

RFP for Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon



TENDER CALL NOTICE NO.: EE-BP –I/01/2025-26 dt.09.09.2025

**Odisha Tourism Development Corporation (OTDC)
Panthanivas Old Block, Lewis Road,
Bhubaneswar-751014**

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A. Notice for Request for Proposal

Odisha Tourism Development Corporation (OTDC)
 Panthanivas Old Block, Lewis Road,
 Bhubaneswar-751014

RFP No: _____**Dated:** _____

Odisha Tourism Development Corporation (OTDC), invites sealed Bids under two bid-basis i.e., Technical Bid and Financial Bid from Agencies for **‘Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon’**

Data Sheet & Schedule of RFP:

Sl. No	Information	Details
1.	Name of RFP	RFP for Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon
2.	Date of issue of RFP	11.09.2025
3.	Type of RFP	Open Tender
4.	Method of Selection	Quality cum Cost Based Selection (80:20) Process
5.	Mode of Submission of Bid	Submission of Hard Copy by Speed Post/Regd. Post / Courier/Hand Delivery to: The Executive Engineer Odisha Tourism Development Corporation Limited, Panthanivas Old Block, Lewis Road, Bhubaneswar, Pin: 751014
6.	Last date for sending queries to OTDC, Government of Odisha	16.09.2025; Time: 05:00 PM Queries may be sent by email: info@odishatourism.gov.in / bpdivn1@gmail.com
7.	Pre-bid meeting	17.09.2025; Time: 11:00 AM; (to be held via video conferencing.) VC link: Will be published on OTDC Portal https://otdc.odisha.gov.in/
8.	Bid Due Date / Last date of Submission of Bid	09.10.2025; Time: 05:00 PM
9.	Opening of Technical Bid	10.10.2025; Time: 11:30 AM
10.	Technical Presentation	To be intimated later
11.	Opening of Financial Bid	To be informed to the Technically Qualified Bidders
12.	Tender Document Cost (non-refundable) including GST	Amount: INR 11,800/- (Rupees Eleven Thousand eight hundred only) in form of Demand Draft only in favour of ‘Managing Director, OTDC’ payable at Bhubaneswar.

Sl. No	Information	Details
13.	Refundable Earnest Money Deposit (EMD). Refundable.	The bidder shall deposit Earnest Money of INR. 5,00,000/- (Rupees Five Lakhs only) through TDR/Demand Draft drawn in favor of “Managing Director, OTDC” payable at Bhubaneswar”. The EMD shall be valid for 30 days beyond the Bid Validity period.
14.	Nodal Officer	Executive Engineer, OTDC Email ID: info@odishatourism.gov.in / bpdivn1@gmail.com
15.	Bid Validity	120 days

The interested bidders should download the RFP from: <https://otdc.odisha.gov.in/tender>

OTDC reserves the right to cancel the bid at any time or amend/ withdraw any of the terms and conditions contained in the RFP Document without assigning any reason thereof.

Executive Engineer, OTDC

B. Disclaimer

1. This Request for Proposal (“RFP”) is neither an agreement nor an offer by OTDC to the prospective bidders or any third party. The purpose of this RFP is to provide interested parties with information to facilitate the formulation of their Bid pursuant to this RFP.
2. This RFP includes statements, which reflect various assumptions and assessments arrived at by OTDC. Such assumptions, assessments and statements do not purport to contain all the information that a party may require. This RFP may not be appropriate for all persons, and it is not possible for OTDC to consider the particular needs of each party who reads or uses this RFP document. The assumptions, assessments, statements and information contained in this RFP document may not be complete, accurate, adequate or correct. Each bidder must, therefore, conduct its own investigations and analysis and should verify the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.
3. Information provided in this RFP to the bidders is on a wide range of matters, some of which may depend upon interpretation of law. The information provided is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. OTDC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
4. OTDC, its employees and their agencies make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations, the law of contract, tort, principles of restitution or unjust enrichment or otherwise for any loss, damage, cost or expense which may arise from or be incurred or suffered in connection with this RFP, or any matter deemed to form part of this RFP, or arising in any way in relation to this RFP process.
5. Neither OTDC nor their employees or their consultants make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP. OTDC also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.
6. The bidder should confirm that the RFP document downloaded by them is complete in all respects, including all annexures and attachments, if any. In the event the document or any part thereof is missing, the Bidder shall notify OTDC immediately at the following address:

The Executive Engineer
Odisha Tourism Development Corporation Limited,
Panthanivas Old Block, Lewis Road,
Bhubaneswar, Pin: 751014

7. If no intimation is received within the last date for submission of Pre-Bid queries, it shall be considered that the RFP Documents received by the Bidder is complete in all respects and that the bidder is fully satisfied with the RFP Documents.
8. No extension of time shall be granted to any Bidder for submission of its Proposal on

the ground that the Bidder did not obtain the complete set of the RFP document.

- 9.** This RFP and the information contained herein are strictly confidential and privileged and are for the exclusive use of the bidder to whom it is issued. This RFP shall not be copied or distributed by the recipient to third parties (other than, to the extent required by applicable law or in confidence to the recipient's professional advisors, provided that such advisors are bound by confidentiality restrictions at least as strict as those contained in this RFP). In the event after the issue of the RFP, the recipient does not continue with its involvement in the Bidding Process for any reason whatsoever, this RFP and the information contained herein shall be always kept confidential by such party and its professional advisors.
- 10.** OTDC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the statements, information, assessment or assumptions contained in the RFP documents at any time during the RFP process. Agencies are expected to keep track of the same on the portal.
- 11.** The bidders or any third party may not object to such changes/ modifications/ additions/ alterations as provided in Clause 10 above, explicitly or implicitly. Any such objection by the bidder shall make the bidder's bid liable for rejection by OTDC. Further objection by any third party shall be construed as infringement on confidentiality and privileged rights of OTDC, Government of Odisha with respect to this RFP.
- 12.** OTDC reserves the right in its sole discretion, without any obligation or liability whatsoever, to accept or reject any or all of the proposals at any stage of the RFP process without assigning any reasons. The decision of OTDC shall be final and binding in this regard.
- 13.** Bidders shall not make any public announcements with respect to the RFP process or the RFP document. Public announcements, if any, are to be made with respect to the RFP process or this RFP shall be made exclusively by OTDC. Any breach by a bidder in this regard shall be deemed to be in non-compliance with the terms and conditions of this RFP and shall render the proposal liable for rejection. OTDC's decision in this regard shall be final and binding on the bidder.
- 14.** By responding to the RFP, the Bidder shall be deemed to have confirmed that it has fully satisfied and understood the terms and conditions of the RFP. The Bidder hereby expressly waives any and all claims in respect thereof.
- 15.** The bid is not transferable.

C. Abbreviations

BG	Bank Guarantee
OTDC	Odisha Tourism Development Corporation
EMA	Event Management Agency
EMD	Earnest Money Deposit
FY	Financial Year
GST	Goods and Services Tax
GSTIN	GST Identification Number
I/C	In-Charge
INR	Indian Rupee/ legal tender currency of India
IT	Income Tax
JV	Joint Venture
LD	Liquidated Damages
LLP	Limited Liability Partnership
LOA	Letter of Award
RFP	Request for Proposal
PAN	Permanent Account Number

D. Definitions and Interpretations

The words and expressions beginning with capital letters and defined in this document shall, unless repugnant to the context, have the meaning ascribed thereto herein.

1. **“Applicable Laws”** means all laws, legislations, statutes, rules, directives, ordinances, notifications, exemptions, regulations, judgements/orders of any court, tribunal, regulatory bodies and quasi-judicial bodies or any interpretation thereof enacted, issued, or promulgated by any authority and applicable to either OTDC or to the Bidders;
2. **“Authorized Signatory”** means the designated person of the agency authorized to represent the agency in all matters pertaining to its Proposal. The designated person should hold the Power of Attorney duly authorizing him/ her to perform all tasks including but not limited to sign and submit the Proposal to participate in all stages of the RFP Process, to conduct correspondence for and on behalf of the agency, and to execute any document required to give effect to the outcome of the RFP Process;
3. **“Bid” or “Proposal”** means the documents submitted by a Bidder pursuant to this RFP, including the Technical Bid along with any additional information/clarifications required/ sought by OTDC and the Financial Bid, submitted strictly in the formats provided by OTDC. The Bid shall not be considered to be a Bid if it is not submitted as per the formats prescribed by OTDC;
4. **“Bidder” or “bidder” or “Agency” or “agency”** designates an Agency which has made a proposal, a tender or a bid with the aim of concluding a Service Order/ Agreement with OTDC;
5. **“RFP Process” or “Bidding Process”** means the process governing the submission and evaluation of the Bids as set out in the RFP itself;
6. **“Bid Due Date”** shall mean the last date for submission of bids, as given in of the Schedule of the RFP. No bids shall be accepted after the Bid Due Date;
7. **“Bid Processing Fee”** shall be the non-refundable amount the bidder shall pay to OTDC non-refundable amount (“Bid Processing Fee”), indicated in the Data Sheet, as part of its Technical Proposal. The mode of payment of the Bid Processing Fee is also indicated in the Data Sheet.
8. **“Earnest Money Deposit (EMD)”** means the amount submitted by a Bidder to OTDC for participating in the Bidding Process.
 - a) The amount of EMD demanded in the tender shall be deposited by the bidder while submitting the tender in the form demand draft/TDR.
 - b) Any bidder that does not submit the EMD shall be rejected by OTDC, as non-responsive.
 - c) The EMD will be refunded to the bidders whose offers have not been accepted.

- d) EMD of the bidder whose offer is accepted will be kept up till the time, the Bank Guarantee is not received.
 - e) The EMD shall be valid for 30 days beyond the Bid Validity period.
 - f) If the bidder withdraws the bid during the validity period of the bid before the commencement of the project, the EMD money will not be forfeited.
9. **“Bid Validity Period”** shall initially remain valid and binding on the bidder for at least 180 (one hundred and eighty) days from the Bid Due Date, as given in the Schedule for the RFP. Any bid with a shorter validity period shall be rejected by OTDC
10. **“Financial Year”** means the 12-month period from 1st April to 31st March corresponding to the audited annual accounts;
11. **“Letter of Award (LOA)”** means the official written intimation by OTDC notifying the Preferred Bidder/ Service provider that the work has been awarded in its favour as per the terms and conditions mentioned therein;
12. **“Net Worth”** shall have the meaning ascribed to it in Section 2(57) of the Companies Act, 2013;
13. **“Request for Proposal” or “RFP” or “RFP Document” or “RFP Paper” or “RFP Documents” or “Bid Documents”** means documents issued by OTDC vide **RFP No. _____ dated _____** for **Engagement of Agency for conducting Puri Coastal Marathon** and shall include any modifications, amendments, corrigenda/ addenda or alterations thereto. The documents are as follows:
- (a) This RFP document;
 - (b) Any corrigendum(a)/ addendum(a) and clarification(s) to the RFP Document issued by OTDC subsequent to the issue of the RFP Document will also be considered an integral part of the RFP Document. Any reference to the RFP Document in the Agreement shall include such corrigendum(a)/ addendum(a);
14. **“Pre-Bid Meeting”** means Pre-Bid meeting to be held as per the schedule indicated in the Schedule of the RFP hereof between OTDC, and the bidders for clearing doubts if any;
15. **“Related Party”** shall have the meaning ascribed to it in Section 2(76) of the Companies Act, 2013;
16. **“Turnover”** shall have the meaning ascribed to it in Section 2(91) of the Companies

Act, 2013.

17. [Deleted]

- 18.** All other capitalized words not defined herein shall have the same meaning as ascribed to them in the RFP. Terms and expressions not defined anywhere in the Bid Documents shall have the same meaning as are assigned to them in Indian Contract Act, 1872 and /or in General Clauses Act, 1897.

E. Instructions to Bidders

1. **Cost of Bid:** The Bidder shall bear all its costs associated with or relating to the preparation and submission of its bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by OTDC or any other costs incurred in connection with or relating to its bid. All such costs and expenses will remain with the bidder and OTDC shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation or submission of the bid, regardless of the conduct or outcome of the bidding process.
2. The bidder is expected to examine all instructions, forms, terms and conditions in the RFP document. Failure to furnish all information required by the RFP document or submission of a tender not substantially responsive to the RFP document in every respect will be at the bidder's risk and may result in rejection of the bid.
3. The bidder shall not make or cause to be made by any alteration, erasure, or obliteration to the text of the RFP document.
4. The bid documents shall be published via the OTDC website. There shall be no sale of hard copies of the bid documents. The Bid Processing Fee shall have to be paid at the time of bid submission, unless exempted to be paid by the competent authority.
5. **Bid Processing Fee:** The bidder shall pay to OTDC a non-refundable amount ("Bid Processing Fee"), indicated in the Data Sheet, as part of its Technical Proposal. The mode of payment of the Bid Processing Fee is also indicated in the Data Sheet.
6. **Earnest Money Deposit (EMD):** "EMD" means the amount submitted by a Bidder to OTDC for participating in the Bidding Process.
 - a) The amount of EMD demanded in the tender shall be deposited by the bidder while submitting the tender in the form of demand draft.
 - b) Any bidder that does not submit the EMD shall be rejected by OTDC, as non-responsive.
 - c) The EMD will be refunded to the bidders whose offers have not been accepted.
 - d) EMD of the bidder whose offer is accepted will be kept up till the time, the Bank Guarantee is not received.
 - e) The EMD shall be valid for 30 days beyond the Bid Validity period.
 - f) If the bidder withdraws the bid during the validity period of the bid before the commencement of the project, the EMD money will not be refunded.

7. **Consortiums / Joint Ventures (JVs) are NOT allowed.** Proposals from Bidders, applying individually shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected. Firms/Agencies desirous of participating in this Bid should not have been debarred/blacklisted by any Government agency.
8. **Preparation of Bids**
- 8.1 **Language:** Bids and all accompanying documents shall be in the English language. In case any accompanying materials are in other languages, an English Translation shall accompany it. The English version shall prevail in matters of interpretation which is notarized by component authority.
- 8.2 **Form of Bid:** The form of a bid shall be completed in all respects and duly signed and stamped by an authorized representative of the Bidder. Relevant power of attorney for signing the bid should be attached.
- 8.3 **Currencies of Bid and Payment:** The bidder shall submit his financial bid in Indian National Rupee (₹ / INR), and payment under this contract will be made in Indian National Rupee (₹ / INR.)
9. **Clarifications by Bidders**
- 9.1 Bidders requiring any clarification on the RFP document may contact OTDC in writing by e-mail within such date as specified in the Date Sheet / Schedule of Bidding Process.
- 9.2 All correspondence for clarifications should be submitted as per the format attached at **‘Annexure-I’** to the address mentioned in the data sheet in writing by Mail.
- 9.3 OTDC shall endeavor to respond to the queries raised or clarifications sought by the Bidders. To be fair to all prospective bidders, the responses to queries shall be uploaded on the website. However, OTDC reserves the right not to respond to any query or provide any clarification, in its sole discretion, and nothing in this clause shall be construed, taken or read as compelling or requiring OTDC to respond to any query or to provide any clarification.
- 9.4 At any time prior to the Bid Due Date, OTDC may, for any reason, whether at its own initiative or in response to clarifications requested by Bidder(s), modify the RFP document by way of issue of Addendum/ Corrigendum/ Clarifications. Any Addendum/ Corrigendum/ Clarifications thus issued shall be uploaded on the OTDC’s website.
10. **Pre-Bid Meeting**
- 10.1 To clarify and discuss issues with respect to the Project and the RFP Document, a pre-proposal meeting (“Pre-Bid Meeting”) will be held as per the details provided in the data sheet.
- 10.2 Prior to the Pre-Bid meeting, the Bidders may submit a list of queries and proposed suggestions in the word format as per **‘Annexure-I’** if any, to the RFP requirements.
- 10.3 Bidders may note that OTDC will not entertain any deviations

to the RFP Document at the time of submission of the Proposal or thereafter. The Proposal to be submitted by the Bidders will be unconditional and unqualified, and the Bidders would be deemed to have accepted the terms and conditions of the RFP Document with all its contents. Any conditional Proposal shall be regarded as non-responsive and would be liable for rejection.

