



Request for Proposal (RFP)

for

Selection of Agency for organizing Experiential and Adventure Tours in Bihar



Bihar State Tourism Development Corporation

(A Government of Bihar undertaking)

Beerchand Patel Path, Patna – 800001

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DISCLAIMER

1. While this Request for Proposal document (“RFP”) has been prepared in good faith, neither BSTDC nor its employees or advisors make any representation or warranty, express or implied, or accept any responsibility or liability, whatsoever, in respect of any statements or omissions herein, or the accuracy, completeness or reliability of Information, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP, even if any loss or damage is caused by any act or omission on their part.
2. This document is not transferable, and this RFP does not purport to contain all the information that each Bidder may require and accordingly is not intended to form the basis of any investment decision or any other decision to participate in the bidding process for the selection of the Successful Bidder for this Project. Each Bidder should conduct his own investigations and analysis and check the accuracy, reliability and completeness of the information in this document and obtain independent advice from appropriate sources
3. Though adequate care has been taken while preparing this Bid Document, the Bidder shall satisfy himself that the document is complete in all respects. Intimation of any discrepancy shall be given to this office immediately.
4. BSTDC may modify, amend, reject or supplement this RFP document in accordance with norms and procedures and as per the requirement of the project. BSTDC reserves the right to waive any irregularity in the proposal (RFP) and BSTDC makes it clear that the RFP is not an offer/ Agreement.
5. Neither BSTDC nor its employees shall be liable to any Bidder or any other person under any law including the law of Agreement, tort, the principles of restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise, or be incurred, or suffered, in connection with this RFP document, or any matter that may be deemed to form part of this RFP document, or the award of the Agreement, or any other information supplied by BSTDC or their employees or consultants or otherwise arising in any way from the selection process for the award of the Agreement for the Project.
6. BSTDC is not bound to accept any or all the Proposals. BSTDC reserves the right to reject any or all the Proposals without assigning any reasons. No Bidder shall have any cause for action or claim against BSTDC or its officers, employees, successors or assignees for rejection of his bid. The RFP submitted by the bidder will be the property of BSTDC.

Glossary

Abbreviation/ Terms	Details
Authorized Signatory	The bidder's representative / officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding firm.
Bid	A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal or quotation in electronic format
Bid Security/ Earnest Money Deposit (EMD)	A security provided to the procuring entity by a bidder for securing the fulfilment of any obligation in terms of the provisions of the bidding documents.
Bidder	Any person/ firm/ agency/ company/ contractor/ vendor participating in the bidding process with the procurement entity
Bidding Document	Documents issued by the procuring entity, including any amendments thereto, that set out the terms and conditions of the given procurement and includes the invitation to bid
Bid	A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal or quotation in electronic format
RFP Cost/ Tender Fee	Cost of RFP document non-refundable in nature
Bidder	Any person/ firm/ agency/ company/ contractor/ vendor participating in the bidding process with the procurement entity
Bidding Document	Documents issued by the procuring entity, including any amendments thereto, that set out the terms and conditions of the given procurement and includes the invitation to bid
Competent Authority	An authority or officer to whom the relevant administrative or financial powers have been delegated for taking decision in a matter relating to procurement. Director, Department of Tourism in this bidding document.
Contract	"Contract" means a legally enforceable agreement entered into between the Procuring entity and the selected bidder(s) with mutual obligations.
BSTDC	Bihar State Tourism Development Corporation
LD	Liquidated Damages
LoI	Letter of Intent
Notification	A notification published in the Official Gazette

PAN	Permanent Account Number
Procurement Process	The process of procurement extending from the issue of invitation to Bid till the award of the procurement contract or cancellation of the procurement process, as the case may be
Project Period	The project duration as per the RFP and the contract agreement
Purchaser/ Tendering Authority/ Procuring Entity	Person or entity that is a recipient of a good or service provided by a seller (bidder) under a purchase order or contract of sale, also called buyer. DoT in this BID document.
Services	Any subject matter of procurement other than goods or works and includes physical, maintenance, professional, intellectual, consultancy and advisory services or any service classified or declared as such by a procuring entity
State Government	Government of Bihar (GoB)
GST	Goods and Service Tax
WO/ PO	Work Order/ Purchase Order
Selected Agency/ Selected Bidder/ Service Provider	Agency selected for implementation of project



