



Expression of Interest (EoI) for
Empanelment of Tourism Content Writer with Department of Tourism,
Government of Bihar



Department of Tourism, Government of Bihar,
Old Secretariat, Patna-800015

DISCLAIMER

The information contained in this Request for Expression of Interest document or subsequently provided to Applicant(s), whether verbally or in documentary or any other form, by or on behalf of the DOT or any of its employees or advisors, is provided to Applicant(s) on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement and is neither an offer nor invitation by DOT to the prospective Applicants or any other person. The purpose of this document is to provide interested parties with information that may be useful to them in the formulation of their application for qualification and thus shortlisting pursuant to this document. This document includes statements, which reflect various assumptions and assessments arrived at by DOT in relation to the work/s. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This document may not be appropriate for all persons, and it is not possible for DOT, its employees or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this document. The assumptions, assessments, statements and information contained in this document may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this document and obtain independent advice from appropriate sources.

Information provided in this document to the Applicant(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. DOT accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

DOT its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this document or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the document and any assessment, assumption, statement or information contained therein or deemed to form part of this document or arising in any way with shortlisting of Applicants for participation in the Bidding Process.

DOT also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Applicant upon the statements contained in this document. DOT may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this document.

The issue of this document does not imply that DOT is bound to select and shortlist Applications and DOT reserves the right to reject all or any of the Applications or Bids without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Application including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by DOT, or any other costs incurred in connection with or relating to its Application. All such costs and expenses will remain with the Applicant and DOT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Application, regardless of the conduct or outcome of the Bidding Process.

TABLE A – ABBREVIATIONS

1. EOI: Expression of Interest
2. GOB: Government of Bihar
3. DOT: Department of Tourism
4. SEO: Search Engine Optimization

TABLE B - SCHEDULE OF EOI PROCESS

Activity	Schedule Data
Date of issue of Request for EOI document	21.07.2022
Last date for submission of queries	28.07.2022; 05:00 PM
Reply to queries uploaded on website	04.08.2022
Last date of submission of Proposal by Bidders	17.08.2022; 03:00 PM
Date of Opening of Proposals	17.08.2022; 04:00 PM
Interview	Date to be decided

Contents

1. Background	6
2. Scope of Work	6
3. Qualifications & Eligibility	7
4. Preparation & Submission of Proposal	8
5. Method of Selection	9
6. General Terms & Conditions	9
7. ANNEXURES	10
FORM - A	10
FORM - B	11
FORM - C	12
FORM - D.....	13

1. Background

Department of Tourism, Government of Bihar is responsible for promoting tourism in Bihar. Bihar Tourism since its inception has been working towards the development and promotion of tourism in the State. Government of Bihar in its endeavor to promote tourism has identified Tourism as one of the priority sectors for development in the state.

Bihar has been home to cultural heritage of Hinduism, Buddhism, Jainism and Islam. Innumerable monuments, exquisitely carved temples and stupas are dotted all over the State. The natural beauty of Bihar is equally varied. Consisting largely of a plateau, the State has everything. Spectacular mountain ranges, meandering rivers and miles of dense forests. But perhaps the best part about Bihar is its accessibility. It is equally close to major tourist destinations from the North, South, East and West.

The State attracts substantial number of foreign and domestic tourists every year. Department of Tourism (DOT) intends to promote the state as around the year tourist destination by participating in various tourism related events in India and overseas and promoting its rich cultural heritage, religious and historical monuments as well as the eco and wildlife, Ganga based opportunities that the state can offer.

With the objective of branding and promotion of Bihar Tourism and establishing Brand Bihar, DOT invites Expression of Interests for empanelment of travel bloggers and content writers.

2. Scope of Work

Services shall include –

1. Assist our media team in developing and executing communications plans.
2. Interpret assignment briefs to understand project requirements.
3. Travel to various locations where required.
4. Conduct high-quality research into locations of interest, culture, heritage and people, which must include thorough fact-checking.
5. Produce engaging copy, that meets brand guidelines, for travel-focused articles and other topics for multiple platforms.
6. Create concise and eye-catching headlines and body copy, in line with SEO requirements.
7. Proofread copies/articles and other written content.

8. Conducting interviews with local residents to provide readers with information about local culture and traditions
9. Creating original content including written blog posts as well as photos and videos
10. Reporting on Events (as directed by DoT) and writing articles/ stories about it
11. Reporting on current events in the travel industry such as new airline routes, travel scams or destinations
12. Identifying new trends in travel to help DoT develop products and services that meet customers' needs

Code of Ethics: Empaneled writers must adhere to ethical standards. These standards ensure that travel writers are credible and moral sources of information. Some of these guidelines that apply to travel writers in general are:

1. All writing should be accurate, factual, and objective.
2. Travel writers may not plagiarize or sell the rights to works that they don't own.
3. No travel writer should accept cash or gifts in exchange for favorable reviews.
4. Travel writers should be respectful and considerate of their hosts when on assignment.

