



Government of Bihar
Bihar Eco Tourism Development Society

REQUEST FOR PROPOSAL (RFP)

for

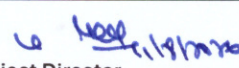
Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism

Tender No.: RFP No.: 5/ B&SP/BETDS/2026

Date: 11/08/2026

1. **Bihar Eco Tourism Development Society**, Government of Bihar (Authority) invites this RFP for the purpose of inviting proposals from eligible and experienced agencies for Branding and Strategic Promotion of Bihar Ecotourism in the State of Bihar

Particulars	Bid processing Fees inclusive of GST (Non-refundable)	Bid Document Cost (Non-refundable)	Bid Security (EMD)
Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism in the State of Bihar	Rs. 1180 (As applicable as per e-PROC Bid Processing Fee Structure)	INR 10,000/- (INR Ten Thousand only)	INR 10,00,000/- (INR Ten Lakh only)
2.	Date of downloading of bid document : From 11.08.2026 to 3.09.2026 up to 01.00 PM		
3.	Place & Date of Pre-bid meeting (both online and in person attendance permitted) : 18.08.2026 at 4.00 P.M. 4th Floor, Aranya Bhawan, Shahid Peer Ali Khan, Patna-800014 Hybrid mode- Online link will be shared a day before the interested agency seeking the link via email: biharecotourismsociety@gmail.com (*Need to send request on the specified email before 17.8.2026 Aug 03:00 PM with pre bid queries if any)		
4.	Last Date for Submission of Pre-Bid Queries : 19.08.2026 at 05.00 P.M.		
5.	Last date and time for receipt of bids on eproc2. : Date 3.09.2026 Time: - 1.00 P.M.		
6.	Time and Date of opening of technical bids : Date -03.09.2026 Time 3:00 PM, through website: www.eproc2.bihar.gov.in		
7.	Time and Date of financial bids : To be Communicated later on		
8.	Bid Submission : Through website: www.eproc2.bihar.gov.in		
9.	Period of bids validity : 180 days		
10.	Officer inviting bids : Project Director, Bihar Eco Tourism Development Society, Bihar, Aranya Bhawan, 2nd Floor, Saheed Peer Ali Marg, Patna- 800014		
11.	For participating in the e-tendering process, the bidder shall have to get themselves registered to obtain a User ID, Password and Digital Signature. This will enable them to access the website www.eproc2.bihar.gov.in and download/participate in the e-tender.		
12.	All tender-related queries shall be communicated at biharecotourismsociety@gmail.com		
13.	(i) Bid processing fees/ Bid document cost to be paid through online mode i.e., Internet payment gateway (Credit/Debit Card), Net Banking, NEFT/RTGS. (ii) Bids along with necessary online payments must be submitted through e-procurement portal www.eproc2.bihar.gov.in before the date & time specified in the NIT. The department does not take any responsibility for the delay/non availability of internet connection, Network Traffic/Holidays or any other reasons.		
14.	The detailed eligibility criteria can be seen in the tender document. The tender documents can be obtained through website www.eproc2.bihar.gov.in .		
15.	EMD- Rs. 10,00,000/- (Rupees Ten Lakh Only) shall be submitted through e-payment mode as (i.e. NEFT/RTGS, Credit/Debit Card & Net Banking) and EMD will also be accepted in the form of Guarantee in the Favour of "Bihar Ecotourism Development Society", Patna and shall be valid 180 days. The bank guarantee should be valid for at least the bid validity period and bidder/s will have to upload a scanned copy of the Bank Guarantee on the e-Proc portal (www.eproc.bihar.gov.in) and submit the original copy before the bid deadline i.e. before date of opening of the technical bid, otherwise the bid will be treated as non-responsive		
16.	The bidders are requested to check their file size of uploaded documents at the time of submission & they should ensure that work file is uploaded. If they feel that the complete file is not uploaded, then they should click on cancel & update the same before submission. The bidders should satisfy themselves of downloadability/visibility of the scanned & uploaded file by them.		
17.	File size should be less than 5 MB and should be in PDF or JPEG formats.		
18.	No claim shall be entertained on account of disruption of internet service being used by bidders. Bidders are advised to upload their bids well in advance to avoid last hour's technical snags.		
19.	Bids that are rejected during the bid opening process shall not be considered for further evaluation, irrespective of the circumstances.		
20.	The bidders shall submit their eligibility and qualification details, technical bid, financial bid etc., in the online standard formats given for respective tenders in e-Procurement website (www.eproc2.bihar.gov.in) at the respective stage only. The bidders shall upload the legible scanned copies of all the relevant certificates, documents etc., in support of their eligibility criteria/ technical bids and other certificates/documents in the e-Procurement website. The bidder shall sign on the supporting statements, documents, certificates, uploaded by him, owning responsibility for their correctness/authenticity.		
21.	All the information/ corrigendum/addendum related to the project shall be published on the website www.eproc2.bihar.gov.in . The Authority shall have the right to reject the bid partially or fully without assigning any reason whatsoever.		
22.	For any information, Project Director, Bihar Eco Tourism Development Society Bihar, Aranya Bhawan, 2nd Floor, Saheed Peer Ali Marg, Patna- 800014 , biharecotourismsociety@gmail.com and Mob. - 9934155458 can be contacted.		
23.	For clarification regarding the e-tendering process , please contact the e-procurement Helpdesk at the following address: Mjunction Services Limited , R.J. Complex, 2nd Floor, Canara Bank Campus, Khajpura, Ashiana Road, P.S. – Shastri Nagar, Patna – 800014, Bihar. Working Hours: 8:00 AM to 7:00 PM (All days in a week except Sunday and a few selected State holidays) Mobile: 7605056831 / 7605056830		


Project Director,
Bihar Eco Tourism Development Society



Request for Proposal (RFP)

for

Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism

RFP No.: 5/ B&SP/BETDS/2026

**Bihar Ecotourism Development Society (BETDS)
Department of Environment, Forest and Climate Change**

Government of Bihar
<https://state.bihar.gov.in/forest/CitizenHome.html>

2nd Floor, Aranya Bhawan,
State Forest HQ , Shahid Peer Ali Khan Marg

Patna, Bihar-800014

Email: biharecotourismsociety@gmail.com

Mobile: +91 9934155458

La Bary

DISCLAIMER

The information contained in this Request for Proposal ("RFP") document and any information subsequently provided to the bidder(s), whether in written, electronic, oral or any other form, by or on behalf of the Bihar Ecotourism Development Society (BETDS), Government of Bihar, is provided solely for enabling interested and eligible bidders to prepare and submit their proposals for the assignment described herein. This RFP is neither an agreement nor an offer by BETDS to any person, but only an invitation to submit proposals. No contractual obligation, commitment, assurance or representation shall arise against BETDS merely by issue of this RFP or by submission of any proposal by any bidder.

This RFP does not purport to contain all information that a bidder may require. Each bidder shall be responsible for conducting its own independent assessment, verification and due diligence of all facts, data, risks, costs, obligations, statutory requirements and other matters relevant to the assignment. BETDS and its officers, employees, consultants, advisors and representatives make no representation or warranty, express or implied, as to the accuracy, completeness, adequacy, reliability or reasonableness of the information contained in this RFP or otherwise made available in connection with it. No claim shall lie against BETDS for any loss, cost or expense incurred by any bidder on account of reliance on such information.

BETDS reserves the right, at its sole discretion and without assigning any reason, to amend, modify, supplement, withdraw, cancel, postpone, suspend or terminate this RFP or the bidding process at any stage, in whole or in part, without incurring any liability to any bidder. Any corrigendum, addendum, clarification or revision issued by BETDS shall form an integral part of this RFP. Bidders shall be responsible for regularly checking the official website/e-procurement portal for updates and shall not be entitled to any extension, compensation, damages or claim on account of any such amendment, cancellation or change in process.

The issue of this RFP shall not bind BETDS to select any bidder, accept any proposal or award any contract. BETDS shall not be bound to accept the lowest financial proposal, the highest scoring proposal or any proposal received pursuant to this RFP. BETDS may seek clarifications, call for additional information, verify credentials from independent sources, and reject any proposal found to be incomplete, conditional, non-responsive, misleading, false, inconsistent or otherwise not in conformity with the requirements of this RFP.

All costs relating to preparation, submission and presentation of proposals, including due diligence, participation in pre-bid meetings, site visits, documentation, legal or financial advice and any related activity, shall be borne entirely by the bidder. BETDS shall not be responsible or liable for any such costs, expenses or liabilities, irrespective of the conduct, outcome, cancellation or annulment of the bidding process.

Information submitted by bidders may be used by BETDS for evaluation, verification, record keeping, audit, vigilance review, internal decision-making, procurement processing and contract management. Information may also be disclosed where required under applicable law, statutory direction, court order, audit, vigilance inquiry or government instruction. Bidders shall not mark the entire proposal as confidential.

By submitting a proposal, each bidder shall be deemed to have read, understood and accepted all terms, conditions, instructions, requirements and disclaimers contained in this RFP, including any corrigenda or addenda issued thereafter. In case of any ambiguity, inconsistency or discrepancy in this RFP or related communications, the interpretation and decision of BETDS shall be final and binding, subject to applicable law and procurement rules.

SCHEDULE OF RFP PROCESS

Bihar Ecotourism Development Society (BETDS), Government of Bihar invites Proposals for:

“Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism”

Interested firms / parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in Clause 4 of this document, available from website: *Bihar Government Eproc-2* and Department website <https://state.bihar.gov.in/forest/CitizenHome.html>

Particulars	Details
Tender Reference Number	RFP NO.: 5/ B&SP/BETDS/2026
Date of Issue of RFP	11.08.2026
Pre-Bid Meeting (Online / In Person at BETDS Head Office, Patna)	18.08.2026 at 4.00 P.M. 4th Floor, Aranya Bhawan, Shahid Peer Ali Khan, Patna-800014 Hybrid mode- Online link will be shared a day before the interested agency seeking the link via email: biharecotourismsociety@gmail.com (*Need to send request on the specified email before 17.8.2026 Aug 03:00 PM with pre bid queries if any)
Last Date for Submission of Pre-Bid Queries	19.08.2026 at 05.00 P.M.
Last Date and Time for Submission of Bid (Technical and Financial)	3.09.2026 at 1.00 P.M.
Date and Time of Opening of Technical Bid	3.09.2026 at 3.00 P.M.
Date and Time of Technical Presentations by Qualified Bidders	To be intimated later
Date of Opening of Financial Bid (of Technically Qualified Bidders)	To be intimated later
Bid Validity Period	180 Days
Contract / Engagement Tenure	2 (Two) years / 24 (Twenty-Four) months from the date of signing of Agreement / issuance of Work Order, extendable by a further period as may be approved by BETDS in accordance with applicable rules
Bid Security / Earnest Money Deposit (EMD)	INR 10,00,000/- (Rupees Ten Lakh only) No bidder shall be eligible for exemption from submission of EMD/Bid Security under this RFP.
Performance Security	5% of total contract value

Note: BETDS reserves the right to amend any of the dates mentioned above through corrigendum / addendum.

All correspondence in connection with this RFP should be addressed to:

Project Director, Bihar Ecotourism Development Society (BETDS), Aranya Bhawan, Shahid Peer Ali Khan Patna – 800014.

E-mail: biharecotourismsociety@gmail.com

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1. INTRODUCTION

1.1 Background

Bihar is home to one of the most ecologically diverse landscapes in eastern India — spanning the Valmiki Tiger Reserve and Valmiki Nagar forests on the Indo-Nepal border, the Kaimur Wildlife Sanctuary and plateau region, the wetlands of Kanwar Jheel (Asia's largest oxbow lake) and Kabar Tal (a Ramsar site), the riverine ecosystems of the Ganga, Gandak, Kosi and Sone, and the forested hills of Rohtas, Nawada and Jamui. The State also hosts significant biodiversity corridors, migratory bird habitats, dolphin sanctuaries and community-conserved forest landscapes.

In order to reposition Bihar Ecotourism as a credible, aspirational and conservation-led destination brand, the Bihar Ecotourism Development Society (BETDS) proposes to appoint a professional agency for a focused 2-year outcome-driven mandate. The engagement is intended not merely as a media or publicity assignment, but as a structured branding programme designed to build visibility, trust, recall and stakeholder confidence for BETDS and Bihar's ecotourism destinations. The selected Agency shall ensure that demonstrable outputs and measurable outcomes are achieved and presented to BETDS within two (02) months from the start of the project/onboarding of the Agency, including early improvements in brand presentation, media visibility, digital activity, content readiness and reporting systems. The Agency shall further support BETDS in developing a unified brand identity, strengthening destination narratives, improving digital and media presence, enhancing reputation, and creating measurable progress over the 2-year contract period towards recognition of Bihar Ecotourism as a distinctive nature, wildlife, wetland, riverine and community-based tourism brand.

