with details of team members, indicating their respective functional areas, educational qualifications and relevant professional experience.	

Category II

Sr. No.	Eligibility Criterion	Minimum Mandatory Requirement	Documentary Evidence Required	Page No
1	**School Outreach Experience**	Minimum 3 years of demonstrated experience in school-sector outreach, institutional engagement, participant mobilisation, or education marketing.	Client contracts, work orders, completion certificates, or verifiable engagement records.	
2	**School Network Engagement**	Direct engagement with at least 50 (Kindergarten-12th standard) schools during the last 3 years.	Verifiable institutional/school campaign execution list. CA Certified CRM system summary reports/audited campaign analytics	
3	**Participant Acquisition**	Demonstrated mobilisation/ registration of at least 1,000 students/participants through education programmes during the last 3 years.	Client certificates/programme reports, registration records, or other verifiable evidence.	
4	**Institutional**	Demonstrated experience engaging	Work orders/ completion	

	Engagement and Programme Mobilisation Experience	school leadership, educational institutions, trusts. Experience in supporting at least 5 campus-based, residential, immersion, summer/winter, or similar educational programmes.	certificates, programme reports/ client references Distinguish free registrations, paid registrations and attendance. *(Do not treat a purchased school database as an engaged network)*	
5	**Marketing and Outreach Capability, CRM & Lead Management**	Functional CRM/ lead- management system or documented equivalent process capable of tracking outreach, leads, follow-ups, and conversions. Dedicated personnel/ capability for school outreach, field engagement, participant acquisition, and campaign execution.	System note, screenshots, or process documentation OR Territory coverage, two relevant campaign case studies, sample outreach plans and client references.	
6	**Dedicated Team**	The bidder shall furnish details of team members (at least one in each domain) possessing relevant qualifications and a minimum of five years of experience in the respective functional domains specified below: 1. School Outreach (Network executive) 2. Institutional Engagement 3. Digital/Offline Marketing 4. Participant Mobilisation 5. Programme Operations and Participant Support	Self-certificate with details of team members, indicating their respective functional areas, educational qualifications and relevant professional experience.	

Category III

Sr. No.	Eligibility Criterion	Minimum Mandatory Requirement	Documentary Evidence Required	Page No
1	**Higher Education/ EdTech Experience**	Minimum 3 years of active experience in higher education, EdTech, digital learning, student skilling, or allied educational services.	Client contracts, work orders, completion certificates, or verifiable engagement records.	

2	**HEI Institutional Network**	Direct engagement with at least 50 colleges / universities / higher-education institutions during the last 3 years.	Institution-wise client list with supporting contracts, work orders, MoUs, or client certificates.	
3	**Undergraduate Student Reach**	Outreach to at least 25,000 undergraduate students during the last 3 years.	List of active institutional clients across states with supporting contracts or engagement data.	
4	**Paid UG Enrolments**	At least 5,000 paid undergraduate enrolments in online / blended educational or skilling programmes during the last 3 years.	Audited records, CA certificate, CRM reports, or client performance certificates.	
5	**UG Programme Execution**	At least 10 online / blended programmes specifically targeting undergraduate learners during the last 3 years.	Work Orders, client certificates, or completion certificates.	
6	**Digital Learning Capability**	Functional LMS / digital learning infrastructure supporting online programme delivery, learner management and analytics.	Technical architecture statement and compliance declaration.	
7	**Student Acquisition Capability**	Demonstrated capability in digital and institutional student acquisition, counselling / orientation and enrolment conversion.	Campaign case studies, funnel reports and team details.	
8	**Assessment & Learner Analytics**	Capability for online assessments, learner-progress tracking and programme analytics.	Relevant LMS reports and program analytics.	
9	**Industry / Experiential Learning Capability**	3 years of experience in industry-linked learning, industry experts, applied projects, skilling or equivalent experiential components; or demonstrable institutional capability relevant to proposed programmes.	Client certificates, programme details and industry / institutional evidence.	
10	**CRM & MIS Capability**	Functional CRM capable of tracking institutional and student lifecycle with reporting / dashboard capability.	CA Certified CRM system summary reports/audited campaign analytics	

11	**Dedicated Team**	The bidder shall furnish details of team members (at least one in each domain) possessing relevant qualifications and a minimum of five years of experience in the respective functional domains specified below: 1. Higher Education Institutional Outreach (Network executive) 2. Student Acquisition 3. Programme Management 4. Digital Learning/Technology 5. Content Delivery and Learner Support	Self-certificate with details of team members, indicating their respective functional areas, educational qualifications and relevant professional experience.	

II. Technical Evaluation – Category I, II and Category III

Sr. No.	Criteria	Category I	Category II	Category III	Max Marks
1	**Outreach Network (School / Higher Education Institution)**	500-750 schools = 6 Marks 751-1,000 schools = 8 Marks >1,000 schools = 10 Marks	50-70 schools = 6 Marks 71-100 schools = 8 Marks >100 schools = 10 Marks	50-100 colleges/ universities = 6 Marks 101-150 colleges/ universities = 8 Marks >150 colleges/ universities = 10 Marks	10
2	**Verified Digital Leads (Cat I) / UG student Reach (Cat III)**	50,000-75,000 leads = 6 Marks 75,001-1,50,000 leads = 8 Marks >1,50,000 leads = 10 Marks	NA	25,000-50,000 UG Students = 6 Marks 50,001-1,00,000 UG Students = 8 Marks >1,00,000 UG Students = 10 Marks	10
3	**Paid Online Enrolments (School / Higher Education Programmes)**	10,000-15,000 enrolments = 6 Marks 15,001-25,000 enrolments = 8 Marks >25,000 enrolments = 10 Marks	1000-1500 enrolments = 6 Marks 1501-2000 enrolments = 8 Marks >2000 enrolments = 10 Marks	5,000-7500 enrolments = 6 Marks 7501-10,000 enrolments = 8 Marks >10,000 enrolments = 10 Marks	10

4	**Experience in Programme Execution (School / UG / Higher Education)**	10-15 programmes = 6 Marks 16-25 programmes = 8 Marks >25 programmes = 10 Marks	5-10 programmes = 6 Marks 11-20 programmes = 8 Marks >20 programmes = 10 Marks	10-20 programmes = 6 Marks 21-30 programmes = 8 Marks >30 programmes = 10 Marks	10
5A	**Technology, LMS & Data Infrastructure**	LMS with at least two of the following third-party plug-ins: Virtual Library Virtual Labs Plagiarism Tools.	NA	NA	5
5B	**Experience with Government /CSR/ Social Impact Experience** (Relevant client certificates, project reports or work orders are to be enclosed in the technical bid.)	NA	1-2 programmes = 6 Marks 3-4 programmes = 8 Marks >4 programmes = 10 Marks	NA	10
5C	**Experience with Higher Education Institutions** (Relevant client certificates/ service agreements/ MoUs are to be enclosed in the technical bid)	NA	1-2 institutional partners = 2 Marks 2-5 institutional partners = 4 Marks >5 institutional partners = 5 Marks ***(Experience with delivering programmes with Higher Education Institutions for offline School programmes)***	3-5 institutional partners = 2 Marks 6-10 institutional partners = 4 Marks >10 institutional partners = 5 Marks	5
6	**Turnover**	25 Cr - 35 Cr = 2 Marks Above 35 Cr - 50 Cr = 4 Marks >50 Cr = 5 Marks	1 Cr - 2 Cr = 2 Marks Above 2 Cr - 4 Cr = 4 Marks >4 Cr = 5 Marks	2 Cr - 3 Cr = 2 Marks Above 3 Cr - 5 Cr = 4 Marks >5 Cr = 5 Marks	5
7	**Personnel Experience** (Highest relevant experience in each domain will be considered for scoring. Marks will be awarded separately for each domain.)	5-7 Yrs - 1 Marks 8-10 Yrs - 1.5 Marks >10 Yrs - 2 Marks	5-7 Yrs - 1 Marks 8-10 Yrs - 1.5 Marks >10 Yrs - 2 Marks	5-7 Yrs - 1 Marks 8-10 Yrs - 1.5 Marks >10 Yrs - 2 Marks	10

