



Tender Cost: Rs. 1000/-

NATIONAL SCHOOL OF DRAMA

(An Autonomous Institution of the Ministry of Culture, Govt. of India)
Bahawalpur House, 1, Bhagwandas Road, New Delhi-110001

SHORT TERM TENDER NOTICE

Subject: - TENDER FOR ENGAGEMENT OF P. R. AGENCY.

1. Sealed Tenders are invited from eligible and reputed P. R. agencies for organizing forthcoming event 25th edition of Bharat Rang Mahotsav 2026, the Worlds largest International Theatre Festival to be held between 27 January to 20 February 2026 at NSD Delhi and in various cities across the country (list attached as below). NSD will showcase more than 250 plays including production from abroad.
2. The bids are invited in two bid system, i.e., **Technical Bid and Financial Bid**. The Technical Bid consists of all technical details along with commercial terms and conditions as per the proforma at **Annexure-I**. The financial bid for the items mentioned in proforma at **Annexure-II**. Technical bid shall be super scribed “**Technical bid for Engagement of P. R. Agency**” & Financial bids shall be super scribed “**Financial bid for Engagement of P. R. Agency - Annexure-II**”.
3. The Technical Bid and Financial Bids should be submitted by the bidder in sealed cover duly super scribed and both these sealed covers are to be put in a bigger cover which should also be sealed and duly super scribed “**Tender for engagement of P. R. Agency**”. The Tender Cost of Rs.1000/-(One thousand only) will be paid through online mode only (QR code) is attached. The Technical Bid and financial bids should be addressed to **The Director, National School of Drama, Bahawalpur House, 1, Bhagwandas Road, New Delhi-110001** to be dropped into the tender box kept at the Reception of NSD on or before **20.1.2026 till 15:00 hours** along with the Online paid transaction details of the Tender Cost for Rs. 1000/- (Rupees One thousand only). The Earnest Money Deposit (EMD) of Rs. 50,000/- (Rupees Fifty Thousand only) shall be submitted along with the Technical Bid document in the form of a crossed Demand Draft/Pay Order drawn in favour of **the Director, National School of Drama, New Delhi**. The tenders received without Tender Cost & EMD, incomplete tenders or tenders without the supporting documents or not agreeing to terms & conditions shall be summarily rejected. A Tender Evaluation Committee constituted for the purpose will open the Technical Bid of the tenderers on **20.01.2026 at 15:30 hours** in the presence of authorized representative of the bidder who wish to be present at the time of opening of bidding.

A. ELIGIBILITY CRITERIA FOR TECHNICAL BID.

- i) The agency should have minimum 5 years experience of providing similar services. Preference will be given to the agency having prior experience in Theatre and Arts, film industry Public Relations, Image Building of cultural organization (National/International) /cultural bodies / organization. Supporting document should be enclosed.
- ii) NSD may waive off the condition for any agency having proven and exceptional achievements in the area of PR Management.
- iii) The agency should have an annual turnover of Rs.50,00,000/-(Rupees Fifty five Lakhs only) in each year of last two Financial Years i.e. 2023-24 & 2024-25 from only similar Services rendered in India. A certificate from C.A. showing turnover of preceding 2 years should be enclosed.
- iv) The agency should have valid GST Number and PAN. Supporting document should be enclosed.
- v) The firm should not have been blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies. An Undertaking on Rs. 10/- non-judicial stamp paper duly signed stamped & notarized to be attached.
- vi) All the tender papers should be stamped & signed as a token of acceptance of all terms & conditions of the tender documents. Conditional tender will not be accepted at any cost or in any circumstances. Also the photocopies of the original documents submitted along with the tender to fulfill the eligibility condition should be self-certified with properly stamped by the duly authorized person of the company/agency for this purpose. The company /agency will have to produce the originals of the documents for the purposed of verification if required.

B. EVALUATION CRITERIA AND METHOD OF EVALUATION

Screening of the applications shall be carried out as per eligibility conditions mentioned in the eligibility criteria and based on verification of testimonials submitted. The applications which qualify shall be further evaluated on the basis the following parameters which is defined as under.

