

	The Energy and Resources Institute	ISSUE NO.	01	DATED	09-04-2026
	Tender	REVISION NO.	00	DATED	00-00-0000
		DOC. NO.	F/Mat/08		



**Invite Expression of Interest (EOI) for the empanelment of PR agencies /
Individual Consultants / Agency / Institute
for
GREEN Olympiad 2026**

Tender No: TERI/MAT/2026-27/001

Tender Date: 09.04.2026

Last date for submission of EOI: 30.04.2026

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Project Overview:

The Energy and Resources Institute (TERI) organizes the GREEN Olympiad, an annual environmental examination for school students (Std. 4 – 12) that aims to enhance awareness, knowledge, and action on environmental sustainability. The Olympiad reaches students across India and abroad and encourages them to understand critical issues such as biodiversity, climate change, sustainable lifestyles, natural resource conservation intertwining it with Mission LiFE.

To expand its outreach and significantly increase the registration from schools and students across India, TERI intends to engage a dynamic PR agencies / Individual Consultants / Agency / Institute to help augment outreach, strengthen communications, visibility, and registrations for the upcoming edition of the GREEN Olympiad.

Objectives of the Assignment:

- The probable institute will support TERI in achieving the following objectives:
- Increase registrations of schools and students for the GREEN Olympiad.
- Strengthen the national visibility and credibility of the Olympiad.
- Expand outreach to new schools, education networks, and states with lower participation.
- Build engagement with school leaders, teachers, parents, and students.
- Position the GREEN Olympiad as a premier environmental knowledge platform for school ecosystem in India.

Scope Of Work:

The selected institute will undertake the following activities:

➤ Strategic Communication Plan

- Develop a comprehensive PR and outreach strategy to increase registrations.
- Identify target audiences including schools, teachers, parents, education boards, and youth networks.
- Recommend communication channels including traditional media, digital platforms, education networks, and partnerships.

➤ Media Outreach and Visibility

- Develop and disseminate press releases, media notes, and feature stories highlighting the GREEN Olympiad.
- Secure media coverage in national, regional, and education-focused publications.
- Facilitate interviews, opinion articles, and thought leadership pieces by TERI representatives.

➤ School and Education Network Outreach

- Support engagement with school associations, education boards, and school chains.
- Identify and connect with high-potential schools across different states.
- Facilitate partnerships with education networks.

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➤ **Digital Outreach and Campaigns**

- Utilize social media platforms, education portals, and email campaigns to reach schools and students.
- Develop promotional content such as posters, short videos, and digital creatives.
- Identify education influencers, youth leaders, and sustainability advocates to promote the Olympiad online.
- Support engagement campaigns that motivate students to participate.

➤ **Event based promotion**

- Promote key milestones and announcements related to the Olympiad, including launch, registration deadlines, results, felicitation ceremony.
- Support publicity for awards and recognition events.

➤ **Monitoring and Reporting**

- Track media coverage, outreach activities, and engagement metrics.
- Provide monthly progress reports and analytics on campaign performance.
- Recommend course corrections to maximize registrations.

❖ **Deliverables**

The firm will provide the following deliverables:

- New database of target schools and outreach contacts
- Communication and outreach strategy document
- Digital campaign creatives and messaging support
- Monthly progress and analytics reports
- Final report highlighting impact on registrations and media visibility

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❖ KPI Matrix for– GREEN Olympiad Outreach Campaign

KPI Area	Indicator	Baseline (Previous Year)	Target	Measurement Method	Reporting Frequency
Registration Growth	Total student registrations	Baseline to be shared by TERI	100% increase in registrations	Registration database and analytics	Monthly
	Total participating schools	Baseline to be shared by TERI	2,000 additional schools	Olympiad registration system records	Monthly
School Outreach	School database development	Existing TERI database	Expand to 20,000+ verified school contacts	CRM/database submission	Monthly
	Engagement with school networks	Baseline NA	10–15 partnerships with school associations, education boards, or school chains	MoUs, email confirmations, meeting notes	Monthly
Media Visibility	Total media mentions	Previous year media coverage	40–60 media placements	Media monitoring reports	Monthly
Digital Campaign Performance	Total digital impressions	Baseline NA	3–5 million campaign impressions	Social media analytics, ad dashboards, registration page	Monthly
Content Development	Campaign creatives	Baseline NA	15–20 creatives (videos, posters, infographics, social media assets)	Submission of design assets	Monthly
Campaign Monitoring	Final campaign impact report	NA	Comprehensive impact report showing contribution to registrations	Final report submission	End of assignment

❑ **Duration of Assignment:**

The assignment is expected to run for 5-6 months, aligned with the GREEN Olympiad registration cycle (April – July 2026)

❑ **Eligibility Criteria for the PR agencies / Individual Consultants / Agency/ Institute:**

- Have minimum 3 years of experience in working with school outreach, education outreach, Olympiad, social campaigns.
- Demonstrate proven experience in education, Olympiad related tasks, youth engagement, or social impact campaigns.
- Have strong media networks across national and regional outlets.
- Demonstrate digital communication and social media campaign capabilities.
- Provide examples of previous campaigns with measurable outreach results.