8	**Presentation** **(Compulsory for Category I, II and III)** The presentation shall be conducted only for pre-qualifed bidders. The eligible bidders will be informed of the schedule during the evaluation of bids.	a) Understanding of IIT Bombay CEP Requirements and Proposed Approach – Understanding of CEP objectives, target learners, faculty/RP requirements and proposed delivery approach. b) LMS/Platform Demonstration – Demonstration of LMS features, including content delivery, attendance, assignments, quizzes, grading, live interaction, discussion, feedback, analytics and role-based access. (**Mandatory for Category I and Category III bidders. Category II bidders may also provide a demonstration, wherever an LMS/platform is available as part of their proposed solution)** c) Scalability, Security and Technology Architecture – Demonstration of scalability, secure content access, data security, content protection, reliability and device/browser compatibility. d) Implementation, Operations and Service-Level Model – Proposed implementation plan, project team, content/course turnaround, quality assurance, SLA, escalation and reporting mechanisms. e) Innovation and Value Addition – Proposed innovative and technology-enabled solutions for improving learner experience, programme quality, reach and operational efficiency. **For Category I and II (Additionally these points can be covered in the presentation,where applicable)** The presentation shall demonstrate the bidder's understanding of IIT Bombay School Outreach requirements and its proposed approach to school-network development and participant mobilisation. a. School network strength, target geographies and institutional access. b. Approach to Principal / School Leadership / Counsellor engagement. c. Participant acquisition and mobilisation strategy for IIT Bombay programmes. d. Sample outreach campaign / school activation plan. e. Lead funnel, counselling/follow-up and conversion approach. f. CRM, MIS and reporting mechanism. g. Proposed team structure and field execution model. h. First 90-day mobilisation plan after empanelment. i. Approach to CSR, government and social-impact outreach.	40
		Total	**100**

SECTION 3 – INSTRUCTIONS TO BIDDERS

1. Instructions for Submission of Bids

a) Tender MUST BE ENCLOSED IN A SEALED COVER super-scribing Tender number / due date & should reach the undersigned on or before due date mentioned in the tender no-tice. If the quotation cover is not sealed, it will be rejected.
b) Tenders should be dropped in the tender box kept in the Materials Management Division. No tender is to be handed over to our staff personally unless otherwise specified. All communications are to be addressed to the undersigned only. In case the due date happens to be a holiday the tender will be accepted and opened on the next working day.
c) Tenders can also be submitted in person or through post/courier (IIT Bombay shall not be responsible for any postal delays or any other reason for not submitting the bid in the specified time and resulting in disqualification/rejection of any bid) so as to reach on or before the due date and time.
d) Any information furnished by the bidder found to be incorrect either immediately or at a later date, would render him liable to be debarred from tendering/taking up work in IIT Bombay.
e) Any bidder currently engaged in litigation with other organizations, must inform their sta-tus in writing to IIT Bombay in writing.
f) **Two Bid System:** The two bid system will be followed for this tender. In this system bidders must submit their offer in separate sealed envelopes as –Technical Bid and Commercial Bid. Both the **Technical Bid and Commercial Bid** envelopes should be clearly marked as “Envelope No. **1 - Technical Bid"** and “Envelope No. **2 – Commercial Bid"** and both these sealed covers **(sealed using adhesive or sealing tape, without the use of staples)** are to be put in a bigger cover which should also be sealed and duly super-scribed with our Tender No. & Due Date and to be submitted to the concerned department/section mentioned in the tender document.
g) Bids received after the closing date and time will not be accepted.
h) Any conditional offer made in the bid or has deviations from the terms and conditions of RFP will be rejected.
i) Bids not submitted in the prescribed format or incomplete will be rejected.
j) If the bidder varies its quoted prices during validity of the proposal, or its extended period, if any, such bids will be rejected.
k) IITB is not bound to reply to the queries raised by the bidders or accept any suggestions made by them.
l) Canvassing or bribing/kickbacks of any kind, direct or indirect by unlawful/corrupt/fraudulent means at any point of time during the bid process to influence the process of evaluation, will lead to disqualification of the bidder.

2. Terms of Empanelment

a) The selected ETSPs will be empanelled initially for a period of 1 (one) year from the date of issue of contract by IITB. Based on satisfactory performance and the requirements of the Institute, the empanelment may be extended for a further period of up to two (2) years, subject to the approval of the competent authority.
b) The ETSPs selected for empanelment through the above process will enter into a service level agreement with IITB, detailing the terms and conditions of their association for providing EdTech related services to IITB.
c) The bidder shall accept all terms and conditions mentioned in the RFP.

3. Relaxation of Qualification Criteria for MSE's and Start Ups

a) IITB may relax qualification criteria for MSEs/Startups in respect of turnover and prior experience requirement as per Office Memorandum No.F.202/2014-PPDLH dated 27th July 2017 issued by Department of Expenditure and Policy Circular No. 1(2)X11120 dt. 10th March 2016 (GOI, Ministry of MSME) subject to the bidder meeting quality and technical specifications. The relaxation will be applicable for MSE's registered with NSIC or Central Purchase Organization or a Startup recognized by Department for Promotion of Industry & Internal Trade (DPIIT). Appropriate documentary evidence should be provided.

4. Cancellation of RFP

a) At any time prior to the deadline for submission of bids, IITB may, for any reason, modify the bid document. The same will be communicated to the bidders via corrigendum(s). Bids may be modified based on a corrigendum issued by IITB.
b) IITB reserves the right to reject any or all bids, and to cancel the process at any time prior to empanelment without assigning any reason. IITB has no liability to the affected bidder(s). This decision will be final, and no correspondence in this regard will be entertained.
c) IITB reserves the right to dissolve the panel and call for a fresh request for proposal at any time.

SECTION 4 – SCOPE OF WORK & EVALUATION OF BIDS

A. SCOPE OF WORK

1. CATEGORY I - ONLINE SCHOOL OUTREACH

The EdTech Service Provider (ETSP) shall provide end-to-end online outreach, learner acquisition, digital programme management, robust technology infrastructure, specialized counseling, parent engagement, and operational support for Online School Outreach Programmes under the Office of the Dean (Educational Outreach), IIT Bombay.

The Online School Outreach vertical aims to offer high-impact digital learning, STEM enrichment, and teacher training programmes for school students (Grades 6-12), educators, and institutional stakeholders across India and internationally. The ETSP shall function as a core technology and digital execution partner, supplying necessary cloud platform capabilities, digital marketing systems, remote counseling teams, and online operational frameworks required to scale these offerings seamlessly.

Academic Governance & Control: IIT Bombay retains exclusive control over all academic frameworks, curriculum design, course approvals, faculty deployment, participant eligibility criteria, fee structures, certification standards, institutional branding, and quality metrics.

I. Online Programme Development and Digital Planning

Delivery Modes: Assess, design, and recommend optimal online delivery formats including Fully Synchronous (Live Interactive), Asynchronous (Self-Paced), Blended Online, and Stackable formats customized for online school learners and educators.

Market & Target Audience Research: Conduct comprehensive primary and data-driven market evaluations across school boards (CBSE, ICSE, IB, State Boards, etc), analyzing student/parent digital demand, pricing benchmarks, grade-level alignment, competitive landscape, and enrollment projections.

Curriculum Structuring & Guidelines: Provide initial digital course outlines, online learner journey maps, and module structures to IIT Bombay for review and approval by the designated Course Coordinator (CC).

Launch & Operational Planning: Formulate detailed digital launch roadmaps specifying batch schedules, live session frequencies, assessment timelines, mentor allocation, and digital onboarding workflows.

II. Digital School and Institutional Outreach

School Database & CRM: Maintain a structured, real-time verified database of target K-12 schools, school chains, trusts, and educational bodies across India and overseas (capturing Board, Student Strength, Principal/Director details, STEM Coordinator info, and past IITB engagement).

Institutional Engagement: Perform structured digital outreach (via webinars, virtual leadership meets, emailers, and business messaging) to Principals, Academic Heads, Career Counselors, and Science/Math HODs to facilitate institutional registrations, school-wide adoptions, and bulk enrollments.

Governance: The ETSP shall not execute any formal institutional partnership agreements, academic commitments, or representations on behalf of IIT Bombay without explicit written authorization.

III. Digital Lead Generation & Learner Acquisition

Multi-Channel Digital Marketing: Design and execute end-to-end performance marketing campaigns across approved digital platforms including Search Engine Marketing (SEM/Google Ads), Meta (Facebook/Instagram), YouTube, LinkedIn, targeted email marketing, and affiliate networks.

Funnel Management: Track and optimize the end-to-end learner acquisition funnel: Lead Contacted → Counselled → Application Screening → Payment → Enrolled Active Learner → Completed.

Performance Metrics & Analytics: Deliver granular campaign analytics including Cost Per Lead (CPL), Customer Acquisition Cost (CAC), conversion ratios, channel ROI, and demographic metrics.

Lead & Data Ownership: All leads, applicant records, inquiry data, and analytics generated under this engagement belong exclusively to IIT Bombay. The ETSP is granted no independent right to retain, reuse, or commercialize this data.

IV. Remote Counseling, Advisory & Parent Onboarding

Dedicated Advisory Team: Deploy and maintain a professionally trained course advisory team specializing in K-12 educational communication, addressing parent and student queries via phone, live chat, and email support systems.

Approved Protocols: Ensure all counseling interactions follow standardized scripts, FAQs, and guidelines approved by IIT Bombay.

Compliance & Ethical Marketing: Absolute prohibition against unauthorized claims regarding IITB main campus admissions, placement guarantees, rank assurances, or unapproved faculty interactions. The ETSP assumes full legal and operational liability for any mis-selling or misleading representations.