- 10.4 Bidders' representatives attending the Proposal opening shall bring an authorization letter from the Bidder.
- 10.5 In case of any change in the schedule of the Pre-Bid Meeting, the same will be communicated to Bidders through the website.
- 10.6 Attendance of the bidders at the Pre-Bid Meeting is not mandatory. OTDC will endeavor to respond to all queries received by the scheduled date from all bidders, irrespective of attendance of the bidder in the Pre-Bid Meeting.
- 10.7 No interpretation, revision, or other communication from OTDC regarding this solicitation is valid unless in writing. OTDC may choose to send to all Bidders whose Proposals are under consideration, in writing, or by any standard electronic means such as Mail or by uploading on the website(s) of responses, including a description of the inquiry but without identifying its source to all the Bidders.

11. Format and Signing of Bid

- 11.1 The documents comprising the bid shall be typed, and all pages of the bid shall be signed by a person duly authorized to sign on behalf of the bidder.
- 11.2 The bid shall contain no alterations, omissions, or additions except those to comply with an instruction issued by OTDC or are necessary to correct errors made by the bidder, in which case such corrections shall be initialed/signed by the person signing the bid.
- 11.3 The proposal shall be properly bound, indexed, and serially numbered.

12. Submission of Bids

- 12.1 The bidder shall submit their offer under two bid-basis. Technical Bid and the Financial Bid. Both the bids shall be submitted in hard copy only as per the schedule and in separate sealed envelopes. The bidder shall ensure that the technical and financial bids are submitted as per the two-bid basis. In case, the financial bid is submitted as part of the technical bid, the bid shall be liable to be declared non-responsive and shall be rejected. The Bids that are submitted beyond the stipulated date and time under any circumstances whatsoever will not be considered.
- 12.2 **Technical Bid:** Bidders shall have to submit their Technical Bid in hard copy within separate sealed cover. The Technical Bid should consist of clear and legible copies of all the required documents and should be submitted within the Bid Due Date, as indicated in the Schedule for the Tender. The Technical Bid shall contain no information on the Price Bid of the Bidder
- 12.3 **Financial Bid:** Bidders shall have to submit their Financial Bid ONLY in separate sealed envelope in both word and figure and in case of any discrepancy between the word and figure of the quoted rate, the rate mentioned in words shall prevail.

- 12.4 Basic rate for each items should be per unit.
- 12.5 The basic and total rate should be inclusive of supply, transportation, installation, warranty, maintenance and any other incidental charges.
- 12.6 Rates should be exclusive of all statutory taxes.
- 12.7 The financial proposal shall be valid for a period of 120 days from the date of opening of the bid. If accepted, the applicable rates shall be valid for a period of 12 months from the date of ward of supply order. However, owing to special circumstances, OTDC reserves option to have a new rate contract for additional requirement by issuing another tender.
- 12.8 The items and quantity mentioned in BoQ Sheet is indicative and may be increased or decreased or items may be added or deleted as per actual requirement of OTDC.
- 12.9 The rates quoted shall be applicable for Puri, Odisha, for a period of **one (01) year** from the date of award of the order. These rates shall be subject to an escalation of **5%** per annum for the subsequent years, if the engagement is extended. However, the OTDC reserves the right to cancel or postpone the event in any year, without any liability.
- 12.10 In case the preferred bidder is unable to deliver the services mentioned in the scope of work, as per specifications and/or within stipulated time OTDC reserves the right to negotiate with the next preferable bidder.
- 12.11 Technical specification of the equipment's (consumable/non-consumable) should be as per the specification.
- 12.12 The supplies received, if not found as per specification of tendered items, are liable to be rejected.
- 12.13 In case of any dispute arises in regards to the tender, the decision of Managing Director, OTDC will be final and binding.
- 12.14 In case of litigation, the courts at Bhubaneswar only will have the jurisdiction for deciding the case according to Indian law and force.
- 12.15 OTDC taking into accounts past performance of party, reserves the right to reject any tender.
- 12.16 It must be noted that this is just an enquiry and doesn't amount to any commitment on the part of OTDC to order any products offered. The decision of OTDC in this regard would be final and be entirely, at its discretion.
- 12.17 The purchaser, without prejudice to any other contractual rights and remedies available to it (the purchaser) may, by written notice of default sent to the supplier, terminate the contract in whole or in part, if the supplier fails to deliver any or all the goods or fails to perform any other contractual obligations within the time period specified in the contract, or within any extension thereof granted by the purchaser.
- 12.18 A successful bidder must bid for all the item.
- 12.19 The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with bidder's name and address in the left-hand corner of the envelope and super scribed in the following manner:

Part-A:

**“TECHNICAL PROPOSAL FOR
SELECTION OF EVENT MANAGEMENT AGENCY (EMA) TO ORGANIZE PURI COASTAL
MARATHON”**

Part-B:**“FINANCIAL PROPOSAL FOR
SELECTION OF EVENT MANAGEMENT AGENCY (EMA) TO ORGANIZE PURI COASTAL
MARATHON”**

All the Envelopes i.e., Envelope for **Part-A** and Envelopes of **Part-B** must be packed in a separate sealed outer cover and clearly super scribed with the following:

TECHNICAL & FINANCIAL PROPOSAL FOR**“RFP FOR SELECTION OF EVENT MANAGEMENT AGENCY (EMA) TO ORGANIZE PURI
COASTAL MARATHON”**

The **Bidder's** Name & address shall be mentioned in the left-hand corner of the outer envelope. The inner and outer envelopes shall be addressed to OTDC, Bhubaneswar at the following address through Speed post / Regd. post/ courier/ hand delivery.

**The Executive Engineer
Odisha Tourism Development Corporation Limited,
Panthanivas Old Block, Lewis Road,
Bhubaneswar, Pin: 751014**

Note:

- If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then OTDC will assume no responsibility for the tender's misplacement or premature opening. Telex, Email, cable or facsimile tenders will be rejected.
- The opening of the Financial Proposal shall be made after evaluation of technical proposal and as per the scheduled dates which shall be intimated by OTDC to the eligible bidders.
- Bidders are advised to prepare their documents with proper sequence and indexing without which the bid shall be considered non-responsive.

13. Late and Delayed Bids:

- 13.1 Bids must be received no later than the date and time stipulated in the RFP document. OTDC may, at its discretion, extend the deadline for submission of bids in which case all rights and OTDC and the bidder will be the same.
- 13.2 Any bid received by OTDC after the deadline for submission of bids, as stipulated above, shall not be considered.

14. Material Deviation

Material Deviation received in the bids shall include, inter alia, the following

- 14.1 Bids must be received no later than the date and time stipulated in the RFP document. OTDC may, at its discretion, extend the deadline for submission of bids in which case all rights and OTDC and the bidder will be the same.
- 14.2 The Technical Bid or any accompanying document or Financial Bid submitted by the Bidder is not in accordance with the formats given in this RFP document.
- 14.3 The Technical Bid is not accompanied by all the documents required to be submitted in terms of this RFP document.
- 14.4 It does not contain all the information (complete in all respects) as requested in this RFP document (in accordance with the formats provided in this RFP document);
- 14.5 The Technical Bid is not accompanied by documentary evidence of the credentials of the Bidder(s).
- 14.6 The Technical Bid or Financial Bid submitted by the Bidder is conditional or qualified.
- 14.7 The bid submitted by the Bidder is not valid for the minimum bid validity period.
- 14.8 It is otherwise substantially/ materially in deviation of the terms and conditions of the RFP document.

15. Acknowledgement by the Bidder: It shall be deemed that by submitting its bid, the Bidder has:

- i) made a complete and careful examination of the RFP documents, including the proforma agreement;
- ii) received all relevant information requested from OTDC;
- iii) accepted the risk of inadequacy, error or mistake in the information provided in the RFP documents or furnished by or on behalf of OTDC relating to any of the matters related to this RFP or otherwise;
- iv) satisfied itself about the scope of work and services to be delivered/rendered and the extant conditions and all matters, things and information necessary and required for submitting an informed bid and for providing the required services in accordance with the RFP documents including the contract (to be signed with OTDC) and performance of all of its obligations there under;
- v) acknowledged and agreed that inadequacy, lack of completeness or incorrectness of information said to be in the bidding documents or ignorance of any of the matters shall not be a basis for any claim for compensation, damages, extension of time for performance of its obligations, loss of profits etc. from OTDC;
- vi) agreed to be bound by the undertakings provided by it under and in terms;

OTDC shall not be liable for any omission or commission, mistake or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to the RFP documents or the bidding process, including any error or mistake therein or in any information or data given by OTDC.

16. Opening and Evaluation of Technical Bid

- 16.1 Technical Bids will be opened in the presence of the bidders' representatives who choose to attend at the appointed place and time.
- 16.2 The Technical Bid of the bidder would be evaluated as per the evaluation criteria set out in the RFP document. Bids will be evaluated based on the information submitted by the bidders. However, OTDC reserves the right to seek clarification/documents from the bidders if OTDC considers it necessary for proper assessment of the bid.
- 16.3 The Technical Bids will be evaluated based on eligibility criteria and only those Bidders whose Technical Proposals get a score of minimum **60 (sixty) marks** or more out of **100 (one hundred)** shall qualify for financial bid opening.

17. Opening of Financial Bid and Final Evaluation

- 17.1 The Financial Bids of the technically qualified bidders shall be opened in the presence of such bidders' representatives who choose to attend.
- 17.2 The selection of the bidder shall be based on the QCBS method in which weightage of the Technical score shall be 80% and weightage of the Financial score shall be 20%.
- 17.3 Proposal with the lowest cost will be given a financial score of 20 and other proposals given financial scores that are inversely proportional to their prices with respect to the lowest offer. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up. On the basis of the combined weighted score for quality and cost, the agency shall be ranked in terms of the total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 bidder followed by the proposals securing lesser marks as H-2, H-3 etc. The proposal securing the highest combined marks and ranked H-1 will be invited for negotiations, if required and shall be recommended for award of contract. In the event two or more bids have the same score in final ranking, the bidder having higher technical score during the technical evaluation round will be considered as the H-1 bidder.

$$SF = 20 \times (FM / F)$$

Where "SF" = Financial score,

"FM" = Lowest Evaluated Financial Bid

"F" = Quoted Financial Bid under consideration

- 17.4 The weightage given to the Technical (T) and Financial (P) Proposals are: T = 0.8, and P = 0.2

Proposals are ranked according to their combined technical (ST) and financial (SF) scores using the weights (T = the weightage given to the Technical Proposal; P = the weightage given to the Financial Proposal:

$$\text{Combined Score } S = (ST \times 0.8) + SF$$

- 17.5 The Bidder having the highest combined score (Technical + Financial) shall be the Successful Bidder. The L1 for the financial Bid to be decided on the basis of total value quoted in Indian Rupees for each of the BoQ items.

- 17.6 The Second and third ranked Bidder shall be kept in reserve and may be invited for negotiations in case the first ranked bidder withdraws or refuses to extend validity of the bid or fails to comply with the requirements specified in the RFP document.
- 17.7 If 2 (two) or more Bidders are ranked the Preferred Bidder, the bidder scoring the highest technical marks shall be considered as the preferred bidder. In case the technical score is also same the bidder having the highest average annual turnover shall be considered as the preferable bidder, if the average annual turnover is also same then OTDC, in its sole discretion, may take any measures as it deems fit.
- 17.8 Failure of the Successful Bidder to comply with the requirements shall constitute sufficient grounds for the annulment of the contract. In such an event, OTDC reserves the right to,
- a. Forfeit the EMD of the successful bidder
 - b. invite the next-ranked bidder and negotiate upon the following scenario, or
 - c. take any such measure as may be deemed fit in the sole discretion of OTDC, including annulment of the Bidding Process.
- 17.9 In case of significant variation in the rates of various individual items, OTDC reserves the right to negotiate the rate or exclude the items for execution by the Successful Bidder.
- 18. Right to accept any Bid and to reject any or all bids**
- 18.1 OTDC is not bound to accept the lowest bid or any bid and may at any time by giving notice in writing terminate the tendering process.
- 18.2 OTDC may terminate the contract/cancel the LOA if it is found that the bidder is blacklisted on previous occasions by any of the central/ state government ministry/ department/ institutions/local bodies/ municipalities/ PSUs, etc.
- 18.3 OTDC may also terminate the contract/cancel the LOA in the event the Successful Bidder fails to furnish the performance security or fails to execute the agreement.

19. Award of Contract

- 19.1 OTDC will award the contract to the Successful Bidder to perform the contract satisfactorily as per the terms and conditions incorporated in the RFP document.
- 19.2 OTDC will communicate the outcome to the Successful Bidder by mail confirmed by Letter of Award (LoA) by registered/speed post that its bid has been accepted. This letter (hereinafter and in the condition of contract called the “Letter of Award”) shall prescribe the amount which OTDC will pay to the Successful Bidder in consideration of the execution of work/services by them as prescribed in the contract.
- 19.3 The Successful Bidder will be required to execute the contract for the services within a period of 14 Days from the date of issue of LoA along with submission of performance security.

20. Performance Security

- 20.1 The Successful Bidder shall be required to furnish a Performance Security prior to sign the contract (for an amount which is **5% of total project cost/contract value**) in the form of Bank Guarantee from a Commercial Bank in an acceptable form in favor of **“Managing Director, OTDC” payable at Bhubaneswar**. The Performance Security shall be valid for a period of 90 (ninety) days beyond the date of completion of all contractual obligations. In case the contract period is extended, further, the validity of Performance Security shall also be extended by the Successful Bidder accordingly. The format for BG for Bid Security is provided at **Appendix -B**.
- 20.2 Failure of the Successful Bidder to comply with the requirements of the above clauses shall constitute sufficient grounds for the annulment of the award and other actions as deemed necessary.

21. Payment Terms

The payment terms shall be as per below:

The requirement of various items may increase or decrease or items may be added or deleted, and the payments shall be made based on actual quantities required and executed after prior approval of OTDC.

21.1. The payment shall be made phase wise as mentioned below:

Phase	Payment Milestone	Payment Percentage
1. Pre-Event Payments (2 months before event)	After completion of all events to be undertaken before the Marathon (registration of marathon runners, pre-event, development of portal etc.)	10% of contract value
2. Post-Event Payment	After completion of each marathon	80% of the contract value
3. Final Settlement	Upon submission of reports (photos, data, financials)	10% of the contract value

21.2. Incentive Terms for bringing international participants (within 10,000 World Ranking by World Athletics as of March 2025) that completes the race:

Incentive Terms (for bringing international participation for the marathon)	
For every 50 international participants (within 10,000 World Ranking by World Athletics as of March 2025) that completes the race	0.5% of Contract Value*

* The cost payable before deductions of statutory deductions to the agency in respect of the concerned event.

21.3. Incentive Terms for bringing Corporate Sponsorship in the name of OTDC (excluding Govt. of Odisha Departments):

Incentive Terms (for bringing Sponsorship for the event) add year wise						
Sl. No	Sponsorship Amount (in INR)	Incentive Year 1	Incentive Year 2	Incentive Year 3	Incentive Year 4	Incentive Year 5
1	More than INR 25 Lakhs (Per Annum)	5% of Sponsorship Amount#	4% of Sponsorship Amount#	3% of Sponsorship Amount#	2% of Sponsorship Amount#	1% of Sponsorship Amount#

The agency has to submit sufficient documentary evidence to prove that the entire arrangement of sponsorship from end to end was initiated and achieved financial closure by the agency. The entire sponsorship amount will have to be submitted and to be retained by OTDC.

22. Duration of Contract

The term under the contract shall be for a period of 03 (three) years from the date of execution of the agreement subject to annual renewal on the basis of satisfactory performance. The engagement may be further extended for another two year on yearly basis on mutually agreed terms and conditions.

