



**Expression of Interest (EOI) for Empanelment of Media
Agencies with Department of Tourism,
Government of Bihar**

MARCH, 2023



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

Contents

DISCLAIMER.....	Error! Bookmark not defined.
TABLE A - ABBREVIATIONS.....	4
TABLE B - SCHEDULE OF SELECTION PROCESS.....	5
1 Background.....	6
2 Scope of Services.....	6
3 Procedure.....	6
4 CORRESPONDENCE/ ENQUIRY.....	6
5 Application.....	8
6 List of Documents Attached.....	12
Annexure 1.....	Error! Bookmark not defined.

DISCLAIMER

The information contained in this Expression of Interest document (the **"EOI"**) or subsequently provided to Applicant(s), whether verbally or in documentary or any other form, by or on behalf of the Department/Directorate 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 the Directorate to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their application for qualification and thus selection pursuant to this EOI (the **"Application"**). This EOI includes statements, which reflect various assumptions and assessments arrived at by the Directorate 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 EOI may not be appropriate for all persons, and it is not possible for the Directorate, its employees, or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements, and information contained in this EOI 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 EOI 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. The Directorate accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

Department of Tourism/Directorate of Tourism, 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 EOI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way with selection of Applicants for participation in the Bidding Process.

The Directorate 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 EOI. The Directorate 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 EOI.

The issue of this EOI does not imply that the Directorate is bound to select and shortlist Applications and the Directorate 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 the Directorate, or any other costs incurred in connection with or relating to its application. All such costs and expenses will remain with the Applicant and the Directorate 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. BSTDC: Bihar State Tourism Development Corporation

TABLE B - SCHEDULE OF SELECTION PROCESS

The indicative timetable for development of this project is as follows:

Activity	Scheduled Date
Date of issue of EOI	14-03-2023
Last date for submission of queries (Queries to be mailed at: directortourismbihar@gmail.com)	20-03-2023; 3: 00 PM
Date of pre-bid meeting (At the office of Director Tourism)	21-03-2023; 11: 00 AM
Last date of submission of EOI document	07-04-2023; 5:00 PM

1 Background

Department of Tourism (DOT), Government of Bihar is responsible for promoting tourism in the state of Bihar. Bihar Tourism, since its inception, has been working towards the development and promotion of tourism in the State. State of Bihar is one of the most favored tourist destinations in India, for both domestic & International traffic. Bihar, being a premier tourist destination, attracts tourist for its religious destinations, history, art, and culture. Tourism has emerged as a major industry and has immense investment and employment potential for the state.

As part of State government's initiative to promote Bihar Tourism across media channels, Directorate of Tourism invites bids for empanelment from interested agencies for branding via various promotional tools at various locations to achieve the desired impact on the public in the state through various media, the Department has to ensure that all promotional material have the appropriate content and design input and the Advertisement should help create awareness for the State initiatives and attain the desired goals.

2 Scope of Services

Department of Tourism, Government of Bihar invites proposals from **agencies** empaneled by **Directorate of Advertising & Visual Publicity (DAVP), Ministry of Information and Broadcasting, Government of India** and having legal and sole rights for advertising (Digital Cinema/ cable TV/ OOH advertising (Hoardings, Banners etc.) / Auto rickshaw/Cycle rickshaw / Train Coach/ Train inside Sticker/ Metro Train Coach/ Metro Station/ Airport/ Post Office/ Petrol Pumps/ Railway Station Pillar board, Sign Board, Display Board/ ATM Machine/ Bus Shelter or Bus Stand Pillar board, Sign Board, Display Board/ LED Screen etc.) various offerings and destinations to promote Bihar Tourism.

3 Procedure

- i. Expression of interest from Advertisement agencies including proposals containing the sole right media list and consent letter of concerning authority/ department etc. regarding the sole right to advertise.
- ii. The agencies whose proposal is found to meet the required criteria shall be empaneled with Department of Tourism, Government of Bihar. DoT shall advertise through the empaneled agencies at DAVP prices during the term of the empanelment.

4 CORRESPONDENCE/ ENQUIRY

All correspondence/enquiries must be submitted to the following in writing by email/ fax/ registered post with name of the project as the subject. The details are:

Director,
Department of Tourism, Government of Bihar,
Old Secretariat, Patna-800015
Email - directortourismbihar@gmail.com
Tel: +91 0612 2217045

5 Application

Department of Tourism, Government of Bihar

**Form 1 – Application Form**

1	Name of firm				
2	Date of incorporation				
3	Date of application				
4	Information of work				
5	Address/es	Head Office:			
		Phone/ Mobile:		Email:	
		Branch Office:			
		Phone/ Mobile:		Email:	
		Patna Office (If any):			
		Phone/ Mobile:		Email:	
		6	Legal Status of the Company	Proprietor	Partnership
Society	LLP				
Details of Owner(s)/Directors/MD/ Head of Company (Please give details of all, if needed use separate sheets)					
Name:					
Father's Name:					
Designation:					
Address:					
Phone/ Mobile:				Email:	
7	Media applied (Provide the full details of the media for which exclusive rights are available)	Tick applicable			
		Digital Cinema	Cable TV	Train Coach	Railway (others)
		Auto rickshaw, Cycle rickshaw		Airport	Post Office
		Metro Train Coach	Metro Station	ATM	ATM Machine
		Petrol Pump		Bus Stand Pillar board, Sign Board, Display Board	

		Railway Station Pillar board Sign Board, Display Board	LED Screen	Others (Mention details)
8	Name of the Channel / Medium/ Agency applied for	(Digital/ Print/ OOH)		
9	Licensing Authority Details	Name of the Authority which granted sole right (Attach relevant document):		
		Period of License:		
		From:	To:	
		Has the authority granting License fixed the advertisement rates at DAVP rates. If yes give details of the rates fixed:		
10.	TIN / TAN / GST			
11.	Any other information			
12.	NEFT Detail	(Attach copy of PAN No and authorization of Bank for NEFT payment as following):		
		Agency Name		PAN no.
		Bank Name		Branch
		IFSC Code		Account No.
13.	Name of authorized signatory	Name of authorized signatory/ person along with photograph, who is authorized to deal with Department of Tourism, Govt. of Bihar (Pl. attach authority letter of the board)		

Date: _____

Signature of Authorized Signatory

Name of the authorized signatory:

Seal of Agency

6 Documents Required

1. Form 1
2. Form 2
3. Copy of Registration Certificate
4. PAN and GST Certificate
5. Photographs/ Video/ Other proofs of Displayed Medium (Separate media for each property), if applicable.
6. CA certified Turnover Certificate for last 3 years
7. Audited Financial statements for past three years
8. Certificate of the firm designating authorized signatory along with attested photographs
9. Details and rates offered (DAVP rates only) for different advertising formats in **Form 2**
10. Self-declaration stating that all details submitted are true and correct
11. List of documents attached

Note

- The agency may submit details in typed sheets in the prescribed format
- Incomplete form / without required documents will be summarily rejected
- Application and required documents should be submitted at the following address:

**Director, Directorate of Tourism,
1stFloor, B Block, Extension Bhawan, Main Secretariat,
Patna – 800015, Ph: - 0612-2217045**