1.2 Objective

The objective of this mandate is to achieve the branding and positioning of BETDS and Bihar Ecotourism over the 2-year contract tenure through a phased, measurable and intensive communication programme. The selected Agency shall help improve the public perception of Bihar Ecotourism from a relatively under-recognised sector into a nationally visible nature-tourism brand, supported by consistent messaging, credible media advocacy, high-quality destination content, stakeholder engagement, digital transformation and reputation management. The assignment shall be implemented through a 24-month result framework, with the first two (02) months treated as a critical mobilisation and early-outcome period during which demonstrable outputs and measurable outcomes should be achievable and presented to BETDS through approved baseline, priority communication activation, initial media/digital outputs, early content bank, performance dashboard and evidence-based progress reporting. Thereafter, the framework shall cover brand foundation, campaign activation, destination visibility, stakeholder mobilisation, monitoring, consolidation and institutional handover.

1.3 Nature of Assignment

The selected Agency shall provide end-to-end strategic and execution support for a 2-year branding programme covering brand strategy, narrative development, integrated communications, media engagement, digital and social media transformation, destination content creation, paid amplification planning, stakeholder and community engagement, reputation and crisis management, governance reporting, and internal capacity building. The assignment shall be output-oriented from the date of commencement, and the Agency shall front-load mobilisation, planning, baseline assessment, communication activation and priority content creation so that demonstrable outputs and measurable outcomes are presented to BETDS within two (02) months of project start. All activities under this assignment shall be linked to the overarching result of strengthening BETDS as the institutional face of Bihar Ecotourism and building sustained recognition for Bihar as a responsible, conservation-oriented and experience-rich ecotourism destination.

1.4 Contract Duration

The engagement shall initially be for a period of two (02) years / twenty-four (24) months from the date of signing of the Agreement or issuance of the Work Order, whichever is applicable. The first two (02) months from the date of project start/onboarding shall constitute the mobilisation and early-outcome demonstration period, during which the Agency shall ensure that demonstrable outputs and measurable outcomes are

achieved through agreed outputs, evidence and performance indicators. Any extension, if required, shall be subject to satisfactory performance, budget availability, administrative approval of BETDS and compliance with the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures. The 2-year tenure shall require the Agency to plan and execute a phased communication cycle aligned to Bihar's key ecotourism seasons, including summer, monsoon and winter/migratory-bird tourism periods.

2. SCOPE OF WORK

The selected Agency shall be responsible for the following workstreams over the entire 2-year (24-month) engagement period. The assignment shall be implemented as an outcome-driven mandate, and the Agency shall ensure that demonstrable outputs and measurable outcomes are presented to BETDS within two (02) months from the date of onboarding. Each workstream shall therefore be planned with immediate mobilisation, early activation, monthly output tracking, and demonstrable progress in brand visibility, media coverage, digital presence, stakeholder engagement and reputation indicators from the initial two-month period onward.

Prepare an overall branding and promotion strategy

- The Agency shall create a vision statement for Bihar Eco-Tourism for the next 5 years, taking into cognizance the eco-tourism offerings and tourist preferences.
- Develop an overall roadmap for the assignment period including communication strategy, modes, timing of campaigns etc.
- Create taglines, visuals, graphics which have a high recall value and are able to communicate the essence in an impressive manner.
- Identify innovative strategies for branding using modern tools.
- Develop a strategy which covers themes and destinations along with the phasing of the campaigns
- Create a robust brand guideline which can be disseminated across various platforms and shall act as a part of the overall messaging.
- The branding strategy should also take into consideration the BETDS/department's budget and key planned activities in the state.
- The branding strategy should also consider scalability such that repeated messaging across platforms and modes can be ensured.
- The agency shall undertake focused Branding and promotion of Bihar Eco-Tourism including targeted promotion activities to enhance visibility and market penetration of Bihar Eco-Tourism as a preferred tourism destination
- The scope shall include development of all campaign-related communication materials, including but not limited to creative concepts, audio-visual content, scripts, and promotional collaterals for execution
- Promotion of Bihar Ecotourism through National and International engagements
- The agency shall undertake promotion and marketing of Bihar Ecotourism products, including Tourism Packages, through strategic engagement with national and international travel agencies, tour operators, and travel trade platforms.
- This shall include collaboration with leading travel agencies and operators (domestic and global) to enhance visibility, inclusion in tour catalogues, and increased market outreach for Bihar as a preferred Eco-tourism destination.
- Building the brand of Bihar Ecotourism through creation and production of theme-based creatives with following intent and guidelines
 - Embodying the spirit and soul of the destination while creating a new theme with suitable and catchy taglines.
 - The creatives should ensure a strong brand recall and impact.
 - The creatives should have a high appeal to national and global audiences across all age groups.



- The branding should allow flexibility of usage on all platforms of publicity and communication.

- The agency shall strictly follow the deliverables and timeline as specified in the respective clause of the RFP.

- Roll Out Plan

1. Develop a global brand communication plan for creating destination curiosity and awareness amongst the identified key stakeholders
2. Identify a suitable launch platform of the new campaign
3. Prepare a Campaign Calendar based on destinations / experience / states / places / different target markets for every quarter planned across the year aligning with the overall vision and objectives.
4. Conceptualize and develop a promotional strategy across various platforms and formats.

2.1 Brand Strategy and Positioning

- Developing Bihar Ecotourism Brand Identity, Brand positioning strategy, Brand Guidelines, Destination Branding and Marketing collaterals.
- Defining the core identity of BETDS/Bihar Ecotourism as a long-term destination brand, including its strengths across wetlands, forests, riverine systems, wildlife, community-based tourism and responsible travel, and articulating a differentiated positioning at national and international levels.
- Crafting a clear and consistent narrative reflecting conservation leadership, biodiversity richness, community stewardship and sustainable tourism development.
- Developing a messaging framework to ensure uniform communication across BETDS, the Department of Environment, Forest and Climate Change, District Forest/Ecotourism units, and allied agencies of the Government of Bihar.
- Preparing a Bihar Ecotourism Brand Playbook as the foundational output of this stage, with an initial actionable version to be submitted within 45 days of onboarding and visible roll-out of approved brand elements, messaging and destination narratives within two (02) months.

2.2 Integrated Communications Framework

- Preparing a detailed 24-month integrated communication roadmap aligned with the branding result framework, including an immediate 60-day activation plan to ensure visible outputs/results are achieved and presented to BETDS within two (02) months of onboarding. The roadmap shall clearly define Month 1 mobilisation and baseline creation, Month 2 visible output/result demonstration, Year 1 brand foundation and activation, and Year 2 expansion, consolidation, impact assessment and handover.
- Communication alignment across wildlife and biodiversity conservation, wetland and riverine tourism, community-based/homestay tourism, adventure and nature-based experiences, and sustainable tourism infrastructure.
- Audience identification and segmentation covering domestic and international eco-travellers, wildlife and birding tourists, adventure tourists, students, researchers and conservation NGOs, homestay and community tourism operators, tour operators and travel trade, national and global media, and forest/tourism department stakeholders.
- Coordination of messaging so that communication is consistent, non-contradictory and aligned to the approved brand narrative throughout the 2-year engagement, with initial communication systems operational within the first two (02) months.

2.3 Media Relations and Reputation Management

- National PR campaigns, Media familiarisation trips, influencer collaboration.
- Building relationships with print, television and digital media, senior journalists, wildlife/travel writers, editors and opinion leaders, sustained across the 2-year period.
- Proactively generating positive media coverage through feature stories, Op-eds (Opinion Editorials), expert commentary and senior leadership interviews.
- Planning and executing press conferences, media briefings and editorial roundtables aligned to seasonal launches and circuit openings.
- Implementing media monitoring to track volume, tonality and narrative trends across all two years.

2.4 Content and Creative Ecosystem

- Production of Bihar ecotourism /destination films and promotional videos across circuits (Ex. Valmiki Tiger Reserve, Kaimur, Kanwar Jheel, Rajgir eco-park, riverine circuits, etc.).
- Photography, Drone Documentation, Print collaterals, Digital assets, Promotional Campaigns, Storytelling etc.
- Short-form digital content for online platforms, including wildlife and nature content.
- Infographics, presentations, reports and other communication materials.
- Creation of internal and external communication collateral, including materials for Forest Department field functionaries.

2.5 Digital and Social Media Transformation

- Social media Strategy and marketing, Web site content upgradation on time to time, Performance marketing, Email marketing, Analytic Dashboard.
- Redesigning and standardizing official social media platforms of BETDS.
- Implementing an always-on content strategy with daily updates across all two years.
- Executing monthly thematic campaigns on wildlife, wetlands, riverine tourism, sustainability, community-based tourism, adventure travel and other approved themes.
- Producing video-first, nature and wildlife-forward content.
- Driving traveller and citizen engagement through comments, responses, discussions, polls and interactive campaign formats.

2.6 Paid Media and Amplification

- Planning media deployment across national/regional publications, display/native/programmatic media, social media advertising, and outdoor/transit/airport media, phased across the 2-year period.
- Identifying key campaign moments such as the migratory bird season, wildlife festivals, monsoon/wetland season, and national/international travel trade events.
- Ensuring efficient utilization of budgets with focus on reach, recall and measurable outcomes.
- Performance tracking through data-led dashboards and reporting, year-on-year.

2.7 Events, Experiential and On-ground Engagement

- Participation in Travel Exhibitions, road shows, B2B Networking,
- Ecotourism circuit showcase events (Valmiki Tiger Reserve, Kaimur, Kanwar Jheel/Kabar Tal, Rajgir and other emerging circuits).
- Investor and travel-trade roadshows for ecotourism infrastructure and homestay/community tourism investment.
- Media and influencer familiarization visits focused on wildlife reserves, wetlands, forest landscapes and community-based tourism sites.
- Live coverage and digital amplification of events across all two years of the engagement.

2.8 Stakeholder and Influencer Engagement

- Thought leaders and subject-matter experts in conservation, wildlife biology and sustainable tourism.
- Industry stakeholders and institutional partners, including travel trade bodies and multilateral conservation agencies.
- Digital influencers, nature/wildlife content creators and travel bloggers.
- Tour Operator Partnership, airline collaboration, Community engagement programmes with homestay operators, local guides and forest-fringe communities to strengthen participation, trust and shared ownership of the ecotourism narrative.

2.9 Governance, Monitoring and Reporting

- Tracking of media coverage, public sentiment, digital engagement and campaign performance throughout the 2-year period.
- Weekly updates on highlights and emerging risks.
- Monthly performance reports.
- Quarterly strategic review reports.
- Actionable recommendations for optimization of communication efforts, year-on-year.

2.10 Capacity Building and Internal Alignment

- Conducting training for BETDS and Forest Department officials on media interaction, crisis response and effective digital communication.
- Ensuring uniformity of communication across BETDS, the Forest Department and allied agencies of the Government of Bihar.
- Providing templates, toolkits and communication governance support, refreshed periodically across the 2-year engagement.

2.11 Visitor Experience Promotion

- The Agency shall promote Bihar Ecotourism by strengthening the end-to-end visitor experience, from pre-visit inspiration and trip planning to on-site orientation, engagement, memory creation and post-visit advocacy. The communication approach shall position Bihar's ecotourism destinations as accessible, safe, responsible, interpretation-led and experience-rich, while encouraging visitors to appreciate biodiversity, wetlands, forests, riverine landscapes, local communities and conservation values.
- Develop visitor-facing communication themes that highlight nature trails, wetlands, wildlife viewing, birding, riverine experiences, eco-parks, community tourism, homestays and local cultural linkages in a responsible tourism format.
- Create practical trip-planning content such as destination primers, itinerary suggestions, seasonal experience guides, FAQs, travel advisories, safety information, do's and don'ts, and visitor etiquette for sensitive ecological areas.
- Promote improved visitor orientation through maps, route explainers, signage content, visual guides, interpretation material and digital explainers to help visitors understand where to go, what to experience and how to travel responsibly.
- Design campaigns that encourage visitor participation, user-generated content, storytelling, reviews, feedback, repeat visitation and word-of-mouth advocacy while maintaining conservation-sensitive messaging.
- Support BETDS in presenting visitor experience improvements through measurable indicators such as engagement, enquiries, sentiment, feedback themes, campaign response, content consumption and visitor-facing communication outputs.

2.12 Scope Boundary with Other BETDS Engagements

BETDS may, from time to time, engage other agencies or service providers for specific communication, outreach or promotion mandates falling outside the scope of this RFP. The selected Agency shall be responsible only for the scope of work defined in Clauses 2.1 to 2.11 and the Minimum Deliverables set out under Clause 2.13 of this RFP, focused on destination-level brand strategy and integrated communication for Bihar's ecotourism sector covering conservation, cultural, wetlands, riverine tourism, community-based tourism and forest-landscape identity.

The Agency shall coordinate professionally with any other agencies or service providers engaged by BETDS, share information as required by BETDS for governance and reporting purposes, and refrain from undertaking work falling outside the scope of this RFP unless specifically directed in writing by BETDS.