F. Eligibility Criteria

Bidders must carefully read the conditions of eligibility (the “Conditions of Eligibility”) provided herein. Proposals of only those Bidders who satisfy the Conditions of Eligibility will be considered for evaluation.

Criteria	Requirements	Documentary Evidence
Legal Entity	The bidder should be a company registered in India under the Companies Act, 1956 or 2013 or a Partnership Firm registered under the Limited Liability Partnership Act of 2008 or Partnership Act 1932 or a Proprietorship Firm	Certificate of Registration/ Incorporation (s)
Financial Capacity	The bidder should have a minimum average annual turnover of ₹ 5 crores in last three financial years ending FY 2023-24.	Certificate from statutory auditor/audited financial statements for previous five financial years.
Bidder Experience	The Bidder should have experience of conducting at least 01 International Marathon and 02 National Level Marathons certified by Indian Associations of Marathon and Distance Races / Athletics Federation of India / World Athletics / Association of International Marathons and Distance Races (AIMS) for any Central/State Department/ISF (International Sports Federation) /NSF (National Sports Federation) / PSUs or any Private organization in India within the last 7 years with minimum participation of 5000 runners / athletes per marathon.	Work Order/LOA/ Completion Certificate / Certificate from Statutory auditor. (Contract Value, Scope of Work & Marathon Participation Numbers to be mentioned)
Other Criteria	The Bidder should furnish the copies of the valid PAN and GSTIN registration and ITR for the last three assessment years.	▪ Copy of PAN ▪ Copy of GST registration certificate

G. Technical Evaluation Criteria

Proposals should not include any financial details.

Sl. No	Criteria	Max Marks	Document/Evidence Required
A.	Financial Criteria	15	
1	Average annual Turnover in the last three financial years ending on FY 2023-24 Rs. 5 Crores – 5 marks For every additional turnover of INR 1.0 Crore – 1 mark	15	Certificate from statutory auditor/audited financial statements for the previous three financial years ending FY 2023-34
B.	Bidder Experience	30	
1	Relevant Experience of the Bidder as an agency having experience in Marathon management to any Central/State Department/ISF (International Sports Federation) / NSF (National Sports Federations)/ PSUs or any Private organization in India within the last 7 years International Marathon with World Athletics Certification / Association of International Marathons and Distance Races Certification – 10 Marks for each project National Marathon with Indian Athletics Certification / Association of International Marathons and Distance Races Certification – 5 Marks for each project Note: a. A marathon event will be considered for scoring only if it has a minimum of 5000 participants.	30	Work Order/LOA/ Completion Certificate / Certificate from Statutory auditor. (Contract Value, Scope of Work & Documentary evidence for Marathon Participation Numbers to be submitted)
C.	Evaluation of Workforce	15	

1	Experience in managing and planning marathon of “International/National repute” of the following key personnel 1. Race Director – 5 Marks Mandatory Requirement: The proposed member should be a graduate with minimum of 10 years of experience in International / National Level exposure in managing Sports Events, Partnerships, Race Direction and other related fields in Marathon management at International and national level. 2. Operations Head – 5 Marks Mandatory Requirement: The proposed team member should be a Graduate with minimum of 5 years of experience in Sports Events and Operations, preferably in race and marathon management. 3. Marketing & Branding Head – 5 Marks Mandatory Requirement: Graduate with minimum 5 years of work experience in the marketing and branding Sports Events and Operations, preferably in race and marathon management.	15	CVs of key personnel to be submitted as part of the technical bid. The CVs shall be self-attested and also should be countersigned by the Authorized representative of the bidder.
D.	Technical Presentation	40	
	Technical Presentation should covers the following aspects: 1. Clear understanding of the assignment objectives, target audience, and scope and Identification of potential challenges and proposed solutions – 10 marks 2. Unique and creative ideas for enhancing the marathon experience and suggestions for participant engagement especially international participants, branding, and community involvement – 10 marks 3. Use of technology or innovative	40	Technical Presentation will be made by bidders meeting the minimum eligibility criteria. The Presentation shall be made in person or through VC on the qualified bidders

	methods for better event management– 5 marks 4. Event Planning and execution Strategies– 5 marks 5. Initiatives for minimizing environmental impact (Waste management, Crowd management, security, and emergency response protocols) – 5 marks 6. Ideas for bringing in corporate sponsorship– 5 marks		
Total Marks		100	
Qualifying Marks		60 or above	

H. Terms of Reference

1. Project Background

OTDC is planning to organize Puri Coastal Marathon as a landmark tourism-sport initiative. Scheduled for the second Sunday of December each year (tentative), this flagship event will take place along the pristine Marine Drive from Blue Flag Beach, Puri to Chilika Lake. The marathon is designed as an immersive tourism experience—combining elements of wellness, sustainability, and cultural celebration.

In this regard, OTDC intends to onboard an agency for providing support in event management and conduct of marathon. The term under the contract shall be for a period of 03 (three) years from the date of execution of the contract subject to annual renewal on the basis of satisfactory performance. The engagement may be further extended for another two years on yearly basis on mutually agreed terms and conditions.

The broad scope of work to be undertaken by the agency has been listed below:

- Conceptualization and Conduct of yearly Marathon as per the directions of OTDC.
- National/ International Certification and Accreditation of All Marathons
- Liaison and On-board National & International Marathon Bodies as Event Partners and Corporates as Sponsors
- Marketing and Branding of all Marathons
- Event Management of all Marathons
- Documentation and Reporting for all Marathons
- Onboarding sponsors

A. Conceptualization of Program

(I) Program Design:

- a) Define the objectives and goals of the Puri Coastal marathon.
- b) Define the different race categories based on distance (5km, 10km, 21 km, 42 km) for each of the marathon.
- c) Develop a comprehensive plan outlining the structure, phases, timelines, and milestones of the marathon at Puri.
- d) Establish criteria for participants at each level.

(II) Stakeholder Engagement:

- a) Liaise with World Athletics Certification / Association of International Marathons and Distance Races / Athletics Federation of India to get necessary approvals and certification to ensure the marathon is a recognized race both at National and International level.
- b) Liaison and On-board National & International Marathon Organizers/Bodies as Event Partners

(III) Collaborate with local authorities, educational institutions, sports organizations, and

community leaders to ensure wide participation and support.

B. Budgeting and Resource Allocation:

- a) Prepare a detailed budget covering all aspects of the marathon, including logistics, marketing, staffing, and equipment.
- b) Provision for sponsorships from private organizations, and other stakeholders.

C. Marketing, Branding & IP rights of Competition

(I) Brand Development:

- a) Create a unique and compelling brand identity for the marathon, including name, logo, tagline, and visual elements.
- b) Develop branding guidelines to ensure consistency across all marketing materials and communications.

(II) Marketing Strategy:

- a) Design a multi-channel marketing strategy to promote the marathon utilizing traditional media, digital platforms, social media, and community outreach.
- b) Create promotional content, such as posters, flyers, videos, and social media posts, to generate awareness and excitement.

(III) Intellectual Property Rights

- a) **Filing and Registration:** The agency shall be responsible for filing and registering any intellectual property rights (such as name of marathon etc) developed under this RFP with the appropriate governmental authorities. The agency shall provide OTDC with copies of all filings and registrations.
- b) **Ownership of Developed IP:** Any intellectual property developed specifically for the project under this RFP shall be owned by OTDC. The agency agrees to assign all rights, title, and interest in such developed intellectual property to OTDC.
- c) **Transfer of Documentation:** Upon completion of the project, the agency shall transfer all documentation related to the developed intellectual property, including but not limited to, design documents, and any other relevant materials, to OTDC.

(IV) **Public Relations and Media Engagement:**

- a) Develop a PR plan to engage with local and national media outlets, including press releases, interviews, and press conferences.
- b) Organize launch events and promotional activities to maximize media coverage and public interest.

D. Conduct of Marathon

(I) **Event Planning and Coordination:**

- a) Develop a detailed event plan for, including schedule, rout map, start and end points and logistics in coordination with OTDC.
- b) Coordinate with local authorities to secure locations and necessary permits.

(II) **Participant Management:**

- a) Create/upgrade a dedicated online portal / website for information dissemination and interface for registration.
- b) Implement a robust participant registration system, ensuring accurate data collection and management.
- c) Provide clear guidelines and support to participants regarding competition rules, schedules, and expectations.

(III) **Logistics and Operations:**

- a) Arrange for transportation, accommodation, and catering for technical/organizing officials, staff etc.
- b) Ensure the availability of necessary facilities in the marathon route.
- c) Implement safety and emergency protocols to ensure the well-being of all participants and attendees.

(IV) **Supply relevant manpower for conduct of marathon:**

- a) Ensure appointment of a Race-Director.
- b) Ensure sufficient staff and manpower are available at the event to enable good experience for the participants.
- c) Any additional technical staffs which may be required for the conduct of marathon to be arranged at no additional cost to OTDC.

E. Documentation and Reporting**1. Record Keeping:**

- a) Maintain comprehensive records of all aspects of the marathon, including participant data and timing, and results.
- b) Ensure proper documentation of all activities, decisions, and communications related to the program.

2. Reporting:

- a) Prepare detailed reports for each marathon, including summaries of key activities, outcomes, and lessons learned.
- b) Provide regular updates to stakeholders, including progress reports, financial statements, and impact assessments.

3. Photo-finish:

- a) Enable a photo booth for those who have successfully finished the marathon
- b) Ensure communication to the participants about the social media handles to tag while posting them.

F. Event Management

Event Management shall be required during conduct of marathon and also for any pre-marathon bib distribution exhibition, flagging-off and closing ceremonies which shall be organized, or any events in relation to the program.

Sl. No.	Functional Area	Scope of Work
1.	Activations	- Park Activations - Aim to engage with people on a large scale through conducting events at parks and other appropriate locations with in Puri - Objective: Generate widespread awareness for the marathon through setting up promotional booths and executing various activities to achieve engagement and awareness goals - Activation in Malls & Public Shopping Markets with high footfall - Participants can win prizes in the form of merchandise by covering specific distances within a predefined time - Aim: Actively engage mall visitors with unique and interactive marathon-related experiences - Activation at events - Engage with the youth and spread awareness about marathons through tie-ups with: - Artist concerts - Food festivals - Exhibitions - Fests - Flea markets - Set up similar promotional booths and activations at these events - Engage attendees through interactive activities and promotions

2.	Venue Branding and City Branding	• All creative templates and designs for branding needs to be approved in advance by OTDC. • The agency needs to consider branding elements for marathons across Puri and Bhubaneswar. • Post final approvals of the branding elements, all approved branding structures, mock-ups, and templates need to be collated into a program manual for usage by all the stakeholders. • Route map directional signage shall start from all approach roads to the flagging off area. • The start and finish lines should be branded with a Marathon arch. • All entry points to the venues should have adequate branding for the events, other specific areas e.g., Police post, medical room, press conference area, catering lounges, or any other area identified. • The Vinyl requirements include but are not limited to branding space on buses, and any other space as maybe required. • EMA needs to provide specified Branding at the venues and around the city as per instructions of OTDC. • Branding elements like Curved Flags, Teardrop banners, Dropdown banners, roll up Standees, Pole Banners, Branded Umbrellas etc. shall be mobilized by the EMA as per the BoQ after a prior written approval from OTDC. • Branding of City Bus and Other transportation Branding at Puri and Bhubaneswar needs to be undertaken by EMA as per the requirements of OTDC. • Other Brandings (Shopping Centres, Government Buildings, Outdoor Brandings etc.). • Shifting of any elements and fixing it again is to be borne by EMA • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice.
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3.	Venue Overlays	• The EMA has to come out with a comprehensive plan in consultation with OTDC and implement the same regarding setting up of overlays at the route. • Manpower appointed by EMA should be equipped with hardware and materials required for the execution along the marathon route and other required areas. • Setting up of temporary infrastructure as per the requirement in consultation and prior approval of OTDC. • Fencing and Barricading requirements • Lighting and Sound requirements • German Hangers, Pagoda Tents etc. shall be mobilized by EMA as per the requirement and prior approval of OTDC. • Furniture, Fixtures and Equipment. • Broadcasting requirements, lights and any other requirements. • EMA shall develop a plan for deployment and installation of ICT equipment, including LED TV screens other requirements in consultation with OTDC. • EMA to ensure proper functioning of all the installed hardware throughout the event. • EMA will maintain daily logbook of running hour for each of the DG sets used. This logbook will be signed by OTDC nominated official (s). • EMA to submit last servicing done report and manufacturer certificate of each genset at the time of installation.
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4.	Work Force	• EMA to ensure end to end management of operations including manpower, equipment etc. • To assess and deploy adequate workforce for following: - o Race Direction - o Pre-marathon bib allocation and distribution - o Monitoring route map during the run and ensure checkpoints are adhered to by the participants - o Handle any medical or other emergencies occurring around the race and race day preparations. - o Arrange for water and refreshments along the route in such a way that participants can hydrate occasionally. - o Venue Branding - o Venue Overlays - o ICT & Hardware Support - o Clean & Waste Management (Housekeeping) - o Security • Coordination: • Overall coordination with all the other departments of the state. • Co-ordination with all the stakeholders viz. OTDC, Broadcasting Media Team etc. to capture a complete overview of the Event. • Security Manpower to be sourced from reputed security agencies such as SiS, G4S, Pioneer, etc. to be deployed. • House-keeping Deployment, Management & Reporting Plan shall be taken care by EMA • Record Management: • This includes Delivery Receipts, Inventory Records, Movement of Equipment/FFE, and any other item under the scope of work of EMA, to record all operations and activities with relevant photo/documentary evidence to ensure smooth payments. • Reporting: • EMA is expected to create & maintain detailed reports for each functional area. This includes but is not limited to Production reports, Overlays Reporting, Inventory reports, Variance Analysis, Workforce Planning & Deployment, Legacy Reports, Photo-books etc. • Preparation and implementation of Organization
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		Chart with workflow & detailed timelines for delivery (Gantt Charts). • Aid & assistance in delivering services within the scope defined under each functional area. • The EMA shall be responsible for submitting all the photographs and videos including the raw footage after the event is completed. OTDC shall have the full copyright of all the photos and videos produced during the engagement of this contract. • Miscellaneous: • Furniture, Fixtures, Equipment, Internet connectivity or any other item required to maintain functional efficiencies shall be managed by the EMA for their own work force. • All planning by EMA is subject to written approval of OTDC. • EMA to submit all the records, photos, videos, stock registers etc. to OTDC as and when required. • EMA will strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice
5.	Marathon Bibs, Merchandise, Souvenirs, Mementos etc.	• Provide the design options for approval from OTDC. • Providing samples of tracksuits, bibs, t-shirts etc. as per the BOQ sheet for the final approval of OTDC. • Any procurement of the items shall be only after the prior written approval of OTDC. • The vendor will share designs of merchandise with OTDC for approval before production. • The vendor will be responsible for end-to-end delivery of merchandise. Vendor to scope and arrange for necessary transportation etc. • The vendor is responsible to provide Replica of Tournament Name in customized Rexene Boxes as per the dimensions given in BoQ.