S. No	Evaluation Criteria
1.	Technical bid including the overall strategy to undertake the mentioned scope of work
2.	Financial bids as per Annexure-II
3.	Power presentation by each company will be arranged if desired by the committee

C. BASIS OF FINAL SELECTION

- i) Though the criteria is always been adopt to consider the lowest bidder in most of the case but if financial bid is at lower side and profile is not up to the mark, the job order may be placed to the best of bidder i.e. Technical bid, Financial bid, Company profile & Power point presentation.
- ii) The decision of the Tender Evaluation Committee arrived at as above shall be final and representation of any kind shall not be entertained on the above. The NSD reserves the right to select the agency on the basis of best possible offer received. Any attempt by any agency to bring pressure of any kind may disqualify the agency for the present offer and the agency may be liable to be debarred from bidding for NSD tenders / offers in future for a period of two years. However, the right of consideration and rejection of profile(s) / financial bid(s) will be with the sole discretion of Director (NSD).

D. SCOPE OF WORK: P.R., SOCIAL MEDIA, DIGITAL & PRINT MEDIA

1. Campaign Strategy & Planning

1.1. Conceptualizing, designing, and executing a comprehensive PR and media campaign strategy for the festival, keeping in view both National and Regional outreach.

1.2. Ensuring adequate visibility for all aspects of the festival, including interviews and features of Directors, Artists, Playwrights, Producers, Theatre Groups, and National School of Drama (NSD).

2. Media Collateral & Messaging

2.1. Development of media collateral such as NSD backgrounders, spokesperson profiles, fact sheets, key information documents, etc.

2.2. Developing key messages aligned with NSD's objectives and the overall theme of the festival.

3. Press Releases & Media Content

3.1. Drafting, translating, and issuing press releases/press notes in Hindi, English, and other regional languages for the pre-event, during-event, and post-event phases.

3.2. Creation of captions and dissemination of mass media releases across print, digital, and electronic media platforms.

3.3. Releasing press notes for the announcement and commencement of BRM 2026.

4. Media Interactions & Interviews

4.1. Organizing and coordinating pre-event interviews and profiling of NSD, its spokespersons, and participating theatre groups.

4.2. Coordinating and organizing on-ground interviews of NSD spokespersons, theatre groups, and artists during the festival.

4.3. Organizing special press interactions with the Chairperson (NSD), Director (NSD), other officials, and delegates, as required.

4.4. Coordinating meeting, interview activities, and daily story development with NSD officials on a day-to-day basis or as and when required.

5. Press Conferences

5.1. Organizing press conferences as directed by the Competent Authority of NSD, prior to the commencement of each event.

5.2. Press conferences shall be held at the NSD campus or other designated venues, any day during January 2026, as informed by NSD/PRO (i/c).

5.3. Ensuring the presence of a sufficient number of journalists from print and electronic media at each press conference.

6. Ceremonial Events Publicity

6.1. Planning and executing a widespread publicity campaign for the Inaugural Ceremony and Valedictory/Closing Ceremony, to be held in Delhi or any other city as decided by NSD.

7. Daily Media Coverage & Reporting

7.1. Issuing daily highlights and media updates to print, electronic, and digital media during the festival period at Delhi and other cities in India, including international dissemination wherever relevant.

7.2. Media monitoring and reporting including Saturdays, Sundays, and holidays during pre-event, event, and post-event phases.

7.3. Submission of daily media monitoring reports to the PRO (i/c), NSD before 12:00 noon until completion of the project.

8. Media Relations Management

8.1. Maintaining continuous media relations and coordinating interviews in consultation with PRO(I/C), NSD, from time to time.

8.2. Assuring maximum media mileage, coverage, and visibility of the festival across platforms.

9. Digital & Viral Campaigns

9.1. Developing strategy and creative ideas for viral digital content.

9.2. Planning and executing contests, ticket/entry pass give aways, and engagement activities to create buzz and audience participation.

9.3. Leveraging creative assets provided by NSD (posters, AVs, jingles, etc.) across traditional and digital media platforms.

