

Terms of Reference (TOR) for Selection of Education Consultancy for Promotion of RAHS in the International Market

1. Background

RAHS (the "Institution") seeks to expand its global presence and attract international students (10% of the total allocated seats) through effective promotional strategies and partnerships. To achieve this, the Institution is looking to hire a qualified education consultancy (the "Consultancy") to undertake specific tasks that align with RAHS's objectives.

2. Objectives

The main objectives of the Consultancy are:

1. **Program Promotion:** Identify and highlight the unique strengths of RAHS's academic programs to attract foreign students.
2. **Establishment of Education Centers:** Collaborate with RAHS to explore the possibility of establishing educational centers or institutes in key international cities, which will serve as liaison offices to promote RAHS's programs and facilitate foreign student enrollment.
3. **Recognition by Medical Councils:** Assist RAHS in gaining recognition from relevant medical councils and governmental agencies in various countries.
4. **Partnership Development:** Facilitate partnerships with government and private universities for program and faculty exchanges.
5. **Comprehensive Promotion:** Implement diverse promotional strategies for RAHS outside Nepal to maximize visibility and enrollment opportunities.
6. **Revenue Generation:** Propose strategies that will maximize revenue generation for RAHS while ensuring compliance with the objectives outlined.

3. Scope of Work

The Consultancy will be responsible for:

- Conducting market research to identify target demographics and promotional strategies.
- Developing promotional materials that accurately reflect RAHS's unique offerings.
- Assisting in the design and implementation of academic curricula to meet global needs.
- Engaging with potential partners and stakeholders to facilitate educational collaborations.
- Maintaining regular communication with RAHS to report on progress and adjust strategies as necessary.

4. Responsibilities of RAHS

RAHS will:

- Provide necessary documentation and information about its academic programs.
- Offer support in identifying potential international markets.
- Facilitate access to relevant stakeholders and networks.

5. Recognition and Use of Branding

- RAHS will grant official recognition to the successful Consultancy based on adherence to the above objectives and their proposed revenue generation strategies.
- The Consultancy may use its recognition for promotional activities strictly related to RAHS and its academic offerings.

6. Limitations

- The Consultancy shall not represent RAHS for any activities other than those specifically related to the promotion of its academic programs.
- RAHS will not bear any legal or financial obligations arising from the Consultancy's activities.

7. Legal and Financial Obligations

- All legal and financial obligations of both parties will be defined in agreements signed upon the selection of the Consultancy.

8. Selection Criteria

The Consultancy will be evaluated based on each criterion bearing 20% weightage out of 100%, the consultancy with highest marks shall be selected:

- Proven experience in educational consultancy and international marketing.
- Existing networks and relationships with educational institutions and regulatory bodies.
- A clear and comprehensive proposal outlining strategies for meeting RAHS's objectives and timeline to accomplish the objectives mentioned.
- Demonstrated ability to generate revenue and enhance RAHS's global presence.
- Proposal including revenue generation strategies.

9. Submission Guidelines

Interested consultancies are invited to submit proposals that include:

- Company profile and relevant experience.
- Detailed approach to achieving the outlined objectives.
- Timeline for implementation.
- Projected revenue generation strategies.

10. Deadline

Proposals must be submitted within 15 days of first date of Notice.

This TOR provides a framework for the selection of an education consultancy that will effectively promote RAHS in the international market, ensuring alignment with the Institution's goals and objectives.