6.	Accreditation	• Accreditation Cards along with Lanyards should include QR CODE / Barcode. • QR Code/ Barcode scanner at each venue to be ensured with manpower. • Accreditation to be printed in High Quality Laser Print and as per the specifications provided in BoQ sheet. • Accreditation list to be approved by OTDC. • Time-bound planning of Printing, Checking, Segregation, Inventory Management & distribution of Accreditations as required by OTDC. • Printed lanyard (Dye Sub Printing). Custom printing logo, event details. • EMA to strictly adhere to agreed timelines and maintain records for verification at the time of raising invoice. • Bibs for Media and Photographer with digital printing on bibs. To be handed over to media operations team with consultation with OTDC.
7.	Social Media Campaigns	• Campaign Strategy Development: • Develop a comprehensive social media strategy that aligns with the marathon's overall goals and target audience. • Ensure the strategy promotes key milestones, including event registration, training programs, race day excitement, and post-event highlights. • Content Creation & Management: • Design and produce engaging, high-quality content, including graphics, videos, and written posts, tailored for various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn). • Develop a content calendar to schedule and manage consistent posting leading up to and during the event. • Ensure content is optimized for mobile and desktop viewing. • Audience Engagement: • Actively monitor and respond to user comments, messages, and mentions in a timely and positive manner. • Create interactive social media activities such as polls, quizzes, live Q&A sessions, and athlete stories to engage participants and fans. • Foster community building through social media groups and pages, encouraging participants to share their experiences. • Influencer Partnerships: • Identify and engage with relevant influencers, athletes, celebrity or ambassadors to help promote the marathon across their platforms

		• Manage influencer / celebrity contracts and ensure they adhere to campaign timelines and content guidelines. • Paid Media Management: • Develop and execute paid social media campaigns to drive awareness, engagement, and ticket/registration sales. • Regularly track and optimize paid campaigns for best performance, adjusting targeting, creative, and budget allocation. • Hashtag Strategy & Monitoring: • Create and promote branded event hashtags to drive visibility and user-generated content. • Track and measure the success of hashtags and conversations across social media platforms. • Encourage participants to use event hashtags to share training journeys, race day experiences, and post-race content. • Pre-Event Promotion: • Promote early registration, charity partnerships, and sponsorships. • Share athlete training tips, motivational content, and countdown reminders leading up to race day. • Highlight event logistics, including course details, race day schedules, and parking information. • Event Day Coverage: • Provide live social media coverage of race day, including updates, live streams, and behind-the-scenes content. • Share real-time race results, participant milestones, and inspiring stories throughout the event. • Encourage runners and spectators to share their experiences and tag official marathon handles. • Post-Event Engagement: • Share race recap highlights, including photos, videos, and testimonials from participants, volunteers, and sponsors. • Encourage feedback from participants and the community through surveys or direct engagement. • Promote post-event content such as race results, medal photos, and press coverage. • Performance Tracking & Reporting: • Regularly monitor social media metrics (engagement, reach, clicks, etc.) to assess campaign performance. • Provide detailed post-event reporting on campaign success, audience growth, and engagement metrics. • Adjust strategies based on insights to improve future campaigns. • Crisis Management: • Monitor social media platforms for any negative sentiment or issues that arise and manage communication appropriately to resolve concerns.
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		• Maintain a proactive approach to potential crises and provide timely responses to any controversies or issues.
8.	Liaison with Stakeholders	• State Government Departments • Coordinate with relevant state government bodies for registrations, permits, licenses, and compliance requirements • Facilitate communication regarding event logistics, security, and crowd management • Collaborate on government-endorsed initiatives or programs related to the marathon • Corporate Houses & Sponsors • Engage with potential sponsors and corporate partners for event support, funding, and promotional collaboration • Ensure effective communication and delivery of sponsor benefits, including branding, hospitality, and engagement opportunities • Maintain regular updates and progress reports to corporate sponsors • Develop partnership activation plans and manage sponsor expectations • Social Organizations & Community Groups • Build partnerships with local social organizations to promote community involvement and volunteering opportunities • Facilitate the integration of charity or social causes into the marathon event • Coordinate the engagement of local communities, ensuring diverse participation and inclusion • Educational Institutions • Establish partnerships with schools, colleges, and universities for student participation, volunteering, or other collaborations • Promote the marathon as an educational initiative for physical fitness, health awareness, and community involvement • Coordinate with academic institutions to organize related events like pre-race training sessions or educational seminars • Sports Associations & Federations • Collaborate with local and national sports associations to ensure alignment with industry standards and best practices • Coordinate the involvement of professional athletes or teams for promotional activities and race-day events • Maintain regular communication regarding technical and regulatory requirements for the marathon • Develop programs to engage amateur athletes or sports clubs in the event

		• Media & Public Relations • Establish and maintain relationships with local and national media outlets for coverage of the event • Work with media partners to ensure timely and accurate reporting of event details and key milestones • Develop PR strategies to promote event visibility and awareness through traditional and digital media • Local Government & Authorities • Liaise with local government officials for event approvals and logistical support • Coordinate with local law enforcement and emergency services for race-day operations and safety • Ensure community support and address any concerns related to race-day disruption or public convenience • Event Stakeholder Coordination • Serve as the central point of contact for all external stakeholders • Manage stakeholder expectations and ensure their needs are met throughout the event planning and execution • Organize regular meetings and updates to keep all parties informed and engaged
9.	Certifications & Accreditations	• Obtain Necessary Certifications: • Secure relevant national and international certifications required for the marathon, such as World Athletics (formerly IAAF) accreditation or national governing body certifications. • Ensure compliance with safety, health, and environmental standards as per national and international guidelines. • Liaise with Accrediting Bodies: • Maintain ongoing communication with certifying organizations (e.g., World Athletics, AIMS, or national sports governing bodies) to ensure all requirements are met. • Coordinate the submission of all necessary documents, reports, and race data for review and approval by accrediting bodies. • Facilitate any site visits or inspections from certifying agencies to ensure the race course, timing systems, and race-day operations meet accreditation standards. • Ensure Course Certification: • Oversee the certification of the marathon racecourse, ensuring it is measured according to the standards set by World Athletics or other relevant organizations. • Coordinate the approval process for the racecourse, including route verification and marking, to

		guarantee accuracy and compliance. • Manage Event Accreditation: • Coordinate the accreditation process for all participants, race officials, volunteers, and media, in alignment with industry standards. • Develop and maintain a system for issuing official event credentials and access passes for all relevant parties. • Apply for Recognition and Rankings: • Work towards obtaining official race rankings and recognition by national and international sporting federations. • Submit required data to ensure the event is included in global marathon rankings or relevant certification programs (e.g., AIMS, World Marathon Majors). • Compliance with Anti-Doping Regulations: • Ensure adherence to anti-doping policies and procedures as outlined by national and international sports authorities (e.g., WADA, IAAF). • Implement the required drug testing protocols for participants and manage relationships with accredited testing bodies. • Maintain Documentation & Reporting: • Keep all records related to certifications, race measurements, and compliance efforts organized and up-to-date for future audits and re-certification processes. • Provide all required reports to relevant authorities, including race-day performance data, safety audits, and post-event reviews.
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The Event Management Agency shall bear all, and any cost associated with the aforementioned scope including but not limited to:

- All Preliminary overheads, profits and expenses (including all photocopying and drawing supply).
- All necessary Statutory permissions including but not limited to those required for structural safety, fire, electricity, sound (including music licenses) shall be obtained by EMA.
- Replacement of any damaged branding installation.
- Overtime, Penalty rates, Site allowances and permit rates.
- Shipping charges.
- Mobilization and repatriation of staff.
- Management and administrative costs.
- Rental of local equipment and store / yard.
- Material handling charges.
- Transportation charges.
- Labor / Specialized and Trained manpower charges.
- Local material transfer charges.
- Accommodation charges for technical staffs, organizing staffs etc.
- Cost of hardware/ structure or equipment used for installation / maintenance and de-

installation.

- For all the materials the following shall be ensured by EMA
 - **Quality** - The respondents are required to provide the branding Items of same or better quality than that provided in the Technical Specification as specified in RFP. The Event Management Agency shall for all the items adhere to the best quality brands and latest International Standards and as per the approved samples. The Items should have relevant standard certifications wherever applicable.

In case the quality of the respondents is found to be below par, they shall be rejected, and their performance security may be forfeited at the discretion of the Organizing Committee/ OTDC.

- **Advance Samples** - Agency may be required to submit and / or put samples of required branding Items and materials during their technical bids and at any stage at the location to be specified by OTDC for the approval of Organizing Committee. These samples shall be of the same or better quality as specified in the technical specifications as specified in RFP.

Any discrepancy found in the samples to be rectified to the satisfaction of OTDC within the time specified for installation. The Event Management Agency shall be required to adhere to that or better quality / standards as per the requirement of OTDC.

Indicative List of Activities (Non-Exhaustive)

A. Pre-Event Activities

1. Awareness Campaigns

- Social Media Campaigns
- Flyers and Posters with QR code for registration in community centers, schools, colleges, govt offices, market complex, traffic posts etc.
- Facilitate information session at schools and colleges to have more youth participation
- Reward and recognize district and villages which have maximum registration
- Marathon Ads and campaigns to be published in print and electronics media.
- Collaboration with influencers and elite athletes to promote benefits of marathon.
- Create event-specific hashtags to encourage community sharing.
- Organize pre-marathon events, such as fun runs or community fitness days, to generate interest and provide information about the main event.

2. Ensure hassle-free Registration

- Setting up in person registration booths at multiple locations in consultation with OTDC.
- Website and App for users to register online.
- Offer discounts or bonuses (like free merchandise) for early sign-ups.
- Create referral programs where participants earn rewards for bringing friends.

3. Training Programs

- Online resources and training plans for different skill levels
- Publishing in newspapers and social media about the marathon routes and SOP.

4. Online Health and Wellness Workshops (Optional)

- Nutrition seminars
- Injury prevention workshops

5. Partnerships & Sponsorships

- Liaison and On-board National & International Marathon Organizers/Bodies as Event Partners and Corporates as Sponsors.
- Partner with local health organizations, hospitals, and fitness clubs that can provide resources, expertise, and promotional support.
- Offer different sponsorship levels (Gold, Silver, Bronze) with corresponding benefits, such as branding opportunities, booth space, and promotional rights.
- Partner with Companies/Corporates that provide sports drinks, energy bars, or running gear to supply their products at hydration stations and during the race.

6. Volunteer Recruitment

- Recruit volunteers who want to serve in the marathon

B. Event Day Activities**1. Live Updates and Tracking**

- Provide real-time tracking for runners through mobile apps.
- Use social media to give live updates on participant progress and highlights.

2. Ancillary activities and side events

- Countdown timer photobooth to be installed across different places.
- Set up cheer zones with community groups, schools, and organizations to encourage runners.
- Create designated areas for families, including games and activities for children.
- Offer shorter fun runs or walks for families to participate together on the event day prior to flag off.

3. Hydration and Nutrition Stations

- Ensure that hydration stations are well-stocked and easily accessible.
- To provide healthy snacks, protein bars and energy drinks.
- Setup food stalls where the audience can be served all local and traditional cuisines of the state.
- Organize live cooking demonstrations featuring traditional recipes, encouraging participants and spectators to learn about local culinary practices. (Start and Finish)

4. Merchandise and Goodies (Start and Finish)

- Set up stores where the audience can purchase local handicrafts that would promote the rich heritage of the state.
- Set up booths or tents showcasing traditional art, crafts, and textiles from the region.
- Invite local artisans to demonstrate their crafts live.

5. Themed Decorations and Signage

- Decorate the marathon route with banners and signs highlighting important historical facts, cultural icons, and local traditions.
- Use sculptures, murals, or other art forms that represent the state's heritage to enhance the marathon environment.
- Encourage participants to wear traditional attire or costumes that represent the state's heritage, possibly offering prizes for the best outfits.
- Present awards or recognition to community members or organizations that promote and preserve local heritage, enhancing community pride.
- Partner with museums, historical societies, and cultural organizations to provide information and activities related to heritage.

6. **Photo Zones (Start and Finish)**
 - Set up fun and themed photo spots along the route for runners and spectators.
 - Provide props for participants to enhance their photo opportunities.
 7. **Public Announcements**
 - Use loudspeakers to provide updates, encouragement, and information throughout the event.
 - Feature live commentary to keep spectators engaged.
- C. Post-Event Activities (Event Day)**
1. **Awards Ceremony**
 - Host a formal awards ceremony to recognize top finishers, age group winners, and notable participants.
 - Include participation medals or certificates for all finishers to celebrate their achievements.
 2. **Post-Race Festival**
 - Organize a community festival featuring food, music, and local vendors to celebrate the marathon and foster community spirit.
 - Include activities like games, contests, and performances that engage families and spectators.
 3. **Feedback Collection for improvement**
 - Distribute surveys to participants, volunteers, and spectators to gather feedback on their experiences.
 - Use the feedback to improve future events and better understand community needs and interests.
 4. **Highlight Participant Stories**
 - Share inspiring stories of participants, especially those who overcame challenges, through social media, local news, or community newsletters.
 - Create a recap video showcasing highlights from the marathon, featuring runner experiences and community involvement.
 - Host a thank-you event for volunteers, sponsors, and local businesses that supported the marathon, emphasizing the importance of community contribution.
- D. Post-Event Engagement Activities**
1. **Follow-Up Training Programs**
 - Offer continued training sessions or workshops for participants interested in maintaining their fitness journey.
 - Promote local running clubs or fitness groups to encourage ongoing community engagement.
 - Provide free health screenings or wellness workshops post-marathon, focusing on injury prevention, nutrition, etc
 2. **Promotion of Future Events**
 - Announce the dates and details of the next marathon during the post-race festivities, encouraging early registration with discounts.
 - Share information about upcoming running events, fun runs, or community fitness initiatives to maintain interest.
 3. **Engagement through Social Media**
 - Keep the conversation alive social media by sharing photos, videos, and participant testimonials from the marathon.
 - Encourage participants to share experiences, creating an online community.

I. List of Annexures

Sl. No	Description	Annexure	Submission
1.	Format of Pre-Bid Queries	Annexure-I	For Pre-Bid Queries
2.	Cover Letter	Annexure-II	Technical Proposal
3.	Bidder's Authorization Certificate	Annexure-III	
4.	Performa for Affidavit	Annexure-IV	
5.	Information on Bidder's Organization	Annexure-V	
6.	Format for Financial Capacity	Annexure-VI	
7.	Power of Attorney	Annexure-VII	
8.	Relevant Experience & Approach and Methodology	Annexure – VIII	
9.	Financial Proposal	Annexure-IX	Financial Proposal
10.	Draft form of Contract	Annexure-X	To be Submitted by the Selected Bidder

Annexure-I: Format of Pre-Bid Queries

To,

The Executive Engineer
 Odisha Tourism Development Corporation Limited,
 Panthanivas Old Block, Lewis Road,
 Bhubaneswar, Pin: 751014

Sub: Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon

Ref: RFP No. Dated:

Dear Sir/Madam,

The following are the Clarifications and Comments from the Terms and Conditions and Scope of Work for the subject RFP. These Clarifications are exhaustive.

S.No .	Clause No. and Page reference	RFP Text	Query
1			
2			
...			
...			
...			

Yours faithfully,

Authorized Signatory

(with Name, Designation, Contact no. and Seal)

Note: On the Letterhead of the Bidder

Annexure-II: Cover Letter

To

The Executive Engineer
Odisha Tourism Development Corporation Limited,
Panthanivas Old Block, Lewis Road,
Bhubaneswar, Pin: 751014

Sub: 'RFP for Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon, OTDC'

Ref: RFP No. Dated:

I/ We, the undersigned, offer to provide the above services to OTDC. We are hereby submitting our bid.

I/We, hereby declare that:

- (a) We are enclosing and submitting herewith our Bid, with the details as per the requirements of the tender, for your evaluation and consideration.
- (b) I/We have read carefully the terms and conditions of the tender document attached hereto and hereby agree to abide by the said terms and conditions.
- (c) The bid is unconditional.
- (d) I/We undertake that documents submitted are genuine/authentic and nothing material has been concealed. I/We understand that the contract is liable to be cancelled, if it is found to be having obtained, through fraudulent means/concealment of information.
- (e) We shall make available to OTDC any additional information it may find necessary or require clarifying, supplement or authenticate the Bid.
- (f) Until a formal agreement is prepared and executed, acceptance of this tender document shall constitute a binding contract between OTDC and us subject to the modifications, as may be mutually agreed to, between OTDC and us.
- (g) We agree to keep this bid valid for acceptance for a period of one hundred twenty (120) days from the date of opening the bid.

We understand that OTDC is not bound to accept any tender that OTDC receives.