10. Documentation & Dossier Submission

10.1. Submission of a comprehensive final dossier, including:

- Detailed newspaper clippings
- Soft copies of electronic media coverage
- List of journalists and media personnel approached during the festival

10.2 Detailed SM statistics and analysis report

- All the Soft copies of SM coverage
- List of journalists, media personnel, bloggers and social media influencers approached during the festival

11. Manpower & On-ground Support

11.1. Providing experienced and skilled staff throughout the festival period.

11.2. Deputing staff to function from the Media Room established by NSD:

- From 9:30 AM to 6:00 PM on normal days (after receipt of the work order and till 26th January 2026 and post festival period from 21st February to 28th February 2026)
- From early morning till late evening or until the last performance during the festival (i.e. from 27 January 2026 and till the completion of the assigned work)

11.3. All deputed staff shall report to PRO (i/c), NSD until completion of the project.

11.4. Staff (men and women) must be soft-spoken, professional, and adhere to a mandatory dress code.

- Senior Graphic Designer
(Managerial Role+ Templatisation+ Urgent unplanned posts+ Report Layouting)

- Junior Graphic Designers
- (Reporting Role+ city specific + one kind of Delhi posts + reel thumbnails)

- Video Editors
- (Documentation Reels)

- Content Creators
(Story tags, Cover all venues, Audience Interaction, Short Reels of Ambience, Collaborative posts)

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- Content Writers
(Captions, Proof reading, Content Checking & Research)
 - Seniors
 - Juniors

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- Social Media Managers (Content Posting across Platforms of NSD)

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- Director of Social Media All over supervision end to end.

12. Infrastructure & Equipment

12.1. NSD shall provide the Media Room space, while the agency shall arrange all necessary equipment, machinery, and setup required for its operations.

13. Approvals & Compliance

13.1. All press releases, press notes, digital creatives, boosted digital content, and publishing materials created by the agency must be routed through PRO, NSD and approved by the Competent Authority of NSD prior to release.

14. Handbills & Outdoor Promotion

14.1. Distribution of handbills to the general public through newspaper hawkers during the festival period.

14.2. Handbills shall be provided by NSD.

15. Radio Campaign

15.1. Coordinating with FM radio channels for:

- Placement of radio jingles
- Festival spots
- Contests
- Interviews
- RJ mentions

15.2. All radio activities shall be planned at Government DAVP rates, as per the current plan, in coordination with the concerned department at NSD.

On-Ground Social Media Coverage

PR Agency shall deploy six (6) on-ground social media teams, each consisting of two (2) personnel, at identified priority locations where physical presence is required.

On-ground responsibilities shall include:

- * Mobile-based photography and videography of programme activities
- * Capture of key moments, public interactions, and event highlights
- * Creation of short-form vertical videos/reels suitable for social media platforms
- * Real-time stories and timely updates during event days
- * Basic on-site editing to enable prompt content dissemination
- * Coordination with local officials and event teams for coverage access
- * All the postings have to be published within the stipulated time till next day not less than after completion of the event.
- * All the plays (includes Jashnepachpan, Balsangam, Adirang etc.), allied events, Master classes, Adivitya, Theatre bazaar, Ambience performances, Food hub and all other segments of the festival should be covered without fail.

- Deployment durations and billed days for each team shall be as per the approved travel and deployment plan reflected in the budget.

16.2. Centralized Editing & Publishing for Non-Travel Locations if any

For locations where physical deployment is not required, PR Agency shall provide centralized post-production and publishing support.

Scope includes:

- * Receipt and organization of photo and video content shared by local coordinator appointed by NSD for the said festival.
 - * Review, selection, and curation of usable content
 - * Editing of short-form videos/reels and event recap content
 - * Caption writing, hash tag optimization, and content formatting
 - * Scheduling and publishing of posts on approved official social media handles
- This scope applies to all remaining locations listed in the approved event schedule that are not covered through on-ground deployment.

16.3. Content Output (Indicative Maximum Deliverables)

PR Agency shall ensure the following indicative minimum outputs over the project duration:

On-Ground Locations

- * Short-form videos/reels: Approximately 2 reels per event day per location
- * Stories/live updates: Multiple stories per event day
- * Static posts/carousels: As required, based on event significance

Non-Travel Locations

- * Short-form videos/reels: Minimum 1–2 reels per location
- * Recap/highlight content: At least 1 edited recap per location
- * Static posts: Minimum 1 post per location

Final outputs may vary depending on event duration, scale, and content availability.

16.4. Central Social Media Operations & Post-Production

PR Agency shall maintain a central social media operations and post-production unit responsible for:

- * Overall coordination and daily content planning
- * Video editing, basic motion graphics, and formatting
- * Quality control to ensure accuracy and adherence to branding guidelines
- * Coordination with the NSD Director/or his nominated official of NSD for approvals
- * Scheduling and publishing of content
- * Content archiving and record maintenance

This central team shall support both on-ground and remote locations throughout the project duration.