Ref. No. 218/17/TT/1458/20

Dated: 23.11.2020

FACT SHEET

S. No.	Particular	Details
1	RFP Reference Number	1458/20
2	Date for Issue of RFP	23.11.2020
3	RFP Issued to the following Shortlisted Bidders shortlisted through EoI Reference Number 1026/20 dated: 09.09.2020	<ol style="list-style-type: none">1. M/s Wanderlust Travels Pvt. Ltd2. M/s Sharp Travels (India) Ltd.3. M/s Alpine Wanderers Pvt. Ltd.4. M/s Climb Up5. M/s Thrillophilia.com6. M/s Anjani Adventures
4	Project Period	6 months starting from the date of start of work/ Effective date of Contract order / Agreement
5	Bid Procedure	Two Part (Technical & Financial), for bidders shortlisted through EoI (Reference Number 1026/20 dated: 09.09.2020)
6	Bid Validity	120 days from the bid submission deadline
7	Last Date & Time for Submission of Proposals	01.12.2020; 2:00 PM
8	Date & Time for opening of Technical Proposal	01.12.2020; 03:00 PM
9	Date of Technical Presentation	02.12.2020; 11:30 AM in the office of Managing Director, BSTDC, Patna, Bihar
10	Date & Time for opening of Financial Bids	To be communicated later
11	Document Fee to be paid through Demand Draft only	INR 10,000 to be paid through Demand Draft only and to be submitted along with Technical Proposal
12	Earnest Money Deposit (in Rupees)	INR 1,00,000 to be submitted in the form of Demand Draft only and submitted along with Technical Proposal
13	Contact Person	Suman Kumar Manager, Travel and Trade BSTDC, Beerchand Patel Path, Patna – 800001 Ph: 8544418314

Sd/-
Managing Director
BSTDC, Patna



1. INSTRUCTIONS TO BIDDERS

1.1 Submission Procedure

1. Bidder can download the tender document free of cost from the website: bstdc.bih.nic.in
2. Only the bidders shortlisted through the EoI Reference Number 1026/20 dated: 09.09.2020 are eligible to submit the Techno Commercial bids for this RFP.
3. The shortlisted bidders shall pay RFP Cost/ Tender fee and EMD in the form of Demand Draft only and in favor of the 'Managing Director, Bihar State Tourism Development Corporation', drawn on any scheduled Bank payable at Patna.
4. Bidders must submit their bids in a sealed envelope super-scribed with due date, time, project and nature of bid.
5. Bidders are advised to study all instructions, forms, requirements and other information in the RFP document carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
6. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to this document will be at the Bidder's risk and may result in rejection of its Proposal at bid evaluation stage.
7. Bid security and RFP Document Fee must be submitted in a separate sealed envelope superscripted with the Tender Document number and name.
8. Technical Proposal shall not include any financial bid information. Technical Proposal containing financial bid information shall be declared non-responsive. All Technical Bid Documents should be properly scanned, arranged and uploaded on portal.
9. All pages of the offer must be signed by the authorized representative of the bidder.
10. Bidder must submit the FINANCIAL Bid in a separate envelope.
11. Services offered should be strictly as per specifications mentioned in this Tender Document.
12. Once quoted, the Bidder shall not make any subsequent price changes, whether resulting or arising out of any technical/commercial clarifications sought regarding the bid, even if any deviation or exclusion may be specifically stated in the bid. Such price changes shall render the bid liable for rejection.
13. Bidder shall quote the prices of services as mentioned valid for 120 days

1.2 Number of proposals

Each Bidder shall submit only one (1) Proposal, in response to this RFP. Any Bidder who submits or participates in more than one Proposal shall be disqualified.

1.3 Proposal preparation cost

The Bidder shall be responsible for all costs associated with the preparation of its Proposal and its participation in the bidding process. BSTDC will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the bidding process.