Yours faithfully,

Authorized Signatory
(with Name, Designation, Contact no. and Seal)

Note: On the Letterhead of the Bidder

Annexure-III: Bidder's Authorization Certificate

To

The Executive Engineer
Odisha Tourism Development Corporation Limited,
Panthanivas Old Block, Lewis Road,
Bhubaneswar, Pin: 751014

Sub: Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon

Ref: RFP No. Dated:

Dear Sir/Madam,

I/We {Name/Designation} hereby declare/certify that {Name/Designation} is hereby authorized to sign relevant documents on behalf of the company/firm in dealing with tender No _____ dated _____. He/ She is also authorized to attend meetings & submit technical & commercial information/ clarifications as may be required by you while processing the Bid. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Name of the Bidder: -

Authorized Signatory: -
Signature:

Verified

Seal of the Organization: -

Date: -

Place: -

Note: Please attach the valid power of attorney in favor of the person signing this authorization letter

Annexure-IV: Proforma for Affidavit

(on non-judicial stamp paper of Rs. 100/-)

I _____ Proprietor/Director/Partner of the firm M/s. _____ do hereby solemnly affirm that our firm M/s. _____ has never been blacklisted/debarred by any organization/office and there has not been any work cancelled against them for poor performance in the last ten years reckoned from the date of invitation of Bid.

.....

Name of the Bidder

.....

Signature of the Authorized Signatory

.....

Name of the Authorized Signatory

Place: _____ Date: _____

Annexure-V: Information on Bidder's Organization

Sl. No.	Particulars	Details
1.	Name of the Bidder	
2.	Address of the Bidder	
3.	Incorporation status of the Bidder (Company or Firm) (Relevant Certificate to be submitted in Technical Bid)	
4.	Year of Establishment	
5.	Valid GST Registration No. (Copy of certificate to be submitted)	
6.	Permanent Account No. (PAN) (Copy of PAN Card to be submitted)	
7.	Name and Designation of the contact person to whom all references shall be made regarding this Bid	
8.	Mobile	
9.	E-mail id of the Contact Person	
10.	Fax No. (with STD Code)	
11.	Website (if any)	

.....
Name of the Bidder

.....
Signature of the Authorized Signatory

.....
Name of the Authorized Signatory

Place: _____ Date: _____

Note: Please attach all the relevant documents like Power of Attorney, Certificate of Incorporation, GST IN, TAN, PAN

Annexure-VI: Format for Financial Capacity

Name of the Bidder: _____

Financial Year	Annual Turnover from Event Management Services
2021-22	
2022-23	
2023-24	

Note:

- a) Attach certified copies of audited Balance Sheets, P & L statement and IT Returns for last 3 (Three) years.
- b) The above data must be submitted by Bidder, duly certified by either Statutory Auditor or Chartered Accountant.
- c) In case of consortium, financial details of both the consortium members needs to be submitted.

Signed**Signature of CA/ Statutory Auditors****(Name of the Authorised Signatory) (with seal & registration no.)**

Annexure-VII: Power of Attorney

(To be executed on INR 100 non judicial stamp paper and to be duly notarized)

Know all men by these presents, We,.....(Name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr / Ms son/daughter/wife

and presently residing at....., who is presently employed with/ retained by us and holding the position of..... as our true and lawful attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for Engagement of an Agency for conducting marathons, OTDC. Project proposed to be developed by (the

“Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us till the entering into of the Agreement with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THISDAY OF, 20.....

For

(Signature, name, designation, and address)

Witnesses:

1.

2.

Notarized

Accepted

(Signature, name, designation, and address of the Attorney)

Notes:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
- Wherever required, the Applicant should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
- For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy if it carries a conforming Apostille certificate.

Annexure VIII: Relevant Experience & Approach and Methodology

Section A – Relevant Experience in Similar Assignments

Assignment Name:	Country: Location within the country:
Name of Client	Address
Name of the Legal Entity in whose name the contract is:	Duration of assignment (months):
No. of person months of the assignment:	Start date (Month/year): Completion date (Month/year):
Approx. value of the overall contract (in INR or equivalent in INR):	Approx. value of the services provided by your firm under the contract (in INR or equivalent in INR):
Narrative description of the Project:	
Detailed Scope of services, coverage (including number of participants in the marathon) and relevance to this project:	

Note:

1. Use Separate Sheet for each Assignment
2. Supporting documents such as copies of documents as stipulated in the Eligibility Criteria to be attached. Assignments that are not supported by documentary evidence shall not be considered for evaluation.

Section B – Curriculum Vitae (CV) of Key Personnel

1.	Proposed Position:		
2.	Name of Firm:		
3.	Name of Expert:		
4.	Date of Birth:	Citizenship:	
5.	Complete Personal Contact Details:		
	Residential Address	Telephone Number	Email Id
6.	Education:		
	Degree(s) or Diploma(s) obtained:	Name of Institution/University	Year of Passing
7.	Membership of Professional Associations		
8.	Other Trainings /Certification /Course :		
9.	Publications / Research Paper Published :		
10.	Languages: (Excellent, Good, Average)		
	Language	Reading	Speaking
	English		
	Hindi		
	Others (Pls. mention)		
11.	Employment Record:		
	From	To	Employer
			Position Held

12. Detailed Tasks Assigned	13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned
Activities performed:	Name of assignment or project:
	Year:
	Location:
	Client:
	Main Project Features:
	Position held:

Certification:	
I, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.	
Additionally, I also certify that I shall be available for the entire duration of the contract.	
	Dated:
_____	_____
(Authorized Signatory)	(Signature of Expert)

Annexure-IX: Financial Proposal

(on Bidder's Letter Head)

The below mentioned numbers in terms of quantity are estimated requirements and shall be used for the effective execution of the assignment. OTDC reserves the right to add or delete or increase or decrease line-items as indicated in the table below. Per Unit rate as quoted by the bidder shall remain valid for the term of contract. The Department reserves the right to disqualify any bid that is determined to contain rates or pricing that is exceptionally low / high in relation to the scope, complexity, and requirements of the project, and which raises concerns regarding the bidder's ability to fulfill contractual obligations satisfactorily. The quantity may vary by more than 20% of the estimated value, and bidders are expected to take this into account while quoting. Final payment will be made to the EMA on pro-rata basis.

BOQ List

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
VENUE CONSTRUCTION					
MAIN STAGE AREA					
1	Venue Permission		1		
2	Police, Fire, PPL, IPRS, Novex, Route, Traffic Permission		1		
3	Scaffolding for backdrop - Backside of the Stage		12		
4	Stage - Holding Area With Dark Gray Carpet	50ft x 20ft x 5ft(H)	1		
5	Steps with carpet metal railing on the both sides		2		
6	Sound console platform With Steps Grey carper and black masking on skirting	24 Ft x 16 Ft x 2 Ft	1		
7	Console Masking	24 Ft x 6ft x 2ft(H) - front Sides 8 ft x 6 ft x 2 Nos - Sides	336		
8	Green rooms octonorm with 2 table, 2 plug Points, Lights and Fans With Top Cover	3m x 3m	5		
9	Mirror With Lights in the Green Room		5		
10	Winner Podium - Photo Opt		1		
11	Camera rizer with carpet & Steps	12 Ft x 6 Ft x 3 Ft(H) with 4 side Black Frame masking	1		
12	Mojjo Barricade for stage to VIP enclosure	750 Rft	1		
13	Plastic Chair With White Cover		150		
VIP ZONE REQUIREMENTS					
14	Platform for VIP Area	100ft x 50ft x 6 inches (H)	1		
15	Pagoda for VIP with 4 side closer (with - 2 Seater Sofa - 3 Qty, 1 Seater Sofa - 3 Qty)	16ft x 16ft	4		
16	AC inside the Pagoda 5 Tons - AC in each pagoda		4		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
17	Tables for Buffet in the VIP Pagoda		10		
18	Round Tables with Black/White Cover		16		
19	Dunlop Chairs with Black/white spandex Covers		100		
20	Table Flower		16		
21	Glass For VIP's		100		
22	Acrylic Coasters		100		
<u>F&B ZONE REQUIREMENTS</u>					
23	Pagoda with 3 side closer 14 For food & 6 for Tea/Coffee	16ft x 16ft	20		
24	China Tent With 3 Side Cover for Water Counter	10ft x 10ft	6		
25	Tables for refreshment counters with White covers	4 Ft tables	120		
26	Cycle barricade for line management - F&B, Medal, Entry	1050 Rft	1		
27	Kitchen Masking	1000 SQFT	1		
28	Used Carpet for the Pagoda	200ft x 16ft	1		
<u>MEDICAL ZONE REQUIREMENTS</u>					
29	Pagoda for medical room without platform	16 ft x 16 ft	5		
30	Carpet	16 ft x 16 ft	5		
31	Fans		70		
32	Beds inside medical room		20		
33	Mattress & Pillow		20		
34	First aid kit		20		
35	Pain relief sprays		800		
36	Ice Box		30		
37	Ice packs		250		
<u>BAGGAGE DROP COUNTER</u>					
38	Octonum with lights, Capret & Top Cover	35mtr x 6mtr	1		
39	Rack shelf for baggage counter		70		
40	Tables for baggage counter		30		
41	Rail Barricading	200 rft	200		
42	Baggage Tag with perforated sheet		25000		
<u>SECURITY CHECK POINT REQUIREMENTS</u>					
43	Frisking booth for ladies at security check point	1mtr x 1mtr	6		
<u>START / FINISH AREA REQUIREMENTS</u>					
44	Carpet for Start & Finish Area	150 Ft x 10 Ft	8		
<u>MEDAL COUNTERS</u>					
45	Tables with Black cloth		35		
46	Black Markers		25		
47	Stamps		35		
48	Stamp Pads		35		
49	Cycle Barricading with Black Painted	800 Rft	1		
<u>FLAGOFF STAGE</u>					
49	Flag Off Stage With Dark Grey Carpet	32ft x 8ft x 3ft(H)	1		
50	Batten LED Light on Flag - off Stage		12		
51	Palmet for Batten Lights	30ft x 4inches	3		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
52	Flag Off Stage Skirting with Railing	6 Ft from Ground Level	1		
53	Stairs Both Sides		2		
54	Announcement Sound System	2 Base 2 Top	1		
55	Wireless Mics		4		
56	Remote Controlled Cold Piro During All Category Flag Offs	10 Each X 3 Categories	30		
57	CO2 Jet		2		
58	Flag Off Flags		12		
<u>GENERAL LIGHTING & ELECTRICALS</u>					
59	LED Metal lights for all area		600		
60	Electrician and wiring		1		
61	Scaffolding with Black Painted for lights and Support		35		
62	Plug Points - overall		100		
63	MCB Box		15		
<u>TECHNICALS</u>					
<u>SOUND</u>					
64	PA for 25000 pax inside the venue 20 Top, 12 Base, 10 Delay	Fly Sound on Trust	1		
65	Headset Mic		6		
66	Cordless		10		
67	Basic PA for Flag Off with 3 cordless 4 top 2 base		1		
68	Sound Permission		1		
<u>LED Lights</u>					
69	Golpost Trust For Light with water support		1		
70	Sound Hanging trust with support		2		
71	LED Parcan on stage & Start/finish Gate		80		
72	warm Parcan		40		
73	Blinders		25		
74	Sharpy		25		
<u>POWER</u>					
75	Power for General Lights, Plug Point & Kitchen & VIP Toilet - 12 Hours		3		
76	Power for Lights & Sound - 12 Hours		3		
77	Power for AC - 12 Hours		2		
78	Backup		1		
79	PWD		4		
80	Setup Day power - 12 hours for 2 days	1 day 1 Genrator	4		
81	PWD for 2 days		2		
<u>TOILET</u>					
82	Chemical Loo with Cleaner		60		
83	Cleaner on Route & Transportation		20		
84	Water Tanker for Chemical Loo		8		
85	VIP Toilets Vans		3		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
86	Air Fresher		5		
87	Toilet Masking	1000 SQFT	2000		
OTHER REQUIREMENT					
88	Flower Bouquet		50		
89	Printer with A4 size paper box		2		
TRANSPORTATION					
90	Overall for venue construction		1		
91	Technicals		1		
92	Fabrication		1		
BRANDING					
MAIN STAGE					
93	Led Wall	16ft x 12ft	2		
94	Stage Skirting - Front	40ft x 6ft	1		
95	Stage Skirting - Sides	50ft x 5ft	2		
96	VIP Pagoda Backdrop	50ft x 16ft	3		
START-FINISH GATE					
97	Flag off Stage Backdrop	32ft x 12ft	1		
98	Flag off Stage Skirting - Front	24ft x 4ft	1		
99	Flag off Stage Skirting - Sides	12ft x 4ft	2		
100	Start & Finish Gate	26ft x 3ft(4 Side) x 18ft	2		
101	Front & Back Branding wall of the Start & finish Gate L shape - Box Branding	2ft(L) x 2ft(W) x 6ft(H)	24		
102	Runner board	6ft x 3ft	50		
103	Sandwich Board	6ft x 3ft	50		
104	Entrance Erch Gate - Top	20ft x 3ft x 4 side	1		
105	Entrance Erch Gate - Pillar	12ft x 3ft x 4 side	2		
SIGNAGES					
106	Way To Toilets	4ft x 8ft	8		
107	Male Toilet	4ft x 8ft	2		
108	Female Toilet	4ft x 8ft	2		
109	Way to Flag off Gate	4ft x 8ft	6		
110	Way to Medal Counter	4ft x 8ft	4		
111	Way to Security Checking Area	4ft x 8ft	4		
112	Way to Parking Area	4ft x 8ft	8		
113	Way to Entrance	4ft x 8ft	8		
114	Way to Medical Zone	4ft x 8ft	4		
115	Arrow's		100		
OTHER BRANDING					
116	Partner Backdrop/wall Boundary	20ft x 10ft	1		
117	Title Sponsor & Powered By Sponsor	12 Ft X 10 Ft	4		
118	Group Finisher Photo Booths	16 Ft X 10 Ft	2		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
119	Finisher Photo Booths	10 Ft X 8 Ft	3		
120	Creative Designed Finisher Booths Box		2		
121	Medal & Breakfast Counter	8 Ft X 2 Ft	15		
122	Route Map	12 Ft X 10 Ft	1		
123	Flag Off Timings & Running Rules	10 Ft X 8 Ft	1		
124	Puri Coastal Marathon Branding		3		
125	Pacer Boards with Timing (for each category)	10 Ft X 8 Ft	3		
126	Ambassador Boards	10 Ft X 8 Ft	2		
VINYL WITH 5MM SUNBOARD					
127	Food Counter	2ft x1ft	14		
128	Tea/Coffe Counter	2ft x1ft	6		
129	VIP Zone	2ft x1ft	4		
130	Water Counter	2ft x1ft	4		
131	In & Out Singage	8inches x 8inches	50		
132	Client Branding	16ft x 6ft	2		
133	Winner Podium Branding on Stage	10ft x 3ft	1		
134	Cheque	4ft x 2ft	72		
135	Numbering for the Baggage Racks 1 to 20 with ILU	6inches x 6 inches	60		
ON-ROUTE SIGNAGES					
136	Branding on Cycle Barricading	10 Ft X 3 Ft	80		
137	Cheering Stage Backdrop	12 Ft X 10 Ft	4		
EXPO DAY REQUIREMENT					
138	Expo Direction Signages	3 Ft X 6 Ft	20		
139	BIB & Goodie Bag Counter Signages Category Wise	8 Ft X 2 Ft	9		
140	Help Desk	8 Ft X 2 Ft	1		
141	BIB Verification Counter	8 Ft X 2 Ft	1		
142	T Shirt Counter As Per Sizes	4 Ft X 2 Ft	14		
143	Exhibitor Stall Boards	8 Ft X 2 Ft	25		
MANPOWER		12 Hours Shift	20		
144	Backstage	12 Hours Shift	25		
145	Medical zone	12 Hours Shift	8		
146	Start Finish Gate	12 Hours Shift	8		
147	Finish Ribin at the Finish Gate	12 Hours Shift	25		
148	Supervisors	12 Hours - 4 Male & 4 Female	45		
149	Dhol Artist		4		
COMMUNICATION DEVICES					
150	Walkies For Security		40		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
151	Walkies for others	24 hours	20		
152	Walky attendant		2		
<u>SECURITY</u>					
153	Setup Day - Male Guard's	12 Hours Shift	6		
154	Entrance Gate - Male & Female Guard's	12 Hours Shift	22		
155	VIP Area - Male Guard's	12 Hours Shift	16		
156	Baggage Counter	12 Hours Shift	25		
157	Food Area - Male Guard's	12 Hours Shift	36		
158	Food Area - Female Guard's	12 Hours Shift	18		
159	Male Bouncers - Male Bouncers	12 Hours Shift	50		
160	Stage Area Bouncers - Male Bouncers	12 Hours Shift	15		
161	Green Room - Male & Female Guard's	12 Hours Shift	10		
162	Route - Water Counter - Male Guard's	12 Hours Shift	40		
163	Parking Management with 1 Supervisor	12 Hours Shift	20		
164	Traffic Marshal	12 Hours Shift	20		
165	DFMD		20		
166	HHMD		20		
<u>SAFETY</u>					
167	Fire Marshals	12 Hours Shift	25		
168	Fire Extingisher Co2	12 Hours Shift	120		
169	Fire Engine and Ambulance with doc	12 Hours Shift	6		
170	Fire Extingisher Co2 with Marshal on Setup	12 Hours Shift	8		
171	Houskeeping		120		
<u>PRESS CONFERENCE</u>		10 x 10	1		
172	Set & Design	6 x 2.5	1		
173	Registration back drop with printing	10 x 3 x 2	1		
174	Registration table with Printing	20 x 12 x 1	1		
175	Entrance arch as per Design - Box type	20 x 10	1		
176	Stage with Carpet / Flex	10 x 4	2		
177	Designer Back drop with Printing	10 x 10	2		
178	Back drop side wall with printing		1		
179	Side Masking	6 x 3	3		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
180	Podium		4		
181	Standeers		25		
182	Round Table with Frill & Cover		12		
183	Cushion Chairs		72		
184	F&B For Press, Ambassadors & Dignitaries				
LIGHT					
182	Parcans		4		
183	Led par		1		
184	Moving head		1		
185	Follow spot		2		
186	Dimmer pack		1		
187	Light Stands		10		
188	Light Technician		4		
SOUND					
189	Sound For 100 Pax		4		
190	Lapel mic		1		
191	Cordless mic		1		
192	Podium mic		2		
193	Sound Mixer		1		
194	Sound Technician		2		
195	Cabling		1		
AV / OTHERS					
196	Seamless Switcher		1		
197	LED Wall - 16 x 10 ft		1		
198	Photographer		6		
199	Videographer		2		
200	Drone		1		
201	Genset (62.5kv for light & 125kv for sound & av) with Permission		4		
202	CCTV		15		
203	WiFi		5		
204	Photo/Videographer	5 cam setup	5		
205	Merchandise - Bag, T shirt, Medal	25000 Pax	25000		
206	Food and organic cutlery for 4000	25000 Pax	25000		
207	Timing Technologies	25000 Pax	25000		
208	Expo management & Distribution	25000 Pax	25000		
209	Courier		10		
210	5 Bill Board - Subject to location		20		
<u>CREATIVES</u>					
211	Social Media		1		
212	Misc.		1		
213	Route Management	25000 Pax	1		
214	TBL		1		
215	On Ground Promotion		1		

