



RANG VIDUSHAK NATIONAL THEATRE FESTIVAL

PARTNERSHIP & COLLABORATION
PROPOSAL
(FEBRUARY 2027)

About Rang Vidushak

Rang Vidushak was born in 1984 from the visionary ideas of founding director Bansi Kaul and his dedicated team of artistes. It was formally established as a theatre organization in Bhopal in 1989. Over the last four decades, the organization has been a sacred space for fostering new theatrical practices and fusing the creative energies of writers, designers, and performing artistes.

We are dedicated to developing a different form of theatre where laughter is the new celebrative language. Here, the "Vidushak"—the fool or jester—rules. His wit flows organically from folk and tribal expression, from ritual and song, from myth and folklore, and from everyday games, jokes, and riddles. The late Padma Shri Bansi Kaul extensively documented the work-processes of acrobats, indigenous martial artists, and traditional storytellers to develop a one-of-a-kind actor-training methodology. This performative character remains entirely unique, and Rang Vidushak stands proudly and firmly on this foundation.

At Rang Vidushak, our philosophy is simple yet profound: the performing arts have the power to transform lives. We strive to create a supportive and inclusive environment where actor-students can explore their creativity, build confidence, and connect meaningfully with the community. Our actor-training processes have always been complemented by the development of new scripts based on a wide range of literary sources—Indian, Turkish, Chinese, Russian, and Singaporean. Furthermore, actors are actively encouraged to write and direct short plays themselves.

Movement, speech, music, stage design, lighting, literature, and poetry have been fundamental to these intensive training workshops. Poets and playwrights have been an integral part of this journey, writing plays and songs for the vidushak while keeping in view the actor's training methodology. For us, theatre is an act that goes far beyond simply staging the scene of a play—it is a continuous exploration of life, roots, and societal reflection.

The Evolution of Our Festival

Rang Vidushak is at present making its entry into a new phase of artistic expansion. Here, young theatre directors, designers, actors, and practitioners collaboratively work to carve new paths in the field of creativity. It has, for several years, successfully been organising theatre festivals and cultural events. Over the past three decades, Rang Vidushak has organised theatre festivals focusing mainly on its own plays. It has, during the past two years in 2025 and 2026, taken the initiative of organising The Rang Vidushak Theatre Festival, with the aim of establishing it as a nationally recognised Theatre Event. This would make it possible to create for itself a distinctive place among India's major cultural festivals.

The Rang Vidushak Theatre Festival 2025 and 2026

Rang Vidushak's Theatre Festivals, till the present, have been renderings of its plays that mirror its unique style of performance. It is time to bring variety to what it already has.

The Rang Vidushak Theatre Festival 2027

The organisation now envisions its theatre festival to be not merely centred around Rang Vidushak's performance style, but instead would like to take its vision further. It hence aims to create a vibrant cultural platform that would bring together Indian performance traditions belonging to different parts of the country. Therefore, conventional rural expressions would merge with contemporary ideas, and present-day creativity. This should turn into an annual national theatre festival.

This evolution represents a profound step forward. Bearing the monumental legacy of our founder, Bansi Kaul, we envision this annual festival acting as a modern *Gurukul* or collaborative learning ground—a dynamic extension of the Bansi Kaul Centre for Theatre Practice, Research, and Education. By merging rural performative roots with modern directorial visions, we aim to forge an active dialogue that honors India's deep heritage while providing space for today's urgent narratives.

About the Festival

Scheduled for February 2027, the National Theatre Festival is designed as a dynamic, large-scale platform bringing together participating theatre groups, established artists, emerging talent, researchers, and students from across the country. The festival is built upon four important focuses and visions:

1. Integration of Folk and Modernity

Our primary vision is to create a seamless blend where indigenous, rural performance traditions are presented alongside contemporary, urban theatrical expressions. The festival bridges the gap between folklore and present-day realities, facilitating a mutual exchange of techniques and narratives.

2. Pan-Indian Artistic Exchange

We aim to break regional silos by inviting diverse theatre collectives from various states. This focus ensures the festival serves as a rich cultural bridge, allowing artists and audiences alike to learn from the diverse socio-cultural fabrics, rituals, and languages of different Indian geographies.

