



**SRI LANKA EXPORT DEVELOPMENT BOARD**

ශ්‍රී ලංකා අපනයන සංවර්ධන මණ්ඩලය

இலங்கை ஏற்றுமதி அபிவிருத்திச் சபை

Ministry of Industrial Export and Investment Promotion



## **REQUEST FOR PROPOSAL (RFP)**

### **SELECTION OF AN AGENCY TO UNDERTAKE A SURVEY ON SRI LANKAN NON-STATE HIGHER EDUCATION SECTOR TO INCREASE THE NUMBER OF FOREIGN STUDENTS ARRIVING IN SRI LANKA FOR HIGHER EDUCATION**

Sri Lanka Export Development Board (EDB) is seeking to contract qualified, experienced and eligible agencies to undertake a survey on Sri Lanka Non-State Higher Education Sector with a view to attract foreign students to the Sri Lankan Universities, Education Institutes.

#### **Scope of work**

The selected agency should be capable of undertaking/producing the following activities and deliverables;

1. Number, registration details and accreditation of non-state higher education institutions (registered name and address, year of establishment, etc.), Accreditation and ranking of the foreign universities if any affiliation has been taken place.
2. Study programmes offered by each institution [title, local/ foreign, awarding body, applicable Sri Lanka Qualification Framework (SLQF) level, fee structure, facilities available and capacity].
3. Number of students enrolled in each programme of study (statistics for the past 3 years and projections for the next three years) with breakdown – foreign and local
4. Number of graduates from each programme of study (statistics for the past 3 years and projections for the next three years) with breakdown – foreign and local
5. Demographic analysis of the student population – local and foreign
6. Total foreign exchange earnings from training of foreign students by the Sri Lankan Non-State Higher Education Sector (estimates for the past 3 years and projections for the next three years).
7. Overall economic contribution of the Non-State Higher Education Sector in Sri Lanka.
8. Detailed analysis on the education sector of Sri Lanka and how it has evolved to the present context.
9. Comprehensive study on the key attractions of Sri Lanka education sector, achievements and methods to increase demand creation.
10. Other market survey and marketing strategy to promote SL as a study hub.
11. A pitch book to be created compiling the survey findings.

#### **Requirements**

- (1) A company registered in Sri Lanka
- (2) Proven track record in undertaking surveys for the reputed organizations/countries during (at least) last 5 years (minimum).
- (3) Should be able to present case studies conducted on other relevant areas of operational expertise.
- (4) Staff capacity, qualifications and competency.

#### **RFP submission should include the following:**

- (1) Business Registration
- (2) Proof of ability providing details of similar assignments undertaken and delivered at national or sectoral level with sufficient details in relevant field.
- (3) Profiles of proposed team members with required qualifications and experience.
- (4) Technical approach and Methodology along with timelines

#### **Application Procedure**

Service providers are invited to submit REQUEST FOR PROPOSAL (RFP) addressed to the Chairman & Chief Executive, EDB indicating **“RFP- SELECTION OF AN AGENCY TO UNDERTAKE A SURVEY ON SRI LANKAN NON-STATE HIGHER EDUCATION SECTOR”** on the top left hand corner of the envelope should be sent on or before **27<sup>th</sup> January 2020 at 2.30 p.m.** by registered post or placed in the Tender Box kept in the Procurement Unit (Level 6 of the EDB Office at the below address). The applicants are requested to submit detailed technical proposal and the financial commitment separately.

The term of reference (TOR) downloadable from [www.srilankabusiness.com](http://www.srilankabusiness.com) under the “Announcement” For any queries please contact Ms. Ravindi Ranaraja or Ms. Dhanushka Ruwanpathirana Export Services Division on Tel: 2300705 (ext 233 / 281). The agency will be selected in accordance with the Government Procurement guidelines.

**CHAIRMAN & CHIEF EXECUTIVE**  
**SRI LANKA EXPORT DEVELOPMENT BOARD**  
**NDB - EDB Tower, No. 42, Nawam Mawatha, Colombo 2.**  
**Tel: 0112300700 Fax: 0112300715**  
**Web: [www.srilankabusiness.com](http://www.srilankabusiness.com)**