V. Online Application, Screening & Eligibility Compliance

Deploy secure online application portals customized for each online school programme.

Collect and verify candidate credentials, parent/guardian consent documentation, and school verification records.

Enforce preliminary eligibility screening. Where mandated, facilitate online pre-selection quizzes or aptitude tests. Any relaxed eligibility criteria or exception strictly requires written approval from IIT Bombay.

VI. Brand Management & Content Governance

Primary Branding: IIT Bombay and Educational Outreach (EO) must remain the primary prominent brands. ETSP logos shall only appear as subordinate descriptors (e.g., "Online Delivery & Technology Partner").

Collateral Ownership: All digital brochures, landing pages, banners, promotional videos, and creative assets produced under this contract shall be the sole intellectual property of IIT Bombay.

AI Content Restriction: Any AI-generated graphics, voiceovers, video avatars, or automated chatbots utilizing IIT Bombay branding or faculty likeness must undergo prior formal approval.

VII. Robust CRM, Sales Dashboard & Analytics Access

Provide IIT Bombay stakeholders with 24/7 real-time access to an enterprise CRM and lead-management dashboard.

Enable granular tracking of lead sources, applicant status, fee collection, geographic distribution, counselor performance, and enrollment velocity.

VIII. Cloud LMS, Virtual Infrastructure & Proctored Platform

Scalable Cloud LMS: Provision a highly reliable, cloud-based Learning Management System capable of hosting live interactive sessions, streaming high-definition asynchronous video lectures (with secure non-downloadable streaming protection), handling online quizzes, automated grading, assignments, and discussion boards.

Virtual Labs & Proctored Exams: LMS must seamlessly integrate virtual STEM simulation tools,

cloud software licenses, and AI-enabled remote proctoring features for online assessments.

Role-Based Access: Provide distinct administrative and user access levels for Course Coordinators, Teaching Assistants (TAs), ETSP Mentors, Students, and Parents.

Data Transition: Upon completion or contract termination, all digital content, video recordings, learner activity logs, and grades must be fully transferred to IIT Bombay in an usable format transferred securely.

Differential Revenue Share for LMS Usage: If IIT Bombay chooses to deploy its own LMS infrastructure, the ETSP revenue share shall be reduced by 5% (yielding a revised minimum ratio of 75% for IITB and 25% maximum for ETSP).

IX. Instructional Design, eLearning and production support :

EO ID shall review course-design, ID and content deliverables for outcome alignment, sequencing, learner suitability, assessment readiness and LMS flow.

Deploy a dedicated Instructional Design, eLearning, and Production team, supported by the required infrastructure, to provide end-to-end support in close coordination with the EO-ID team. The engagement shall be governed by a defined Standard Operating Procedure for each programme/course, clearly outlining the respective roles, responsibilities, deliverables, review mechanisms, and ownership of the ETSP Instructional Design, eLearning, and Production team and the EO-ID team.

X. Programmatic Mentoring & Student Engagement

Deploy a dedicated pool of Program Managers / Online Mentors who actively handhold school students, monitor module progression, track live attendance, manage assignment submissions, and mitigate dropouts.

Provide live Teaching Assistant (TA) support during live synchronous lectures and tutorial blocks. IIT Bombay reserves the right to vet all TAs provided by the ETSP.

XI. Child Safeguarding, Privacy & Minor Protection

Strict compliance with child safety policies, digital minor protection frameworks, and data protection laws.

Mandatory parent/guardian consent for all enrolled students under 18 years of age.

Prohibition of direct, unmonitored standard private messaging between staff and minor learners; all interactions must be logged within the secure LMS/CRM platform.

XII. Fee Collection, Financial Controls & Standard Revenue Share

Fee Collection Model: Fees may be collected via IITB's payment gateway or through the ETSP's gateway. If collected by ETSP, total gross collections must be remitted to IIT Bombay prior to release of the ETSP revenue share against valid tax invoices.

Revenue Share Split: Standard commercial model mandates a minimum of 70% share for IIT Bombay and caps the ETSP share at a maximum of 30%.

Fee Exemptions & Discounts: The ETSP shall not offer independent discounts, promotional waivers, or scholarships. All refund and cancellation policies are governed exclusively by IIT Bombay.

XIII. Category-Specific Delivery Requirements (Online Vertical)

Category	Mandatory Operational Scope
A. Asynchronous / Self-Paced Online Courses (Including MOOCs)	End-to-end digital content production, including recording support for Resource Persons (RPs), video editing and post-production of lecture modules; secure, non-downloadable video hosting; LMS integration with automated assessments, assignments and discussion forums; and seamless multi-device accessibility.
B. Synchronous (Live Online) Courses	High-definition live-streaming infrastructure; standardized instructional templates (LaTeX, Canva, PPT and documents); real-time TA and mentor assistance during live sessions; attendance and participation tracking; and secure access to lecture recordings and learning resources.
C. Online School Certificate Series (Multi-Course / Cohort-Based Delivery)	Multi-course LMS architecture to facilitate structured cohort enrolment, continuous learner progression and tracking across courses; centralized learner records; cumulative assessment and grade-sheet generation; course-wise completion tracking; and executive-level administrative access for IITB Programme Directors.

2. CATEGORY II - OFFLINE SCHOOL OUTREACH

The School Outreach Partner (SOP) shall provide structured offline school outreach, institutional engagement, participant acquisition, lead generation, programme mobilisation, CRM management,

and pre-programme operational support for campus-based, residential, immersion, Summer School, Winter School, Teacher Development, Leadership, STEM, Innovation, and Social Impact programmes under Educational Outreach, IIT Bombay.

The Offline School Outreach Partner shall primarily support IIT Bombay in expanding market access, strengthening school and institutional relationships, generating qualified leads, mobilising participants, and supporting programme-specific outreach campaigns. The SOP shall function as an outreach and participant-mobilisation partner and shall not act as an academic, programme, admissions, certification, or institutional-authority representative of IIT Bombay.

Academic Governance & Control: IIT Bombay shall retain exclusive control over programme design, curriculum, academic content, faculty deployment, participant selection criteria, fee structures, scholarships/waivers, certifications, branding, institutional commitments, and quality assurance. No academic, commercial, institutional, or programme commitment shall be made by the SOP on behalf of IIT Bombay without prior written authorization.

I. Market Assessment & Outreach Planning

Support market assessment for campus-based and residential School Outreach programmes and identify relevant school segments, geographies, boards, grade groups, and institutional clusters.

Identify emerging demand areas relevant to school students, teachers, counsellors, principals, and school leadership.

Recommend target segments, outreach geographies, institutional prospect lists, campaign approaches, and indicative enrollment projections to IIT Bombay.

Develop programme-specific outreach and participant mobilisation plans in consultation with IIT Bombay.

Support feasibility assessment for school-network, institutional, government, CSR, and social-impact outreach opportunities.

II. School & Institutional Outreach

Maintain a structured and verified database of K-12 schools, school chains, educational trusts, foundations, and relevant institutional stakeholders within assigned territories/geographies.

Conduct structured outreach to Principals, Directors, Academic Heads, Coordinators, Career Counsellors, Science/Math HODs, and other approved school stakeholders through meetings, calls, presentations, school visits, counsellor meets, and institutional events.

Generate opportunities for school-level participation, group registrations, institutional nominations,

and school-wide programme adoption.

Arrange and support school/institutional meetings for IIT Bombay representatives, wherever required.

Maintain complete records of institutional interactions, status, next actions, and conversion opportunities in the approved CRM/MIS system.

The SOP shall not enter into any MoU, partnership agreement, commercial commitment, academic arrangement, or other binding representation on behalf of IIT Bombay without explicit written authorization.

III. Participant Acquisition & Mobilisation

Design and execute approved offline participant acquisition campaigns for identified programmes.

Generate qualified student, teacher, parent, principal, and school-level leads, as applicable to the programme.

Conduct first-level inquiry handling and programme information sharing strictly using IIT Bombay-approved communication, FAQs, and programme information.

Undertake structured follow-up with prospective participants and institutions from enquiry through application/registration, subject to IIT Bombay eligibility and admission processes.

Support participant mobilisation for Summer Schools, Winter Schools, immersion programmes, innovation camps, teacher programmes, leadership programmes, and other approved School Outreach initiatives.

Track and report the complete outreach funnel: institutions contacted → leads generated → qualified leads → applications/registrations → paid enrolments/confirmed participation.

The ETSP shall deploy a dedicated pool of Programme Managers and Online Mentors to support the effective execution and delivery of programmes in coordination with IIT Bombay Educational Outreach (EO).

The deployed personnel shall function as an extension of the EO programme team and work under the programme guidelines, operational framework, timelines and directions prescribed by IIT Bombay EO. They shall serve as the designated Single Points of Contact (SPOCs) between IIT Bombay EO and the ETSP, ensuring seamless coordination across all stakeholders and teams.

IV. Offline Marketing, Promotions & Events

Plan and execute approved school visits, counsellor meets, principal meets, parent orientation

sessions, information sessions, workshops, and other offline outreach activities.