Sl	Elements	Sizes	Qty	Rate	Amount (in INR)
<u>Additional Requirements</u>					
216	Construction Setup For Expo & Race Day - German Hanger	132 Ft X 240 Ft	1		
217	Recovery Zone Partner	6 Asst Physios or Physiotherapy Students - 40			
218	Hospitality Tie Ups	For Celebrity, Guests, Ambassadors & Pacers			
219	Logistic	For Celebrity, Guests, Ambassadors & Pacers			
220	Emcee	Press Conference, EXPO Day (10 Hours) & Race Day (6 Hours)			
221	Zumba Team	Race Day warm up and cool down sessions			
222	Safe Storage Facility	5000 Sq. Ft.			
<u>INTERNATIONAL/NATIONAL ATHLETES, CELEBRITIES, PROMINENT FIGURES</u>					
223	Appearance Fees & Honorariums				
224	Travel & Transportation Costs				
225	Accommodation & Lodging				
226	Visa & Immigration Fees				
227	Insurance Costs				
228	Per Diem & Meal Expenses				
229	Branding & Promotional Costs				
230	Media & Public Relations Costs				
231	Event Day Expenses				
232	Security & Safety Arrangements				
233	Customs & Duty Fees (if applicable)				
234	Agency Fees & Commission				
235	Gifts & Memorabilia				
236	Cultural or Engagement Programs				
237	Post-Event Costs				
<u>Grand Total (in INR)</u>					

(on bidder's letter head)

To,

**The Executive Engineer
Odisha Tourism Development Corporation Limited,
Panthanivas Old Block, Lewis Road,
Bhubaneswar, Pin: 751014**

Ref: Selection of Event Management Agency (EMA) to Organize Puri Coastal Marathon.

We, the undersigned, offer to provide the services for Event Management Agency (EMA) to Organize Puri Coastal Marathon for OTDC in accordance with your Request for Proposal dated **[Insert Date]**. Our Financial Proposal is as per details mentioned below:

Financial Bid Amount (in INR) for Two Years	
In Figures	In words

Note: The above quote shall be **exclusive** of applicable GST

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid in accordance with the proposal validity mentioned in the subject RFP from the last date of submission of proposal.

The Financial Proposal is without any condition.

Note:

- The bidders are required to mandatorily submit detailed element wise cost breakup of all the components mentioned above in the financial bid.
- All work should be carried out in consultation with designated officer/committee of OTDC.
- GST as applicable on date shall be paid extra by OTDC on submission of documentary proof at the time of submission of invoices.
- No conditions should be attached to the price proposal
- No additional payment shall be made by the OTDC over and above the amounts quoted in the financial proposal. Payment shall be made strictly as per the financial proposal. However, in case of any variation in the quantity of services/items, the payment shall be made on a pro-rata basis corresponding to the increase or decrease in the actual quantity. Prior approval of OTDC shall be mandatory for the same.
- The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.

Yours faithfully,

For and on behalf of *(Name of Agency)*

Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)

Annexure-X: Draft Form of Contract

CONTRACT

for

**Engagement of Agency for Conducting International Puri
Coastal Marathons**

Between

Odisha Tourism Development Corporation (OTDC)

and

XXXXXX

Dated: XX XXXXX 2025

Sl. No	Contents
I.	Contract
II.	General Conditions of Contract
1.	General Provisions
2.	Commencement, Completion, Modification and Termination of Contract
3.	Contract Obligations of the Agency
4.	Agency
5.	Obligations of the Employer
6.	Payments to the Agency
7.	Fairness and Good Faith
8.	Settlement of Disputes
9.	Liquidated Damages
10.	Miscellaneous Provisions
III.	Special Conditions of Contract
	Appendix A – BOQ
	Appendix B – Format of Bank Guarantee for Performance Security

I. Contract

This **CONTRACT** (hereinafter called the “Contract”) is made on **XXXXXX 2025**, between **Odisha Tourism Development Corporation** (hereinafter called the “Employer”), of the First Part and, **XXXXXXXXXXXXXXXXXX** (hereinafter called the “Agency”) of the Second Part.

WHEREAS

- a) the Agency, having represented to the “Employer” that he has the required professional skills, personnel and technical resources, has agreed to provide the Services on the terms and conditions set forth in this contract.
- b) the “Employer” has accepted the offer of the Agency to provide the services on the terms and conditions set forth in this Contract.

NOW, THEREFORE, IT IS HEREBY AGREED between the parties as follows:

1. The following documents attached hereto shall be deemed to form an integral part of this Contract:
 - a) The General Conditions of Contract.
 - b) The Special Conditions of Contract.
 - c) The following Appendices/Annexures:
Appendix A: BOQ
Appendix B: Performance Bank Guarantee
2. The mutual rights and obligations of the “Employer” and the Agency shall be as set forth in the Contract, in particular:
 - a) the Agency shall carry out and complete the Services in accordance with the provisions of the Contract; and
 - b) the “Employer” shall make payments to the Agency in accordance with the provisions of the Contract.

Request for Proposal (RFP) Document, pre-bid clarifications if any and financial proposal shall form part of this contract agreement.

IN WITNESS WHEREOF, the Parties hereto have signed in their respective names as of the day and year first above written.

For and on behalf of OTDC Designation.	For and on behalf of XXXXXXXXXXXXXXXXXX Designation.
Witness 1.	Witness 1.

II. General Conditions of Contract

1. General Provisions

1.1. Definitions Unless the context otherwise requires, the following terms whenever used in this Contract have the following meanings:

- (a) “Applicable Law” means the laws and any other instruments having the force of law in India for the time being.
- (b) “EMA” means {Name of Agency} that will provide the Services to the “Employer” under the Contract.
- (c) “Contract” means the contract signed by the Parties and all the attached documents listed in its Clause 1 that is the General Conditions (GC), the Special Conditions (SC), and the Appendices.
- (d) “Day” means calendar day.
- (e) “Effective Date” means the date on which this Contract comes into force and effect pursuant to Clause GC 2.1.
- (f) “Foreign Currency” means any currency other than the currency of the “Employer’s country.”
- (g) “GC” means these General Conditions of Contract.
- (h) “Government” means the Government of Odisha
- (i) “Local Currency” means Indian Rupees.
- (j) “Party” means the “Employer” or the EMA, as the case may be, and “Parties” means both of them.
- (k) “Personnel” means professional services provided by the Agency assigned to perform the Services or any part thereof; “Foreign Personnel” means such professionals and support staff who at the time of being so provided had their domicile outside the Government’s country; “Local Personnel” means such professionals and support staff who at the time of being so provided had their domicile inside the Government’s country; and “Key Personnel” means the Personnel referred to in Clause GC 4.2(a).
- (l) “Reimbursable expenses” means all assignment-related costs as admissible to be reimbursed [such as travel, translation, report printing, secretarial expenses, subject to specified maximum limits in the Contract].
- (m) “SC” means the Special Conditions of Contract by which the GC as may be amended or supplemented with the approval of the parties.
- (n) “Services” means the work to be performed by the EMA. pursuant to this Contract, as described in Appendix A hereto.
- (o) “Sub-EMAs” means any person or entity to whom/which the Agency subcontracts any part of the Services, with the approval of the Employer.
- (p) “Third Party” means any person or entity other than the “Employer”, or the EMA
- (q) “In writing” means communicated in written form.

1.2. Relationship Between the Parties

Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between the “Employer” and the EMA. The EMA, subject to this Contract, has complete charge of Personnel and Sub-

Contractors, if any, performing the Services and shall be fully responsible and accountable for the Services performed by them or on their behalf hereunder.

For the limited purpose of purchasing materials and engaging the services of the Third Parties, which are necessary for providing the Services under this Agreement, Employer hereby appoints Agency as its Limited Agent.

Save and except for the “Limited Agency” created under this Agreement, Agency agrees that it is an independent Party and that neither party is the legal representatives of the other and further, Agency Personnel and other Third Party engaged to perform Services under this Agreement are not the employees of Employer.

1.3. Law Governing Contract: This Contract, its meaning and interpretation, and the relation between the Parties shall be governed by the applicable laws of India.

1.4. Headings: The headings shall not limit, alter or affect the meaning of this Contract.

1.5. Notices

1.5.1. Any notice, request or consent required or permitted to be given or made pursuant to this Contract shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the Party to whom the communication is addressed, or when sent by registered post to such Party at the address specified in the SC.

1.5.2. A Party may change its address for notice, hereunder by giving the other Party sufficient time in notice in writing of such change to the address specified in the SC.

1.6. Location: The Services shall be performed in Puri, Odisha and where the location of a particular task is not so specified, at such locations, as the “Employer” may approve.

1.7. Authorized Representatives: Any action required or permitted to be taken, and any document required or permitted to be executed under this Contract by the “Employer” or the Agency may be taken or executed by the officials specified in the SC.

1.8. Taxes and Duties: The EMA, shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India.

1.9. Fraud and Corruption

1.9.1. Definitions: It is the Employer’s policy to require that Employer as well as Agency observe the highest standard of ethics during the execution of the Contract. In pursuance of this policy, the Employer defines, for the purpose of this provision, the terms set forth below as follows:

(i) “corrupt Practice” means the offering, receiving, or soliciting, directly or

indirectly, of anything of value to influence the action of a public official in the selection process or in contract execution;

- (ii) “fraudulent Practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;
- (iii) “collusive Practices” means a scheme or arrangement between two or more EMA, with or without the knowledge of the Employer, designed to establish prices at artificial, noncompetitive levels;
- (iv) “coercive Practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of a contract.

1.9.2. Measures to be taken by the Employer

- a) The Employer may terminate the contract if it determines at any time that representatives of the Agency were engaged in corrupt, fraudulent, collusive or coercive practices during the selection process or the execution of that contract, without the Agency having taken timely and appropriate action satisfactory to the Employer to remedy the situation;
- b) The Employer may also issue sanction against the EMA, including declaring the Agency ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the Agency has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, an Employer- financed contract.

1.9.3. Commissions and Fees

At the time of execution of the Contract, the Consult shall disclose any commissions or fees that may have been paid or are agreed to be paid to agents, representatives, or commission agents with respect to the selection process or execution of the contract. The information disclosed must include at least the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.

2. Commencement, completion, modification, and termination of contract

- 2.1 Effective Date for Commencement of Contract:** This Contract shall come into force and effect on the date (the “Effective Date”) of the “Employer’s notice to the Agency instructing the Agency “to begin carrying out the Services. This notice shall confirm that the conditions precedent and effective conditions, if any, listed in the SC have been met and/or shall be complied within the given time.
- 2.2 Termination of Contract for Failure to Become Effective:** If this Contract has not become effective within such time period, after the date of the Contract signed by the Parties as specified in the SC, the Employer may, by not less than twenty-one (21) days written notice to the EMA declare this Contract to be null and void, and in the event of such a declaration by the Employer, neither Party shall have any claim against the other Party with respect thereto.
- 2.3 Commencement of Services:** The Agency shall begin carrying out the Services not later than the number of days, after the Effective Date specified in the SC.
- 2.4 Expiration of Contract:** Unless terminated earlier pursuant to Clause GC 2.9 hereof, this Contract shall expire at the end of such time period after the Effective Date as

specified in the SC.

2.5 Entire Agreement: This Contract contains all covenants, stipulations and provisions agreed by the Parties. No agent or representative of either Party has authority to make, and the Parties shall not be bound by or be liable for, any other statement, representation, promise or agreement not set forth herein.

2.6 Modifications or Variations:

- a) Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. Pursuant to Clause GC 7.2 here of, however, each Party shall give due consideration to any proposals for modification or variation made by the other Party.
- b) In cases of substantial modifications or variations, the prior written consent of the Employer is required.

2.7 Force Majeure

2.7.1 Definition

- a) For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non- performance or delay in performance, and which makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.
- b) Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party’s Sub-EMA or agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of the conclusion of this Contract and avoid or overcome in the carrying out of its obligations hereunder.
- c) Subject to clause 2.7.2, Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

2.7.2 No Breach of Contract: The failure of a Party to fulfill any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.

2.7.3 Measures to be Taken

- a) A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of Force

Majeure.

- b) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.
- c) Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.
- d) During the period of their inability to perform the Services as a result of an event of Force Majeure, the EMA, upon instructions by the “Employer”, shall either:
 - (i) demobilize, or
 - (ii) continue with the Services to the extent possible, in which case the Agency shall continue to be paid proportionately and on prorate basis, under the terms of this Contract.

2.8 Suspension

The “Employer” may, by written notice of suspension to the EMA, suspend all payments to the Agency hereunder if the Agency fails to perform any of its obligations under this Contract or as instructed by the “Employer”.

2.9 Termination

2.9.1.1 The “Employer” may terminate this Contract in case of the occurrence of any of the events specified below of this Clause.

