

# **Allama Iqbal Open University**

## **Request for Proposal**

### **Engagement of Partners for the Enhancement of International Admissions of AIOU**

#### **About AIOU**

AIOU was established in 1974, and it is the Asia's first distance learning university and Pakistan's largest public sector university, serving over 1.2 million students with affordable education. The university has a global presence beside 53 regional campuses in Pakistan with extensive outreach in remote areas. The university offers a range of degree programs to international students, with fees collected in USD.

#### **Objective**

AIOU seeks proposals for the establishment of Admission Centres/Partners in various countries. We invite companies, organizations, and individuals having good reputation with wide presence in the market, operate lawfully according to the prevailing rules of their country, having necessary equipment ( computers/tablets, printers, high-speed internet, scanners etc.) at all branches/outlets with extensive global networks to enhance our international admissions.

#### **Programs Offered**

AIOU provides online admissions for international and overseas students in the following programs:

- Matric (Grade 9-10)
- FA (Grade 11-12)
- Associate Degree (Undergraduate)
- BS (Undergraduate)
- B.Ed
- Diplomas (One Year after 14 years of Education)
- MBA (After 16 years of Education)

All academic activities, including admissions, fee payments, quizzes, assignments, lectures/workshops, and exams, are conducted online. Currently, AIOU has enrolments in 36 countries all over the world.

#### **Partnership Benefits**

The partnership aims to boost AIOU's international admissions through various support services such as education expos, seminars, advertisements, SMS campaigns, billboards, door-to-door campaigns. The provision of on-spot guidance regarding admissions, workshops and exams can attract potential students. Further, partnership aims to promote AIOU's unique strengths and opportunities like affordable fee structure, Internships, Job placements, Unique academic programs, and round the clock student support.

## Scope of Services

Partners will be required to provide the following services to enhance AIOU's international admissions:

1. Processing online admission forms for new students via the OAS (Online Admission System) portal.
2. Promoting AIOU admissions through education expos, seminars, and social media marketing.
3. Conducting dedicated marketing campaigns.

For a general understanding of the admission application process, please refer to the videos listed below from AIOU

Services Offered	Video Link
Processing online admission forms for new students via OAS portal link: <a href="https://www.aiou.edu.pk/directorate-international-collaboration-exchange-0">https://www.aiou.edu.pk/directorate-international-collaboration-exchange-0</a>	<a href="https://youtu.be/d52VGci6XNQ">https://youtu.be/d52VGci6XNQ</a>

## Financial/Service Charges

Particulars	USD
One time per student at the end of month after confirmation of admission	\$50
Additional payment (lump sum) against every 50 students at the end of semester in terms of "Publicity Cost"	\$1000
<b><i>The payment will be subject to the prevailing applicable taxes</i></b>	

### Explanation:

The student/ partner will deposit complete fee in the prescribed University account in the first instance. The University will pay one time \$50 per student to the partner at the end of month after confirmation of admission. The minimum threshold for payment would be 10 students. In case the admitted student gets fee refund after securing the admission, the amount of partner will be adjusted accordingly. Additional amount of \$1000 (lump sum) will also be paid to the partner against every 50 students at the end of semester in terms of "Publicity Cost". The partner will be expected to execute the promotional activities like education expos, seminars, social media marketing and general advertisement of the AIOU against the said publicity cost. However, partner will provide admission guidance to the students free of charge.

## Portal for Partners

AIOU will provide OAS/ CMS portal for processing student admissions. Training sessions will be offered to the partners regarding AIOU services and processes. Payments will be made based on admissions or services provided through the portal.

## **Monitoring & Complaints Handling Mechanism**

Designated officers from the AIOU, Main Campus will monitor the progress of the partners. The partners are expected to provide all types of facilities required to the students for admission. In case of complaints, the university's focal person will contact the relevant partner. AIOU reserves the right to take corrective measures against any misconduct, overcharging, or misinformation.

## **Tentative Schedule of Activities**

<b>Proposed Activity</b>	<b>Semester Spring</b>	<b>Semester Autumn</b>
Admission	01-Jan to 05-Mar	01-Jul to 05-Sep
Mailing	01-Mar to 15-May	01-Sep to 15-Nov
Study Period	16-May to 30-Aug	16-Nov to 28-Feb
Examination (Conduct)	01-Sep to 30-Oct	01-Mar to 30-Apr
Result Declaration	30-Dec	30-Jun

## **Selection Criteria**

Eligible companies/organizations must:

- Have a good reputation with wide presence in the market.
- Operate lawfully according to the prevailing rules of their country.
- Have necessary equipment (computer/tablet, printer, high-speed internet, scanner) at all branches/outlets.
- Express willingness to collaborate with AIOU, understanding all terms and conditions in the RFP.

For further communication, the address of the University is as under:

### ***Directorate of International Collaboration & Exchange***

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