Any clarification on the boundaries of scope shall be sought from BETDS in writing, and BETDS's decision in this regard shall be final and binding. The Agency shall not, by reason of any such clarification or any subsequent allocation of work by BETDS, claim any additional fee, time extension or compensation, except

where BETDS expressly directs additional deliverables inside the scope of work of this RFP and agrees to remunerate the same separately in accordance with the terms of this Agreement.

Event-related expenses such as venue, fabrication, AV, branding, hotel accommodation, travel, local transport, logistics, media/influencer support and third-party vendor charges shall be treated as reimbursable/pass-through costs only with prior written approval of BETDS. Such expenses may be borne directly by BETDS or reimbursed on actuals against valid invoices, proof of payment and applicable supporting records. No unapproved expense shall be separately payable and shall be deemed included in the Agency's quoted fee. The Agency's fee shall cover communication planning, content, creative, media coordination, live amplification, documentation and reporting support for such events.

2.13 Minimum Deliverables (over the 2-Year / 24-Month Contract Period)

The following are minimum deliverables for the 2-year / 24-month contract. M = monthly, Q = quarterly and A = annual. All outputs shall support brand awareness, media visibility, digital engagement, stakeholder confidence and reputation improvement.

The 24-month framework shall cover mobilisation and early outputs, activation, and consolidation and handover.

2.13.1 Deliverable Framework

Workstream	Months 1–2: Mobilisation	Activation	Consolidation
A. Brand Strategy and Positioning	Baseline assessment, initial brand diagnosis, priority positioning note, draft messaging architecture and actionable brand elements submitted to BETDS, with visible roll-out of approved brand cues within two months. The Agency shall conduct an in-depth study of the existing branding and messaging of Ecotourism and other prominent state forest/tourism departments, including but not limited to the website, social media presence & engagement, content and media library. This shall act as an important input towards branding / positioning which is an expected outcome of this assignment. The Agency shall also identify various stakeholders, tourism trends and tourists' preferences, focus areas, gaps, potential areas for creating the branding strategy	Final Bihar Ecotourism Brand Playbook, destination/circuit narratives, brand-health baseline and approved communication guidelines operationalised across priority channels.	Brand refinement, recall-building, impact assessment, sustained identity consistency and handover-ready brand assets for continued use by BETDS.
B. Integrated Communications Framework	60-day activation plan, approval workflow, priority campaign calendar, communication protocol and immediate content/media action plan established.	24-month integrated communication roadmap implemented for priority seasons, destinations, audiences and campaigns, with monthly tracking against approved objectives.	Communication framework expanded, optimised and institutionalised with tested systems, campaign learnings and future-ready communication governance.
C. Media Relations and Reputation Management	Media database, baseline share-of-voice, first set of media interactions, early positive	Sustained national/regional visibility, editorial coverage, leadership	Stronger reputation resilience, deeper media relationships, improved recognition of BETDS as

	coverage pipeline and reputation-monitoring system activated.	positioning, crisis-readiness and improvement in positive media tonality.	the credible source for Bihar Ecotourism and documented sentiment improvement.
D. Content and Creative Ecosystem	Initial content bank, priority photographs, short-form content, draft creative templates and first campaign-ready assets produced for immediate use.	Flagship films, destination photography, reels, articles, infographics and collateral scaled for paid, owned and earned channels.	Durable multimedia repository, refreshed destination content, seasonal/circuit-specific assets and complete editable handover of content library.
E. Digital and Social Media Transformation	Handle audit, standardisation plan, baseline metrics, first monthly content calendar, initial posts/reels and dashboard indicators made visible to BETDS.	Always-on social media presence, platform-wise growth, community engagement, thematic campaigns and monthly performance reporting.	Improved audience recall, sustained engagement, stronger platform maturity, data-led optimisation and transferable digital operating system.
F. Paid Media and Amplification	Audience segmentation, media planning benchmarks, priority amplification plan and initial campaign recommendations prepared for BETDS approval.	Targeted paid media campaigns executed around seasons, circuits and events, with performance tracking and optimisation.	Refined amplification model, improved reach and cost efficiency, documented learnings and future media-planning recommendations.
G. Events and On-ground Engagement	Priority event/FAM concepts, stakeholder list, destination activation opportunities and communication protocols prepared within the first two months.	FAM visits, roadshows, forums, destination showcases and community events activated to generate media, trade and public engagement.	Repeatable event formats, stronger stakeholder participation, documented outcomes and handover of event playbooks/templates.
H. Stakeholder and Influencer Engagement	Stakeholder mapping, influencer database, priority outreach plan and first engagement touchpoints initiated.	Structured engagement with trade bodies, conservation experts, communities, influencers and institutional partners expanded.	Active partner ecosystem, documented stakeholder relationships, community ownership and transferable engagement tracker.
I. Governance, Monitoring and Reporting	Reporting formats, baseline metrics, dashboard structure, weekly review discipline and Month-2 visible-result report established.	Monthly MPRs, weekly risk notes, monthly review decks and performance dashboards used for course correction and measurable outcome tracking.	Final impact evidence, trend analysis, consolidated learning report and future communication roadmap available for BETDS.
J. Capacity Building and Internal Alignment	Training needs assessment, initial templates/SOPs and first orientation session for BETDS/departmental stakeholders completed or scheduled.	Periodic training, spokesperson guidance, crisis communication orientation, digital governance support and template use strengthened.	Internal capability embedded through refreshed SOPs, toolkits, knowledge-transfer sessions and handover-ready communication systems.
K. Team Deployment and On-site Support	Core team deployed, on-site resources positioned, escalation protocol established and execution rhythm stabilised within two months.	Dedicated team continuity, faster execution, regular coordination and	Knowledge transfer, asset handover, continuity planning and institutional memory secured before contract closure.

		senior review meetings maintained.	
L. Visitor Experience Promotion	Visitor journey mapping, priority destination primers, initial FAQ/advisory content, visitor-facing messaging themes and sample map/signage/interpreter content prepared.	Trip-planning guides, route explainers, seasonal experience content, responsible visitor etiquette, destination orientation material and visitor engagement campaigns rolled out.	Visitor feedback themes, user-generated content, repeat-visitation advocacy, refined visitor communication toolkit and handover-ready visitor experience promotion assets documented.

2.13.2 Minimum qualification for onsite Resources

Position	Minimum Eligibility	Job Description / Responsibilities
1. Project Coordinator / Client Servicing Executive	Graduate in Mass Communication, Journalism, Public Relations, Marketing, Tourism, Management or related discipline with minimum 3 years of relevant experience in client servicing, coordination, public communication, PR, government projects, tourism communication or digital/media assignments. Must have working knowledge of MS Office, documentation, reporting and stakeholder coordination. Fluency in English and Hindi is desirable.	Shall be stationed full-time at BETDS office, Patna, and act as the day-to-day coordination point between BETDS and the Agency. Responsibilities shall include coordination of approvals, meeting scheduling, follow-up on deliverables, maintenance of trackers, collection of inputs from BETDS/field offices, preparation of daily/weekly status updates, coordination for MPR inputs, and ensuring timely communication between the on-site team and the Agency's central team.
2. Digital Content and Reporting Executive	Graduate in Mass Communication, Digital Media, Journalism, Marketing, Design, Computer Applications, Tourism or related discipline with minimum 3 years of relevant experience in social media coordination, content management, digital reporting, analytics, campaign documentation or communication support. Must have working knowledge of social media platforms, basic analytics tools, content calendars, presentation preparation and report compilation. Ability to prepare concise reports in English/Hindi is desirable.	Shall be stationed full-time at BETDS office, Patna, and support digital, content and reporting functions under the engagement. Responsibilities shall include coordination of content calendars, tracking of posts/reels/campaign outputs, maintaining content and media evidence repositories, compiling social media and campaign performance data, assisting in dashboards and MPR preparation, supporting event/live coverage coordination, and ensuring that demonstrable outputs and measurable outcomes are properly documented for BETDS review.

- Deployed personnel shall continue throughout the assignment; replacements shall require prior written approval and equivalent or higher seniority.
- Senior leadership oversight shall be provided through monthly review meetings with BETDS.
- The above deliverables are minimum commitments. BETDS may adjust deliverable periodicity or composition, provided the overall 2-year scope remains substantially equivalent.

2.13.3 Minimum Deliverable

Frequency	Minimum Deliverables in Numbers
Daily	• Minimum 1 media/social monitoring brief. • Minimum 1 community-management check. • Daily traveller-query response and visitor feedback/query monitoring. • Same-day escalation of all negative, sensitive or visitor-facing issues.
Weekly	• Minimum 1 weekly highlights and risk note.

	• Minimum 1 coordination meeting/call with BETDS/on-site personnel. • Minimum 1 visitor experience update. • Minimum 1 visitor-facing content pipeline/status update.
Monthly	• Minimum 1 monthly content calendar and 1 narrative refinement note. • Minimum 8–10 social media posts and 4–6 reels/short-form videos. • Minimum 2 articles/blogs/features and 10 creatives/curated images. • Minimum 1 paid media plan/performance note and 1 social media performance report. • Minimum 2 stakeholder/influencer engagements and 2 visitor-facing outputs. • Minimum 1 Monthly Progress Report.
Quarterly	• Minimum 1 brand health review and 1 campaign calendar update. • Minimum 1 spokesperson briefing pack and 1 press/media interaction format. • Minimum 1 strategic review deck and 1 stakeholder dialogue/advisory meeting support. • Minimum 1 visitor experience promotion note and 1 visitor feedback analysis. • Minimum 1 approved thematic visitor-facing campaign and 1 capacity-building session. • Minimum 1 Destination film
Yearly	• Minimum 1 annual brand/communication playbook refresh. • Minimum 1 annual paid media strategy. • Minimum 1 annual visitor experience toolkit refresh and 1 annual visitor experience impact assessment. • Minimum 1 investor/partner roundtable or equivalent strategic engagement. • Minimum 1 media/influencer FAM visit plan. • Minimum 1 annual impact assessment report and 1 year-end asset handover/learning documentation.

3. FEES AND PAYMENT SCHEDULE

The bidder shall quote its financial proposal in a manner that supports the full 2-year branding and positioning framework of BETDS/Bihar Ecotourism. The quoted fees shall clearly reflect the implementation requirements of the 24-month contract period, including brand foundation, activation, consolidation, reporting and handover, while remaining consistent with the scope of work and minimum deliverables prescribed under Clause 2 of this RFP. The financial proposal shall include a consolidated monthly retainer as well as workstream-wise indicative cost break-up. Grand total cost:- Inclusive of GST. The quoted amount shall be inclusive of all professional fees, staffing cost, account management, content strategy, media relations, social media management, creative design, video production, photography, monitoring and reporting, stakeholder engagement support, campaign planning, on-site personnel deployment and all incidental costs required for satisfactory execution of the mandate, except those items specifically identified by BETDS as reimbursable or separately payable.

3.1 Monthly Payment Schedule

- The Agency shall submit a Monthly Progress Report (MPR) in the format prescribed under Annexure-VIII of this RFP, along with all supporting deliverables, performance dashboards, output trackers and proofs, by the 7th (Seventh) working day of the month following the month for which the invoice is raised.
- The MPR shall demonstrate fulfilment of the minimum deliverables prescribed for the month under Clause 2.13 (Minimum Deliverables) and shall include placement trackers, content logs, social media performance summaries, campaign reports and event documentation, as applicable.
- In the event of partial fulfilment of monthly deliverables, BETDS reserves the right to release a proportionate payment and to recover or adjust the shortfall against subsequent months, or to invoke the penalty provisions under Clause 30 of this RFP.
- No advance or mobilisation payment shall be released. The first monthly invoice shall be raised only at the end of the first calendar month of the contract.

- Notwithstanding the monthly payment cycle, the Agency shall furnish all one-time deliverables (Bihar Ecotourism Brand Playbook, 24-Month Integrated Communication Roadmap, Crisis Communication Framework, AI-enabled Sentiment Dashboard and other one-time outputs prescribed under Clause 2.13) within the timelines specified, failing which BETDS may deduct a portion of the corresponding monthly retainer until acceptance of such one-time deliverables.



4. MINIMUM ELIGIBILITY CRITERIA

Only those bidders who fulfil the minimum eligibility conditions specified below shall be considered for further evaluation and subsequently called for the Technical Presentation.