Support distribution of IIT Bombay-approved brochures, standees, information material, registration communication, and other promotional collateral.

Identify suitable school networks, education fairs, conferences, exhibitions, counsellor forums, and institutional events for participation, subject to prior approval from IIT Bombay.

Develop programme-specific outreach proposals and campaign plans for IIT Bombay approval before execution.

Any use of the IIT Bombay name, logo, faculty names, photographs, videos, or other institutional assets shall follow IIT Bombay brand guidelines and prior approval requirements.

V. CRM, Lead Management & Reporting

Deploy and maintain a centralized CRM/lead-management mechanism capable of recording institutional and participant outreach activity.

Capture source, school/institution, stakeholder designation, programme interest, interaction history, lead status, follow-up date, application/registration status, and conversion status, as applicable.

Provide IIT Bombay with access to relevant CRM dashboards, reports, lead lists, and campaign-level analytics.

Ensure timely data entry, de-duplication, lead disposition, follow-up tracking, and closure of inactive/invalid leads.

All participant, school, institutional, lead, and engagement data generated under the engagement shall remain the exclusive property of IIT Bombay and shall not be independently retained, reused, sold, transferred, or commercialised by the SOP.

VI. Programme Mobilisation & Pre-Programme Support

Support participant onboarding, registration follow-up, documentation collection, and pre-programme communication as instructed by IIT Bombay.

Coordinate approved communication relating to reporting dates, campus arrival, programme schedules, documentation, parent/guardian requirements, and other participant-facing information.

Support IIT Bombay in coordinating school/institutional stakeholders before programme commencement.

Support pre-programme confirmation and attendance mobilisation to minimise drop-offs and

last-minute cancellations.

Provide post-programme outreach support for feedback collection, alumni/school relationship continuation, and future programme opportunities, where assigned.

VII. Institutional Relationship Development

Develop and maintain long-term relationships with relevant schools, school chains, educational trusts, foundations, and institutional stakeholders.

Identify opportunities for recurring institutional engagement, annual school programmes, faculty/teacher development, leadership programmes, and student immersion initiatives.

Provide IIT Bombay with qualified institutional opportunity pipelines and facilitate introductions to decision-makers.

The SOP shall not independently negotiate programme scope, academic deliverables, fee commitments, certification terms, or institutional obligations.

VIII. CSR, Government & Social Impact Outreach

Identify and support outreach to CSR teams, foundations, government schools, municipal schools, Navodaya Vidyalayas, Kendriya Vidyalayas, and underserved communities for approved initiatives.

Identify potential CSR/social-impact opportunities and share qualified leads and institutional contacts with IIT Bombay.

Support mobilisation of sponsored or subsidised student cohorts only as per the eligibility, selection, funding, and programme framework approved by IIT Bombay.

Facilitate introductions to relevant state and national educational bodies where specifically authorized by IIT Bombay.

IX. International & Specialised Outreach

Identify relevant international school, education-network, and institutional opportunities for approved IIT Bombay School Outreach programmes.

Support outreach to NRI/global school communities and international education networks where specifically assigned.

Facilitate introductions and meeting coordination with international stakeholders, while all formal collaboration, academic, legal, and commercial decisions remain with IIT Bombay.

X. Branding, Communication & Representation

IIT Bombay and Educational Outreach shall remain the primary institutional identity in all outreach and participant-facing communication.

The SOP may describe itself only as an authorised Offline School Outreach Partner/Service Provider of IIT Bombay, as approved in the applicable work order or communication.

No representation regarding IIT Bombay admissions, placements, rankings, guaranteed outcomes, faculty availability, certificates, or programme benefits beyond approved communication shall be permitted.

All promotional creatives, presentations, brochures, school communication, event material, and digital/print collateral developed specifically for IIT Bombay programmes shall require prior approval before release.

XI. Child Safeguarding & Data Protection

Comply with applicable child safeguarding, minor protection, data protection, confidentiality, and privacy requirements prescribed by IIT Bombay and applicable law.

Obtain and process parent/guardian consent wherever required for participation of minors.

Avoid inappropriate or unmonitored private communication with minor learners; participant interactions shall follow IIT Bombay-approved protocols.

Maintain appropriate safeguards for participant and school data and immediately report any data breach, safeguarding concern, or unauthorized disclosure to IIT Bombay.

XII. Commercial, Fee & Programme Control

All programme fees, discounts, scholarships, waivers, refund policies, eligibility criteria, and payment terms shall be determined exclusively by IIT Bombay.

The SOP shall not collect programme fees, offer discounts, provide waivers, or make financial commitments on behalf of IIT Bombay except where specifically authorized under the applicable work order.

Where fee collection is authorised through the SOP, collection, reconciliation, remittance, invoicing, taxation, refund, and audit requirements shall be governed by the applicable commercial terms issued by IIT Bombay.

The SOP shall not represent that any school, institution, participant, or third party has been formally partnered with IIT Bombay unless such arrangement has been formally approved and

executed by IIT Bombay.

Revenue Share Split: Standard commercial model mandates a minimum of 70% share for IIT Bombay and caps the ETSP share at a maximum of 30%.

3. CATEGORY III - ONLINE UNDERGRADUATE PROGRAMMES

The Online Undergraduate Programme Partner (OUGP) shall provide end-to-end institutional outreach, student acquisition, digital programme delivery, technology infrastructure, learner engagement, assessment, certification support and operational services for online programmes offered by Educational Outreach, IIT Bombay to undergraduate students and higher-education institutions.

Academic Governance & Control: IIT Bombay shall retain exclusive control over programme design, curriculum, faculty/resource-person deployment, programme outcomes, eligibility criteria, assessment standards, certification, fee structures, institutional partnerships, IIT Bombay branding, quality assurance and any academic credit, recognition or equivalence arrangements.

I. Higher-Education Market Assessment & Programme Planning

Conduct market assessment across undergraduate disciplines and higher-education segments.

Identify emerging demand areas relevant to undergraduate learners, including AI, Data Science, Semiconductor Technology, Robotics, Engineering, Sustainability, Entrepreneurship, Finance, Design and allied areas.

Analyse student and institutional demand, competitive programmes, pricing benchmarks and enrolment potential.

Identify suitable undergraduate cohorts based on year of study, discipline and programme requirements.

Recommend programme positioning, target institutions, student acquisition strategies and launch plans for IIT Bombay approval.

II. College & University Institutional Outreach

Maintain a verified database of colleges, universities, autonomous institutions, engineering colleges, higher-education networks and relevant institutional stakeholders.

Engage Vice-Chancellors, Directors, Deans, Principals, Training & Placement Officers, Academic Heads, Heads of Departments, faculty coordinators and student development cells.

Conduct institutional webinars, orientation sessions, faculty briefings and student awareness

programmes.

Facilitate institutional nominations, bulk registrations and cohort-based participation.

Develop institutional pipelines across multiple States/UTs and identify opportunities for industry-academia programmes and specialised student cohorts.

The Partner shall not enter into any MoU, academic partnership, institutional commitment or representation on behalf of IIT Bombay without prior written authorization.

III. Undergraduate Student Acquisition & Enrolment

Design and execute approved student acquisition campaigns for undergraduate programmes.

Generate qualified undergraduate student leads through institutional and digital channels.

Conduct student counselling and programme orientation in accordance with IIT Bombay-approved communication.

Support application, eligibility verification, registration, and enrolment processes.

Track the learner funnel from Institution Identified → Institutional Engagement → Student Lead → Counselling → Application → Payment → Enrolment → Active Learner → Completion.

Provide programme-wise conversion analytics and identify causes of learner drop-off.

IV. Digital Marketing & Learner Acquisition

Execute approved digital campaigns through search, social media, video platforms, email, college/community networks, student ambassador networks and other approved channels.

Develop webinar-led, institution-led and performance-marketing acquisition campaigns.

Track Cost Per Lead, Customer Acquisition Cost, conversion ratios, source-wise performance and campaign ROI.

All campaigns using IIT Bombay name, logo, faculty names, photographs or programme information shall require prior approval.

V. Digital Learning Platform & Technology Infrastructure

Where required under the programme Work Order, provide a scalable cloud-based LMS and digital learning environment.

Support synchronous live classes, asynchronous content, assignments, quizzes, assessments,

attendance, discussion forums and learner dashboards.

Provide secure learner authentication, role-based access and technical helpdesk support.

Provide programme-level learner analytics and reporting.

Ensure complete transfer of programme data, learner activity records and other agreed digital assets to IIT Bombay upon completion or termination, in a usable format.

VI. Instructional Design, eLearning and production support :

EO ID shall review course-design, ID and content deliverables for outcome alignment, sequencing, learner suitability, assessment readiness and LMS flow.

Deploy a dedicated Instructional Design and eLearning team to provide end-to-end support in close coordination with the EO-ID team. The engagement shall be governed by a defined Standard Operating Procedure for each programme/course, with clear roles, responsibilities, deliverables, review mechanisms, and ownership established between the ETSP Instructional Design and eLearning team and the EO-ID team.