16.5. Logistics & Operational Support

PR Agency shall be responsible for:

- * Travel, accommodation, and local transportation for on-ground teams
- * Data connectivity and internet access required for content transmission
- * Secure storage, backup, and transfer of digital content
- * Operational contingency support to manage overlaps, rescheduling, or unforeseen requirements

16.6. Exclusions

The following items are excluded from this scope unless approved separately in writing:

- * Paid media advertisements or boosted posts
- * Influencer or celebrity engagement
- * High-end cinematic or broadcast production using professional camera crews

16.7. Approvals & Compliance

- All press releases, press notes, digital creatives, boosted digital content, and publishing materials created by the agency must be routed through PRO (i/c), NSD and approved by the Competent Authority of NSD prior to release.

17. Financial Terms

17.1. No advance payment shall be made prior to commencement of the festival.

17.2. Payment shall be released upon submission of bills along with the final dossier, as per NSD norms.

17.4. The financial bid shall be a lump-sum package, inclusive of all pocket expenses, conveyance, logistics, manpower costs, etc., plus applicable taxes.

NORTH ZONE

1. Delhi-27 Jan to 20st Feb
2. Haryana – Rohtak - 9th to 12th Feb

3. Himachal Pradesh – Mandi - 9th & 10th Feb
4. Punjab – Jalandhar - 16th to 19th Feb
5. Chandigarh- 9th to 13th Feb
6. Jammu & Kashmir – Srinagar 9th Feb
7. Ladakh - 16th to 19th Feb
8. Uttarakhand – Dehradun - 11th to 14th Feb
9. Uttar Pradesh – Prayagraj - 11th to 14th Feb
10. Uttar Pradesh – Varanasi - 11th Feb
11. Uttar Pradesh – Bareilly 16th to 19th Feb

SOUTH ZONE

1. Karnataka – Bengaluru - 29th Jan to 2nd Feb
2. Kerala – Thrissur -14th to 17th Feb
3. Tamil Nadu – Auroville - 6th to 8th Feb
4. Andhra Pradesh – Guntur - 6th to 10th Feb
5. Telangana – Hyderabad -7th to 10th Feb
6. Puducherry - 9th to 11th Feb

EAST ZONE

1. West Bengal – Kolkata - 2nd to 6th Feb
2. Bihar – Patna - 2nd to 6th Feb
3. Jharkhand – Ranchi - 2nd to 6th Feb
4. Odisha – Paradip - 2nd to 6th Feb

WEST ZONE

1. Rajasthan – Jodhpur - 15th to 17th h Feb
2. Gujarat – Surat - 4th to 8th Feb
3. Gujarat – Ahmedabad - 14th & 15th Feb
4. Maharashtra – Mumbai - 9th to 13th Feb
5. Maharashtra – Pune - 5th to 7th Feb
6. Goa – Sankhali - 2nd to 6th Feb
7. Madhya Pradesh – Ujjain - 16th to 20th Feb
8. Chhattisgarh – Raipur - 3rd to 6th Feb

NORTH-EAST ZONE

1. Assam – Nagaon -30th Jan to 3rd Feb
2. Manipur – Imphal - 30th Jan to 1st Feb
3. Nagaland – Dimapur - 31st Jan & 1st Feb
4. Arunachal Pradesh – Itanagar - 30st Jan and 3rd Feb
5. Tripura – Agartala - 8th to 12th Feb
6. Meghalaya – Shillong -9th Feb
7. Sikkim – Gangtok- 1st to 4th Feb
8. Mizoram – Aizawl - 4th Feb

ISLAND / UNION TERRITORY ZONE

1. Andaman & Nicobar Islands – Andaman - 13th to 15th Feb

2. Lakshadweep – 11th & 12th Feb
3. Daman & Diu- 9th & 10th Feb

*Note: The date and venue is tentative and subject to change.

E. EARNEST MONEY DEPOSIT

1. Earnest Money Deposit (EMD) amount of Rs. 50,000/- (Rupees Fifty Thousand only) shall be submitted **along with the technical bid** in the form of a crossed Demand Draft/Pay Order drawn in favour of **the Director, National School of Drama, New Delhi**.
2. No interest shall be paid by NSD on the EMD for the above said period.
3. The EMD deposited is liable to be forfeited, if the tenderer withdraws or amends impairs or derogates from the tender in any respect, within the period of validity of this offer.
4. EMD of all un-successful tenderers shall be returned within a reasonable time period after a decision is taken on the tender enquiry.
5. EMD of successful bidders shall be retained as performance security. It will be returned after February, 2026.