3. Community Inclusivity and Access

We are dedicated to democratizing art. The festival is designed to be highly accessible to a wide demographic—from rural youth and university students to the general public. Our vision is to ensure high-quality theatre is not an exclusive luxury, but a shared community celebration that sparks critical thought.

4. Creating a Sustainable Arts Ecosystem

By hosting critical dialogues on stage design, lighting, production management, and administrative infrastructure, the festival focuses heavily on the holistic, technical, and financial sustainability of independent artists and theatre groups navigating the modern landscape.

Proposed Activities & Audience

Proposed Activities

The festival calendar is densely packed with events meticulously designed to entertain, educate, and provoke thought. The core activities include:

- **Theatre Performances:** Curated staging of diverse plays from different parts of the country, highlighting both conventional rural expressions and bold contemporary ideas.
- **Actor Training Workshops:** Intensive, hands-on sessions focusing on Rang Vidushak's unique work processes—specifically designed for young aspirants and professional theatre practitioners to master physical acting and clown methodology.
- **Stage Design and Lighting Workshops:** Technical skill-building sessions led by industry experts, focusing on the crucial visual, spatial, and technical elements that bring modern theatrical productions to life.
- **Panel Discussions & Theatre Dialogues:** Engaging intellectual discourse focused on interpreting, analyzing, and documenting Rang Vidushak's training methodology as it has evolved over the years, alongside broader conversations on performance philosophy.
- **Community Engagement Programs:** Culturally designed, interactive sessions, folk music gatherings, and open-air interventions designed to directly involve the general public and break the barrier between stage and spectator.

Participation and Target Audience

The audience is not fixed to one group; there are different ranges ensuring a diverse, multigenerational, and vibrant gathering. **Estimated audience per day: 500 – 1000 attendees.**

Expected Participants (Creators/Artists)	Target Audience (Spectators/Learners)
• National Theatre Groups • Independent Theatre Collectives • Young Theatre Practitioners • Folk and Tribal Artists • Musicians and Technical Crew • Students of Theatre & Performing Arts	• Students and Youth from regional colleges • Writers, Poets, and Visual Artists • Theatre Enthusiasts and Critics • Cultural Organisations and NGOs • General Public and Art Lovers

Why We Seek Partnership

This proposal represents a formal invitation to establish a meaningful partnership, rather than a conventional request for financial sponsorship or a simple donation. At Rang Vidushak, we believe that every successful cultural movement grows through collaborative partnerships between institutions that share a common vision for the progress of society.

Traditionally, events seek sponsorships in exchange for brief commercial visibility. However, our objective is to move beyond transactional relationships. We wish to work alongside organisations that are equally invested in making a tangible contribution to the cultural and educational landscape of the country.

Through this association, we aim to combine our artistic and operational expertise with the resources and strategic vision of our partners. Together, both organisations can effectively contribute towards common goals. By pooling our strengths, we can amplify the reach and impact of the festival, ensuring it benefits a wider demographic of artists, students, and community members.

We understand that lasting impact is created when diverse sectors such as education, corporate enterprise, financial institutions, and the arts—come together to share resources, knowledge, and intent. This proposal outlines how such a convergence can take place practically and effectively.

Building Together

Continuing our philosophy of collaboration, a partnership with the National Theatre Festival 2027 is a joint commitment to actively shaping the cultural environment. When we invite partners to join us, we are looking to collaborate specifically on the following core areas, ensuring a profound return on societal investment:

- **Cultural Preservation:**

We work together to document, protect, and present regional theatrical forms that are at immense risk of fading in the digital age. By partnering with us, you provide the institutional backing required to ensure these rich, ancient traditions survive, adapt, and thrive on modern stages. It creates a tangible legacy of heritage conservation linked directly to your organization.

- **Education and Artistic Innovation:**

A nation thrives when its arts evolve. We provide the resources necessary for rigorous workshops, masterclasses, and experimental performances that push the boundaries of contemporary art. By supporting this, your brand aligns closely with forward-thinking innovation, positioning you as a catalyst for intellectual and creative breakthroughs.