Deploy a dedicated Instructional Design, eLearning, and Production team, supported by the required infrastructure, to provide end-to-end support in close coordination with the EO-ID team. The engagement shall be governed by a defined Standard Operating Procedure for each programme/course, clearly outlining the respective roles, responsibilities, deliverables, review mechanisms, and ownership of the ETSP Instructional Design, eLearning, and Production team and the EO-ID team.

VII. Industry-Aligned Learning & Experiential Components

Support, where specifically approved, industry case studies, practitioner masterclasses, industry expert sessions, applied projects, capstone projects, virtual industry exposure, simulations, hackathons and innovation challenges.

Support industry mentorship and other experiential learning components where specified in the programme Work Order.

Academic ownership and approval of all external experts, content and academic components shall remain with IIT Bombay.

VIII. Assessment, Certification & Learner Progression

Support online assessment administration, assignment management, quizzes/tests and examination logistics where applicable.

Track learner progress, attendance and completion.

Support certificate-generation and verification workflows using IIT Bombay-approved formats.

The Partner shall not issue or represent any certificate as an IIT Bombay certificate without prior written approval.

IX. Student Success & Learner Support

Provide student support mechanisms for academic-administrative and technical queries within the Partner's scope.

Monitor learner participation and progression and identify inactive/dropout learners.

Conduct structured follow-up to support programme completion.

Maintain a documented grievance and escalation mechanism.

X. CRM, MIS & Analytics

Maintain a functional CRM covering institutions, leads, applications, enrolments, payments, attendance, learner progress and completion.

Provide IIT Bombay stakeholders with appropriate dashboard access and periodic MIS.

Provide institution-wise, programme-wise, geography-wise and campaign-wise analytics.

All programme-generated student, institutional and lead data shall be handled in accordance with IIT Bombay's data requirements and applicable law.

XI. International Higher-Education Outreach

Where specifically approved, support outreach to international universities, colleges, student communities and higher-education networks.

Develop pipelines for international undergraduate and NRI participation in approved IIT Bombay online programmes.

Facilitate institutional engagement with global academic organisations without making any institutional commitment on behalf of IIT Bombay.

XII. Branding, Communications & Content Governance

IIT Bombay and Educational Outreach shall remain the primary institutional brands.

The Partner shall not represent itself as IIT Bombay or make any unauthorized academic, admissions, placement, degree, credit or employment-related claims.

All promotional content, landing pages, campaigns and communication carrying IIT Bombay branding shall require prior approval.

XIII. Data Protection & Student Privacy

Comply with applicable data protection and information security requirements and IIT Bombay's data-handling protocols.

Student and institutional data generated under the engagement shall not be sold, commercially reused, transferred or shared with third parties without authorization.

XIV. Fee Collection, Financial Controls & Commercial Terms

Fees shall be collected through the mechanism approved by IIT Bombay for the relevant programme.

The Partner shall not independently alter programme fees, offer discounts, scholarships or refunds, or make financial commitments to institutions without written approval.

Revenue Share Split: Standard commercial model mandates a minimum of 60% share for IIT Bombay and caps the ETSP share at a maximum of 40%.

Commercial terms, including revenue share or service fee, shall be specified in the programme-specific Work Order / Financial Bid and approved by IIT Bombay.

B. EVALUATION OF BIDS AND EMPANELMENT METHODOLOGY

IIT Bombay (“IITB”) shall evaluate the bids based on adherence to the prescribed eligibility criteria and commercial compliance requirements. Interested bidders shall submit proposals in a two-bid system (Technical and Commercial), for Category I, Category II or Category III. The shortlisted/eligible bidders shall be invited to make a presentation before the designated Evaluation Committee.

The Committee shall evaluate and score eligible bidders on the basis of their Technical Bid and Presentation, in accordance with the category-wise technical evaluation criteria and the presentation criteria specified in this RFP.

a) The bidder shall secure a minimum technical score of 60 marks (including the presentation marks) to qualify for further evaluation.

b) **For Categories I and III**, the commercial bids of the five bidders securing the highest technical scores shall be opened. The bidders offering the highest revenue share to IIT Bombay shall be empanelled under respective categories.

c) **For Category II**, the commercial bids of the five bidders securing the highest technical scores shall be opened. The bidder offering the highest revenue share to IIT Bombay shall be selected for empanelment. The bidder offering the second-highest revenue share shall be given an opportunity to match the highest quoted revenue share. In the event the second-highest bidder declines to match the highest quoted revenue share, IIT Bombay reserves the right to extend the offer to the next bidder in the order of revenue share ranking (i.e., the third-highest bidder) and so on, until at least two ETSPs are empanelled under Category II.

d) Bidders quoting unreasonably high revenue shares may be rejected at the discretion of IITB.

e) In the event that more than one bidder quotes the same higher revenue share, the award of contract/empanelment shall be determined based on the respective technical scores of the bidders.

f) IIT Bombay reserves the right to empanel additional EdTech Service Providers anytime during the tenure of the empanelment period based on requirement.

g) The empanelment shall be for one (1) year, extendable by up to two (2) years based on satisfactory performance.

h) IIT Bombay reserves the right to allocate programme-specific Work Orders selectively based on programme requirements, institutional segment, geography, technology capability and past performance.

i) Empanelment shall not constitute any guarantee of minimum business, programme allocation, enrolments, revenue or volume of work.

j) IIT Bombay reserves the right to terminate empanelment in case of breach of SLA, mis-selling, unauthorized institutional commitments, data breach, non-performance or violation of IIT Bombay's academic, branding or commercial requirements.

k) The Partner shall remain an execution and institutional outreach partner and shall not acquire any independent academic authority, institutional representation rights or ownership over IIT Bombay programmes.

SECTION 5 –TERMS & CONDITIONS OF CONTRACT

1. General Terms & Conditions

a) The empanelled ETSPs shall maintain full confidentiality of all the courses referred to it and shall not disclose any data/information to any unauthorized person or agency.

b) The RFP document should be submitted strictly as per the prescribed format in the tender document. All supporting and supplementary documents should be duly marked with company name and signed by the authorized signatory.

c) Once the initial qualification process is completed, empanelled ETSPs will execute a contract/agreement with IITB containing the pertinent terms and conditions; the list of empanelled EdTech Service Providers will be subjected to periodical and annual reviews.

d) Empanelled ETSPs will have approximately 8-10 programmes as the initial basket to offer in the market, on behalf of IITB. This list can be modified by IITB depending on the demand, faculty availability, ETSP's performance and any other institute guidelines. The initial list of courses will be a mix of high-in-demand courses and niche/core engineering courses. This course list will be decided by IITB and the decision will be binding on the ETSP.

e) The empanelled ETSPs must ensure that all the activities being carried out by them are carried out in a transparent, legal and ethical manner, adhering to the best industry practices. It is necessary for the ETSP to conduct its processes without any adverse impact on the brand IIT Bombay and its programmes and activities. Further, all external communication (brochure, admission letter, logo usage, website content, and programme related promotional materials) will be reviewed by an IITB team and approved before making these public.

f) Any inaccuracy in any response or representation given by the bidding ETSP to IITB, or failure to substantiate any response as required by IITB will result in failure to qualify for inclusion in the empanelled ETSP list. Where such information comes to the notice at a later date, the ETSP may be removed from the list of empanelled EdTech Service Providers.

g) Any ETSP, before or after empanelment, providing false information or inaccurate or forged documents will not be considered for this or any other work at the Institute and will be banned/debarred/blacklisted as per extant procedures of IIT Bombay. If such information comes to light during or after successful qualification and/or empanelment, IITB reserves the right to remove the ETSP from the empanelled list of ETSPs and also to take action for blacklisting/debarment/banning and performance security forfeited.

h) The penalty for unsatisfactory service delivery by an empanelled ETSP will be fixed by IITB in accordance with the terms and conditions set out in the agreement to be executed.

i) It will be the responsibility of the EdTech Service Provider to submit/update IITB with relevant documents and also to keep IITB informed of any matter that may affect the ETSP's continued qualification and ability to perform the work. If the ETSP's future circumstances change such that they no longer comply with the qualification criteria for that particular category/group/area or are unable to perform the work, then the EdTech Service Provider should promptly inform IITB and IITB reserves the right to remove the ETSP from the list of empanelled ETSPs. IITB shall not bear any responsibility or risk for any suspension, cancellation or termination of the empanelled ETSP.

j) The bidding ETSP should be open to the reference/feedback check from the organisations they have served or are serving for the similar service.

