

## **BAREILLY MUNICIPAL CORPORATION**

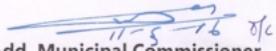
### **SHORT TERM NOTICE FOR INVITING OFFERS**

#### **Appointment of a Public Relation Agency for Citizen Participation & Consultations for Bareilly Smart City (Round 2)**

Bareilly is one of the candidate city for India Smart City Mission of Ministry of Urban Development, Government of India. Bareilly would be participating in the second round for the Smart city Proposal from the state of Uttar Pradesh. Under second round, the SCP submitted by Bareilly needs to be upgraded to the benchmark level established by MoUD and 20 winning cities.

The guidelines of the Smart City Mission gives highest weightage for participation of citizens in the proposal preparation process. In this reference, Bareilly Nagar Nigam wants to engage a public relation agency with relevant work experience of 5 Years and the Agency should have assisted at least one of the selected 100 cities for Public Relation in preparation of Smart City Proposal (preference would be given to those agencies who have worked in the selected top 20 cities under the Smart City Mission programme), to get ideas/suggestions/comments on Smart City Proposal. The tender document could be downloaded from Municipal Corporations official website [www.nagarnigambareilly.com](http://www.nagarnigambareilly.com).

Intending Firms may submit their offers in two envelope system (Technical and Financial offer) in the office of Additional Municipal Commissioner, Bareilly Municipal Corporation, Civil Lines, Bareilly - by 16.05.2016 upto 3:00 PM. The Agency would be required to initiate working within 2 days from the day of award of the tender. For any queries you may send your mails at [nagarayukt.bareilly@gmail.com](mailto:nagarayukt.bareilly@gmail.com).

  
**Add. Municipal Commissioner**  
**Bareilly Municipal Corporation**

## Annexure A: Brief Scope of work for PR Agency for Bareilly Smart City

### **A. Online Citizen Engagement**

- Website Redesign & Development and its management thereafter till June 30, 2016 ([www.nagarnigambareilly.com](http://www.nagarnigambareilly.com))
- Search Engine Optimisation & Search Engine Marketing
- Social Media Promotions and popularising Bareilly Smart City on all online modes
  - Facebook
  - Twitter
  - Google plus
  - Instagram
  - Linkedin
  - Other Platforms, if any
- YouTube Promotions - starting a Bareilly Smart City Channel on YouTube Channel and promoting the same to spread awareness
- Managing and ensuring online citizen participation on mygov.in for
  - Comments on Smart City Proposal
  - Polling
  - Blogging
- Print and TV media management to popularize Bareilly Smart City

### **B. Offline Citizen Engagement**

- Organising public consultation Camps, especially for area selected for retrofitting and other parts of the city in general
- Organising meeting with thematic groups for their feedback on Smart City Proposal and their ideas for Bareilly Smart City and getting Letter of Support from them for Bareilly Smart City
  - NGOs
  - Educational Societies
  - Market & Traders/Industry Associations
  - Real Estate Developers
  - Professional Associations - Lawyers, Chartered Accounts, Architects, Doctors, Engineers etc
  - FICCI, CII, Assocham, CREDAI etc
- Signature Campaigns for enrolment on mygov.in and endorsements (comments, polling) on Bareilly Smart City Page on mygov.in & facebook
- Getting Letter of Support from Large Business Groups of Bareilly for Smart City Project
- Distribution of Pamphlets at busy areas of city for public outreach