- **Youth Empowerment:**

The youth are the torchbearers of our culture. The festival creates structured opportunities for young people to learn crucial skills—management, technical expertise, and artistic expression. Partnering in this area demonstrates a highly visible, hands-on commitment to youth development and capacity-building.

- **Social Engagement and Community Development:**

Art should not happen behind closed doors. We ensure the festival is a community event that welcomes diverse audiences, fostering dialogue and mutual understanding. Partnering here fulfills essential social responsibility mandates, making high-quality art accessible to marginalized communities and promoting a more inclusive society.

- **Sustainability through the Arts:**

We aim to establish models of funding, resource management, and operational efficiency that can serve as a template for future cultural initiatives. Together, we can showcase your organisation as a pioneer in sustainable philanthropy, proving that strategic investments in the arts yield long-term societal dividends.

Partnership Benefits

Brand Visibility

Collaborating with the National Theatre Festival 2027 offers structured advantages that ensure your organisation integrates seamlessly into the cultural narrative of the event. We approach brand visibility with respect, ensuring your identity is presented elegantly rather than as standard commercial advertising.

Partners receive prominent physical visibility across the festival infrastructure. Your organisation's identity will be carefully integrated into the main event backdrop, venue branding, and essential festival signage. This ensures that your brand is consistently visible to audiences, delegates, and media personnel throughout the duration of the event.

Beyond the physical venue, collaborators receive extensive exposure through our digital campaigns and print publicity. Your brand will be featured in national and regional press releases, comprehensive promotional material, and structured social media outreach leading up to and during the festival. This multifaceted approach guarantees a wide yet targeted reach among engaged demographics.

Furthermore, your organisation will be permanently acknowledged in the official festival documentation. This includes post-event reports, archival recordings, and published materials, providing your brand with long-term visibility that extends well past the conclusion of the event itself.

Strategic Value Matrix for Partners

To ensure our partners clearly understand the return on their collaborative investment, we have mapped out the strategic value your organisation will gain by associating with the National Theatre Festival 2027. This matrix highlights the multidimensional impact of your involvement.

Impact Domain	Value Generated for Partner Organisation
Brand Equity & Prestige	Elevation of brand perception by aligning with a respected, national-level cultural initiative. Your brand becomes synonymous with the preservation of Indian heritage and the promotion of artistic innovation.
Community Goodwill	Direct positive association with local and national communities. By supporting an inclusive festival, your organisation earns organic trust, respect, and loyalty from attendees and grassroots organizations.
Targeted Demographics	Direct access to a diverse yet concentrated demographic—ranging from young students and academic professionals to high-net-worth art enthusiasts and key cultural decision-makers.
Media & PR Amplification	Extensive coverage through festival press releases, regional/national media partnerships, and a robust digital footprint, providing high-quality, non-commercial PR narratives for your brand.
Employee Engagement	Opportunities for corporate partners to offer complimentary passes, exclusive workshop access, or volunteer opportunities to their employees, heavily boosting corporate morale and internal culture.

Meaningful Public Engagement

One of the primary benefits of this partnership is the opportunity to move beyond passive advertising and foster meaningful public engagement. By associating with the National Theatre Festival, your organisation's identity becomes directly linked to practical, value-driven activities that actively enrich the community.

Your brand will be acknowledged during carefully curated educational sessions and specialised workshops. When students and emerging artists participate in these learning environments, they will recognize your organisation as a facilitator of their growth and professional development.

Similarly, your association with artist interactions and panel discussions positions your institution at the center of intellectual and cultural discourse. These gatherings attract thoughtful, engaged audiences who value the contributions of organisations that support substantive dialogue and creative exchange.

This strategic integration creates a genuine, qualitative connection with the public. It allows audiences to interact with your brand in a culturally rich, positive environment, connecting your corporate or institutional identity directly with community enrichment, shared learning, and intellectual advancement.

Recognition as a Cultural Partner

Partnering with the National Theatre Festival firmly establishes your organisation as a dedicated patron of Indian theatre and a crucial supporter of our shared cultural heritage. This recognition carries significant weight in building a distinguished institutional reputation.

Your organisation will be formally recognised for taking an active role in supporting artistic education. By backing this festival, you demonstrate a clear commitment to facilitating opportunities for emerging artists who require platforms to showcase their talent and refine their craft.