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□ Payment Terms:

Payment will be linked to agreed deliverables and milestones.

□ Proposal Submission:

Interested PR agencies / Individual Consultants / Agency / Institute should submit:


- Company profile and relevant experience
- Proposed outreach strategy
- Financial proposal

For more information, please contact: Ms Taru Mehta, Associate Director and Senior Fellow,
 EEA, TERI | Ph No. 011-24682100 (2529) | Email: tmehta@teri.res.in
 GREEN Olympiad Webpage: www.teriin.org/olympiad

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Expression of Interest (EoI) Form

Note: All fields are mandatory. To be filled completely. Incomplete forms will not be considered for the selection process.					
PART I: GENERAL INFORMATION					
Name of the organization:					
Address of the Organization (Head Office):					
Address of the Organization (Correspondence):					
Telephone.	Fax	Email:	Website URL		
Name of CEO of the Organization:					
Name and designation of contact person:					
Telephone:	Mobile	Email:			
Status of organization (Please Tick)		<input type="checkbox"/> Private Limited Company <input type="checkbox"/> Public Limited Company <input type="checkbox"/> Sole Proprietorship / <input type="checkbox"/> Partnership Registered Society <input type="checkbox"/> Trust Others (specify)			
Date of Establishment:					
Net Worth (Please Tick):		<input type="checkbox"/> Minimum 25 Lakhs <input type="checkbox"/> 25 – 50 Lakhs <input type="checkbox"/> 50 – 250 Lakhs			
Years of Experience:		PAN No:			
GST Number:		MSME No:			
TIN Number:		Any Certification (Yes/No):			
Staff Strength (Please Tick)		<input type="checkbox"/> 1 – 50 <input type="checkbox"/> 51 – 100 <input type="checkbox"/> > 100			

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Technical Strength (Please Tick)		<input type="checkbox"/> Design Capability <input type="checkbox"/> Manufacturing <input type="checkbox"/> Assembling <input type="checkbox"/> Training <input type="checkbox"/> Turnkey installation of solar charging station <input type="checkbox"/> Turnkey installation of solar mobile phone charging station <input type="checkbox"/> After sales service <input type="checkbox"/> Community Engagement <input type="checkbox"/> Capacity Building <input type="checkbox"/> Others (please specify)	
Annual Turnover of the organization (last three financial years)			
2022-23:	2023-24:	2024-25:	
Does your company activity has been certified to any of the National/ International Standards: Y / N (If yes Please specify in detail and send us a copy of the same.)			
Geographical Presence/Coverage (Kindly include States/regions where you have registered offices warehouse units)			
Geographical Presence/Coverage of after sales network and service stations			
PART II: INFORMATION ABOUT PROJECTS UNDERTAKEN IN THE PAST			
Have you undertaken projects in rural / urban / semi urban areas during the last 3 years relevant to the activity proposed in EOI			
If yes, please give details in the prescribed format. (Use additional sheets if required. Kindly attach relevant approval orders for the projects undertaken)	Name of project:		
	Start and end date:		
	Sanctioning Agency:		
	Sanction Reference Number:		
	Total project amount (Rs)		
	Project Location		

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Declaration:

We / I declare that, above information furnished have been reviewed by our team. Any modification/ clarification required can be made.

Signature of the Approving Authority with Company Seal

Documentation / Enclosures:

The following documents should invariably be submitted with the EoI.

- Copy of registration certificate of the applicant organization.
- Address List of after sales network and service stations
- Address List of registered offices /warehouses
- Copy of 3-5 relevant approval orders for projects undertaken in past

Submit EOI to:

Mr. Dickens Kumar
 Sr. Manager – Purchase
 The Energy and Resources Institute (TERI)
 Darbari Seth Block, IHC Complex, Lodhi Road, New Delhi – 110 003
 Tel: +91 11 2468 Ext. 2130
 Email: dickens.kumar@teri.res.in

And,

Ms. Taru Mehta
 Associate Director and Senior Fellow
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 Email: tmehta@teri.res.in