k) Intellectual property: All the learning content (lecture slides, lecture videos – including post production, documents, example problems, lab sessions, solutions and any other programme related content) created/initiated and offered by the IIT Bombay faculty would solely remain the intellectual property of IIT Bombay and the programme coordinator(s) as per the approved IPR policy of the Institute. Any software platform/tool created specifically for the particular programme will be the intellectual property of the Institute. All academic contents of the programme will abide by the copyright regulations and academic proprietary

l) Personal data privacy: IITB and the empanelled ETSP shall ensure that the personal information collected or received by them pertaining to these courses shall be collected, stored and processed in strict compliance with all applicable laws pertaining to privacy and data protection and in com-pliance with the privacy policies communicated between the two parties.

m) This RFP is not an offer and is issued with no commitment. IITB reserves the right to withdraw this request (RFP) and change or vary any part thereof at any stage if IITB determines that such action is in the best interest of the Institute.

n) The decision of the Director of IIT Bombay shall be final in respect of any dispute arising out of this RFP or on the question of interpretation, application etc., of any clause or provision of this RFP.

o) Non-compliance of any terms and conditions enumerated in the Agreement will be treated as breach of the Agreement

2. Payment Terms

a) ETSP's payments will be released after the reconciliation of the accounts statement, receipt of all the fees and accounting for refunds. Once the course account statement is agreed and frozen, IITB will provide a go-ahead to submit the invoice. Invoices will be paid within 45 business days.

b) Tax Deduction at Source (TDS) will be effected from each bill/invoice (as applicable) of the agency under the statutory rules of Union Govt. in respect of Income Tax & other Taxes etc.

c) Payment shall be made by NEFT/ RTGS or electronic fund transfer offered by the Bank.

3. Dispute resolution & arbitration

a) All disputes, controversies, claims or differences arising out of or relating to the execution of this Agreement shall be resolved amicably by mutual consultation and discussion by the authorized representatives of both the parties shall be referred to arbitration (to be conducted in English language). However, if the disputes are not resolved by joint discussions, then the matter will be referred for adjudication.

b) Sole arbitrator shall be appointed by IITB within thirty (30) days of notice regarding appointment of Arbitrator. The firm agrees that the arbitrator could be an employee of the Institute & shall not have any objections in this regard. The award of the sole arbitrator shall be final and binding on all the parties.

c) The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act 1996, as amended from time to time and rules formed there under.

d) Notwithstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the Agreement and the same shall be carried out strictly in accordance with the terms & conditions of the Agreement

e) The cost of Arbitration shall be borne by the respective parties. During the pendency of the arbitration proceeding and currency of Agreement, neither party shall be entitled to suspend the work/service to which the dispute relates on account of the arbitration and payment to the firm shall continue to be made in terms of the Agreement. Arbitration or any other legal proceedings shall be subject to the exclusive jurisdiction of the Courts in Mumbai only.

4. Termination

a) IITB reserves the right to terminate the empanelment without assigning any reason by giving a notice of 3 (three) months.

b) IITB reserves the right to terminate the empanelment at any time, by written notice of default sent to the bidder, in case the work performance is not to be satisfactory, or in case there is any

violation of the terms and conditions of the AGREEMENT. The decision of IITB in this regard would be final and binding on the firm. The firm is not eligible for any compensation or claim in the event of such cancellation.

c) IITB may also terminate the empanelment in the event of any proven fraud or wilful negligence on part of the bidder during the tenure of the empanelment or in the event of any disrepute is brought to the project on the part of any act/omission by the bidder or its officials during any stage of the delivery/performance of the services.

5. Earnest Money Deposit (EMD) & Performance Security

a) Undertaking for Bid Security (as per Annexure V) on company's letterhead in lieu of EMD is to be submitted along with technical bid.

b) Selected bidders should submit a Performance Security (in prescribed format) for an amount of Rs. 1,00,00,000/- (one crore) for Category I & III and Rs. 20,00,000/- (Twenty lakhs only) for Category II.

c) The Performance Security should be established in favour of “The Registrar, IIT Bombay” payable at Mumbai.

d) Performance Security shall be for the due and faithful performance of the AGREEMENT and shall remain binding, notwithstanding such variations, alterations for extensions of time as may be made, given, conceded or agreed to between the successful bidder and the IITB under the terms & conditions of acceptance to the RFP.

e) The successful bidder is entirely responsible for due performance of the AGREEMENT in letter and spirit and all other documents referred to in the acceptance of RFP.

f) If the selected bidder fails to submit the Performance Security, then empanelment will be cancelled and EMD terms will be enforced.

g) No interest shall be payable by IITB to the bidder on Performance Security.

h) If a successful bidder fails to perform AGREEMENT terms and conditions then the Performance Security will be forfeited and the bidder will be debarred from participation in any RFP notified by IITB for a period of two (2) years.

6. Transfer and Subletting

a) The bidder shall not sublet, transfer, assign or otherwise part with the acceptance of the RFP or any part thereof, either directly or indirectly, without the prior written permission of IITB.

7. Validity of Offer

a) This RFP is valid for a period of One Hundred and Eighty (180) days from the date of opening of the bid.
b) The bidders shall not revise the proposals unless such directions are given in a corrigendum (if any).

8. Indemnity

a) The selected bidder must/will indemnify IITB and its stakeholders against all third-party claims of intellectual property rights infringement including infringement of patent, trademark, copyright or industrial design rights arising from the use of the services, designs, codes, chips etc. and related services or any part thereof. IITB and its stakeholders stand indemnified from any claims that the hired manpower / bidder vendor's manpower may opt to have towards the discharge of their duties in the fulfillment of the contract or the provision of services therein.

9. Force Majeure

a) If at any time, during the continuance of the contract, the performance in whole or in part by either party of any obligation under the contract is prevented or delayed by reasons of any war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, pandemics, quarantine restrictions, strikes, lockouts, acts of God (hereinafter referred to as "events") neither party shall, by reason of such event, be entitled to terminate the contract, nor shall either party have any claim for damages against the other in respect of such non-performance or delay, provided the performance and/or delivery is resumed as soon as practicable after such event has come to an end or ceased to exist.

b) The decision of IITB as to whether the performance or delivery has so resumed or not, shall be final and conclusive, provided further, that if the performance in whole or in part or any obligation under the contract is prevented or delayed by reason of any such event for a period exceeding thirty (30) days, IITB may at its option, terminate the contract without any obligation to compensate or performance on its part.

10. Jurisdiction

a) The laws of India shall govern this RFP.
b) In the event of any dispute over this empanelment, the decision of IITB shall be final and binding.
c) This RFP is subject to the exclusive jurisdiction of the Courts at Mumbai.

SECTION 6 –COMMERCIAL BID

Ref. No.: MMD/EDTECH-SP/2026-27/2

CATEGORY I - ONLINE SCHOOL OUTREACH

Sr. No.	Mode of Delivery	Minimum "IITB Revenue Share"	Quoted "Revenue share of IITB"	In Words
1.	Online School Courses Series (Sync/ Async/ Blended/ MOOC)	70%		

Note:

1. The bidder shall quote the revenue share payable to IIT Bombay, which shall not be less than **70%**.

2. Among the five bidders with the highest technical scores, the bidder offering the highest revenue share to IIT Bombay shall be considered for empanelment.

3. In the event that more than one bidder quotes the same higher revenue share, the empanelment shall be determined based on the respective technical scores of the bidders.

4. Bidders quoting unreasonably high revenue shares may be rejected at the discretion of IITB.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

Ref. No.: MMD/EDTECH-SP/2026-27/2

CATEGORY II - OFFLINE SCHOOL OUTREACH

Sr. No.	Mode of Delivery	Minimum "IITB Revenue Share"	Quoted "Revenue share of IITB"	In Words
1	Offline School Programmes (Summer/Winter/Weekend day scholar programmes)	70%		

Note:

1. The bidder shall quote the revenue share payable to IIT Bombay, which shall not be less than **70%**.

2. Among the five bidders with the highest technical scores, the bidder offering the highest revenue share to IIT Bombay shall be considered first for empanelment. The bidder offering the second-highest revenue share shall be given an opportunity to match the highest quoted revenue share. In the event the second-highest bidder declines to match the highest quoted revenue share, IIT Bombay reserves the right to extend the offer to the next bidder in the order of revenue share ranking and so on, until at least two ETSPs are empanelled under Category II.

3. In the event that more than one bidder quotes the same higher revenue share, the empanelment shall be determined based on the respective technical scores of the bidders.

4. Bidders quoting unreasonably high revenue shares may be rejected at the discretion of IITB.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

Ref. No.: MMD/EDTECH-SP/2026-27/2

CATEGORY III - ONLINE UNDER GRADUATE PROGRAMMES

Sr. No.	Mode of Delivery	Minimum "IITB Revenue Share"	Quoted "Revenue share of IITB"	In Words
1.	Blended Online Open Courses	60%		
2.	Synchronous (Live Online) Courses			
3.	MOOCs (Massive Open Online Courses)			
4.	Online UG Certificate Series			

Note:

1. The bidder shall quote the revenue share payable to IIT Bombay, which shall not be less than **60%**.

2. Among the five bidders with the highest technical scores, the bidder offering the highest revenue share to IIT Bombay shall be considered for empanelment.