The result of this recognition is profound, long-term goodwill. When an organisation is seen as a genuine cultural partner rather than just a commercial entity, it builds lasting trust and respect within the community.

Corporate Social Responsibility (CSR) Alignment

For corporate companies, foundations and institutional partners, collaboration with the National Theatre Festival integrates seamlessly with formal Corporate Social Responsibility (CSR) objectives. This partnership offers a structured, transparent avenue to allocate resources towards measurable societal impact.

Supporting the festival directly contributes to structured initiatives in the fields of education, art, and culture. By funding scholarships, educational workshops, or community access programmes within the festival, your organisation fulfills its mandate to promote creative learning and intellectual development.

The festival also serves as a strong platform for inclusivity and community development. We ensure that performances and discussions are accessible to a wide demographic, breaking down socio-economic barriers to arts appreciation. Your support helps maintain this inclusivity, directly aligning with CSR goals focused on equitable community access.

We provide comprehensive reporting and documentation post-festival, ensuring that your organisation has the necessary metrics and narratives to demonstrate the practical impact of your CSR contribution to stakeholders, boards, and the public.

Long-term Institutional Relationship

While the National Theatre Festival 2027 is a significant milestone, Rang Vidushak is primarily interested in cultivating an enduring relationship with our partners. We view this upcoming festival not as an isolated event, but as the foundation for a sustained institutional association.

A successful partnership in 2027 lays the necessary groundwork for future collaborations. We seek to develop ongoing cultural programmes with our partners, ensuring a consistent presence and continuous engagement with the arts throughout the year.

By establishing a long-term institutional relationship, both Rang Vidushak and your organisation can plan strategically. Together, we can build a lasting legacy that consistently supports the arts, educates the youth, and enriches the cultural landscape for years to come.

Demographic Reach & Festival Footprint

To help our partners visualize the immense scale and potential impact of the National Theatre Festival 2027, the following metrics outline our projected operational footprint. Partnering with us guarantees multi-layered exposure across highly engaged segments of society.

Metric Category	Projected Scope & Reach
Physical Footfall	500 – 1000 Attendees Daily Ensuring a consistent, high-volume physical presence throughout the festival duration, resulting in thousands of direct brand impressions across multiple days.
Audience Demographics	Multigenerational & Diverse Approximately 40% Youth & University Students, 30% Working Professionals, 20% Arts/Culture Specialists, and 10% Senior Citizens & General Local Public.
Digital & Media Reach	National Exposure Targeted digital reach of 100,000+ through integrated social media campaigns, institutional newsletters, robust local press, and dedicated national arts journalism.
Artistic Participation	Pan-India Representation Direct engagement with over 150+ participants, including renowned directors, rural folk artisans, technical crews, and academic scholars from various Indian states.

Partnership Opportunities

We offer diverse, structured categories for collaboration. Each category has been thoughtfully designed to outline the direct motive, the benefit to the community, and the specific return on investment for the partner.

1. Financial Partnership

Motive: To sustain the core operational and logistical demands of a national-level festival.

Community Benefit: Guarantees that the festival is executed impeccably, allowing audiences to experience high-quality production values and ensuring artists receive their rightful honorariums.

Partner Benefit: Maximum brand prominence. Financial partners receive title or co-title billing, premium logo placement on all mainstage backdrops, mentions in all press releases, and exclusive speaking opportunities during the opening and closing ceremonies.

2. Scholarship Support

Motive: To eliminate financial barriers for young, deserving artistic talent across the country.

Community Benefit: Allows emerging actors, students, and researchers from economically disadvantaged backgrounds to travel, reside, and fully participate in life-changing workshops.

Partner Benefit: Positions your organization as a direct patron of youth empowerment. Scholarships can be co-branded (e.g., "The [Partner Name] Emerging Artist Grant"), generating highly emotional, positive PR, and direct loyalty from academic sectors.

3. Educational Partnership

Motive: To elevate the intellectual and pedagogical standards of the festival.

Community Benefit: Provides the public and young practitioners access to top-tier knowledge, intellectual discourse, and specialized Masterclasses.