3. Qualifications & Eligibility

A. Eligibility Criteria

S. No.	Criteria	Details
1	Experience	<ul style="list-style-type: none"> • Minimum of 2 years in Copy or Content Writing (In Travel and Tourism domain) • Excellent English and Hindi written and oral communication skills • Strong editing and proofing skills • Familiarity with SEO requirements • Travel history - Visited at least 5 places across India and has written about its unique places with their own perspective • Collaborated with at least 1 state tourism department in India for travel blogging/ travel story writing

S. No.	Criteria	Details
		<ul style="list-style-type: none"> Contributing as a Travel/ Tourism writer for at least 2 Newspapers/ magazines including electronic media of India (Submit details as per Form D)
2	Education	<ul style="list-style-type: none"> Bachelor's/ Master's degree in English/ Management, or related field preferred

B. Qualification

- The applicants who clear the eligibility criteria will be called for interview by DoT.
- The applicants who clear the interview will be empaneled with DoT.

4. Preparation & Submission of Proposal

- I. Individual shall submit 'Form A', 'Form B', 'Form C' and 'Form D' along with self-attested documentary evidence to prove eligibility.
- II. Submission of Application: **Mandatory submission of soft copy as well as hard copy of the proposal is required. Proposals not submitted in BOTH hard and soft copy within the given timelines shall not be considered.**
 - a. **Soft Copy of Application:** Soft copy of application shall be submitted in PDF format along with signature on each page through email. The documents are to be send to directortourismbihar@gmail.com before the due date and time.
 - b. **Hard copy of the application:** shall be submitted on following address:

To,
Director,
Tourism Directorate, Department of Tourism,
Government of Bihar,
Old Secretariat,
Patna-800015,
Bihar, India
- III. Last Date and Time for submission of Proposal: 17/08/2022, 15:00 PM.
- IV. Date of Interview shall be intimated through email.

5. Method of Selection

1. The empaneled bidders shall be eligible for participating in all assignments as decided by DOT for carrying out the tasks as mentioned in 'Form C'.
2. The assignments would be awarded on the basis of the L1 (Least Cost) method from among the tasks on as and when basis as mentioned in "Form C'.
3. This empanelment does not bind DOT from taking recourse to open bidding for specific projects, and in such cases, empaneled bids may participate along with other bidders in the competitive bidding process.

6. General Terms & Conditions

1. Department of Tourism (DoT) reserves the right to accept or reject all or any of the submitted assignment without assigning any reason whatsoever.
2. Department of Tourism (DoT) reserves the right not to proceed with the Service at any time, without notice or liability.
3. The decision of the Department of Tourism (DoT) shall be final in all cases.

7. ANNEXURES

FORM - A

Date: DD/MM/YYYY

To,

Additional Secretary

Department of Tourism, Government of Bihar,

Old Secretariat, Patna-800015,

Bihar, India

Sub: Expression of Interest (Eoi) for Empanelment of Tourism Content Writer with Department of Tourism, Government of Bihar

Dear Sir,

I hereby confirm that, I, _____ (insert Individual name), the Applicant, satisfies the terms and conditions laid down in the EOI document.

My contact details for official correspondence shall be as below:

- Postal Address:
- E-mail:
- Mobile No.:

I agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and address)

FORM - B

Prescribed CV / Firm Profile Format

1. Name:
2. D.O.B.:
3. Contact address (including email, telephone mobile):
4. Qualifications:
5. Experience:
6. Areas of Interest
7. References (With Contact and e-mail ID):

(Signature)

Note: Applicant shall submit all the self-attested Academic certificates, Marksheets and Work Experience related documents along with CV. Applicants may submit additional information in the form of Brochures, websites etc. also if any.

FORM - C

List of Assignments

S. No.	Tasks
1	Conducting interviews with local residents to provide readers with information about local culture and traditions
2	Creating original content including written blog posts as well as photos and videos
3	Newspaper article/ stories writing
4	Magazine article/ stories writing
5	Reporting on Events (as directed by DoT) and writing articles/ stories about it (including photos and videos)
6	Reporting on current events in the travel industry
7	Identifying new trends in travel to help DoT develop products and services that meet customers' needs
8	Any other assignment as directed by DoT

Note:

- DoT will provide only travel and accommodation cost up to an approved number of trips (within the state of Bihar), no other cost will be incurred except travel and accommodation.
- The travel and accommodation cost will be provided on a per day basis.
- Maximum number of travel days and accommodation day to be based on the itinerary approved at the time of assigning the work.
- Travel cost per day and accommodation cost per day to be on actuals subject to a maximum value as decided by DoT.

(Name, Signature and Date)

FORM - D

Travel/ Tourism writer Details

S. No.	Type of Publication	Publishing Group	Magazine/ Newspaper/ Website	Date of publication	Supporting Documents (Photocopy, screenshot etc.)