Sl. No.	Minimum Eligibility Criteria	Supporting Document
1	The bidder should be an Indian entity registered under the Companies Act / LLP Act / Partnership Act / Proprietorship / any other legally recognized form of business in India, since last 3 Years as on the bid due date. (Joint venture/Consortiums are allowed)	Certificate of Incorporation / Registration.
2	The bidder must possess valid PAN and GST registration.	Copy of PAN and GST certificate.
3	The bidder shall have a minimum average annual turnover of INR 25,00,00,000/- (Rupees Twenty Five Crore only) , during the last three (03) audited financial years (FY 2022-23, FY 2023-24 and FY 2024-25/2025-26)	CA Certificate of Average Annual Turnover / audited financial statements for FY 2022-23, FY 2023-24 and FY 2024-25/2025-26.
4	The bidder shall have satisfactorily executed similar work during the last seven (07) years before the date of submission, in any one of the following patterns: Two (02) similar work of value not less than INR 100,00,000/- <i>Note: For the purpose of this clause, similar nature of work shall mean integrated communication, media and public relations, destination/ecotourism/wildlife branding, reputation management, digital and social media management, or composite communication mandates of comparable scale, executed for any Central Government, State Government, Public Sector Undertaking, Forest/Wildlife Department, Autonomous Body, Statutory Body or Urban Local Body / any Registered Firm</i>	Copy of work order / agreement / completion certificate / client certificate clearly mentioning scope, value and client name. <i>For work orders issued by private sector clients, the work order/agreement shall be current up to FY 2025-26. The bidder shall also submit documentary proof, such as client certificate, payment advice, bank statement extract, TDS certificate, GST invoice with payment proof or equivalent evidence, confirming that at least 50% of the respective work order value has been received/credited to the bidder on or before 31.03.2026.</i>
5	The bidder must have a minimum full-time employee strength of 20 on its rolls.	Self-certified declaration by authorized signatory supported by EPFO/ESIC records or CA certificate or HR certificate.
6	The bidder shall submit the names, designations, relevant experience and proposed roles of the team members intended to support the 2-year assignment. The proposed team shall include, at minimum and as required during project implementation, professionals with expertise in brand strategy, media relations, social media management, content development, creative design, video production, paid media, analytics and reporting.	Proposed team structure with CVs of key professionals.
7	The bidder should not have been blacklisted/ debarred/ terminated for material breach by any Central Government / State Government / PSU / Autonomous Body / Statutory Body or Urban Local Body / any Registered Firm as on date of bid submission	Self-declaration in prescribed format.



Clarifications

- BETDS reserves the right to verify all documents from issuing authorities/clients.
- Non-compliance with any one of the above criteria shall render the bid liable for rejection.

5. BID EVALUATION CRITERIA

Evaluation shall be carried out on QCBS basis with weightage of 70% for Technical Proposal and 30% for Financial Proposal. In technical evaluation, particular emphasis shall be placed on the bidder's ability to deliver an integrated 2-year branding and positioning programme for BETDS/Bihar Ecotourism, including strategic clarity, destination branding capability, measurable communication outcomes, digital transformation approach, reputation management capacity and year-wise implementation methodology.

5.1 Technical Evaluation

The Technical Proposal shall be evaluated out of 100 marks, comprising:

- A. Technical Proposal Evaluation – 70 Marks
- B. Technical Presentation – 30 Marks

Only bidders meeting the minimum eligibility criteria and scoring at least 70 marks out of 100 in technical evaluation shall qualify for opening of the financial proposal.

5.2 Technical Proposal Evaluation (70 Marks)

Sl.No.	Criteria	Max Marks	Scoring Methodology	Documentary Proof
1	Number of similar government/Private work orders (PR/Media/Event/IEC) during the last seven (07) years, each of value not less than INR 100,00,000/-	15	2 orders: 10 marks; 3 -4 orders: 12 marks; ≥ 5 orders: 15 marks	Work orders / agreements / completion certificates
2	Office presence (minimum employee strength at each branch office should be 10 nos. required to qualify an office)	5	1 - 2 branch offices- 4 marks; ≥ 3 branch offices- 5 marks	Proof of office presence
3	Average annual turnover in last 3 FY	15	>₹25 Cr to ₹30 Cr-10 marks; >₹30 Cr -15 marks	CA certificate / audited statements
4	Employee strength (full-time)	10	20–30 employees- 5 marks; >30 employees - 10 marks	HR/CA/EPFO declaration
5	International assignment in Branding & Marketing work, Strategy promotion work as per the requirements	10	1 work order: 7 marks; 2 or more: 10 marks	Work order / completion certificate
6	Years of existence of the Bidder as per the requirements of mandatory eligibility criteria:- Bidder shall be in the field of PR/Media/Event/IEC/Branding services to Central and State Government Departments and Organisations/Registered firm.	15	Experience 03–05 Years-5 Marks >05 –07 Years-10 Marks >07 Years: 15 Marks	Copy of the Work Order / Completion Certificate (for completed projects)
	Total	70		

5.3 Technical Presentation (30 Marks)

S.No.	Criteria	Total Marks
1	Understanding of the RFP and proposed methodology for achieving the branding and positioning of BETDS/Bihar Ecotourism over the 2-year tenure, including brand strategy, destination narrative, digital and social media transformation, media and reputation management, stakeholder engagement, measurable outcome framework, year-wise implementation plan and innovation • Approach & Methodology with proposed innovation and value addition • Experience in similar projects (provide details like stature of Campaign, Audience, strategy for global acceptance etc) • Clearly specify if any Government campaign has been handled at National / International Level. If yes, provide details. • Showcasing of creative work outputs (leaflets, brochures, films, campaigns etc.) • Team credentials and facilities to plan and execute campaigns etc. • Awards and Accolades	30
	Total	30

Note: -

- While Bidders are shall require to include the Technical Presentation, with their Technical Bid submission, they must take note that the Department of Forest, Govt. of Bihar/BETDS may invite for technical presentation at a short notice and Bidders should be prepared with the same. No extension in this regard shall be given at a later stage.
- It is advised that Senior Team Members from the mandatory criteria Qualified Bidder's Organization to remain present for making the Technical Presentation to the Committee.
- Further the presentation should be concise and should not exceed more than 15 minutes (~30 slides).
- Failure of the bidder to be available for the Technical Presentation as per the schedule, may lead to cancellation/Rejection of bid
- Bidders must note that the proposed details in the Technical Presentation shall be binding on the bidders, unless a change is suggested by BETDS, and shall form a part of the Agreement. Any material changes to the proposed value addition as per the Technical Presentation, beyond the scope of work, should be pre-approved by BETDS.

5.4 Financial Proposal Evaluation

The Financial Proposals of only those bidders who qualify in technical evaluation shall be opened. The Financial Proposal shall be quoted in INR and inclusive of GST, and shall be evaluated on the basis of the Total Contract Value quoted for the 2-year / 24-month contract period as per Annexure-IX. The year-wise and workstream-wise break-up shall be used for transparency, contract management, payment review and assessment of adequacy of financial provisioning for the 24-month scope, including mobilisation and early demonstrable outputs within the first two months, brand foundation and activation, and expansion, consolidation and handover. Financial scores shall be computed on the Total Contract Value quoted for the full 2-year / 24-month contract period.

For financial evaluation, the lowest evaluated Total Contract Value (L1) shall be given a financial score of 100. Financial scores of other bidders shall be computed using the following formula:

$$Sf = 100 \times (F_{min} / F)$$

Where: Sf = Financial Score of the bidder; F_{min} = Lowest evaluated Total Contract Value among technically qualified bidders; F = Total Contract Value of the bidder being evaluated.

The combined score shall be calculated as:

$$S = (St \times 0.70) + (Sf \times 0.30)$$

Where: S = Combined Score; St = Technical Score; Sf = Financial Score.

The bidder obtaining the highest combined score shall be **ranked H1 and may be considered for award of contract.**

Note:-

- The Bid of the Bidder, who obtains the highest TS value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (ST) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- Further, in a scenario two or more Tie Bidders have the same Technical as well as financial score, Authority of Bihar may ask the said Bidders to furnish their respective revised offers which shall not be higher than cost as per the initial offer made by the Bidders. The bid will be awarded to the one quoting the lowest bid in its such revised offer.

6. BID SECURITY / EARNEST MONEY DEPOSIT (EMD)

The Bid shall be accompanied by a refundable Bid Security / Earnest Money Deposit (EMD) of INR 10,00,000/- (Rupees Ten Lakh only), submitted in accordance with the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures, as amended from time to time. The Bid Security shall remain valid for a period of 45 (Forty-Five) days beyond the final bid validity period prescribed under Clause 10 of this RFP. Bids unaccompanied by the prescribed Bid Security shall be treated as non-responsive and summarily rejected. It can be in the Form of Bank Guarantee/ RTGS/NEFT through EPROC-2

No bidder shall be eligible for exemption from submission of EMD/Bid Security under this RFP.

- 6.1 Proposals without the EMD/Bid Security or without valid exemption proof (where exemption is claimed) shall be treated as non-responsive and shall be summarily rejected. No interest shall be payable on such EMD/Bid Security.
- 6.2 The EMD/Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security.
- 6.3 The Bid Security / EMD of unsuccessful Bidders shall be returned in accordance with the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures. In the case of two-packet or two-stage bidding, the Bid Security of Bidders found unsuccessful at the technical evaluation stage shall be returned within 30 (Thirty) days of declaration of the technical evaluation results. The Bid Security of all other unsuccessful Bidders shall be returned at the earliest after expiry of the final bid validity period and in any event not later than the 30th (Thirtieth) day after the award of the contract. No interest shall accrue on the Bid Security.
- 6.4 The Bid Security may be forfeited: (a) if the Bidder withdraws the Bid after bid opening during the period of Bid validity; or (b) in the case of a successful Bidder, if the Bidder fails within the specified time limit to sign the Agreement and/or furnish the required Performance Security.

7. FORCE MAJEURE

For the purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of BETDS and/or the Selected Agency, and which prevents or delays the performance of obligations under this Contract. The term "Force Majeure" as implied herein shall include but not be limited to acts of God (such as earthquake, cyclone, flood, fire), war, invasion, armed conflict, civil commotion, riot, strikes, lockouts, pandemic / epidemic, government orders / restrictions, acts and regulations of Central/State Government, court orders, or any other similar events affecting the performance of the contract.

Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid shall, within seventy-two (72) hours of the alleged beginning and ending thereof, intimate the other party giving full particulars and satisfactory evidence in support of its claim. If deliveries / services are suspended by force majeure conditions lasting for more than two (2) months, BETDS shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

Force Majeure shall not include insufficiency of funds, financial constraints, or inability to make any payment required hereunder, i.e. both parties shall not be entitled to claim any damages/charges/licence fee etc. from each other in case of any event of force majeure.

8. TERMINATION OF THE CONTRACT

- 8.1 In case of deficiency or non-fulfilment of obligations as per the Scope of Work or agreed deliverables / milestones, BETDS shall serve a notice to the Selected Agency to rectify / fulfil the obligations within a specified period of not more than 30 (thirty) days, failing which BETDS shall be at liberty to execute the work through any other agency at the cost of the Selected Agency. BETDS also reserves the right to cancel/terminate the contract.
- 8.2 BETDS reserves the right to terminate the agreement in case of deficiency in services, repeated non-performance, misconduct, or poor performance of the Selected Agency for any

subsequent month/quarter/year. For this, BETDS shall intimate the Selected Agency in the review meeting and/or through written communication. The decision of BETDS about the performance shall be final and binding. In case the contract is terminated, a written notice of 30 days shall be served.

- 8.3 BETDS reserves the right to drop, modify, or remove any or all components of the Scope of Work deemed not suitable or in line with the objectives of BETDS, which may necessitate termination of contract. In such scenario BETDS shall provide a maximum time period of one (1) month to the Selected Agency to complete the requisite formalities and handover of work, as applicable.
- 8.4 The Selected Agency may terminate the agreement with a notice of one (1) month to BETDS, if the Agency deems that it is not in a position to fulfil the requirements and deliver the scope of work outlined in the agreement, subject to submission of all deliverables completed till the termination date, and proper handover of all documents, files and data to BETDS.

9. PENALTY

- 9.1 Failure in fulfilment of deliverables as indicated in Clause 2 (Scope of Work), or non-compliance with reporting / review / deliverable submission requirements, shall warrant the following: for shortfalls in deliverables, missed service levels, delays, repeated non-performance and other breaches, BETDS shall levy penalties as per the Service Level Agreement and Penalty Matrix set out under Clause 30 of this RFP, which prescribes monthly-retainer-linked penalty rates for each category of breach, with an overall cap of 5% (Five percent).
- 9.2 In case of repeated failure or material breach of contract, BETDS may forfeit the Performance Security and may terminate the contract as per Clause 8, without any liability.
- 9.3 Apart from the above, in case of any contravention/violation/misrepresentation of facts or submission of forged documents, the EMD/Performance Bank Security shall stand forfeited and BETDS may take appropriate action including termination of contract, claim damages, legal proceedings and blacklisting as per applicable laws.
- 9.4 On account of circumstances beyond the control of the Selected Agency, such as natural calamities, force majeure or other unforeseeable events, and upon formal notification by the appropriate authority, BETDS may grant extension of time (at BETDS's sole discretion) for completion of deliverables, and in such a case will not hold up the payment due for that particular stage, subject to satisfactory justification and approval.