1.4 Right to accept or reject

- BSTDC may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.



- Notwithstanding anything contained in this RFP, BSTDC reserves the right to accept or reject any Proposal and to annul the bidding process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- BSTDC reserves the right to reject any Proposal if at any time if a material misrepresentation made by a Bidder at any stage of the bidding process is discovered.

1.5 Amendments to RFP

- i. At any time prior to the Proposal Due Date, as indicated in the RFP Time Schedule, BSTDC 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 Addenda. Such Addenda would be posted on www.bstdc.bih.nic.in
- ii. In order to afford Bidders reasonable time to take the Addendum into account, or for any other reason, DOT may, at its discretion, extend the Proposal Due Date.

1.6 Language and Currency

The Proposal and all related correspondence and documents shall be written in English language. Supporting documents and printed literature furnished by the Bidder with the Proposal may be in any other language provided that they are accompanied by an appropriate translation in English language. Supporting materials that are not translated into English may not be considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail. The currency for this bid is Indian Rupee. All the quotes should be in Indian Rupees only.

1.7 Validity of Proposal

- i. The Proposal shall be valid for a period not less than 120 days from the Proposal Submission due Date ("Proposal Validity Period"). BSTDC reserves the right to reject any Proposal that does not meet this requirement.
- ii. Prior to expiry of the Proposal Validity Period, BSTDC may request the Bidders to extend the period of validity for a specified additional period.
- iii. The Successful Bidder shall, where required, extend the validity of the Proposal till the date of execution of the Agreement.

1.8 Bid Security

- i. Proposals would need to be accompanied by a 'Bid Security' (EMD) for an amount of Rs. 1,00,000/- (Rupees One Lac only). The Bid Security shall be kept valid throughout the Proposal Validity Period and would be required to be extended if so, required by DOT.
- ii. The Bid Security shall be in the form of a demand draft in favor of the 'Managing Director, Bihar State Tourism Development Corporation', drawn on any scheduled Bank payable at Patna and must be submitted as specified in Fact Sheet.
- iii. The Bid Security shall be returned to the unsuccessful Bidders within a period of two (2) weeks from the date of signing of Agreement between BSTDC and the Successful Bidder.
- iv. The bid security of the successful bidder will be returned to the successful bidder on the submission of the Performance Security as specified in the RFP document.
- v. The Bid Security shall be forfeited in the following cases:
 - a. If the Bidder withdraws its Proposal during the interval between the Proposal Due Date and expiration of the Proposal Validity Period; and
 - b. If any information or document furnished by the Bidder turns out to be misleading or



untrue in any material respect.

- c. If the bidder, after the award of work order, fails to submit the performance security within the stipulated time.
- vi. MSME registered bidders shall be exempted from paying EMD and Tender Document Fee for the Tender as per the provisions of Bihar Financial Rules. The bidders shall submit copy of the registration certificate, valid on the date of submission, for availing this exemption.

1.9 Bidder's responsibility

- i. The Bidder is expected to examine carefully the contents of all the documents provided. Failure to comply with the requirements of RFP shall be at the Bidder's own risk.
- ii. It shall be deemed that prior to the submission of Proposal, the Bidder has:
 - Made a complete and careful examination of terms & conditions/ requirements, and other information set forth in this RFP document.
 - Received all such relevant information as it has requested from BSTDC; and
 - Made a complete and careful examination of the various aspects of the Assignment.
- iii. BSTDC shall not be liable for any mistake or error or neglect by the Bidder in respect of the above.

