



**DIRECTORATE OF TOURISM  
GOVT. OF BIHAR**

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**File No- TDRT/50015/06-2026**

**Date: 23/2/2026**

**Name of Works  
Selection of a Branding and Creative Agency for Bihar Tourism.  
Corrigendum-I**

<b>Sr.</b>	<b>Clause as per RFP</b>	<b>Revised Clause</b>
<b>1</b>	<ul style="list-style-type: none"><li>Last Date &amp; Time for Submission of Proposals in Physical form - 26/02/2026; 3:00 PM</li><li>Date &amp; Time for opening of Technical Proposal - 26/02/2026; 4:00 PM</li></ul>	<ul style="list-style-type: none"><li>Last Date &amp; Time for Submission of Proposals in Physical form - 10/03/2026; 3:00 PM</li><li>Date &amp; Time for opening of Technical Proposal - 10/03/2026; 4:00 PM</li></ul>
<b>2</b>	The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at <b>least 12 months of services being provided</b> ), in at <b>least 2 projects, in the last 5 years</b> as on the Bid Due Date. The fee of each project should be <b>at least Rs. 2.50 Cr</b> (exclusive of taxes) and <b>at least 1 project should be for Government Client.</b>	The Bidder should have the experience of providing similar services (completed projects, or ongoing projects with at <b>least 12 months of services being provided</b> ), in <b>at least 2 projects, in the last 5 years</b> as on the Bid Due Date. The fee of each project should be <b>at least Rs. 2.50 Cr</b> (Inclusive of taxes) and <b>at least 1 project should be for Government Client.</b>
<b>3</b>	The bidder should have received at least 1 International award in Branding & Marketing work	The bidder should have Experience in at least 1 International work in Branding & Marketing in Tourism/ Hospitality Sector
<b>4</b>	Section 4.2: Phase II – Evaluation of Technical Proposal International award in Branding & Marketing work: <ul style="list-style-type: none"><li>One Award – 5 Marks</li><li>More than 1 award – 10 Marks</li></ul>	The bidder should have Experience in at least 1 International work in Branding & Marketing in Tourism/ Hospitality Sector work: <ul style="list-style-type: none"><li>One Assignment – 5 Marks</li><li>More than 1 Assignment – 10 Marks</li></ul>
<b>5</b>	Point II, k - The agency shall undertake promotion and marketing of Bihar Tourism products, including Bihar Stay and Tourism Packages, through strategic engagement with national and international travel agencies, tour operators, and travel trade platforms.	The agency shall facilitate Department of tourism, Govt. of Bihar in promoting and marketing of Bihar Tourism products, including Bihar Stay and Tourism Packages, through strategic engagement with national and international travel agencies, tour operators, and travel trade platforms
<b>6</b>	Clause 4.2-Evaluation of Technical Point 2. It is advised that Senior Team Members from the mandatory criteria qualified bidders Organization to remain present for making the Technical Presentation to should <b>not exceed more than 15 minutes (~30 slides).</b>	Clause 4.2-Evaluation of Technical Point 2. It is advised that Senior Team Members from the mandatory criteria qualified bidders Organization to remain present for making the Technical Presentation to should <b>not exceed more than 30 minutes (~30 slides).</b>

**Sd/-  
Director, Tourism**