

**Office of Chief Engineer  
Externally Aided Projects  
UPPWD, Lucknow**

Letter No.: **77EAP/1-32/UPCRNDP/CEEAP/2020**

Dated: 07.01.2021

To,

**Marketing & Development Research Associates (MDRA)  
(A unit of M/s Social Marketing & Development Research  
Associates Pvt. Ltd.) 29, 3rd floor, Community Centre,  
Saket, New Delhi-110 017  
Email:- info@mdraonline.com;  
Ph - +91-1149849166, 9899979166, 9899911443**

**Sub: Proposed World Bank Aided Uttar Pradesh Core Road Network  
Development Project (UPCRNDP) – Consulting Services for Road  
User/Customer Satisfaction Survey for UPCRNDP proposed from WB Loan. -  
Letter of award.**

**Ref: This office's letter No 3194/1-32/UPCRNDP/CEEAP/2020 Dated 24.12.2020**

Dear Sir,

With reference to the negotiation held on 30.12.2020 and subsequent finalisation of the draft contract.

You are requested to sign the final contract as per clause 30.1 on 08.01.2021 at 10:30 hours in the office of the undersigned.

*d/c*   
Chief Engineer