1.10 Test of Responsiveness

- i. Prior to evaluation of Proposals, BSTDC will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive if;
 - It is received on the respective Proposal Due Date;
 - It is accompanied with the 'Cost of RFP Document' and 'Bid Security' amount as set out in RFP Document.
 - It is signed, sealed, and marked as stipulated in RFP Document.
 - It contains the information and documents as requested in the RFP;
 - It contains information in the form and formats specified in the RFP;
 - It mentions the validity period as set out in this document;
 - It provides the information in reasonable detail. ("Reasonable Detail" means that, but for minor deviations, the information can be reviewed and evaluated by BSTDC. BSTDC reserves the right to determine whether the information has been provided in reasonable detail or not;
 - There are no inconsistencies between the Proposal and the supporting documents.
- ii. A Proposal that is responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one which,
 - Affects in any substantial way, the scope, quality, or performance of the Assignment, or
 - Limits in any substantial way, inconsistent with the RFP document, BSTDC's rights or the Bidder's obligations under the Agreement, or
 - Unfairly affects the competitive position of other Bidders presenting substantially responsive Proposals.
- iii. BSTDC reserves the right to seek clarification or reject any Proposal which in its opinion is non-responsive and no request for modification or withdrawal shall be entertained by BSTDC in respect of such Proposal.



1.11 Confidentiality

Information relating to the examination, clarification, evaluation and recommendation for the Qualified Bidders would not be disclosed to any person not officially concerned with the process. BSTDC will treat all information submitted as part of the Proposal in confidence and will ensure that all those who have access to such material to treat it in confidence. BSTDC would not divulge any such information unless ordered to do so by any statutory authority that has the power under law to require its disclosure.

1.12 Clarifications

To assist in the process of evaluation of Proposals, BSTDC may, at its sole discretion, ask any Bidder for clarification on its Proposal or substantiation of any of the submission made by the Bidder.

1.13 Modification/Substitution/Withdrawal of Proposal

- i. The Bidder may modify, substitute or withdraw its Proposal after submission, before the Proposal Due Date.
- ii. Withdrawal of a Proposal during the interval between the Proposal Submission Due Date and expiration of the Proposal Validity Period would result in forfeiture of the Bid Security in accordance with this RFP.

1.14 Proposal Evaluation and Bid Validity Extension

- i. The Qualification Submissions of the Bidders would be checked for responsiveness with the requirements of the RFP and shall be evaluated as per the Criteria set out in this RFP.
- ii. In case the tendering process / public procurement process has not been completed within the stipulated period, the Authority may request the Bidders to extend the validity period of their Proposal. The decision to extend the validity period of a Bidder's Proposal shall be the bidder's prerogative.

1.15 BSTDC's right to accept or reject proposal

- i. BSTDC reserves the right to accept or reject any or all the Proposals without assigning any reason and to take any measure as it may deem fit, including annulment of the bidding process, at any time prior to award of the Assignment, without liability or any obligation for such acceptance, rejection or annulment.
- ii. BSTDC reserves the right to invite revised Proposals from Bidders with or without amendment of the RFP at any stage, without liability or any obligation for such invitation and without assigning any reason.
- iii. BSTDC reserves the right to reject any Proposal if at any time:
 - A material misrepresentation made at any stage in the bidding process is uncovered; or
 - The Bidder does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the Proposal.

This would lead to the disqualification of the Bidder. If such disqualification / rejection occurs after the Proposals have been opened and the Successful Bidder gets disqualified/ rejected, then BSTDC reserves the right to:

 - Declare the next highest ranked Bidder as the successful tenderer and where warranted, invite such Bidder to match the cost quoted by the disqualified Successful Bidder; or
 - Take any such measure as may be deemed fit in the sole discretion of BSTDC, including annulment of the bidding process.



1.16 Notification of Award

- i. Prior to the expiration of the validity period, Authority will notify the successful Bidder in writing or by fax or email, that its proposal has been accepted (Letter of Intent “LOI”).
- ii. The Agency shall, within 7 (seven) days of the receipt of the LOI, sign and return the duplicate copy of the LOI in acknowledgement thereof.
- iii. In the event the duplicate copy of the LOI duly signed by the Agency is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder as loss and damage suffered by the Authority on account of failure of the Agency to acknowledge the LOI, and the Authority may select the next Agency in the rank.

