TERMS OF REFERENCE (TOR)

ENGAGEMENT OF EDUCATIONAL CONSULTANTS FOR A FEASIBILITY STUDY & DETAILED PROJECT REPORT (DPR)

1. BACKGROUND AND PROJECT CONTEXT

The Promoter intends to set up a premier, state-of-the-art World Skill Academy and Higher Education Institution in Bhopal, Madhya Pradesh. The institutional focus will be entirely dedicated to Learning & Development (L&D), offering elite postgraduate programs alongside specialized executive certifications.

To anchor this vision, a strategic land parcel admeasuring 1.15 acres is being procured from the Madhya Pradesh Industrial Development Corporation (MPIDC) (formerly MPSIDC) in Bhopal. Given the compact nature of the land parcel and the high premium on global corporate standards, the infrastructure must be highly optimized, vertical, and ultra-modern.

The institutional framework mandates:

a) **AICTE Approval:**
Compliance with All India Council for Technical Education regulations for Post Graduate Degrees/Diplomas (e.g., PGDM/MBA in L&D or Human Resources).

b) **International Linkages:** Strategic tie-ups, dual-degree configurations, joint certifications, or faculty/student exchange programs with the Top HR Institutions of the World (e.g., SHRM, CIPD, top-ranked global business schools with elite HR/L&D programs).

To ensure high corporate utility and financial viability, the Promoter seeks to engage an experienced, highly qualified Educational Consultancy Firm to formulate a comprehensive, bankable Feasibility Report and Detailed Project Report (DPR).

1. OBJECTIVES OF THE ASSIGNMENT

The core objectives of the consulting assignment are:

a) Market Validation: Map the precise industry demand for a specialized Post Graduate offering in Learning & Development (L&D).

b) Regulatory Compliance Framework: Ensure strict compliance with AICTE Approval Process Handbook (APH) requirements and MPIDC land utilization policies.

c) Global Alliance Engineering: Identify, profile, and design an actionable blueprint for establishing international academic linkages with world-class HR bodies and global universities.

d) Infrastructure Optimization: Architect a spatial program that maximizes the 1.15-acre footprint vertically, utilizing permissible Floor Area Ratio (FAR) under MP Bhumi Vikas Niyams.

e) Financial Engineering: Produce an exhaustive, 10-year bankable financial model detailing capital expenditure (CapEx), operating expenses (OpEx), revenue optimization streams, and investment metrics (IRR, NPV, Payback Period).

3. DETAILED SCOPE OF WORK

Techno-Market Feasibility & Demand Assessment

- Industry & Corporate Survey: Analyze systemic skill gaps within mid-to-senior corporate management regarding organizational development, instructional design, talent analytics, and corporate training frameworks.
- Competitive Analysis: Map existing tier-1 and tier-2 management institutions offering HR/L&D specializations within India, benchmarking their fee structures, curriculum, and placement metrics.
- Intake Optimization: Recommend ideal batch sizes for the flagship AICTE program and high-margin corporate training/executive cohorts.

International Linkages & Collaboration Blueprint

- Global Partner Profiling: Research, evaluate, and shortlist top global HR professional bodies (e.g., SHRM, CIPD, ATD) and elite international universities renowned for L&D / Human Capital programs.
- Partnership Framework Design: Formulate distinct models for collaboration, including credit-transfer programs, joint certification bootcamps, and global executive masterclasses.
- Execution Roadmap: Detail a clear, step-by-step engagement matrix for the Promoter to pitch, negotiate, and close formal Memorandums of Understanding (MoUs) with international institutions.

Infrastructure & Regulatory Compliance Engineering

- **AICTE Handholding Architecture**: Define structural and spatial norms required for institutional approval (e.g., required carpet area for smart classrooms, computerized L&D simulation labs, administration bays, and library assets).
- **Land Optimization Layout**: Assess the 1.15-acre MPIDC land plot to determine maximum permissible vertical build-up, setbacks, parking constraints, and green norms under local Bhopal building bylaws.
- **Phased Phygital Setup**: Detail the technical stack required for a modern "phygital" campus, including hybrid lecture capture systems, AI-driven learning management systems (LMS), and immersive simulation hubs.

Financial Modeling & Bankable DPR Compilation

- 10-Year Pro-Forma Financials: Create a comprehensive, dynamic MS Excel financial model projecting annual cash flows.

- Revenue Strategy Mapping: Detail multiple revenue streams: regular PG degree/diploma tuition, premium corporate training mandates, e-learning content monetizations, and global immersion fees.
- CapEx & OpEx Breakdown: Itemize costs for civil construction, smart digital infrastructure, global partner licensing fees, high-caliber academic faculty payrolls, and operational overheads.

- Risk & Sensitivity Metrics: Provide detailed stress-testing under varied scenarios (e.g., 70% vs. 90% student enrollment; variations in corporate training client acquisition).

4. DELIVERABLES AND MILESTONES

The assignment must be completed within a strict timeline of 8 Weeks from the date of contract signing.

Milestone	Deliverable	Timeline	Payment Percentage
M1	Inception Report, Project Workplan, and Preliminary Site Assessment	End of Week 1	10%
M2	Market Demand Analysis & Global HR Linkage Strategy Framework	End of Week 3	30%
M3	Draft Feasibility Report (including AICTE compliance blueprint & layout plans)	End of Week 5	30%
M4**	Final Detailed Project Report (DPR) & Interactive 10-Year Financial Model	End of Week 8	30%

5. CONSULTANT ELIGIBILITY CRITERIA

- Firms bidding for this consultancy mandate must meet the following minimum eligibility thresholds:
- Corporate Profile: Must be a registered consulting firm, company, or LL.P. operating continuously in the educational advisory domain for at least 7 years.
- Track Record: Successfully prepared at least 5 comprehensive DPRs/Feasibility Reports for AICTE-approved or UGC-recognized premium management/higher education campuses in India.
- Global Domain Expertise: Documented experience in structuring international academic collaborations, twinning arrangements, or corporate alliance strategies for institutions of repute.

Key Expert Profiles:

The deployed consulting team must explicitly feature:

- 1 x Principal Consultant / Team Leader: MBA/PhD with 15+ years of experience in higher education institutional structuring.
- 1 x Financial Architect: Chartered Accountant (CA) or CFA with deep experience building bankable institutional models.
- 1 x Regulatory & Academic Expert: Expert well-versed in the AICTE Approval Process Handbook guidelines and institutional accrediting norms.

6. DATA AND SUPPORT PROVIDED BY THE PROMOTER

The Promoter will provide the consultant with all available land allotment documents received from MPIDC, site boundaries, topographical maps (if available), and the overarching vision statement of the leadership group. All logistical arrangements for stakeholder meetings or global pitch calls initiated by the consultant will be supported strategically by the Promoter's internal project team.

7. CONTACT DETAILS

The EOI details need to be sent to executivedirector@istd.in by November 30, 2026.