F. PAYMENT TERMS

The Payment shall be made within 30 days of the submission of bill after statutory deductions ~~le~~ Tax Deduct at Source as applicable.

G. TERMINATION OF CONTRACT

1. In Case of any default by the Contractor and in any of the terms & conditions (whether General or Special), NSD may without prejudice to any other right/remedy which shall have accrued or shall accrue thereafter, terminate the contract, in whole or in part, by giving one week time notice in writing to the Contractor.
2. All instructions, notices and communications etc. under the contract given in writing and if sent to the last known place of business, shall be deemed to be served on the date, even in ordinary course of post, these would have been delivered to the contractor.

H. DISPUTE RESOLUTION

1. If any dispute or difference of any kind whatsoever shall arise between the Parties in connection with or arising out of this Contract or out of the breach, termination or invalidity of the Contract hereof, the parties shall resolve them by resort to the following in the order so mentioned.
2. Parties shall attempt for a period of 30 days after receipt of notice by the other Party of

the existence of a dispute to settle such dispute in the first instance by mutual discussions between the Parties.

3. If the dispute cannot be settled by mutual discussions within 30 days as provided herein, the dispute shall be referred to the sole arbitration of an arbitrator appointed by the Director, NSD.
4. Simultaneously serve a notice on in the similar mode on the Director, NSD requesting him to appoint an arbitrator.
5. The arbitration proceedings shall be held in accordance with the provisions or Arbitration and Conciliation Act 1996, or any statutory modification or re-enactment thereof.
6. The arbitration proceedings shall be conducted in the English language. The venue of Arbitration shall be New Delhi.
7. Each party shall bear the costs of the sole arbitrator equally. The Sole Arbitrator shall also decide as to which party shall bear the cost of the proceedings.
8. The Arbitrator shall from time to time with the consent of the Parties extend the time to make and publish the award.

I. PENALTY

In case, if at the last moment the firm denies to provide their services the NSD shall at its discretion will get the work done from other party at the prevailing rates in the market. The cost of such work/services shall be recovered from the concerned firm. Further any lack in performance and quality of service may result in financial penalty in the form of reduction in final payment by 30% to 40%.



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TECHNICAL BID

ANNEXURE – I

Technical Bid to be kept duly signed in Envelope-1

Bidder is required to forward the following documents. All the columns are essentially to be filled.

DETAILS TO BE FILLED WITH PAGE NO.

1. Name & Address of the Registered Firm/Agency :
(with Tel no., Fax & Email)
2. Contact Person(s) (with mobile no.) :
3. PAN No. :
4. Goods & Service Tax (GST) Registration No. :
5. Details of EMD / Tender Cost :
6. The agency should have minimum 5 years experience of providing similar services. Preference will be given to the agency having prior experience in Theatre and Arts Public Relations, Image Building of cultural organization (National/International), cultural bodies / organization. Supporting document should be enclosed.
8. The agency should have an annual turnover of Rupees 50 Lakhs in each year of last two Financial Years i.e. 2023-24 & 2024-25 from only similar Services rendered in India. Supporting document should be enclosed.
9. The firm should not have been blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies. Undertaking certificate on Rs. 10/- non-judicial stamp paper duly signed, stamped & notarized to be attached.
10. All the tender papers should be stamped & signed as a token of acceptance of all terms & conditions of the tender documents. Conditional tender will not be accepted at any cost or in any circumstances. Also the photocopies of the original documents submitted along with the tender to fulfill the eligibility condition should be self-certified with properly stamped by the duly authorized person of the company/agency for this purpose. The company /agency will have to produce the originals of the documents for the purposed of verification if required.

Signature of the Bidder with date



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ANNEXURE – II

(To be kept duly signed in Envelope 2 – Financial Bid)

FINANCIAL BID AS PER SCOPE OF WORK

1. Name & address with telephone no. :
of the Registered Firm/Agency

S. No.	Address of the Registered Office	Base rate	GST	Total
1				
	Total amount in words:-			

* The rate quoted by the Company should be including the cost of Travel, Accommodation of their Employees for all Cities above mentioned in the Scope of work.

I agree and accept all the terms & conditions of the tender.

Date: _____

Signature of the Bidder with date

Place: _____

(Name of the Firm/Agency and stamp)