1.17 Performance Bank Guarantee (PBG)

- i. The successful bidder shall furnish an unconditional and irrevocable bank guarantee / demand draft, in a format acceptable to BSTDC valid for a period of 6 months beyond the project period/ contract term, of a value equivalent to 10% of the contract value. The time period for furnishing the PBG shall be stipulated in the LOI.
- ii. Failure to submit the PBG within the stipulated time may lead to withdrawal of the LOI and award of the contract to the next successful bidder or as decided by BSTDC.

1.18 Signing of Contract

- i. After receiving the Performance Security from the Agency, Bihar State Tourism Development Corporation (BSTDC) shall execute the Agreement with the Agency.
- ii. The Agency shall not be entitled to seek any deviation, modification or amendment in the Agreement as per Tender norms. After finalization of detailed scope of work, terms & conditions, schedule, and professional fee for the services, the firm selected will be required to enter into a contract agreement with the Authority to provide the envisaged services described in the Scope of work.
- iii. The selected bidder will initiate the execution of the work as specified in the agreement.
- iv. The final authority lies at the sole discretion with the Managing Director, Bihar State Tourism Development Corporation (BSTDC).

1.19 Contract Extension

Post the completion of the Contract period, BSTDC shall evaluate the performance of the selected agency during the project period and may consider an extension of the services for a further period of 6 months subject to satisfactory performance and availability of funds.

2.EVALUATION OF BIDS

2.1 Technical Evaluation

The technical bids shall be evaluated on the basis of the following criteria:

S. No	Criteria	Basis of evaluation	Maximum Marks
1	Number of products on website	<ul style="list-style-type: none"> • More than 2500 - 5 • More than 5000 - 10 • More than 10000 products - 15 	15
2	Number of online visitors on the website and mobile application in the last one year (01.01.2019 to 31.12.2019)	<ul style="list-style-type: none"> • More than 25 lakh visits – 10 marks • More than 50 lakh visits– 15 marks • More than 1 Crore visits – 20 marks 	15
3	Number of travelers served in 2019 (01.01.2019 to 31.12.2019)	<ul style="list-style-type: none"> • More than 20 thousand – 5 marks • More than 25 thousand – 10 marks • More than 30 thousand – 15 marks 	15
4	Number of employees on payroll on 1 st November 2020	<ul style="list-style-type: none"> • More than 50 – 5 marks • More than 75 – 10 marks • More than 100 – 15 marks 	15
6	Technical Presentation	Project development and operationalization plan with emphasis on all aspects of the project such as Team, Marketing and Sales strength, Tie-ups, Theme identification and product development ideas, Experience of working with State Government	40

Note: Details to be provided in Annexure 2. Bidders must also provide supporting documents to verify the achievements as per the evaluation criteria. In the absence of proper supporting documents, zero marks will be given against the evaluation criteria not supported by documentary proof.

Technical proposals securing a minimum of 75 marks in the Technical evaluation shall be considered responsive and will be selected for financial opening of bids. The Financial Proposals of those applicants who do not secure the minimum marks specified shall remain un-opened.

2.2 Financial Bid

A lump sum amount to be quoted by the service provider in Annexure 3 of RFP Document. Bidders found to be eligible as per Technical criteria laid down in Section 2.1 shall be selected for financial evaluation.

i. Financial Evaluation

- The Financial Bids of only those Bidder, who are qualified under Technical criteria laid down in Section 2.1 shall be selected for financial evaluation.

- The Authority shall notify the applicants that have secured the minimum qualifying mark the date, time and place set for opening the financial proposals, to enable the agencies to attend the opening of the financial proposals.
- The financial proposals shall be opened publicly in the presence of representatives of the applicants who choose to attend. The name of the applicants, the technical score and prices quoted shall be read out by the Authority.
- Only fixed price financial bids indicating total price for the services specified in this bid document will be considered.
- The bid price will include all taxes and levies including GST and shall be in Indian Rupees and mentioned separately.
- Any conditional bid would be rejected
- **Errors & Rectification** - Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

ii. Financial Evaluation Criteria

- The proposal with the lowest cost (F_m) shall be given financial score (S_f) Of 100 points. The financial scores of other proposals should be computed as follows:
$$S_f = 100 * F_m / F$$

