K.14012/101(6)2016-SCM-III-V
Government of India
Ministry of Urban Development
Smart Cities Division

Nirman Bhawan, New Delhi
Dated: 29th July, 2016

OFFICE MEMORANDUM

Subject: **Empanelment of Consulting Firms for Providing Technical Assistance to selected Smart Cities in Improvement of Revenue from Advertisement Tax**

Smart Cities show a willingness to change and reform. Improving revenue from Advertisement Tax is a key AMRUT Reform. Specifically, achieving full potential of advertisement revenue by making a policy for destination specific potential having dynamic pricing module is a milestone to be completed under AMRUT. The Ministry of Urban Development has empanelled six consulting firms to provide technical assistance to reform the advertisement tax policy of States/Cities. The list of empanelled agencies is attached at Annexure.

A model Request for Proposal (RfP) to procure an agency from the empanelled list has also been prepared and can be downloaded from www.smartcities.gov.in->Downloads->OMs/Toolkit. The RfP, is based on the QCBS method as per the World Bank guidelines. The RfP may be customised as per the requirements of the State/City. The States/Smart Cities may issue the RfP, at the earliest, to the empanelled agencies to procure agencies for providing technical assistance. The funding for the Light house and Fast track Smart Cities will be done under the Capacity Building for Urban Development (CBUD). Other Mission Cities may use funds from AMRUT as allowed in the AMRUT Guidelines.

29/7/2016
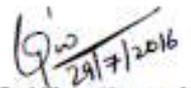
(G. Vijay Kumar)
Under Secretary to the Government of India
Tel: 23063217

जि. विजय कुमार/G.VIJAY KUMAR
अवर सचिव/Under Secretary
सरकारी विकासराज राजकोटरा
Ministry of Urban Development
भारत सरकार/Govt. of India
नई दिल्ली/New Delhi

Encl: As above

To
Principal Secretaries (UD)
Municipal Commissioners/CEOs of Light house and Fast track Smart Cities

Copy to:
1. JS(UD)-with a request to repeat the OM to all AMRUT Cities.
2. Chief Planner, TCPO

EXECUTIVE OFFICER
Nagar Palika Parishad
f   th