



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

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**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	08.10.2022
Last date for submission of queries	13.10.2022; 05:00 PM
Reply to queries uploaded on website	18.10.2022
Last date of submission of Proposal by Bidders	25.10.2022; 03:00 PM
Date of Opening of Proposals	25.10.2022; 04:00 PM
Interview	Date to be decided

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## 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"> <li>• <b>Minimum of 2 years</b> in Copy or Content Writing (In Travel and Tourism domain)</li> <li>• <b>Excellent English and Hindi</b> written and oral communication skills</li> <li>• <b>Strong editing and proofing skills</b></li> <li>• Familiarity with <b>SEO requirements</b></li> <li>• Travel history - Visited <b>at least 5 places across India</b> and has written about its unique places with their own perspective</li> <li>• Collaborated with <b>at least 1 state tourism department</b> in India for travel blogging/ travel story writing</li> </ul>

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

#### 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](mailto:directortourismbihar@gmail.com) before the due date and time.
  - b. **Hard copy of the application:** shall be submitted on following address, **with the tender name on cover envelop:**

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: 25/10/2022, 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.)