Where F = amount of financial proposal

2.3 Overall Evaluation Criteria

- The Bids received will be evaluated using Quality and Cost Based Selection (QCBS), giving 75 percent weightage to the Technical Score and 25 percent weightage to the Financial Score.
- Total Score = (Technical Score x 0.75) + (Financial Score x 0.25)
 - $S = S_t * 0.75 + S_f * 0.25$
 - Where S = Total score, S_t = Combined technical score, S_f = Combined financial score
- The firm obtaining the highest total score (S) shall be the successful agency.
- In the event of more than one applicant securing the same Total Score, the bidder with higher Combined Technical Score shall be considered as successful bidder.
- The Authority will award the Contract to the successful Bidder ranked highest as per QCBS evaluation method. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.

3. SCOPE OF WORK

3.1 Detailed Scope of Work

Phase I (Month 1 to Month 4)

a. Evaluation of experiences

- Agency will submit a detailed report of all final 100 products to Bihar State Tourism Development Corporation (BSTDC) after its research
- Agency will submit the report for selected products with analytics data, search trends, SEO patterns, and looking at post Covid Scenario travelers' expectations.
- Agency will submit the recce report in the form of hardcopy as well as soft copy.

b. Finding and selecting local operators/suppliers for products and travel experiences

- Agency will search evaluate appropriate different operators and suppliers across different locations in Bihar.
- Agency will select operators to run and manage the aforementioned travel product(s) where an operator may be selected for single or multiple experiences, in consultation with Bihar State Tourism Development Corporation (BSTDC)
- Agency will do required checks on the operators/ supplier
- Agency will submit the list of finalized operators with their details which include name, registration details, address, contact number, accreditations, certifications, infrastructure, employees, management details, specialization and training requirements.
- Agency shall facilitate the registration of all operators and service providers with BSTDC as per the process laid down by BSTDC.
- Agency should conduct a training session for selected operators/ suppliers as per the requirements.

c. Training and Assisting the operators/suppliers

- Focus areas to include:
 - Create good travel products
 - Enhance customer experience
 - Customer Handling Skills to increase customer delight and satisfaction.
 - Conduct the overall event
 - Safety norms and sanitation protocols as per WHO or WTTC guidelines
 - First aid and emergency rescue measures
 - Other relevant add-on activities to make the experiences more exciting and safer
- The agency shall develop and submit copies of such training material to BSTDC prior to the start of training

d. Marketing support

- Agency should bring the 100 products live and bookable online
- Integrate the portfolio for 100 products with other OTA's and make it available for agents across the globe to book.
- Create and publish 20 articles and get 300,000+ views on them. The topics to be approved by Bihar State Tourism Development Corporation (BSTDC). All articles should have product links and should help a

traveler discover what Bihar has to offer.

- Promote the Bihar product portfolio on 10+ travel websites and focus on unique experiences to gain publicity; from the PR sites.
 - Select the right target audience for each product and show them the same through ads on Instagram, Facebook and Google.
 - Overall getting 300,000+ engagements by 25+ social media posts on Bihar product portfolio (both paid + organic)
- e. Set-up dedicated sales support team:**
- Agency has to set up an online information Centre to help people assist in camping queries and help them book the events or any camping events in Bihar throughout the project duration.
 - Agency has to create a support email to help customers on any kind of camping information throughout the project duration.

Phase II (Month 5 onwards)

In the Phase II of the project following are expected out of the agency.