3. In the event that more than one bidder quotes the same higher revenue share, the empanelment shall be determined based on the respective technical scores of the bidders.

4. Bidders quoting unreasonably high revenue shares may be rejected at the discretion of IITB.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

SECTION 7 - ANNEXURES

ANNEXURE I - BIDDER'S INFORMATION

(On Company / firm's Letterhead)

1	Name of the bidder	
2	Registered Office/Shop Address of the bidder	
3	Details of the Incorporation/Shop Establishment License of the Company	Date:
		Registration No.:
5	Valid GST Registration No.	
6	Permanent Account No. (PAN)	
7	Name & Designation of the Contact person to whom all references shall be made regarding this tender	
8	Address for Communication	
9	Telephone No. (with STD Code)	
10	Email Address of the contact person	

ANNEXURE II - DECLARATION FOR ACCEPTANCE OF TENDER TERMS AND CONDITIONS

(On Company / firm's Letterhead)

To, Date:
Asst. Registrar (MM)
Materials Management Division,
Ground floor, Nandan Nilekani Main Building
IIT Bombay, Powai, Mumbai 400 076

Ref: RFP No. MMD/EDTECH-SP/2026-27/2 dated 17th November 2026 for "Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes"

Sir,

I/we carefully gone through the Terms & Conditions as mentioned in the above referred tender document. I/we declare that all the provisions of this tender are acceptable to my company. I /we further certify that I'm an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

ANNEXURE III – DECLARATION REGARDING CLEAN TRACK

(On Company / firm's Letterhead)

To, Date:
Asst. Registrar (MM)
Materials Management Division,
Ground floor, Nandan Nilekani Main Building
IIT Bombay, Powai, Mumbai 400 076

Ref: RFP No. MMD/EDTECH-SP/2026-27/2 dated 17th November 2026 for "Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes"

Sir,

I/we carefully gone through the Terms & Conditions contained in the above referred tender document. I/we hereby declare that my company / firm is not currently debarred / black listed/convicted by any Government / Semi Government Organizations / Institutions in India or abroad. I/we further certify that I'm competent officer in my company /firm to make this declaration.

Or

I/we declare the following

Sr. No.	Country in which the company is debarred/ blacklisted/ case is pending	Black listed / debarred by Government / Semi Government Organizations/ Institutions	Reason	Since when and for how long

(Note:In case the company / firm was blacklisted previously, please provide the details regarding Period for which the company / firm was blacklisted and the reason/s for the same)

Yours faithfully,

(Signature of the Bidder, with Official Seal)

ANNEXURE IV - DECLARATION OF ANNUAL TURNOVER

(On Company / firm's Letterhead)

To, Date:
Asst. Registrar (MM)
Materials Management Division,
Ground floor, Nandan Nilekani Main Building
IIT Bombay, Powai, Mumbai 400 076

Ref: RFP No. MMD/EDTECH-SP/2026-27/2 dated 17th November 2026 for "Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes"

Sir,

I/we hereby declare that, our firm's Annual Sales Revenue as follows, and I/we have also supported an Audited Accounts for your references:

F. Y. 2023-24	F. Y. 2024-25	F. Y. 2025-26

Yours faithfully,

(Signature of the Bidder, with Official Seal)

ANNEXURE V - UNDERTAKING for BID SECURITY

(To be issued by the bidder on company's letter in lieu of EMD)

To, Date:
Asst. Registrar (MM)
Materials Management Division,
Ground floor, Nandan Nilekani Main Building
IIT Bombay, Powai, Mumbai 400 076

Ref: RFP No. MMD/EDTECH-SP/2026-27/2 dated 17th November 2026 for "Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes"

Sir,

We, M/s .....(name of the firm) hereby undertake that:

1) We accept all the terms and conditions of the tender document.
2) We accept that, we will not modify our bid during the bid validity period, submit Performance Security within the stipulated period and honour the contract after award of contract.
3) In the event of any modification to our bid by us or failure on our part to honour the contract after final award or failure to submit Security, our firm may be debarred from participation in any tender/contract notified by Indian Institute of Technology, Bombay for a period of one year.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

ANNEXURE VI - DECLARATION OF PARTICIPATION

(On Company / firm's Letterhead)

To,
Asst. Registrar (MM)
Materials Management Division,
Ground floor, Nandan Nilekani Main Building
IIT Bombay, Powai, Mumbai 400 076

Date:

Ref: RFP No. MMD/EDTECH-SP/2026-27/2 dated 17th November 2026 for "Empanelment of Educational Technology Service Providers (ETSPs) for School Outreach Programmes (Online/Offline) and Online UG Programmes"

Sir,

I/We hereby declare that I/we participate in the following categories fo this tender:

Category	**Description**	**Participated / Not Participated** (mention whichever is applicable)
Category I	Online School Outreach	
Category II	Offline School Outreach	
Category III	Online Under Graduate Programmes	

Yours faithfully,

(Signature of the Bidder, with Official Seal)

SECTION 8 - FORMAT FOR PERFORMANCE BANK GUARANTEE

[To be typed on non-judicial stamp paper of the value of Indian rupees of one hundred to be established through any of the Nationalized / Scheduled Banks (whether situated at Mumbai or Outstation) with a clause to enforce the same on their local branch at Mumbai or any Scheduled bank situated at Mumbai].

To,
The Registrar,
Indian Institute of Technology Bombay,
Powai, Mumbai – 400 076

LETTER OF GUARANTEE

Whereas Indian Institute of Technology Bombay (Buyer) has invited Tenders vide Tender/Contract No..... Dt. ..... for providing Edtech Services AND Whereas the said tender document requires that any eligible successful tenderer (service provider) intending to offer EdTech Services in response thereto shall establish an irrevocable Performance Bank Guarantee in favour of "The Registrar, Indian Institute of Technology Bombay" in the form of Bank Guarantee for **Rs. 1,00,00,000/- (Rupees one crore Only)/ Rs. 20,00,000/- (Rupees Twenty lakhs only) [Applicable as per Category]** and valid till fulfilment of all the contractual obligations with an additional claim period of 60 days from the date of agreement. Performance Bank Guarantee may be submitted within 15 (Fifteen) days from the date of award of Contract.

Now this Bank hereby guarantees that in the event of the said tenderer (seller) failing to abide by any of the conditions referred in tender document / Contract order / performance for providing Legal Services, this Bank shall pay to Indian Institute of Technology Bombay on demand and without protest or demur Rs _____/- (Rupees _____ Only).

This Bank further agrees that the decision of the Indian Institute of Technology Bombay (Buyer) as to whether the said Tenderer (Seller) has committed a breach of any of the conditions referred in tender document / Contract order shall be final and binding.

We, ... (name of the Bank & branch) hereby further agree that the Guarantee herein contained shall not be affected by any change in the constitution of the tenderer (Seller) and/ or Indian Institute of Technology Bombay (Buyer).

Notwithstanding anything contained herein:
1) Our liability under this Bank Guarantee shall not exceed Rs. .....…….. (Indian Rupees ..... only).
2) This Bank Guarantee shall be valid up to .....(date) and
3) We are liable to pay the guaranteed amount or any part thereof under this bank guarantee only and only if IIT Bombay serves upon us a written claim or demand on or before .....(date).

This Bank further agrees that the claims, if any, against this Bank Guarantee shall be enforceable at our branch office at ..... situated at ..... (Address of local branch).

Yours truly,
Signature and seal of the guarantor:
Name of Bank:
Address:
Date:

SECTION 9 - DEFINITIONS AND INTERPRETATION

For the purpose of assessing eligibility, technical capability and awarding marks under this RFP, the following terms shall have the meanings assigned to them below:

A. Institutional Outreach and Network

1. School: An educational institution imparting education from Kindergarten to Class XII, including government, government-aided and private schools, unless otherwise specified.

2. School Outreach: A demonstrable activity undertaken by the bidder to establish contact with, engage, mobilise or deliver educational programmes to schools, school managements, principals, teachers or students. Merely possessing or purchasing a database of schools shall not constitute school outreach.

3. School Network Engagement: A school shall be counted as engaged only where the bidder demonstrates an actual outreach activity, campaign, programme delivery, institutional interaction, students participation or other verifiable engagement with the school during the relevant period. Multiple activities conducted with the same school shall count as one school for the purpose of calculating the number of schools engaged.

4. Higher Education Institution (HEI): A recognised university, college, institute or other higher-education institution offering undergraduate or postgraduate programmes. Coaching centres, individual training centres and schools shall not be treated as HEIs.

5. Higher Education Institution Network: Colleges/universities with which the bidder has had demonstrable outreach, programme, recruitment, marketing or formal engagement during the relevant evaluation period. Mere inclusion of an institution in a contact database shall not qualify.

6. Institutional Engagement: A verifiable interaction or working relationship established with a school, college, university, government body, educational organisation, trust or other institutional stakeholder for outreach, programme mobilisation, delivery, collaboration or learner acquisition.

