

**Annexure A: Brief Scope of work for and Technical Qualification Criteria for PR Agency  
for Bareilly Smart City**

**A. Online Citizen Engagement**

- Website Redesign & Development and its management thereafter till March 19<sup>th</sup>, 2017 ([www.smartcitybareilly.com](http://www.smartcitybareilly.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 Lucknow 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

## **TECHNICAL QUALIFICATION CRITERIA**

- Work Order and Completion Certificates for Similar Nature of Work (30 Marks)
- Plan of Action in adherence to the Timelines specified by the Ministry of Urban Development (attached) (30 Marks)
- Local experience in Similar Nature of Work. (20 Marks)
- Experience of the firm should be 5 Years and should have assisted one of the Smart Cities for Similar Activity. (20 Marks)

(The Bidders should score 60 Marks to qualify for the selection criteria)