- Recce major cities of Bihar having good connectivity with the border states to select the event destinations.
- Understand/suggest the kind of events to be conducted as per the selected locations. These 6 events first have to be approved by Bihar State Tourism Development Corporation (BSTDC). Event planning has to be in sync with the current scenario of Covid in the state during that time.
- Promote 6 events with 20+ social media posts selection of target audience attracting 200,000+ views on the event portfolio.
- Connect with the local tourism stakeholders to understand the potential of the place better and invite few of them at the events.
- Design the SOP's for every event and send requests to the tourism heads of the state to be present at the opening ceremony of the events.
- Make proper arrangements of the event while coordinating with the local service providers thus providing them revenue generation opportunities.
- Promote all these events on the social media platforms in the pre-event, during the event, after event stages. The agency shall continue to promote Bihar Tourism on its website for a period of 1 year from the start of contract. Such co-branding activities will include Bihar Tourism/ BSTDC logo on products and experiences offered in Bihar by the agency on its website and other media.
- Banners Ads with 1 million views to promote tourism in Bihar.
- Send mobile push notifications to minimum 350,000+ travelers
- Share newsletters to 1000,000+ subscribers of the agency to make them aware that Bihar has quite a lot of experiences to offer.
- Build a community on social media by using hashtags and rewarding the travelers for sharing their testimonials.
- Promote the events by generating some videos like video teasers, post-event coverage.

3.2 Deliverables of the Project

- a. 100 travel experiences to be brought online of Bihar including 20 unique experiences and tours for intrastate travelers and interstate travelers. The breakdown of products suitable for intrastate travelers is as follows:

Category of Activity/ Experience	Activity/ Experience	Number of experiences
For Intrastate Travelers		
General	Water Activities	4
General	Adventure Activities	8
General	Resort Stay and nature Activities	8
Weekend Tours	Trekking Departures	2
Weekend Tours	Multi-Adventure tours	2
Weekend Tours	Resort Stay and nature Activities	8
Multi-day Tours	Experiential Tours	2
Multi-day Tours	Spiritual Tours	2
Multi-day Tours	Eco Tours	2
Stay Experiences	Camp Stays	4
Stay Experiences	Homestays or Staycations	8
Stay Experiences	Resort Stay Deals	8

Interstate Travelers		
General	Local Experiences	12
General	Water/ Adventure based experiences	12
General	Wildlife park Visits	6
Multi-day Tours	Experiential Tours	4
Multi-day Tours	Spiritual Tours	4
Multi-day Tours	Road Trips from nearby states	4

Outdoor Events (For Intrastate and Interstate Travelers		
Outdoor events (subject to Government Covid guidelines at the time)		6

Note: The list of Experiences and events is tentative. The selected agency may propose changes to the list of proposed experiences and events for approval of Managing Director, BSTDC.

- b. Use tools like SEM Rush, Ahrefs, Keyword Planner, and it's own analytic system to understand the potential of the tourism market, demand in the market in Bihar
- c. Create Post-Covid SOP's for local suppliers as per the guidelines from WHO, WTTC, (World Travel and Tourism council), Ministry of tourism and also study the policies and obtaining best practices from the domestic and international tourism boards.
- d. Publish 20 articles, around these experiences and get 300,000+ views.

- e. Promote the Bihar product portfolio on 10+ travel websites and focus on unique experiences to gain publicity; from the PR sites.
- f. Overall getting 300,000+ engagements on social media
- g. Conduct webinars for local operators on safety and hygiene and enhancing customer experience.
- h. Recce major cities of Bihar having good connectivity with the border states to select the event destinations.
- i. Design the SOP's for every event and send requests to the tourism heads of the state to be present at the opening ceremony of the events.
- j. Exclusively promote 6 events with 20+ social media posts with a product-wise selection of target audience attracting 200,000+ views on the event portfolio.
- k. Send push notifications of the events to the 350,000+ travelers
- l. Share newsletters to 1000,000+ newsletter subscribers to make them aware about Bihar's offerings
- m. Build a community on social media by using hashtags and rewarding the travelers for sharing their video testimonials.
- n. Overall guide and provide operation support to local suppliers and operators
- o. Understand the current delivery quality of the local stakeholders.
- p. Sign agreements with the suppliers while documenting the services to be provided.
- q. Recommend the new guidelines for operations of the tourism stakeholders like tour operators, homestays, etc. as per the guidelines framed.
- r. Provide training and webinars to all the stakeholders are well prepared to cater the customers.