- a) If the Agency fails to respond to a notice of suspension pursuant to Clause GC 2.8 hereinabove.
- b) If the Agency becomes insolvent or go into liquidation or receivership whether compulsory or voluntary.
- c) If the EMA, on due investigation and in the judgement of the “Employer”, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- d) If the Agency submits to the “Employer” a false statement which has a material effect on the rights, obligations or interests of the “Employer”.
- e) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to the Employer.
- f) If the Agency fails to provide the quality services as envisaged under this contract, The Employer may review at its discretion if so decide to give one chance to the Agency to improve the quality of the services.
- g) If, as the result of Force Majeure, the Agency is unable to perform a material portion of the Services for a period of not less than sixty (60) days.
- h) If the “Employer”, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

2.9.1.2 In such an occurrence as aforesaid the “Employer” shall give a not less than fifteen

(15) days' written notice of termination to the EMA

2.9.2 Cessation of Rights and Obligations: Upon termination of this Contract pursuant to Clauses GC 2.2 or GC 2.9 hereof, or upon expiration of this Contract pursuant to Clause GC 2.4 hereof, all rights and obligations of the Parties hereunder shall cease, except (i) such rights and obligations as may have accrued on the date of termination or expiration, (ii) the obligation of confidentiality set forth in Clause GC 3.3 hereof,

(i) the EMA's obligation to permit inspection, copying and auditing of their accounts and records set forth in Clause GC 3.6 hereof, and (iv) any right which a Party may have under the Law.

2.9.3 Cessation of Services: Upon termination of this Contract hereof, the Agency shall, immediately upon dispatch or receipt of such notice, take all necessary steps to bring the Services to a close in a prompt and orderly manner and shall make every reasonable effort to keep expenditures for this purpose to a minimum.

2.9.4 Payment upon Termination: Upon termination of this Contract pursuant to Clauses GC 2.9.1 or GC 2.9.2 hereof, the "Employer" shall make the following payments to the EMA:

- a) If the Contract is terminated pursuant to Clause 2.9.1.1, remuneration pursuant to Clause GC 6.3 hereof for Services satisfactorily performed as per the agreed scope prior to the effective date of termination, and reimbursable expenditures for expenditures actually and reasonably incurred prior to the effective date of termination;
- b) If the agreement is terminated pursuant of Clause 2.9.1.1 (a) to (g), the Agency shall not be entitled to receive any agreed payments upon termination of the contract. However, the "Employer" may consider to make payment for the part satisfactorily performed on the basis of Quantum Merit as assessed by it, if such part is of economic utility to the Employer. Applicable Under such circumstances, upon termination, the client may also impose liquidated damages as per the provisions of Clause 9 of this agreement. The EMA. will be required to pay any such liquidated damages to client within 30 days of termination date.

2.9.5 Disputes about Events of Termination: If either Party disputes whether an event specified in paragraphs (a) through (g) of Clause GC 2.9.1.1 or in Clause GC 2.9.2 hereof has occurred, such Party may, within thirty (30) days after receipt of notice of termination from the other Party, refer the matter to Clause GC 8 hereof, and this Contract shall not be terminated on account of such event except in accordance with the terms of any resulting arbitral award.

3. Obligations of the EMA

3.1 General

3.1.1 Standard of Performance: The Agency shall perform the Services and carry out their obligations hereunder with all due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe

and effective equipment, machinery, materials and methods. The Agency shall always act, in respect of any matter relating to this Contract or to the Services, as faithful adviser to the “Employer”, and shall at all times support and safeguard the “Employer’s legitimate interests in any dealings with Sub- EMAs or Third Parties.

- 3.2 Conflict of Interests:** The Agency shall hold the “Employer’s interests paramount, without any consideration for future work, and strictly avoid conflict of interest with other assignments or their own corporate interests. If during the period of this contract, a conflict of interest arises for any reasons, the Agency shall promptly disclose the same to the Employer and seek its instructions.

3.2.1 Agency not to benefit from Commissions, Discounts, etc.:

(a) The payment of the Agency pursuant to Clause GC 6 hereof shall constitute the Agency only payment in connection with this Contract and, subject to Clause GC 3.2.2 hereof, the Agency shall not accept for its own benefit any trade commission, discount or similar payment in connection with activities pursuant to this Contract or in the discharge of its obligations hereunder, and the Agency shall use its best efforts to ensure that any Sub-EMAs, as well as the Personnel and agents of either of them, similarly shall not receive any such additional payment.

(b) Furthermore, if the EMA, as part of the Services, has the responsibility of advising the “Employer” on the procurement of goods, works or services, the Agency shall comply with the Employer’s applicable procurement guidelines, and shall at all times exercise such responsibility in the best interest of the “Employer”. Any discounts or commissions obtained by the Agency in the exercise of such procurement responsibility shall be for the account of the “Employer”.

- 3.2.2 EMA and Affiliates Not to Engage in Certain Activities:** The Agency agrees that, during the term of this Contract and after its termination, the Agency and any entity affiliated with the EMA, as well as any Sub-EMAs and any entity affiliated with such Sub-EMAs, shall be disqualified from providing goods, works or services (other than consulting services) resulting from or directly related to the EMA’s Services for the preparation or implementation of this project.

- 3.2.3 Prohibition of Conflicting Activities:** The Agency shall not engage and shall cause their Personnel as well as their Sub-EMAs and their Personnel not to engage, either directly or indirectly, in any business or professional activities that would conflict with the activities assigned to them under this Contract.

- 3.3 Confidentiality:** Except with the prior written consent of the “Employer”, the Agency and the Personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Services, nor shall the Agency and its Personnel make public the recommendations formulated in the course of, or as a result of, the Services.

- 3.3.1 Intellectual Property Rights:** The Agency may use data, software, designs, utilities, tools, models, systems and other methodologies and know-how (“Materials”) that the Agency owns or has the right to use in performing the service. Notwithstanding the delivery of any reports, the Agency retains all intellectual property rights in the

Materials (including any improvements or knowledge developed while performing the services), and in any working papers compiled in connection with the services (but not any information pertaining to OTDC reflected in them).

3.4.1 Liability of the EMA: Subject to additional provisions, if any, set forth in the SC, the EMAs' liability under this contract shall be provided by the Applicable Law.

3.4.2 Insurance to be Taken out by the EMA: The Agency (i) shall take out and maintain, and shall cause any Sub-EMAs to take out and maintain insurance, at their (or the Sub-EMAs', as the case may be) own cost but on terms and conditions approved by the "Employer", insurance against the risks, and for the coverages specified in the SC, and (ii) at the "Employer's request, shall provide evidence to the "Employer" showing that such insurance has been taken out and maintained and that the current premiums therefore have been paid.

3.4.3 Accounting, Inspection and Auditing:

EMA agrees to keep full and proper records of all third-party invoices and travel expenses that support charges that have been billed to Employer pursuant to this Agreement ("Records"). Any such Records shall be kept for a period of not less than eighteen (18) months after the relevant transaction or, if the EMA/Employer relationship terminates or expires, eighteen (18) months after the effective date of the termination or expiration, whichever comes first. Upon ten (10) days prior notice to EMA, Employer or its authorized representatives will be entitled to have such Records examined during EMA's normal business hours.

Under no circumstances will Employer have access to EMA's general ledger information, Agency overhead or profitability data or to payroll, salary or bonus information, or timecards or other employee, personnel, and/or individual compensation records, or information indicating the date of payment by Agency of third-party invoices, or internal or external Agency correspondence or communications regarding the keeping of client's records or regarding any other client audit.

3.4.4 EMA's Actions Requiring "Employer's Prior Approval: The Agency shall obtain the "Employer's prior approval in writing before taking the below action.

- Placement of any order for mobilizing/installation of any of the BOQ items should be preceded by written approval of OTDC, Government of Odisha.
- Any change or addition to the Personnel listed in Annexure X

3.4.5 Subcontracts: The Agency may subcontract work relating to the Services to an extent and with such experts and entities as may be approved in advance by the "Employer". Notwithstanding such approval, the Agency shall always retain full responsibility for the Services. In the event that any Sub-EMAs are found by the "Employer" to be incompetent or incapable or undesirable in discharging assigned duties, the "Employer" may request the Agency to provide a replacement, with qualifications and experience acceptable to the "Employer", or to resume the performance of the Services itself.

- 3.5 Reporting Obligations:** The Agency shall submit to the “Employer” the photographs of each line item executed from the BOQ at all locations and along with duration of the installation for the purpose of approval and audit. Final reports shall be delivered in external hard disk in addition to the hard copy.
- 3.6 Documents Prepared by the Agency to be the Property of the “Employer”:** All plans, drawings, specifications, designs, reports, other documents and software prepared by the Agency for the “Employer” under this Contract shall become and remain the property of the “Employer”, and the Agency shall, not later than upon termination or expiration of this Contract, deliver all such documents to the “Employer”, together with a detailed inventory thereof. The Agency may retain a copy of such documents, but shall not use anywhere, without taking permission, in writing, from the Employer and the Employer reserves right to grant or deny any such request. If license agreements are necessary or appropriate between the Agency and third parties for purposes of development of any such computer programs, the Agency shall obtain the “Employer’s prior written approval to such agreements, and the “Employer” shall be entitled at its discretion to require recovering the expenses related to the development of the program(s) concerned.
- 3.7 Equipment, Vehicles and Materials Furnished by the “Employer’s** Equipment, vehicles and materials made available to the Agency by the “Employer”, or purchased by the Agency wholly or partly with funds provided by the “Employer”, shall be the property of the “Employer” and shall be marked accordingly. Upon termination or expiration of this Contract, the Agency shall make available to the “Employer” an inventory of such equipment, vehicles and materials and shall dispose of such equipment and materials in accordance with the “Employer’s instructions. While in possession of such equipment, vehicles and materials, the EMA, unless otherwise instructed by the “Employer” in writing, shall insure them at the expense of the “Employer” in an amount equal to their full replacement value.
- 3.8 Equipment and Materials Provided by the EMAs:** Equipment or materials brought into the Government’s country by the Agency and the Personnel and used either for the Project or personal use shall EMA in the property of the Agency or the Personnel concerned, as applicable.
- 4. Agency**
- 4.1 General:** The Agency shall employ and provide such qualified and experienced Personnel as are required to carry out the Services as are approved by the Employer.
- 4.2 Description of Personnel:**
- (a) The title, agreed job description, minimum qualification, and estimated period of engagement in the carrying out of the Services of each of the EMA’s Key Personnel are as per the EMA’s proposal.
- (b) If required to comply with the provisions of Clause GC 3.1.1 hereof, adjustments with respect to the estimated periods of engagement of Key Personnel set forth in Appendix A may be made by the Agency by written notice to the “Employer”, provided (i) that such adjustments shall not alter the originally estimated period of

engagement of any individual by more than 10% or one week, whichever is larger, and (ii) that the aggregate of such adjustments shall not cause payments under this Contract to exceed the ceilings set forth in Clause GC 6.1(b) of this Contract. Any other such adjustments shall only be made with the “Employer’s written approval.

(c) If additional work is required beyond the scope of the Services specified in Appendix A, the estimated periods of engagement of Key Personnel set forth in Appendix A may be increased by a separate agreement in writing between the “Employer” and the EMA. In case where payments under this Contract exceed the ceilings set forth in Clause GC 6.1(b) of this Contract, this will be explicitly mentioned in the agreement.

4.3 Approval of Personnel: The Key Personnel and Sub-EMAs listed by title as well as by name in Appendix C are hereby approved by the “Employer”. In respect of other Personnel which the Agency proposes to use in the carrying out of the Services, the Agency shall submit to the “Employer” for review and approval a copy of their Curricula Vitae (CVs).

4.4 Project Director: If required by the SC, the Agency shall ensure that at all times during the EMA’s performance of the Services a project director, acceptable to the “Employer”, shall take charge of the performance of such Services.

5. Obligations of the “Employer”

5.1 Assistance and Exemptions: Unless otherwise specified in the SC, the “Employer” shall use its best efforts to ensure that the Government shall:

- a) Provide the Agency with work permits and such other documents as shall be necessary to enable the Agency to perform the Services.
- b) Issue to officials, agents and representatives of the Government all such instructions as may be necessary or appropriate for the prompt and effective implementation of the Services.
- c) Provide to the Agency any such other assistance as may be specified in the SC.

5.2 Change in the Applicable Law Related to Taxes and Duties: If, after the date of this Contract, there is any change in the Applicable Laws of India with respect to taxes and duties, which are directly payable by the Agency for providing the services i.e. service tax or any such applicable tax from time to time, which increases or decreases the cost incurred by the Agency in performing the Services, then the remuneration and reimbursable expenses otherwise payable to the Agency under this Contract shall be increased or decreased accordingly by agreement between the Parties.

5.3 Payment: In consideration of the Services performed by the Agency under this Contract, the “Employer” shall make to the Agency such payments and in such manner as is provided by Clause GC 6 of this Contract.

6. Payments to the EMA

6.1 Total Cost of the Services

- (a) The total cost of the Services payable is as per the EMA’s proposal to the Employer and as negotiated thereafter.

6.2 Currency of Payment: All payments shall be made in Indian Rupees.

6.3 Terms of Payment: The payments in respect of the Services shall be made as follows:

6.3.1. The payment shall be made phase wise as mentioned below:

Phase	Payment Milestone	Payment Percentage
1. Pre-Event Payments (2 months before event)	After completion of all events to be undertaken before the Marathon (registration of marathon runners, pre-event, development of portal etc.)	10% of contract value
3. Post-Event Payment	After completion of each marathon	80% of the contract value
4. Final Settlement	Upon submission of reports (photos, data, financials)	10% of the contract value

6.3.2. Incentive Terms for bringing international participants (within 10,000 World Ranking by World Athletics as of March 2025) that completes the race:

Incentive Terms (for bringing international participation for the marathon)	
For every 50 international participants (within 10,000 World Ranking by World Athletics as of March 2025) that completes the race	0.5% of Contract Value*

6.3.3. Incentive Terms for bringing Corporate Sponsorship:

Incentive Terms (for bringing Sponsorship for the event) add year wise						
Sl. No	Sponsorship Amount (in INR)	Incentive Year 1	Incentive Year 2	Incentive Year 3	Incentive Year 4	Incentive Year 5
1	More than INR 10 Lakhs (Per Annum)	5% of Sponsorship Amount#	4% of Sponsorship Amount#	3% of Sponsorship Amount#	2% of Sponsorship Amount#	1% of Sponsorship Amount#

* The cost payable before deductions of statutory deductions to the agency in respect of the concerned event.

The agency has to submit sufficient documentary evidence to prove that the entire arrangement of sponsorship from end to end was initiated and achieved financial closure by the agency.

6.4 The requirement of various items may increase or decrease, and the payments shall be made based on actual quantities required and executed after prior approval of OTDC.

6.5 EMA has to ensure that any additional work done by the Agency has to be approved by OTDC in writing, otherwise, it will not be considered for payments.

6.6 All billed items are to be signed off by respective Head from State regarding quantity, quality and successful completion as per agreed timelines. These need to be backed up by relevant evidence (Photographs, Videos, Lists signed off by Competent Authority). The payment shall be made only after the submission of payment recommendation by the Tender Audit Committee.

6. Fairness and good faith

- 7.1 **Good Faith:** The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realization of the objectives of this Contract.
- 7.2 **Operation of the Contract:** The Parties recognize that it is impractical in this Contract to provide for every contingency which may arise during the life of the Contract, and the Parties hereby agree that it is their intention that this Contract shall operate fairly as between them, and without detriment to the interest of either of them, and that, if during the term of this Contract either Party believes that this Contract is operating unfairly, the Parties will use their best efforts to agree on such action as may be necessary to remove the cause or causes of such unfairness.