7. Geographic Reach: Demonstrated active digital and/or operational outreach capability in the specified number of States/Union Territories. The bidder shall provide institution-wise or programme-wise evidence of its activities in the respective States/UTs. Merely having registered offices, contact databases or marketing impressions in a State/UT shall not establish operational outreach capability.

B. Leads, Student Reach and Enrolments

8. Digital Lead: A prospective learner/parent whose identifiable contact details have been captured through a digital campaign, website, landing page, registration form or other digital outreach channel.

9. Qualified Lead: A unique prospective learner for a paid educational programme for whom minimum identifiable contact details and programme interest are captured in the bidder's CRM or equivalent system. The lead shall have sufficient information to enable follow-up and counselling. Duplicate, incomplete, fabricated or unverifiable records shall not qualify.

10. Verified Lead: A lead whose contact details and basic information have been validated through an appropriate

verification process, such as OTP verification, confirmation call or equivalent mechanism. A verified lead shall not automatically be treated as a qualified lead unless programme interest is also established.

11. Student Reach: The number of distinct students to whom the bidder has demonstrably reached through institutional outreach, campaigns, programme-related communication or other verifiable engagement activities. General website traffic, social media impressions, followers or unverified database records shall not be counted as student reach.

12. Paid Online Enrolment: A learner who has paid the prescribed programme/course fee for a structured online or blended educational programme. Free registrations, webinar participants, MOOC registrations and unpaid sign-ups shall not be included. The bidder shall provide supporting financial and enrolment records.

13. Enrolment Conversion: The process by which a prospective learner progresses from an inquiry/lead to a confirmed enrolment in a programme. Conversion claims shall be supported by corresponding lead and enrolment records.

14. Participant Mobilisation: The process of identifying, contacting, counselling, following up with and facilitating the registration and participation of eligible students, teachers or other intended participants in an educational programme.

C. Programme Experience and Execution

15. Programme: A structured educational offering with a defined subject/topic, target audience, duration, delivery format, learning objectives and programme schedule. A standalone advertisement, webinar, promotional event or general awareness campaign shall not automatically qualify as a programme.

16. Online Programme: A programme delivered primarily through digital platforms, including live online sessions, recorded content, online learning modules or a combination thereof.

17. Blended Programme: A programme combining online learning components with scheduled in-person or campus-based learning activities.

18. Offline Programme: A programme delivered primarily through physical, in-person activities at IIT Bombay or another designated venue.

19. Programme Execution: Programmes where the bidder was responsible for a substantive part of marketing, learner onboarding, technology, learner support, academic coordination or programme operations. Merely listing, advertising or referring participants to a programme shall not constitute programme execution.

20. Comparable Programme/Assignment: A completed programme or assignment comparable in terms of target audience, delivery format, scale, duration, operational complexity or functional responsibilities to the requirement under the relevant category of this RFP.

21. Programme Completion: A programme that has been conducted in accordance with its approved schedule and scope, with supporting evidence of delivery, such as programme reports, attendance records, completion records or client certificates.

22. Government/CSR/Social Impact Experience: Experience in executing educational or capacity-building programmes in collaboration with Central/State Government departments, government institutions, public-sector

organisations, CSR foundations, trusts or other recognised social-impact organisations. Supporting work orders, agreements, completion reports or client certificates shall be provided.

23. Industry/Experiential Learning: Learning components involving industry experts, practical assignments, applied projects, case studies, field exposure, simulations or other activities that connect academic learning with practical applications.

D. Technology, Digital Learning and Data Systems

24. Learning Management System (LMS): A digital platform used to administer, deliver, monitor and manage educational programmes and learners, including course access, learning content, attendance/progress tracking, assessments, learner records and reporting.

25. Functional LMS/Digital Learning Infrastructure: An operational LMS or equivalent digital learning infrastructure with demonstrable capabilities relevant to the proposed category, supported by a technical architecture description, feature list and sample system outputs. A software brochure or subscription proof alone shall not establish functional capability.

26. Proctored Examination: An online assessment/examination conducted with appropriate mechanisms to monitor and verify the identity and conduct of the learner during the assessment, such as live or automated proctoring, as applicable.

27. Learner Analytics: The systematic collection and analysis of learner-related data, including enrolment, attendance, participation, assessment performance, learning progress, completion and engagement.

28. Real-Time Analytics: Data and reports made available during or shortly after the relevant learner/programme activity, enabling timely monitoring of participation, progress or performance.

29. Customer Relationship Management (CRM)/Lead Management System: A system or documented equivalent process used to capture, maintain, track and manage institutional and learner information, including leads, inquiries, follow-ups, interactions, registrations, enrolments and conversions.

30. Enterprise CRM: A CRM platform with structured user access, centralised records, activity tracking, reporting and data-management capabilities suitable for handling institutional and learner engagement at the scale proposed under this RFP.

31. Instructional Design (ID): The systematic design and structuring of learning experiences, including learning objectives, content sequencing, instructional strategies, learning activities, assessments and learner engagement methods.

32. Content Development Support: The development, adaptation, structuring or production of educational content, including presentations, learning modules, reading material, videos, assignments, assessments and other instructional resources, in coordination with IIT Bombay faculty/academic coordinators.

33. Technology Support: Technical assistance relating to LMS access, digital learning platforms, online sessions, assessments, learner accounts, troubleshooting, data management and related technology-enabled programme operations.

E. Personnel and Organisational Capability

34. Employee Strength: The total number of personnel employed by the bidder in India, supported by a self-declaration and relevant employee records. The bidder shall separately identify personnel deployed in functions relevant to the category for which it is bidding.

35. Dedicated Team: Personnel specifically identified and assigned to perform the functions required under the relevant category. The bidder shall provide the name, designation, qualifications, relevant experience and proposed responsibilities of each team member.

36. Relevant Team Strength: Personnel directly supporting the functions specified for the respective category, including outreach, marketing, admissions/student acquisition, programme management, technology/LMS, learner support and content/delivery operations, as applicable.

37. Relevant Professional Experience: The period of professional work experience directly associated with the functional domain being evaluated. General work experience unrelated to the proposed role shall not be considered.

38. Highest Relevant Experience: For each functional domain, the experience of the most experienced eligible personnel proposed by the bidder for that domain shall be considered for scoring, subject to submission of supporting evidence and demonstration of the person's proposed role.

39. Functional Domain: A distinct area of responsibility identified under the relevant category, such as school outreach, institutional engagement, student acquisition, programme management, technology/LMS or learner support.

40. Deployment Capacity: The bidder's demonstrated ability to make the proposed personnel available and deploy them to undertake the responsibilities specified under the relevant category. The bidder shall identify the personnel and their proposed roles and confirm their availability for the assignment.

F. Financial and Documentary Terms

41. Average Annual Financial Turnover: The average annual turnover from EdTech/educational services for the three financial years specified in the eligibility criteria, supported by audited financial statements and a CA-certified turnover certificate with UDIN.

42. Net Worth: Net worth as on 31 March 2026, as certified by a Chartered Accountant with UDIN and supported by the audited financial statements.

43. Relevant Documentary Evidence: Verifiable documents supporting the claims made in the technical bid, including work orders, agreements, client certificates, completion certificates, audited statements, CA certificates, programme reports, CRM records, attendance records, employee details and other applicable records.

44. Relevant Evaluation Period: Unless otherwise specified for a particular criterion, the three-year period immediately preceding the date of submission of the bid.

45. Duplicate Records: Multiple entries relating to the same school, institution, learner, lead or programme shall not be counted more than once for the same evaluation metric, unless the relevant criterion expressly measures separate enrolment transactions or programme deliveries.

G. General Interpretation

1. All figures and experience claims submitted by the bidder shall be supported by verifiable documentary evidence.
2. IIT Bombay reserves the right to seek clarification or additional supporting documents in respect of claims made in the technical bid, without permitting any material alteration of the bid.
3. Where a claim cannot be substantiated through satisfactory evidence, IIT Bombay may exclude such claim from the relevant evaluation.
4. The same assignment or programme may be cited against more than one functional capability only where the bidder clearly demonstrates the distinct responsibilities performed and provides supporting evidence for each claim.
5. The definitions and interpretations specified in this section shall apply uniformly to all bidders and all three categories, unless a category-specific provision expressly provides otherwise.

General Evaluation Note

Marks shall be awarded only against the applicable scoring band for which complete and satisfactory evidence is submitted. Where the bidder does not meet the minimum threshold prescribed under a criterion, the score for that criterion shall be zero unless otherwise specified in the tender conditions.

SECTION 10 – CHECKLIST

Bidders are required to submit the following documents:

1) **Envelope A (Technical):**

a. Documentary evidence in support of Technical Evaluation Criteria (Section - 2)
b. Annexures (Section - 7)
c. Any other relevant information/document
d. Signed and Stamped Request for Proposal Document

2) **Envelope B (Commercial Bid):**

a. Commercial Bid (as per format of Section - 6)