Partner Benefit: Ideal for Universities and Academic Think-Tanks. Grants partners the right to co-host panels, integrate their faculty into national discussions, and directly engage with a large pool of prospective students and cultural researchers.

4. Venue & Hospitality Partnership

Motive: To ensure safe, comfortable, and highly professional logistics for all visiting national artists and delegates.

Community Benefit: Elevates the overall standard of the event, ensuring that local infrastructure can support major national gatherings successfully and safely.

Partner Benefit: Exceptional experiential marketing. Hospitality groups and venues gain direct localized branding, increased footfall, and the immense prestige of being the 'Official Hospitality Partner' for a nationally acclaimed cultural event.

5. Banking & Jewellery Partners

Motive: To integrate premium support that aligns aesthetic excellence with the preservation of cultural heritage.

Community Benefit: Helps fund the high-end aesthetic and design requirements of the festival, keeping ticket prices accessible or free for the general public.

Partner Benefit: Tailored for luxury and financial brands seeking high-visibility yet sophisticated integration. Offers premium VIP lounge access for client entertainment, and elite brand presence that associates the company with high-end cultural patronage.

6. Corporate CSR, Knowledge & Media Partners

Motive: To utilize structured corporate funds for measurable social good, while ensuring the festival is widely documented and broadcasted.

Community Benefit: Ensures the festival's longevity through proper academic archiving, and maximizes public awareness through widespread media coverage.

Partner Benefit: Perfect alignment for statutory CSR fulfillment complete with comprehensive post-event impact reports. Media partners gain exclusive broadcasting and interview rights, while knowledge partners receive unparalleled access for academic publication and research.

Project Timeline

A structured, well-planned approach is essential to executing a national-scale festival professionally. The following timeline outlines our key operational milestones from initial funding to final execution:

Phase	Key Activities & Milestones
September 2026	• Financial partnerships confirmed • CSR commitments secured • Scholarship support finalised
September - October 2026	• National Open Call officially released • Applications invited from theatre groups nationwide • Initial publicity and digital campaign begins
October - November 2026	• Selection of participating theatre groups • Finalisation of performances and workshops • Scheduling and dispatch of formal invitations
December 2026	• Festival production and technical planning • Branding, print publicity, and documentation setup • Logistics management and volunteer training initiated

Phase	Key Activities & Milestones
January 2027	• Final promotional campaign launched • Venue preparation and technical infrastructure setup • Media engagement and detailed coordination with partners
February 2027	• Execution of the National Theatre Festival

Why Early Partnership Matters

Securing structural and financial partnerships by September 2026 is an operational necessity. It is the critical foundation upon which the practical success of the entire festival relies.

The primary reason for this timeline is the release of the National Open Call. This call invites applications from theatre groups, artists, and researchers across the country. It is a matter of institutional integrity that we cannot responsibly announce this call or invite applications without having confirmed funding in place to support the selected participants.

Early confirmation ensures that participating artists and theatre groups have adequate time for essential preparation. Theatre productions require months of rehearsal, set design, and technical planning. By securing partnerships in September, we give artists the respect and time they need to prepare high-quality performances.

Furthermore, managing a national festival involves complex logistics. Because theatre groups travel from different states, significant advance planning is required. Accommodations, travel arrangements, and local transit need advance booking to secure availability and manage costs effectively. Workshops and educational panels also require meticulous scheduling to align with the academic calendars of participating institutions.

From a collaborative standpoint, a confirmed partnership by September allows our team to execute a well-organised, highly professional event while also providing the maximum possible timeline for your organisation's publicity, integration, and brand visibility.

Invitation for Collaboration

We look forward to building a partnership that creates meaningful value for both our organisations while contributing to India's cultural landscape. By joining hands with the National Theatre Festival 2027, your organisation steps into a role that actively shapes the future of artistic education, youth empowerment, and cultural exchange. It is an opportunity to align your institutional goals with a project that leaves a lasting, positive footprint on society.

We welcome the opportunity to sit together, discuss your specific institutional objectives, and design a collaboration model that aligns perfectly with your priorities. We invite you to reach out to our team to formalise this association or to schedule a preliminary meeting.

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