10. VALIDITY OF BID

The Proposal shall remain valid for 180 (One Hundred and Eighty) days from the last date of submission of the Proposal on the e-procurement portal. A proposal valid for a shorter period shall be rejected as non-responsive.

11. DISPUTES

Any dispute between the parties arising out of this agreement shall be resolved by the exclusive jurisdiction of the civil courts at Patna, Bihar only, and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.

12. ACKNOWLEDGMENT BY AGENCY

It shall be deemed that by submitting the Proposal electronically, the Agency has gone through the scope of work and other stipulations in detail and has: (a) made a complete and careful examination of the requirements for the project; (b) received all relevant information requested from BETDS; (c) acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document; (d) satisfied itself about all matters necessary for submitting the proposal and performance of its obligations thereunder; and (e) agreed to be bound by the undertaking provided by it

under and in terms hereof. BETDS shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above.

13. RIGHT TO REJECT ANY OR ALL PROPOSALS

Notwithstanding anything contained in this RFP document, BETDS reserves the right to accept or reject any proposal and to annul this selection process and reject all proposals, at any time during the bidding process, without any liability or obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.

BETDS also reserves the right to reject any Proposal if: (a) at any time a material misrepresentation is made or uncovered; or (b) the Agency does not submit in time any information or clarification asked for by BETDS; or (c) the Agency fails to comply with any of the terms and conditions of this RFP.

14. SUBMISSION OF PROPOSAL – ELECTRONIC SUBMISSION, UPLOADING & MARKING

- 14.1 The Proposal shall be submitted only through electronic mode on the Bihar State e-Procurement Portal, as notified by BETDS. No Financial Bid shall be accepted in physical form. However, physical submission of supporting documents/technical documentation (Technical Bid documents only) may be accepted as per the instructions in the Bid Document.
- 14.2 The Agency shall submit the Technical Proposal (Part A) and Financial Proposal (Part B) separately in the relevant sections as provided on the portal, along with all supporting documents, before the deadline specified in the RFP Schedule.
- 14.3 The Agency must ensure that all uploaded documents are clear, legible and properly scanned; documents are uploaded in the required format (PDF / Word / Excel as specified); and each file is correctly named and placed in the correct section to avoid rejection.
- 14.4 The portal-generated acknowledgement/receipt of bid submission shall be treated as proof of successful bid submission.

The Technical Proposal shall be uploaded as Part-A: Technical Proposal for Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism. The Financial Proposal shall be uploaded as Part-B: Financial Proposal for Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism.

Any proposal not uploaded successfully on or before the scheduled time and date shall be treated as non-responsive and shall not be considered. Opening of the Financial Proposal shall be done only after evaluation of the Technical Proposal, as per the scheduled dates intimated by BETDS to eligible Agencies. Agencies are advised to prepare their documents with proper sequence, indexing, page numbering and clear headings, failing which the bid may be considered non-responsive. BETDS shall not be responsible for delays/errors due to internet connectivity issues, portal downtime, device/browser errors, incomplete uploads, or last-minute submission failures.

15. DOCUMENTS TO ACCOMPANY THE PROPOSAL

PART A – Technical Proposal

The Agency must submit/upload the following particulars/documents along with the Technical Proposal, failing which the proposal may be treated as non-responsive:

- Cover Letter (Annexure-I)
- Details of Bidder (Annexure-II)
- Certificate of Incorporation / Registration
- PAN and GST Registration
- Power of Attorney (Annexure-III), if applicable
- Declaration on Non-Blacklisting (Annexure-IV)

- Undertaking on correctness of information (Annexure-V)
- Project Credentials (Annexure-VI)
- Proof of Presence of office (Annexure-VII)
- Financial turnover certificate / audited statements
- Employee strength certificate
- Proposed team deployment with CVs (Annexure-XI)
- Any other documents required under the RFP

PART B – Financial Proposal

The Agency must submit/upload the Financial Proposal as per the format provided in Annexure-IX, covering the full 2-year / 24-month contract period.

16. AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, BETDS may, for any reason, whether at its own initiative or in response to clarifications requested by Agencies, modify any of the terms mentioned in this RFP document by issuance of Corrigendum/Addendum/Amendment. All such amendments/addenda/corrigenda shall be hosted on the e-procurement portal/website and shall also be communicated through email to registered bidders, and will be binding on all participating Agencies. In order to give the Agency a reasonable time for considering such amendment(s), or for any other reason, BETDS may, at its sole discretion, extend the Proposal Due Date and the revised date shall be notified on the e-procurement portal/website.

17. LANGUAGE

The Proposal and all communications in relation to or concerning the selection process shall be in English (or Hindi, where specifically permitted by BETDS) language and strictly in the formats provided in this invitation document.

18. LATE SUBMISSION

Proposals received/uploaded after the deadline for submission prescribed by BETDS on the e-procurement portal shall not be entertained and shall be rejected. BETDS shall not be responsible for any delay due to technical issues, internet connectivity, server downtime, incomplete uploads or any other reason whatsoever.

19. CONSORTIUM / JOINT VENTURE

Bidders are permitted to participate either individually or as part of a consortium/joint venture (JV), comprising a maximum of three members only. In the case of a consortium/JV, all members shall be jointly and severally responsible for the execution of the contract and all clauses including penalty clauses.

One member shall be designated as the lead member, who shall act as the single point of contact for BETDS and shall have the authority to bind the consortium/joint venture. No change in the composition of the Consortium/JV shall be permitted after submission of the bid. The consortium/JV shall not assign, transfer, or otherwise part with its rights/obligations under this agreement, in whole or in part, to any other party without the written consent of BETDS. The lead member/agency shall not sub-contract core services of brand strategy, media relations or reputation management; however, for specialized technical tasks/subscriptions/assistance, the same may be availed with prior written approval of BETDS.

20. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once submitted electronically on the e-procurement portal, under any circumstances. However, Agencies may withdraw their Proposal prior to the Proposal Due Date through the e-procurement portal by following the prescribed procedure available on the portal. Withdrawal of the proposal after the Proposal Due Date shall be treated as a breach and may result in forfeiture of the Bid Security/EMD and/or any other action as deemed appropriate by BETDS.

21. PERFORMANCE SECURITY AND AGREEMENT

BETDS shall issue a Letter of Award (LoA) along with the Draft Agreement & Integrity Pact to the selected Agency post completion of technical and financial evaluation and selection of the successful bidder.

Within 20 (Twenty) days of issuance of the Letter of Award (LoA) by BETDS, the selected Agency shall furnish a Performance Security in the form of an Account Payee Demand Draft, Fixed Deposit Receipt, Bank Guarantee issued by any Scheduled Commercial Bank in India, electronic Bank Guarantee (e-BG), Insurance Surety Bond, or any other instrument acceptable to BETDS, for an amount equivalent to 5% (five percent) of the total contract value (i.e. 5% of the 2-year total contract value quoted by the successful bidder), in compliance with the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures, and shall enter into an Agreement with BETDS in the prescribed format. The Performance Security shall remain valid for a period of 60 (Sixty) days beyond the date of completion of all contractual obligations, including any extension thereof granted by BETDS.

The Performance Security shall remain in force and shall be retained by BETDS until 60 (Sixty) days after the date of completion of all contractual obligations under this contract, including any extension thereof, and may be invoked by BETDS, in whole or in part, in accordance with the provisions of this RFP. The Performance Security shall be returned to the Agency, without interest, after the said period, subject to satisfactory completion of the contract and absence of any outstanding claims by BETDS against the Agency. The Performance Security shall be forfeited at the sole discretion of BETDS towards any loss, damage or non-performance/breach by the Agency, as may be determined by BETDS.

22. INDEMNITY

The Agency shall, subject to the provisions of the Agreement, indemnify BETDS for an amount not exceeding the value of the Agreement, for any direct loss or damage caused due to any deficiency in service on its part and/or non-performance of obligations under this RFP. The obligation under this clause shall survive the expiry or termination of the agreement.

23. LIMITATION OF LIABILITY

In no circumstance shall the aggregate liability of either BETDS or the Agency exceed the total value of the Agreement. Notwithstanding anything to the contrary, the limitation of liability shall not apply to: (i) cases of fraud, wilful misconduct, or gross negligence; (ii) breach of confidentiality; (iii) infringement of Intellectual Property Rights; (iv) data protection or security breaches; and (v) third-party claims, bodily injury, or death.

24. CONFLICT OF INTEREST

The Agency shall ensure compliance with the Conflict-of-Interest provisions prescribed under the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures and the procurement framework applicable to BETDS. The Agency shall disclose, in writing and prior to the signing of the Agreement, all existing or potential conflicts of interest, including engagements with other agencies of the Government of Bihar, related-party transactions, ownership or director-level relationships with bidders or vendors likely to participate in BETDS procurement, and any prior advisory or representation work that may compromise the Agency's independence. The Agency shall, throughout the contract period, promptly notify BETDS of any new circumstance that may give rise to a conflict of interest. Failure to disclose, or any subsequent discovery of an undisclosed conflict, shall constitute a material breach of this contract and

shall entitle BETDS to terminate the contract, forfeit the Performance Security and pursue such further legal action as may be appropriate.

25. APPLICABLE PROCUREMENT FRAMEWORK

This procurement shall be governed by, and the terms of this RFP shall be interpreted in accordance with, the following framework, as in force on the date of issue of this RFP and as amended from time to time:

- Bihar Financial Rules and procurement procedures, financial powers and delegations applicable to BETDS and the Government of Bihar, including the Bihar State e-Procurement Portal, to the extent adopted or applicable.
- Government of Bihar notifications, circulars, orders and instructions governing procurement of services, consultancy services, bid security, performance security, evaluation, award and contract management.
- Guidelines and circulars issued by competent vigilance, finance and procurement authorities applicable to BETDS and the Government of Bihar on transparency, competition, fairness and elimination of arbitrariness in public procurement.

In the event of any inconsistency between any provision of this RFP and the Bihar Financial Rules, applicable Government of Bihar procurement rules, or any Government of Bihar notification/order issued thereunder, the Bihar Financial Rules and the said applicable State Government instructions shall prevail. This RFP shall be published on the official website <https://state.bihar.gov.in/forest/CitizenHome.html> and on the Bihar State e-Procurement Portal, as applicable.

26. CODE OF INTEGRITY

Bidders, the Selected Agency and all persons acting on their behalf shall observe the highest standard of integrity throughout the bidding process and the performance of the contract, in compliance with the Bihar Financial Rules / applicable Government of Bihar procurement rules and procedures. By submitting a Bid in response to this RFP, the Bidder declares and undertakes that the Bidder has not engaged, directly or indirectly through any agent or intermediary, in any corrupt, fraudulent, collusive, coercive or obstructive practice, as defined below:

- Corrupt practice: offering, giving, receiving or soliciting, directly or indirectly, anything of value to influence the action of any official of BETDS or the Government of Bihar in the procurement process or in contract execution.
- Fraudulent practice: a misrepresentation or omission of facts, including misleading statements, in order to influence the procurement process or the execution of the contract to the detriment of BETDS.
- Collusive practice: a scheme or arrangement between two or more Bidders, with or without the knowledge of BETDS, designed to establish bid prices at artificial, non-competitive levels or to otherwise deprive BETDS of the benefits of free and open competition.
- Coercive practice: harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the procurement process or the execution of the contract.
- Obstructive practice: deliberately destroying, falsifying, altering or concealing evidence material to an investigation, or making false statements to investigators, and failure to permit BETDS to inspect accounts and records relating to the procurement.

The Bidder shall disclose, in writing and as part of the Technical Bid, the name and address of any agent, intermediary, consultant or representative engaged in connection with this procurement, together with details of any commission, fee or remuneration paid or payable to such person.

Any breach of the Code of Integrity, established at any stage of the procurement process or during the contract period, shall, without prejudice to any other rights and remedies available to BETDS, entitle BETDS to (i) reject the Bid; (ii) cancel the Letter of Award; (iii) terminate the contract; (iv) forfeit the Bid Security and the Performance Security; (v) recover any payment made under the contract together with interest; and (vi) initiate debarment or other appropriate proceedings in accordance with the Bihar Financial

Rules / applicable Government of Bihar procurement rules and applicable law, in addition to any civil or criminal action that may be available under applicable law.

27. INTELLECTUAL PROPERTY RIGHTS

All deliverables, content, copy, scripts, films, photographs, illustrations, designs, brand assets, layouts, infographics, dashboards, software, databases, data sets, research outputs, strategy documents, presentations, plans, recommendations and any other work product (collectively, 'Deliverables') created, developed or generated by the Agency, its personnel or its sub-contractors specifically in the performance of this contract shall, upon creation and irrespective of completion of payment, vest absolutely and exclusively in BETDS, free of any encumbrance. The Agency hereby assigns, and shall procure that its personnel and sub-contractors assign, to BETDS all right, title and interest in such Deliverables, including copyright, design rights, database rights, trade marks, moral rights (to the extent legally permissible) and all other intellectual property rights therein, throughout the world and for the entire term of protection available under applicable law.

