



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान

National Institute of Fashion Technology

निफ्ट कैम्पस, छेब, कांगड़ा, हिमाचल प्रदेश- १७६००१

NIFT Campus, Chheb, Kangra, Himachal Pradesh – 176001

Phone No. 01892-260872-5, Fax No. 01892-263872

NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR EM PANELMENT OF SOCIAL MEDIA INFLUENCERS/AGENCIES FOR NIFT ADMISSIONS 2026 PROMOTION

S. No	Expression of Interest	Date Publishing	Last Date for Submission
1	Hiring of Professional Social Media Influencers/Agencies	25.04.2025	10.05.2025



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INTRODUCTION:

National Institute of Fashion Technology (NIFT) was set up by the Ministry of Textiles, Government of India in 1986 which has been accorded statutory status under the Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in field of Fashion Technology. NIFT provides fashion business education across the country through its network of 19 centres. It provides four years under graduate (UG) program in design and technology, two years post graduate (PG) program in design, fashion management & fashion technology and short duration education program to address the specialized needs of professional and students in the field of fashion. NIFT has its head office at New Delhi with its campuses located at Bengaluru, Bhopal, Bhubaneswar, Chennai, Gandhinagar, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, New Delhi, Patna, Panchkula, Raibareli, Shillong, Srinagar, Daman and Varanasi.

As part of its outreach and promotional strategy for Admissions 2026, NIFT Kangra invites Expressions of Interest (EOI) from professional social media influencers and agencies with a strong digital presence and proven engagement capabilities on platforms like **YouTube, Instagram, Facebook**, and others.

Scope of Work

The selected influencers/agencies will be responsible for:

Creating engaging content (videos, reels, posts, stories, etc.) to promote NIFT Admissions 2026

Increasing awareness of NIFT's courses, campus, and career prospects among prospective students

Ensuring content is aligned with NIFT's brand values and communication guidelines

Providing analytics reports on reach, engagement, and audience demographics

ELIGIBILITY CRITERIA:

Active social media presence with a minimum follower (60000 You Tube and 25K Instagram)/ subscriber base (platform-specific thresholds may apply)

Experience in educational or youth-centric campaigns will be preferred

Proven track record in creating impactful digital content

Registered agency/freelancer status with valid PAN/GST (as applicable)

SUBMISSION GUIDELINES:

Interested influencers/agencies are requested to submit their EOI including:

Profile/portfolio showcasing previous campaigns and collaborations

List of platforms with follower/subscriber count - Engagement metrics and audience reach

Proposed strategy for NIFT promotion - Commercials (indicative rates)

Contact detail

All EOIs should be submitted via email or in a sealed envelope (offline mode) to the address provided below by 05:00 PM on 10.05.2025

CONTACT DETAILS FOR SUBMISSION

The EOI must reach on or before the last date for submission of EOI to the Joint Director, NIFT Campus, Chheeb, Kangra, Himachal Pradesh – 176001 in hard copy.

or send e mail to Nodal Officer Admission (admission.kangra@nift.ac.in)

I Accept the terms & Conditions
Seal and Signature of the Expression of Interest

Financial Bid for Social Media Influencers/Agencies

(The financial bid needs to be in separate envelope)

<u>S.No</u>	<u>Particulars</u>	<u>Amount in Rs</u>
<u>01</u>		
<u>02</u>		

Date:

Place:

(Signature of the Applicant)

Name

Designation

Company Seal

I Accept the terms & Conditions
Seal and Signature of the Expression of Interest

