AMHSSC/CORP/COE/2025/11 Date: 10th November 2025

Request for Proposal (RFP)
For Engagement of a Marketing Agency for AMHSSC's Center of Excellence, Kandivali, Mumbai

RFP Issue Date: 10th November 2025
Submission Deadline: 17th November 2025

Apparel, Made-Ups & Home Furnishing Sector Skill Council (AMHSSC)

1. Background

Apparel, Made-Ups & Home Furnishing Sector Skill Council (AMHSSC), under the aegis of NSDC and Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, is launching a new skill development program titled **"Luxury Fashion and Lifestyle Consultant"** at its Centre of Excellence (CoE), Kandivali, Mumbai.

2. Objective

The primary objective of this collaboration is to mobilise and enrol a minimum of 120 students in the first academic year for the Luxury Fashion and Lifestyle Consultant Program, through strategic digital, on-ground and institutional outreach initiatives.

3. Scope of Work

A. Digital Marketing & Lead Generation

- Design and execute a targeted digital marketing campaign which include the paid campaigns on relevant digital platforms (Facebook, Instagram, Google Ads, LinkedIn, etc.) to generate quality leads.
- Submit weekly reports highlighting leads generated, engagement rates and conversion data.

B. Field-Level Mobilisation & BTL Activities

- Conduct college outreach sessions, institute tie-ups and local-level events to build awareness about the program.
- Distribute and display marketing collaterals such as brochures flyers and banners during outreach events.
- Maintain a detailed record of activities conducted, including participant details and feedback.

C. Counselling & Enrolment Management

Deploy one/two Centre Counsellor/s and one CRM Executive at the AMHSSC Centre of Excellence, Mumbai, to:

- Handle all walk-ins, inquiries and telephonic leads.
- Conduct one-on-one counselling sessions with students.
- Explain program details, fee structures and career pathways.
- Facilitate the enrolment and documentation process for interested candidates.
- Ensure daily reporting on walk-ins, follow-ups and confirmed admissions.
- Provide a CRM-LMS platform to manage lead data, follow-ups and enrolment progress.

D. Centre Coordination & Operations

- Appoint a Centre Coordinator to manage day-to-day mobilization activities and ensure operational alignment.
- Participate in weekly/bi-weekly review meetings with AMHSSC representatives to discuss progress and challenges.

4. Deliverables and Targets

Deliverable	Expected Outcome	Timeline
Launch of Digital Campaign	Social media ads, creatives, lead forms	Immediately
BTL Outreach	Minimum 10 outreach activities per quarter	Continuous
Counsellor Deployment	1–2 counsellors stationed at CoE	Within 2 weeks
Student Enrolment	Minimum 120 students	Within the first admission cycle
CRM & Reporting	Bi-weekly data and conversion reports	Ongoing

5. Roles and Responsibilities

Agency:

- Execute all mobilisation and outreach activities as defined in the Scope of Work.
- Provide trained counsellors, coordinators and CRM executives for the program.
- Maintain transparent reporting and coordination with AMHSSC's CoE team.

AMHSSC:

- Provide necessary marketing materials, program details and brand guidelines.
- Oversee program quality, admissions approval and academic delivery.
- Manage final placement activities through existing industry partnerships.

6. Monitoring & Reporting

- Monthly review meetings between both parties to assess mobilisation progress and lead conversions.
- Submission of a monthly report outlining outreach activities, lead status, enrolments and recommendations for improvement.
- Mid-term and end-of-cycle reviews to measure performance against agreed targets.

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7. Exclusions

Agency will not be responsible for:

- Academic content delivery, training quality, or certification.
- Any expenditure not pre-approved in writing by AMHSSC.

8. Duration & Confidentiality

This Scope of Work shall be valid for a period of one (1) academic year from the date of signing and may be extended or revised upon mutual agreement between both parties. Both parties agree to maintain confidentiality regarding all proprietary information, student data and internal communications shared during this engagement.

9. Evaluation Criteria

Proposals will be evaluated on the cost effectiveness, timely delivery and past experience/s of the bidders. Decision of CEO, AMHSSC, shall be final and binding.

10. Contact Details

Sealed quotations to be sent to on / before 17th November 2025:

Senior Director
Apparel, Made-Ups & Home Furnishing Sector Skill Council (AMHSSC)
Flat No. A-312 to A-323, 3rd Floor, Somdatt Chamber-1,
Bhikaji Cama Place, Africa Avenue, New Delhi-110066