Where any pre-existing intellectual property of the Agency or of a third party is incorporated into any Deliverable, the Agency shall procure for BETDS a perpetual, irrevocable, royalty-free, worldwide, transferable and sub-licensable licence to use, reproduce, modify, distribute, display, publish and create derivative works from such pre-existing intellectual property, solely for the purposes of BETDS, the Government of Bihar and their successor entities. The Agency shall ensure that all third-party content (stock images, music, footage, fonts, software components and similar materials) used in Deliverables is duly licensed for the intended use of BETDS, with documentation of such licences provided to BETDS.

The Agency shall not, during the term of this contract or thereafter, use, reproduce, publish, exhibit, claim authorship of or otherwise exploit any Deliverable, or any portion thereof, for its own purposes or for any third party (including award entries, case studies, portfolio use and credentials presentations) without the prior written consent of BETDS, which BETDS may grant or withhold at its sole discretion.

The Agency warrants that the Deliverables shall not infringe the intellectual property rights of any third party, and shall, at its own cost, defend, indemnify and hold harmless BETDS and its officers, employees and representatives against any and all claims, damages, losses, fines, costs and expenses (including legal fees) arising out of any actual or alleged infringement of third-party intellectual property rights by the Deliverables.

28. CONFIDENTIALITY AND NON-DISCLOSURE

All information, data, documents, plans, strategies, internal communications, deliberations, decisions, financial details, community and stakeholder data, vendor and supplier information, and any other material disclosed by BETDS or the Government of Bihar to the Agency, or otherwise accessed by the Agency in the course of this contract, whether marked confidential or not, shall be deemed Confidential Information and shall be held by the Agency in strict confidence.

The Agency shall: (i) use Confidential Information solely for the performance of this contract; (ii) restrict access to Confidential Information to personnel and approved sub-contractors with a strict need-to-know, bound by written confidentiality obligations no less stringent than this clause; (iii) implement reasonable physical, technical, administrative and organisational safeguards to protect Confidential Information; (iv) not disclose Confidential Information to any third party without prior written consent of BETDS; and (v) not issue any press release, public statement, social media post, award entry or marketing communication referring to BETDS, the Agreement or the work performed thereunder, without prior written consent of BETDS.

Confidentiality obligations shall survive expiry or termination of this contract for a period of 3 (Three) years, except for trade secrets and personal data, which shall remain confidential in perpetuity. On expiry or termination of the contract, the Agency shall, at the option of BETDS, return or securely destroy all Confidential Information in its possession or control and certify such return or destruction in writing. Any breach of confidentiality shall constitute a material breach of this contract entitling BETDS to immediate

termination, forfeiture of Performance Security, and recovery of all damages suffered by BETDS, in addition to any criminal action available under applicable law including the Bharatiya Nyaya Sanhita, 2023 and the Information Technology Act, 2000.

29. DATA PROTECTION AND PRIVACY

The Agency shall comply with all applicable data protection laws, including the Digital Personal Data Protection Act, 2023 and the Information Technology Act, 2000. BETDS shall remain the Data Fiduciary and the Agency shall act only as Data Processor for personal data handled under this contract.

The Agency shall process personal data only on BETDS's written instructions, maintain appropriate safeguards, restrict access to authorised personnel, and shall not transfer data outside India or engage sub-processors without prior written approval of BETDS.

Any actual or suspected data breach shall be reported to BETDS within 24 hours. Upon expiry or termination, all personal data shall be returned or securely deleted within 30 days. Any breach shall constitute a material breach and the Agency shall indemnify BETDS for all resulting liabilities, claims, penalties and costs.

30. SERVICE LEVEL AGREEMENT AND PENALTY MATRIX

The Agency shall comply with the service levels, timelines and minimum deliverables prescribed under this RFP throughout the 2-year contract period. The Agency shall also demonstrate demonstrable outputs and measurable outcomes to BETDS within two (02) months from onboarding, supported by baseline, activation of priority communication channels, initial media/digital outputs, early content bank, reporting dashboard and evidence of progress. The following tables set out the applicable Service Level Agreement (SLA), Penalty Matrix and general penalty conditions, without prejudice to BETDS's other rights and remedies under the contract.

Table 30.1: Response Time Service Levels

Sl. No.	Service Level / Deliverable	Required Timeline / Standard
1	Daily morning briefing notes	By 10:00 hours every day.
2	Critical or negative media alert	Within 30 (Thirty) minutes of identification, on any day and at any time.
3	Crisis communication response	Holding statement within 60 (Sixty) minutes of crisis trigger and full response strategy within 4 (Four) hours.
4	Routine deliverable approval queries	Response within 1 (One) working day.
5	Routine creative or content drafts	First draft within 3 (Three) working days of brief and final version within 5 (Five) working days of approval.
6	Event coverage and social amplification	Live coverage during the event and full documentation pack within 7 (Seven) working days of the event.
7	Monthly Progress Report (MPR)	Submission by the 7th (Seventh) working day of the following month.
8	Rectification of MPR queries raised by BETDS	Within 3 (Three) working days.
9	Two-month demonstrable-output and measurable-outcome submission	By the 7th (Seventh) working day following completion of the second month from onboarding, including evidence of baseline, activation, content outputs, media/digital performance and corrective actions.

Table 30.2: Penalty Matrix

Where the Agency fails to meet the prescribed service levels or minimum deliverables, penalties shall be computed on the monthly retainer fee for the month in which the failure occurs, as specified below:

Sl. No.	Non-compliance / Breach	Penalty	Remarks / Consequence
1	Shortfall in monthly minimum deliverables under any one workstream under Clause 2.13.	1% of the monthly retainer per	Applicable for each deficient workstream from A to L.

		workstream, per month.	
2	Cumulative shortfall across two or more workstreams in the same month.	Additional 1% of the monthly retainer.	In addition to the penalty under SI. No. 1.
3	Failure to meet response-time service levels for daily briefings or critical media alerts on more than 3 occasions in a month.	2% of the monthly retainer.	Applicable for repeated delay/non-compliance within the same month.
4	Failure to mount crisis response within prescribed timelines.	5% of the monthly retainer per occurrence.	May also be treated as high-severity breach.
5	Absence of dedicated on-site personnel beyond 1 working day without substitute or prior written approval of BETDS.	0.5% of the monthly retainer per personnel per day of absence.	Applicable separately for each absent personnel.
6	Delay in submission of MPR beyond the 7th working day of the following month.	1% of the monthly retainer per week of delay.	Payment may be withheld until MPR acceptance.
7	Unauthorised replacement of named Key Personnel under Clause 31.	5% of the monthly retainer per occurrence.	BETDS may require reinstatement/replacement or terminate the contract.
8	Material breach of confidentiality, data protection or intellectual property obligations.	Up to 5% of the monthly retainer per occurrence.	BETDS may terminate the contract and pursue damages.
9	Failure to demonstrate agreed demonstrable outputs and measurable outcomes within two months of onboarding, unless attributable to BETDS or Force Majeure.	5% of the monthly retainer for the second month.	Corrective action plan to be submitted within 7 working days.

Table 30.3: General Penalty Conditions

Condition	Provision
Monthly cap	The total penalty deductible from any monthly retainer shall be capped at 5% of that monthly retainer, except for breaches relating to confidentiality, data protection or intellectual property.
Mode of recovery	Penalties may be deducted from monthly invoices, recovered from the Performance Security, or adjusted against any other amount payable to the Agency.
Material breach	Repeated breaches for three consecutive months, or any high-severity breach including crisis response failure, confidentiality breach or data protection breach, shall constitute a material breach and may lead to termination under Clause 8.
Waiver or reduction	BETDS may waive or reduce penalties in cases of Force Majeure or where the failure is attributable to BETDS, provided such waiver is recorded in writing.

31. KEY PERSONNEL AND TEAM CONTINUITY

The Agency shall identify key personnel in its Technical Bid, including the engagement lead and leads for brand strategy, media relations, digital/social media, creative, content, paid media and reporting. The stated roles, experience and time commitment shall be binding for the 2-year contract period.

Key personnel shall not be replaced during the first 6 months except for valid reasons beyond the Agency's control, with prior intimation to BETDS. Thereafter, replacement shall require BETDS's prior written approval and shall be with personnel of equivalent or higher credentials and seniority.

BETDS may require replacement of any personnel whose performance or conduct is unsatisfactory. The Agency shall provide a suitable replacement within 30 days at no additional cost.

Unauthorised replacement or deployment of lower-qualified personnel shall attract penalties under Clause 30 and may be treated as a material breach.

32. SUB-CONTRACTING

The Agency shall not sub-contract, assign or transfer any core scope of work, including brand strategy, communication planning, media relations, content strategy, social media management, governance or reporting, without prior written approval of BETDS. Any unauthorised sub-contracting shall constitute a material breach.

Specialist vendors may be engaged for ancillary execution activities such as printing, production, photography, software, animation, fabrication, media monitoring, analytics tools or event support, with prior written intimation/approval as applicable.

The Agency shall remain fully responsible for all sub-contracted or ancillary work and shall ensure that such vendors comply with confidentiality, data protection, intellectual property and integrity obligations. BETDS may reject or require replacement of any such vendor.

33. EXIT MANAGEMENT AND TRANSITION

Upon expiry or termination of the contract, the Agency shall ensure smooth transition of all services, assets, accounts, data, records and relationships to BETDS or its nominated agency/team.

Transition Period and Plan

The Agency shall submit a Transition Plan at least 60 days before expiry or within 7 days of termination notice, covering handover scope, asset inventory, credentials, vendor/stakeholder details, knowledge transfer, risks and timelines. The exit period shall be up to 60 days or as directed by BETDS.

Handover shall include all final and editable deliverables, raw and processed media, brand assets, reports, dashboards, databases, social/digital credentials, campaign status, vendor records, financial/supporting documents for pass-through costs, and at least 4 knowledge-transfer sessions. The Agency shall continue required services during the exit period unless otherwise directed.

Final payment and release of Performance Security shall be subject to satisfactory handover, final reconciliation and absence of outstanding claims. Obligations relating to confidentiality, data protection, intellectual property, integrity and indemnity shall survive expiry or termination.

34. BETDS'S RESERVED RIGHTS

BETDS may, at its sole discretion and without liability, amend, withdraw, cancel, suspend or extend this RFP or any timeline; reject any or all bids; seek clarifications; verify credentials; waive minor non-material deviations; modify or split the scope; extend, suspend or terminate the contract; and require additional work within the broad scope of this RFP, as per applicable rules.

All such decisions of BETDS shall be final and binding, subject to applicable law and procurement procedures.

35. CLARIFICATIONS

A prospective Bidder requiring any clarification on the RFP must notify BETDS in writing to Project Director, BETDS within such date as specified in RFP Time Schedule. At its sole discretion, BETDS will upload its response to such queries received on the email: **biharecotourismsociety@gmail.com**.

Bidders requiring specific points of clarification may communicate with BETDS during the specific period using the following format. The queries can be submitted by email at **biharecotourismsociety@gmail.com** with name of assignment as the subject, in the following format:

Bidders Request for Clarification		
Name of Organization submitting request	Name and position of person submitting request	Details of person and organization
		Address: Tel: E-mail: Mobile:

S.NO	Bidding document Reference (Number/Page)	Content of RFP Requiring clarification	Points of clarification Required	Suggestions (If Any)
1				
2				
3				

36. AMENDMENTS TO RFP

At any time prior to the Proposal Due Date, as indicated in the RFP Time Schedule, BETDS may, for any reason, whether at its own initiative or in response to clarifications requested by a bidder, amend the RFP by the issuance of Addendum/Corrigendum. Such Addendum/Corrigendum shall be posted on the Bihar State e-Procurement Portal and the departmental website. It can be viewed on the e-procurement portal www.eproc2.bihar.gov.in and on the departmental website <https://state.bihar.gov.in/forest> as well.

ANNEXURE-I: COVER LETTER*(On the Letterhead of the Agency)*

To,

The Project Director

Bihar Ecotourism Development Society (BETDS)

Patna – 800014, Bihar

Date: _____

Ref: Request for Proposal (RFP) for Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism

Sir/Madam,

- With reference to your RFP document dated _____, I/We, having examined the RFP Documents and understood their contents, hereby submit my/our proposal for the subject RFP for the full 2-year (24-month) engagement period. The Proposal is unconditional and unqualified.
- I/We acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency, and we certify that all information provided is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.
- This statement is made for the express purpose of our selection as Agency for the design and execution of the aforesaid Project.
- I/We shall make available to the Authority any additional information it may find necessary to supplement or authenticate the Proposal.
- I/We acknowledge the right of the Authority to reject our Proposal without assigning any reason and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
- I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority, nor have had any contract terminated by any public authority for breach on our part.
- I/We declare that we have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority, and that we have not directly or indirectly engaged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or agreement with the Authority or any other public sector enterprise or government.
- I/We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf has engaged or will engage in any corrupt, fraudulent, coercive, undesirable or restrictive practice, and that the undertakings given by us along with the Proposal are true and correct as on the date of making the Proposal and shall continue to be true and correct as on the Proposal Due Date.
- I/We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Bid nor to invite the Agencies to Bid for the Project, without incurring any liability to the Agencies, in accordance with the RFP document.
- I/We certify that, in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or had adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project.

