



**DIRECTORATE OF TOURISM
GOVT. OF BIHAR**

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

**Corrigendum-II
Revised Payment Schedule**

Sr No.	Activities & Submission Stages	Percentage of Payment	Timelines (cumulative)
1	Submission of Tourism Branding & Communication Strategy including concept & proposal for Brand Ambassador for Bihar Tourism	10%	3 months
2	Submission of first set of TVCs (concept, script, rough cut & final cut) - Total No. 5	20%	5 months
	Submission of first set of print creatives for press – Total No. 10		
	Submission of - 20 high resolution images		
	Submission of - 2 radio jingles		
3	Submission of second set of TVCs (concept, script, rough cut & final cut) - Total No. 5	10%	7 months
	Submission of second set of print creatives for press – Total No. 10		
	Submission of - 20 high resolution images		
	Submission of - 2 radio jingles		
4	Submission of third set of TVCs (concept, script, rough cut & final cut) - Total No. 10	15%	10 months
	Submission of third set of print creatives for press – Total No. 20		
	Submission of - 40 high resolution images		
	Submission of - 4 radio jingles		
	Onboarding of Brand Ambassador for Bihar Tourism		
	Branding & Communication Strategy for Bihar Tourism in South East Asia and other countries		
5	Submission of forth set of TVCs (concept, script, rough cut & final cut) - Total No. 5	15%	15 months
	Submission of forth set of print creatives for press – Total No. 10		
	Submission of - 20 high resolution images		
	Submission of - 2 radio jingles		
6A	Submission of final approved creatives and campaign materials	15%	20 months
6B	Submission of all master files, source files and completion report	15%	24 months
Total		100%	

**Sd/-
Director, Tourism**