3.3 Payment Schedule

S. No	Stage	Timeline	Percentage of Fees
1	Project Planning and Inception Report	1 week from Start of Work	20%
2	Submission of 100 products and list of operators	1 month from Start of work	30%
3	Completion of Phase I	4 months from start of work	30%
4	Completion of Phase 2	6 months from start of work	20%

Note: Delay in the project deliverables may lead to withholding of payment, forfeiture of performance security and termination of contract



ANNEXURE 1: LETTER OF SUBMISSION

(On the letterhead of the bidder)

To,
Managing Director
Bihar State Tourism Development Corporation
Beerchand Patel Path, Patna – 800001
Government of Bihar

Sir,

Ref: RFP for selection of Agency for organizing Experiential and Adventure Tours in Bihar

We have read and understood the Request for Proposal (RFP) in respect of the captioned Assignment provided to us by BSTDC.

We hereby agree and undertake as under:

- a. Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unqualified and unconditional in all respects.
- b. This Proposal is valid till ----- (At least 120 days from the Proposal Due Date).
- c. We have submitted Demand Draft bearing number ----- for Rs. 1,00,000/- (Rupees One Lakh only) drawn in favor of the 'Managing Director, BSTDC' payable at Patna towards the 'Bid Security Amount', dated thisday of..... 2020 in the Office of Managing Director, BSTDC, Patna before the due date and time of submission of bids.
- d. That as on the date of submission of this tender, there is no blacklisting order that bars us from working with any Government Agency / Department on account of deficiency in service.

Name of the Bidder

Date: -

Signature of Authorized Signatory

ANNEXURE 2: TECHNICAL FORMS

S. No	Criteria	Achievement	Documentary Proof submitted
1	Number of products on website		
2	Number of online visitors on the website and mobile application in the last one year (01.01.2019 to 31.12.2019)		
3	Number of travelers served in 2019 (01.01.2019 to 31.12.2019)		
4	Number of employees on payroll on 1st November 2020		

Name

Name of the Firm/Agency

Designation and Address

Mobile and Email

Signature of the applicant/ Authorized Representative of Agency with Seal/Stamp

ANNEXURE 3: FORMAT FOR FINANCIAL PROPOSAL

(On the letter head of the bidder)

Date: -

To,
Managing Director
Bihar State Tourism Development Corporation
Beerchand Patel Path, Patna – 800001
Government of Bihar

Sir,

Ref: RFP for selection of Agency for organizing Experiential and Adventure Tours in Bihar

We are pleased to quote the fee as below. We have reviewed all the terms and conditions of the 'Request for Proposal' and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.

We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not barred us from participating in any Bid.

Our Financial Quote for providing the required services to Bihar State Tourism Development Corporation, Government of Bihar is Rs. Amount in figures (Amount in words) which is inclusive of all taxes.

We abide by the above offer/quote and terms condition of the RFP, if BSTDC selects us as the Selected Bidder/Agency. If our offer is accepted and if we fail to perform in the manner as specified in the RFP Document, the amount of Bid Security, as aforesaid, shall stand absolutely forfeited to BSTDC without prejudicing the rights of BSTDC to proceed further in any manner it deems fit.

Until a formal Agreement is prepared and executed between us, this bid, together with your LOI, shall constitute a binding contract between us. We understand that you are not bound to accept the lowest or any bid that you may receive.

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our bid is found to be nonresponsive, will be sufficient for BSTDC to reject our bid and forfeit our bid security in full.

Sincerely,

Name

Name of the Firm/Agency

Designation and Address

Mobile and Email

Signature of the applicant/ Authorized Representative of Agency with Seal/Stamp

Checklist

S. No.	Requirements	Details
A	Technical Proposal	
	Part A	
1	Tender Fee/ RFP Cost	<ul style="list-style-type: none"> To be paid online (refer to Factsheet for details)
2	Earnest Money Deposit	<ul style="list-style-type: none"> To be submitted on or before the last date of submission at the office of BSTDC. (refer to Factsheet for details) Copy to be attached in the Technical proposal
	Part B	
3	Letter of Submission	Annexure 1
4	Technical Form	Annexure 2 and Supporting documents
B	Financial Proposal	
5	Format for Financial Proposal	Annexure 3