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- I/We undertake that in case, due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification, we shall intimate the Authority immediately.
- I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Agency or the Bidding Process itself.
- In the event of my/our being declared as the Selected Agency, I/We agree to enter into an Agreement (for the 2-year contract period, and any approved extension) in accordance with the draft provided to me/us by the Authority, and agree not to seek any changes therein.
- I/We have studied all the Bidding Documents carefully and also surveyed the website of BETDS. We understand that, except as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority.
- The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.
- I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents and that in no case shall we have any claim or right of whatsoever nature if the Project is not awarded to me/us or our Proposal is not opened or rejected.
- The Financial Proposal has been quoted by me/us after taking into consideration all the terms and conditions stated in the RFP, draft Agreement, our own estimates of costs and a careful assessment of all conditions that may affect implementation cost over the full 2-year engagement.
- I/We agree and undertake to abide by all the terms and conditions of the RFP document.
- I/We shall keep this offer valid for 180 (One Hundred Eighty) days from the Proposal Due Date specified in the RFP.
- I/We hereby submit our Proposal and quote an amount as indicated in the Financial Proposal for undertaking the aforesaid Project (for the 2-year contract period) in accordance with the Bidding Documents and the Agreement.

In witness thereof, I/We submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: _____

Place: _____

Signature & Seal of the Agency: _____

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ANNEXURE-II: DETAILS OF BIDDER

(On the Letter Head of the bidder)

1	Title of Work:
2.	State the following: Name of Firm: Legal status (e.g. sole proprietorship or partnership or Others): Country of incorporation: Registered address: Year of Incorporation: Year of commencement of business: Principal place of business: GST Registration Number: _____ PAN NO: _____ Name, designation, address and phone numbers of authorised signatory of the Bidder: Name: Designation: Company: Address: Phone No.: E-mail address:
3.	State the following information: (a) In case of non-Indian Firm, does the Firm have business presence in India? - Yes/ No If so, provide the office address(es) in India. (b) Has the Bidder been penalised by any organization for poor quality of work or breach of contract in the last five years? - Yes/ No (c) Has the Bidder/ or any of its Associates ever failed to complete any work awarded to it by any public authority/ entity in last five years? - Yes/ No (d) Has the Bidder been blacklisted by any Government department/Public Sector Undertaking in the last five years? - Yes/ No (e) Has the Bidder or any of its Associates, suffered bankruptcy/insolvency in the last five years? - Yes/ No Note: If answer to any of the questions at (b) to (e) is yes, the Bidder is not eligible for this consultancy assignment.
4.	Signature Full Name: Designation: Name of the Bidder: Mobile No: E-mail: Address: (Signature, name and designation of the authorised signatory)

Duly signed by the Authorized Signatory of the Agency (Name, Title and Address of the Authorized Signatory)

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ANNEXURE-III: POWER OF ATTORNEY FOR SIGNING OF PROPOSAL

(To be executed on Non-Judicial Stamp Paper of Rs 100/- and Notarised)

Power of Attorney

Dated:

To Whomsoever It May Concern

Know all men by these presents, We(name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorise Mr / Ms son/daughter/wife and presently residing at , who is presently employed with/ retained by us and holding the position of as our true and lawful attorney (hereinafter referred to as the "Authorised Representative") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our "Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism" for the Project, proposed to be developed by the Authority, including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF, WE, THE ABOVE-NAMED PRINCIPAL, HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF _____.

For

.....
(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Accepted

.....
(Signature, name, designation and address of the Attorney)

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ANNEXURE-IV: DECLARATION ON NON-BLACKLISTING

(On the Letter Head of the Agency)

I/We, Proprietor/Partner(s)/Director(s) of M/s _____, hereby certify that I/we, M/s _____, have not been blacklisted or debarred by any Ministry/Department of the Central/State Government, International bodies like the United Nations, World Bank, or any other organization/Funding Agency, as on date.

In case the above information is found false, I/We are fully aware that the tender/contract will be rejected/cancelled by the Bihar Ecotourism Development Society (BETDS) and the EMD/Performance Security shall be forfeited. In addition, BETDS will not be responsible to pay bills for any completed/partially completed work.

Signature: _____

Name: _____

Designation: _____

Seal of Agency: _____

Date: _____

Place: _____

ANNEXURE-V: UNDERTAKING*(On the Letter Head of the Agency)*

Date: _____

To,

The Project Director,
Bihar Ecotourism Development Society (BETDS), Patna – 800014, Bihar

Ref: Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism

Dear Sir/Madam,

We have examined in detail and have understood the terms and conditions stipulated in the RFP issued by BETDS. Our Proposal is consistent with all requirements of submission as stated in the RFP or in any subsequent communication issued by BETDS. We would be solely responsible for any errors or omissions in our Proposal.

We hereby declare that we have read and understood the rules governing the development/implementation of the project as given in the RFP and Bidding Documents, and do hereby undertake to execute the various agreements, declarations and deeds required, and commit in unequivocal terms, in letter and spirit, that the project shall be implemented, for its full 2-year duration, as per the comprehensive stipulations and requirements spelt out by BETDS in the RFP and all related Bidding Documents, including adherence to the relevant scope, capacities, specifications, guidelines, regulations, service standards and compliance requirements detailed therein.

We also commit to abide by the decisions of BETDS on all matters relating to the selection process, implementation of the Project and thereafter, as per the terms and conditions of the RFP and Agreement.

Thanking you, Yours faithfully,

Signature: _____**Name:** _____**Designation:** _____**Address:** _____**Mobile No.:** _____**Email:** _____

Seal of the Agency

ANNEXURE–VI: PROJECT CREDENTIALS

(On the Letter Head of the Agency)

Details of Works executed during the last seven (07) years:-

1.	Name of Bidder:	
2.	Name of the Project:	
3.	Sector/industry of the Project:	
4.	Type of Project	
5.	Description of services performed by the Bidder firm:	
6.	Name of client:	
7.	Address of the Client (including Phone and Email):	
8.	Name, telephone no. of client's representative:	
9.	Total Value of Work Order (in INR)	
10.	Payment received by the Bidder as professional fees (in INR):	
11.	Start date of the services (month/ year):	
12.	Finish date of the services (month/ year):	
13.	Brief description of the Project:	
14.	Other Information Relating to Project (Outcomes / Key Deliverables)	
15.	Copy of the Work Order / Agreement / Completion Certificate to be submitted	

Notes:

- i. The Bidder should provide details of only those assignments that have been undertaken by it under its own name as permitted in the RFP.

**Please use a separate sheet for each project.*

Duly signed by the Authorized Signatory of the Agency, with Seal. Note: Documentary proof (copy of Agreement / Work Order / Completion Certificate etc.) of related projects must be attached.

- Work order submitted for during the last seven (07) years will only be considered for Sl. No.1 of section 5.2 Technical Proposal Evaluation
- Work order submitted tenure before last seven (07) years will only be considered for Sl. No.6 of section 5.2 Technical Proposal Evaluation

ANNEXURE-VII: PROOF OF PRESENCE OFFICE IN BIHAR AND OTHER LOCATIONS

(To be submitted on Bidder's Letterhead, duly signed and stamped)

Name of Bidder (Agency): _____

Registered Office Address: _____

Contact Person & Designation: _____

Mobile No. & Email: _____

GSTIN: _____

PAN: _____

Declaration of Operational Presence in Multiple Cities

The Bidder hereby declares that it has operational presence in the following cities/locations across India. The details provided below are true and correct, and supporting documents evidencing presence are enclosed along with this Annexure.

S.No.	City / Location	State	Address of Office/Unit	Since (Month-Year)	Proof Enclosed
1					☐
2					☐
3					☐
4					☐
5					☐
6					☐

List of Supporting Documents to be Attached (Any Two per City/Office): Rental/Lease Agreement/Rent Receipt; Electricity/Water/Internet/Telephone Bill; Shop & Establishment Registration/Trade Licence; GST Registration showing additional place of business; Municipal/local statutory registration; Company letterhead showing branch address; Office photographs (signage and setup); or any other document acceptable to BETDS.

Total number of cities/locations of operational presence claimed:

Total number of cities/locations for which proofs are enclosed:

Self-Declaration: I/We hereby declare that the information provided above is true, correct and complete to the best of my/our knowledge and belief. I/We understand that BETDS reserves the right to verify the above details, and if any information is found false or misleading, BETDS may reject the bid and take appropriate action.

Name of Authorized Signatory: _____

Designation: _____

Signature: _____

Date: _____

Seal/Stamp: _____

ANNEXURE–VIII: REPORTING TEMPLATE (MONTHLY PROGRESS REPORT – MPR) Indicative

(To be submitted by the 7th working day of the succeeding month. Acceptance of the MPR by BETDS shall be a pre-condition for release of the monthly retainer. A total of 24 MPRs shall be submitted during the 2-year contract. Month 1 shall establish mobilisation/baseline, and Month 2 shall demonstrate agreed demonstrable outputs and measurable outcomes.)

Section 1: MPR Header

- MPR number and reporting month, contract year, reporting period, and cumulative month from onboarding.
- Name of Agency, contract reference number, date of LoA/work order, date of onboarding, and name/designation/contact details of authorised signatory.
- Status of invoice submission and list of supporting documents attached with the MPR.

Section 2: Executive Summary

- Monthly summary of key outputs, pending approvals, risks, corrective actions and BETDS support required.
- Month 1: mobilisation, baseline, account set-up and 60-day action plan.
- Month 2: demonstrable outputs and measurable outcomes with evidence.
- Month 3 onward: progress against the 24-month framework and next-month course correction.

Section 3: Workstream-wise Monthly Output Tracker

Workstream	Monthly Minimum Deliverable	Actual Output	Evidence / Link / Reference	Status
A. Brand Strategy and Positioning	Brand playbook, narrative refinement, brand-health review, destination messaging or approved strategic output as applicable.			
B. Integrated Communications Framework	Communication calendar, campaign plan, talking points, coordination notes and approved messaging outputs.			
C. Media Relations and Reputation Management	Media placements, media interactions, interviews, monitoring, reputation alerts and crisis-response actions.			
D. Content and Creative Ecosystem	Videos, reels, photographs, infographics, articles, brochures, presentations and approved creative assets.			
E. Digital and Social Media Transformation	Posts, reels, calendars, dashboards, community management, engagement analysis and platform performance.			
F. Paid Media and Amplification	Paid media plan, campaign performance, budget utilisation, reach, impressions and optimisation recommendations.			
G. Events and On-ground Engagement	Event support, FAM visits, roadshows, live amplification, documentation and post-event assessment.			
H. Stakeholder and Influencer Engagement	Stakeholder meetings, influencer engagement, advisory support, community participation and follow-up tracker.			
I. Governance, Monitoring and Reporting	Daily briefings, weekly risk notes, dashboards, MPR submission, review decks and performance indicators.			
J. Capacity Building and Internal Alignment	Training sessions, SOPs, toolkits, templates, internal alignment notes and capacity-building outputs.			
K. Team Deployment and On-site Support	Team deployment, on-site attendance, senior review, organogram, personnel continuity and replacement status.			
L. visitor Experience Promotion	Visitor journey mapping, priority destination primers, initial FAQ/advisory content, visitor-facing messaging themes and sample map/signage/interpreter content prepared.			

Section 4: SLA Compliance

Tabular summary of compliance with Clause 30, including daily briefings, critical alerts, crisis response, creative turnaround, MPR submission and deviations with reasons.

Section 5: Performance Indicators and Brand Health

Dashboard covering reach, engagement, share-of-voice, sentiment, media visibility, digital growth, stakeholder engagement, campaign outcomes and agreed brand-health indicators across the 2-year framework.

Section 6: Risks, Issues and Exceptions

Monthly risks, issues, exceptions, owner, severity, mitigation and support required from BETDS.

Section 7: Sub-contractors and Ancillary Service Providers

Details of approved sub-contractors/ancillary providers used during the month, with scope, period and indicative value.

Section 8: Pass-through Cost Statement

Statement of approved reimbursable/pass-through costs with invoices, approvals, proof of payment and pending/disputed amounts, if any.

Section 9: Forward Plan

Next-month plan covering campaigns, events, content priorities, risks and resource requirements.

Section 10: Declaration and Sign-off

Declaration by the authorised signatory confirming accuracy of the MPR, delivery status, compliance with contract obligations and absence of improper inducement.

Acknowledgement and Acceptance by BETDS

For BETDS use: receipt date, clarifications, acceptance date, penalties/deductions, approved invoice amount and authorised sign-off.



ANNEXURE–IX: FINANCIAL PROPOSAL*(On the Letter Head of the Agency)*

To,

The Project Director,
Bihar Ecotourism Development Society (BETDS), Aranya Bhawan, Patna – 800014, Bihar

Ref: Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism

Dear Sir/Madam,

We, the undersigned, offer to provide the services as Agency for Branding and Strategic Promotion of Bihar Ecotourism for the Bihar Ecotourism Development Society (BETDS), in accordance with your Request for Proposal dated [Insert Date], for the full 2-year (24-month) contract period. Our Financial Proposal has been prepared in alignment with the Brand Foundation, Activation and Growth, and Consolidation and Recall framework prescribed in the RFP, and is as per the details mentioned below:

A. Financial Bid Summary – 2-Year Contract Period

Particulars	Amount
Selection of Agency for Branding and Positioning of Bihar Ecotourism (for 2-Year total Cost) *	₹ _____
Applicable GST (current rate-----, payable extra at actuals) and cost	₹ _____
Total Contract Value for 2 Years / 24 Months Inclusive of GST) (Grand Total)	₹ _____

B. Workstream-wise Indicative 2-Year total Cost Break-up*

Workstream / Cost Head	2 Year total cost
A. Brand Strategy and Positioning	₹ _____
B. Integrated Communications Framework	₹ _____
C. Media Relations and Reputation Management	₹ _____
D. Content and Creative Ecosystem	₹ _____
E. Digital and Social Media Transformation	₹ _____
F. Paid Media and Amplification Strategy	₹ _____
G. Events, Experiential and On-ground Engagement	₹ _____
H. Stakeholder and Influencer Engagement	₹ _____
I. Governance, Monitoring and Reporting	₹ _____
J. Capacity Building and Internal Alignment	₹ _____
K. Team Deployment and On-site Support	₹ _____
L. Visitor Experience Promotion	₹ _____
Total	₹ _____

Declaration

- We confirm that this Financial Proposal is unconditional and without any deviations.
- We agree that the above quoted rates and total bid amount shall remain valid and binding as per the validity period stated in the RFP, and for the full 2-year contract period .
- We understand and accept that BETDS reserves the right to accept or reject any proposal as per the provisions of the RFP.



Yours faithfully, For and on behalf of [Name of Agency]

Authorized Signatory

Name: _____ Designation: _____

Address: _____

Contact No.: _____ Email: _____

Date: _____ Place: _____



ANNEXURE-X: PRE-BID QUERY FORMAT

Interested parties shall submit their queries in the following format:

Bidders Request for Clarification		
Name of Organization submitting request	Name and position of person submitting request	Details of person and organization
		Address: Tel: E-mail: Mobile:

S.NO	Bidding document Reference (Number/Page)	Content of RFP Requiring clarification	Points of clarification Required	Suggestions (If Any)
1				
2				
3				

Note: Interested agencies shall submit their pre-bid queries in soft copy by as per schedule of the RFP mentioned in the Fact sheet., at biharecotourismsociety@gmail.com

ANNEXURE–XI: PROPOSED TEAM STRUCTURE

The bidder shall provide names/designations/experience of the team proposed for this 2-year assignment as and when required

- Account Director / Engagement Lead
- Brand Strategy Lead
- PR / Media Relations Lead
- Social Media Lead
- Content Lead
- Creative Lead
- Paid Media Lead
- Analytics / Monitoring Lead
- On-site / Client Servicing Resource(s) (minimum 2, should be deployed at Arnaya Bhawan, Patna)

For each role, the bidder shall indicate the proposed time-commitment (full-time/part-time), relevant experience, and confirmation of exclusive deployment on this engagement for the full 2-year contract period, in line with Clause 31 (Key Personnel and Team Continuity).

- Proposed team structure with CVs of key professionals should be attached.

ANNEXURE–XII: CONSORTIUM AGREEMENT

(To be executed on non-judicial stamp paper of appropriate value and duly notarised. This format shall be submitted only where the Bidder participates as a Consortium / Joint Venture, in accordance with Clause 19 of the RFP.)

****THIS CONSORTIUM AGREEMENT**** (hereinafter referred to as the "Agreement") is entered into on this _____ day of _____, 2026 (the "Effective Date").

BY AND BETWEEN:

1. ****[LEAD MEMBER NAME]****, a company incorporated under the laws of [Country/State], having its registered office at [Address] (hereinafter referred to as the *****Lead Member***** or *****Party 1*****, which expression shall unless repugnant to the context include its successors and permitted assigns);

****AND****

2. ****[CONSORTIUM MEMBER NAME]****, a company incorporated under the laws of [Country/State], having its registered office at [Address] (hereinafter referred to as the *****Member***** or *****Party 2*****, which expression shall unless repugnant to the context include its successors and permitted assigns).

3. ****[CONSORTIUM MEMBER NAME]****, a company incorporated under the laws of [Country/State], having its registered office at [Address] (hereinafter referred to as the *****Member***** or *****Party 3*****, which expression shall unless repugnant to the context include its successors and permitted assigns)(The Lead Member and the Member are individually referred to as a *****Party***** and collectively as the *****Parties***** or the *****Consortium*****).

WHEREAS:

A. ****[Name of Tendering Authority]**** (hereinafter referred to as the "Authority") has invited bids via Request for Proposal (RFP) No: [RFP Reference Number] dated [Date] for the project "[Name of the Project/Work]" (hereinafter referred to as the "Project").

B. The Parties have agreed to form a Consortium to combine their technical, financial, and operational capabilities to jointly prepare, submit, and execute the bid for the Project in accordance with the terms of the RFP.

****NOW, THEREFORE, IT IS MUTUALLY AGREED BY AND BETWEEN THE PARTIES AS FOLLOWS:****

1. DEFINITIONS AND INTERPRETATION

* *****RFP***** means the Request for Proposal issued by the Authority, including all corrigenda, amendments, and clarifications.

* *****Contract***** means the definitive agreement to be entered into between the Authority and the Consortium upon successful award of the Project.

2. PURPOSE OF THE CONSORTIUM

* The sole purpose of this Consortium is to jointly prepare and submit the bid for the Project and, if successful, execute the Contract and perform the Project.

* The Parties shall not compete with each other directly or indirectly in respect of this Project.

3. APPOINTMENT OF THE LEAD MEMBER

* The Parties hereby appoint ****[LEAD MEMBER NAME]**** as the Lead Member of this Consortium.

* The Lead Member is fully authorized to conduct all business, sign the bid documents, receive instructions, and incur liabilities for and on behalf of any and all members of the Consortium during the bidding process and execution of the Contract.

4. ROLES, RESPONSIBILITIES, AND SHAREHOLDING

The equity participation/revenue share and broad division of work between the Parties shall be as follows:

* ****Lead Member ([Lead Member Name])**** Responsible for overall project management, [Specify Technical/Financial Role], and shall hold a ****[e.g., 51%]**** share in the Consortium.

* ****Consortium Member ([Member Name])**** Responsible for [Specify Technical/Execution Role], and shall hold a ****[e.g., 49%]**** share in the Consortium.

5. JOINT AND SEVERAL LIABILITY

* The Parties do hereby declare and undertake that they shall be ****jointly and severally liable**** to the Authority for the execution of the Project and the performance of all obligations in accordance with the terms and conditions of the RFP and the Contract.

6. VALIDITY AND TERMINATION

* This Agreement shall come into force on the Effective Date.

* This Agreement shall remain valid until the complete execution of the Contract, or until the Authority rejects the bid, or cancels the tender process.

* No Party shall be permitted to withdraw from the Consortium without the prior written consent of the Authority.

7. GOVERNING LAW AND JURISDICTION

* This Agreement shall be governed by, construed, and enforced in accordance with the laws of ****[Country/State, e.g., India]****.

* Any disputes arising out of this Agreement shall be subject to the exclusive jurisdiction of the courts located at ****[City, e.g., Patna]****.

****IN WITNESS WHEREOF****, the Parties hereto have caused this Agreement to be executed by their duly authorized representatives on the date first written above.

****For [LEAD MEMBER NAME] (Lead Member)****

Authorized Signatory: _____

Name:

Designation:

Seal/Stamp:

****For [CONSORTIUM MEMBER NAME] (Member)****

Authorized Signatory: _____

Name:

Designation:

Seal/Stamp:

****For [CONSORTIUM MEMBER NAME] (Member)****

Authorized Signatory: _____

Name:

Designation:

Seal/Stamp:

****Witness 1:****

Signature: _____

Name:

Address:

****Witness 2:****

Signature: _____

Name:

Address:

****Witness 3:****

Signature: _____

Name:

Address:

Annexure XIII: Power of Attorney for Lead Member of Consortium

Whereas the Bihar Ecotourism Development Society (BETDS) ("BETDS") has invited Bids from interested parties for the "Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism" (the "Project"); and

Whereas, and (collectively the "Consortium") being Members of the Consortium are interested in bidding for the Project in accordance with the terms and conditions of the Request for Proposal document (RFP) and other connected documents in respect of the Project; and

Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We, having our registered office at, M/s. having our registered office at, M/s. having our registered office at, and having our registered office at (hereinafter collectively referred to as the "Principals") do hereby irrevocably designate, nominate, constitute, appoint and authorise M/s. having its registered office at, being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the "Attorney").

We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is awarded the concession/contract, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the qualification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all bids and other documents and writings, participating in bidders and other conferences, responding to queries, submitting information/documents, signing and executing contracts and undertakings consequent to acceptance of the bid of the Consortium and generally representing the Consortium in all its dealings with **BETDS** and/or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and/or upon award thereof till the Concession Agreement is entered into with the Concessioning Authority.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/Consortium.

IN WITNESS WHEREOF

We, the Principals above named, have executed this Power of Attorney on this day of 2....

For
(Signature)

(Name & Title)

For
(Signature)

(Name & Title)

For
(Signature)

.....
(Name & Title)

Witnesses:

1. _____
2. _____

.....
(Executants)
(To be executed by all the Members of the Consortium)

Notes:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when required, the same should be under common seal affixed in accordance with the prescribed procedure.
- Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution / power of attorney in favour of the person executing this Power of Attorney for delegation of powers.



ANNEXURE–XIV: BANK GUARANTEE FORMAT FOR EMD

(To be submitted on non-judicial stamp paper of appropriate value, duly executed by a Scheduled Commercial Bank in India, as per applicable rules.)

To,

The Project Director,
Bihar Ecotourism Development Society (BETDS),
Aranya Bhawan, Patna – 800014, Bihar.

Subject: Bank Guarantee for Earnest Money Deposit / Bid Security

WHEREAS M/s _____, having its registered office at _____ (hereinafter referred to as the "Bidder"), has submitted its proposal in response to the Request for Proposal for "Selection of Agency for Branding and Strategic Promotion of Bihar Ecotourism" issued by Bihar Ecotourism Development Society (BETDS), Government of Bihar.

AND WHEREAS, in terms of the RFP, the Bidder is required to furnish Earnest Money Deposit / Bid Security of INR 10,00,000/- (Rupees Ten Lakh only) in favour of BETDS.

We, _____ Bank, having our registered office at _____ and branch office at _____ (hereinafter referred to as the "Bank"), do hereby irrevocably and unconditionally guarantee and undertake to pay BETDS, on first written demand and without demur, protest, contest or reference to the Bidder, any sum or sums not exceeding INR 10,00,000/- (Rupees Ten Lakh only), in the event of forfeiture of the Bid Security under the terms of the RFP.

The Bank agrees that BETDS shall be the sole judge of whether the Bidder has committed any breach or default under the RFP warranting forfeiture of the Bid Security, including withdrawal or modification of the bid during bid validity, failure to sign the Agreement, failure to furnish Performance Security, submission of false or misleading information, or any other ground specified in the RFP.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Bidder or the Bank, any extension of bid validity, any amendment or modification of the RFP, or any forbearance, indulgence or concession granted by BETDS to the Bidder.

This Bank Guarantee shall remain valid up to _____, being a period of at least 45 (Forty-Five) days beyond the final bid validity period prescribed in the RFP, unless extended in writing by the Bank at the request of the Bidder. Any claim under this Guarantee must be received by the Bank on or before the validity date, failing which the Bank shall stand discharged of all liabilities under this Guarantee.

Notwithstanding anything contained herein: (i) our liability under this Bank Guarantee shall not exceed INR 10,00,000/- (Rupees Ten Lakh only); (ii) this Bank Guarantee shall remain valid up to _____; and (iii) we shall be liable to pay the guaranteed amount or any part thereof only if BETDS serves upon us a written claim or demand on or before the expiry of this Bank Guarantee.

IN WITNESS WHEREOF, the Bank has caused this Guarantee to be executed through its authorised signatory on this ____ day of _____, 2026.

For _____ Bank

Authorised Signatory: _____

Name: _____

Designation: _____

Seal of Bank: _____

Bank Address: _____

Contact Details: _____