7. Settlement of Disputes

- 8.1 **Amicable Settlement:** Performance of the contract is governed by the terms & conditions of the contract, in case of dispute arises between the parties regarding any matter under the contract, either Party of the contract may send a written Notice of Dispute to the other party. The Party receiving the Notice of Dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, clause GC 8.2 shall become applicable.
 - 8.2 **Arbitration:** In the case of dispute arising upon or in relation to or in connection with the contract between the Employer and the EMA, which has not been settled amicably, any party can refer the dispute for Arbitration under The Arbitration and Conciliation Act, 1996. Such disputes shall be referred to an Arbitral Tribunal consisting of 3 (three) arbitrators, one each to be appointed by the Employer and the EMA, the third arbitrator shall be chosen by the two arbitrators so appointed by the parties and shall act as Presiding Arbitrator. In case of failure of the two arbitrators, appointed by the parties to reach a consensus regarding the appointment of the third arbitrator within a period of 30 days from the date of appointment of the two arbitrators, the Presiding arbitrator shall be appointed by the Managing Director, OTDC. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.
 - 8.3 Arbitration proceedings shall be held in India at Bhubaneswar, Odisha and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
 - 8.4 The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrators as determined by the arbitrators shall be shared equally by the Employer and the EMA. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. All arbitration awards shall be in writing and shall state the reasons for the award.
- 8. Liquidated damages and penalties**
- 8.3. The Agency hereby agrees that due to negligence of act of the EMA, if the "Employer" suffers losses, damages the quantification of which may be difficult, and hence the amount specified hereunder shall be construed as reasonable estimate of the damages and Agency agrees to pay such liquidated damages, as defined hereunder as per the provisions of this Contract.

- 8.4. The amount of liquidated damages under this Contract shall not exceed 10% of the total value of the contract.
- 8.5. The liquidated damages shall also be applicable under following circumstances:
- 8.5.1. If the deliverables are not submitted as per schedule, the Agency shall be liable to pay 10% of the total cost of the services for delay of each week or part thereof.
- 8.5.2. If the deliverables are not acceptable to the Employer and defects are not rectified to the satisfaction of the Employer, the Agency shall be liable for Liquidated Damages for an amount equal to 10% of total cost of the services for every week or part thereof for the delay.
- 8.6. Notwithstanding anything to the contrary in this Agreement, in no event shall either Party be liable, whether in contract or in tort or otherwise for special, punitive, indirect or consequential damages, including without limitation, loss of profits or revenue arising under or in connection with this Agreement.

9. Miscellaneous provisions:

- 1) Nothing contained in this Contract shall be construed as establishing or creating between the Parties, a relationship of master and servant or principal and agent.
- 2) The Agency shall notify the Employer of any material change in their status, in particular, where such change would impact on performance of obligations under this Contract.
- 3) Each member/constituent of the EMA, in case of a consortium, shall be jointly and severally liable to and responsible for all obligations towards the Employer/Government for performance of works/services including that of its Associates/Sub Contractors under the Contract.
- 4) The Agency shall at all times indemnify and keep indemnified the Employer against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under the Project.
- 5) The Agency shall at all times indemnify and keep indemnified the Employer against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (the EMA's) employees or agents or by any other third Party resulting from or by any action, omission or operation conducted by or on behalf of the EMA.
- 6) The Agency shall at all times indemnify and keep indemnified the Employer against any and all claims by Employees, Workman, Contractors, sub-contractors, suppliers, agent(s), employed engaged or otherwise working for the EMA, in respect of wages, salaries, remuneration, compensation or the like.
- 7) All claims regarding indemnity shall survive the termination or expiry of the Contract.
- 8) It is acknowledged and agreed by all Parties that there is no representation of any type, implied or otherwise, of any absorption, regularization, continued engagement or concession or preference for employment of persons engaged by the (EMA) for any engagement, service or employment in any capacity in any office or establishment of the Employer.

Special Conditions of Contract

SC Clause	Ref. of GC Clause	Amendments of, and Supplements to, Clauses in the General Conditions of Contract
1	1.5	The addresses are Employer : Attention : EMA : Attention : Telephone : Email :
2	1.8	The Authorized Representatives are: For the Employer: For the EMA:
3	2.3	Commencement of Services:
4	2.4	The time period shall be
5	3.4.1	Limitation of the EMAs' Liability towards the "Employer" In any event, the overall aggregate liability of the Agency in respect of all claims and liabilities arising under this Agreement shall be limited to one Quarter Fees payable to the Agency under this Agreement.
6	3.4.2	The risks and coverage shall be as follows: The Parties agree that the risks and coverages shall include but not be limited to the following; Professional liability insurance, with a minimum coverage equal to the total amount of the contract value except the out of pocket expenses. This liability shall be valid for a period of the two (2) years after completion of the services.
7	6.3	The accounts are; For local currency Receiving Bank : ... Account No. : ... IFSC/RTGS Code: .. MICR Code : .. Beneficiary Name : ... Beneficiary Address : ...
8	1.5.2	Any party may change the address for service of notice upon it, by a notice in writing one (1) week prior of such change to the other party.

Appendix A – BOQ**BOQ List**

Sl. No.	Elements	Sizes	Qty	Rate (Per Unit)	Amount
VENUE CONSTRUCTION					
MAIN STAGE AREA					
1	Venue Permission				
2	Police, Fire, PPL, IPRS, Novex, Route, Traffic Permission				
3	Scaffolding for backdrop - Backside of the Stage		12		
4	Stage - Holding Area With Dark Gray Carpet	40ft x 20ft x 6ft(H)	1		
5	Steps with carpet metal railing on the both sides		2		
6	Sound console platform With Steps Grey carper and black masking on skirting	24 Ft x 16 Ft x 2 Ft	1		
7	Console Masking	24 Ft x 6ft x 2ft(H) - front Sides 8 ft x 6 ft x 2 Nos - Sides	336		
8	Green rooms octonorm with 2 table, 2 plug Points, Lights and Fans With Top Cover	3m x 3m	5		
9	Mirror With Lights in the Green Room		5		
10	Winner Podium - Photo Opt		1		
11	Camera rizer with carpet & Steps	8 Ft x 8 Ft x 4Ft(H) with 4 side Black Frame masking	1		
12	Mojjo Barricade for stage to VIP enclosure	750 Rft	1		
13	Plastic Chair With White Cover		150		
VIP ZONE REQUIREMENTS					
14	Platform for VIP Area	64ft x 16ft x 4 inches (H)	1		
15	Pagoda for VIP with 4 side closer	16ft x 16ft	4		
16	AC inside the Pagoda 5 Tons - AC in each pagoda		4		
17	Tables for Buffet in the VIP Pagoda		10		
18	Round Tables with Black/White Cover		16		
19	Dunlop Chairs with Black/white spandex Covers		100		
20	Table Flower		16		
21	Glass For VIP's		100		
22	Acrylic Coasters		100		
F&B ZONE REQUIREMENTS					
23	Pagoda with 3 side closer 14 For food & 6 for Tea/Coffee	16ft x 16ft	20		
24	China Tent With 3 Side Cover for Water Counter	10ft x 10ft	6		
25	Tables for refreshment counters with White covers	4 Ft tables	120		
26	Cycle barricade for line management - F&B, Medal,	1050 Rft	1		

	Entry				
27	Kitchen Masking	1000 SQFT	1		
28	Used Carpet for the Pagoda	200ft x 16ft	1		
<u>MEDICAL ZONE REQUIREMENTS</u>					
29	Pagoda for medical room without platform	16 ft x 16 ft	5		
30	Carpet	16 ft x 16 ft	5		
31	Fans		70		
32	Beds inside medical room		20		
33	Mattress & Pillow		20		
34	First aid kit		20		
35	Pain relief sprays		800		
36	Ice Box		30		
37	Ice packs		250		
<u>BAGGAGE DROP COUNTER</u>					
38	Octonum with lights, Capret & Top Cover	35mtr x 6mtr	1		
39	Rack shelf for baggage counter		70		
40	Tables for baggage counter		30		
41	Rail Barricading	200 rft	200		
42	Baggage Tag with perforated sheet		25000		
<u>SECURITY CHECK POINT REQUIREMENTS</u>					
43	Frisking booth for ladies at security check point	1mtr x 1mtr	6		
<u>START / FINISH AREA REQUIREMENTS</u>					
44	Carpet for Start & Finish Area	150 Ft x 10 Ft	8		
<u>MEDAL COUNTERS</u>					
45	Tables with Black cloth		35		
46	Stamps		35		
47	Stamp Pads		35		
48	Cycle Barricading with Black Painted	800 Rft	1		
<u>FLAGOFF STAGE</u>					
49	Flag Off Stage With Dark Grey Carpet	32ft x 12ft x 4ft(H)	1		
50	Batten LED Light on Flag - off Stage		12		
51	Palmet for Batten Lights	30ft x 4inches	3		
<u>GENERAL LIGHTING & ELECTRICALS</u>					
52	LED Metal lights for all area		600		
53	Electrician and wiring		1		
54	Scaffolding with Black Painted for lights and Support		35		
55	Plug Points - overall		100		
56	MCB Box		15		
<u>TECHNICALS</u>					
<u>SOUND</u>					
57	PA for 25000 pax inside the venue 20 Top, 12 Base, 10 Delay	Fly Sound on Trust	1		
58	Headset Mic		6		
59	Cordless		10		
60	Basic PA for Flag Off with 3 cordless 4 top 2 base		1		
61	Sound Permission				
<u>LED Lights</u>					

62	Golpost Trust For Light with water support		1		
63	Sound Hanging trust with support		2		
64	LED Parcan on stage & Start/finish Gate		80		
65	warm Parcan		40		
66	Blinders		25		
67	Sharpy		25		
<u>POWER</u>					
68	Power for General Lights, Plug Point & Kitchen & VIP Toilet - 12 Hours		3		
69	Power for Lights & Sound - 12 Hours		3		
70	Power for AC - 12 Hours		2		
71	Backup		1		
72	PWD		4		
73	Setup Day power - 12 hours for 2 days	1 day 1 Genrator	4		
74	PWD for 2 days		2		
<u>TOILET</u>					
75	Chemical Loo with Cleaner		60		
76	Cleaner on Route & Transportation		20		
77	Water Tanker for Chemical Loo		8		
78	VIP Toilets Vans		3		
79	Air Fresher		5		
80	Toilet Masking	1000 SQFT	2000		
<u>OTHER REQUIREMENT</u>					
81	Flower Bouquet		50		
82	Printer with A4 size paper box		2		
<u>TRANSPORTATION</u>					
83	Overall for venue construction		1		
84	Technicals		1		
85	Fabrication		1		
<u>BRANDING</u>					
<u>MAIN STAGE</u>					
86	Led Wall	40ft x 16ft	1		
87	Stage Skirting - Front	40ft x 6ft	1		
88	Stage Skirting - Sides	20ft x 6ft	2		
89	VIP Pagoda Backdrop	8ft x 6ft	3		
<u>START-FINISH GATE</u>					
90	Flag off Stage Backdrop	32ft x 12ft	1		
91	Flag off Stage Skirting - Front	24ft x 4ft	1		
92	Flag off Stage Skirting - Sides	12ft x 4ft	2		
93	Start & Finish Gate	26ft x 3ft(4 Side) x 18ft	2		
94	Front & Back Branding wall of the Start & finish Gate L shape - Box Branding	2ft(L) x 2ft(W) x 6ft(H)	24		
95	Runner board	6ft x 3ft	50		
96	Sandwich Board	6ft x 3ft	50		
97	Entrance Erch Gate - Top	20ft x 3ft x 4 side	1		
98	Entrance Erch Gate - Pillar	12ft x 3ft x 4 side	2		

SIGNAGES					
99	Way To Toilets	4ft x 8ft	8		
100	Male Toilet	4ft x 8ft	2		
101	Female Toilet	4ft x 8ft	2		
102	Way to Flag off Gate	4ft x 8ft	6		
103	Way to Medal Counter	4ft x 8ft	4		
104	Way to Security Checking Area	4ft x 8ft	4		
105	Way to Parking Area	4ft x 8ft	8		
106	Way to Entrance	4ft x 8ft	8		
107	Way to Medical Zone	4ft x 8ft	4		
108	Arrow's		100		
OTHER BRANDING					
109	Partner Backdrop/wall Boundary	8ft x 8ft	12		
110	Table With Table Branding	4ft x 2ft	12		
111	Photo Opp with Prop	4ft x 8ft	6		
112	Medal Counter	50ft x 10ft	1		
113	Medal Counter Table	50ft x 2.5ft	1		
114	Cue Card	A5 Size	40		
115	3D Letter Cut		4		
116	Registration Area	8ft x 8ft	2		
117	Registration Table - Front	8ft x 2.5ft	1		
118	Registration Table - Side	2 ft x 2.5ft	2		
119	Route Map	8ft x 8ft	6		
VINYL WITH 5MM SUNBOARD					
120	Food Counter	2ft x1ft	14		
121	Tea/Coffe Counter	2ft x1ft	6		
122	VIP Zone	2ft x1ft	4		
123	Water Counter	2ft x1ft	4		
124	In & Out Singage	8inches x 8inches	50		
125	Client Branding	16ft x 6ft	2		
126	Winner Podium Branding on Stage	10ft x 3ft	1		
127	Cheque	4ft x 2ft	72		
128	Numbering for the Baggage Racks 1 to 20 with ILU	6inches x 6 inches	60		
ON-ROUTE SIGNAGES					
129	Road Signages	3ft x 6ft	100		
130	KM Signages	3ft x 6ft	100		
131	Branding on Cycle Barricading	3ft x 2ft	80		
EXPO DAY REQUIREMENT					
132	Expo Backdrop	40ft x 8ft	1		
133	On Spot registration	8ft x8ft	1		
134	Do & Dont's	8ft x 8ft	2		
135	Route Map	8ft x 8ft	3		
136	Pacer Wall	8ft x 8ft	1		
137	Photo op	4ft x 8ft	1		
138	Signage	4ft x 8ft	4		
MANPOWER		12 Hours Shift	20		
139	Water Counter	12 Hours Shift	30		

140	Managing baggage counter	12 Hours Shift	80		
141	Food Counter	12 Hours Shift	4		
142	Backstage	12 Hours Shift	25		
143	Medal Counters	12 Hours Shift	8		
144	Medical zone	12 Hours Shift	8		
145	Start Finish Gate	12 Hours Shift	8		
146	Finish Ribin at the Finish Gate	12 Hours Shift	25		
147	Supervisors	12 Hours - 4 Male & 4 Female	45		
148	Expo Promoter	20 on Event Area & 15 on-route	35		
149	Dhol Artist				
<u>COMMUNICATION DEVICES</u>					
150	Walkies For Security		40		
151	Walkies for others	24 hours	20		
152	Walky attendant		2		
<u>SECURITY</u>					
153	Setup Day - Male Guard's	12 Hours Shift	6		
154	Entrance Gate - Male & Female Guard's	12 Hours Shift	22		
155	VIP Area - Male Guard's	12 Hours Shift	16		
156	Baggage Counter	12 Hours Shift	25		
157	Food Area - Male Guard's	12 Hours Shift	36		
158	Food Area - Female Guard's	12 Hours Shift	18		
159	Male Bouncers - Male Bouncers	12 Hours Shift	50		
160	Stage Area Bouncers - Male Bouncers	12 Hours Shift	15		
161	Green Room - Male & Female Guard's	12 Hours Shift	10		
162	Route - Water Counter - Male Guard's	12 Hours Shift	40		
163	Parking Management with 1 Supervisor	12 Hours Shift	20		
164	Traffic Marshal	12 Hours Shift	20		
165	DFMD		20		
166	HHMD		20		
<u>SAFETY</u>					
167	Fire Marshals	12 Hours Shift	25		
168	Fire Extinguisher Co2	12 Hours Shift	120		
169	Fire Engine and Ambulance with doc	12 Hours Shift	6		
170	Fire Extinguisher Co2 with Marshal on Setup	12 Hours Shift	8		
171	Housekeeping		120		
<u>PRESS CONFERENCE</u>		10 x 10	1		
172	Set & Design	6 x 2.5	1		
173	Registration back drop with printing	10 x 3 x 2	1		
174	Registration table with Printing	20 x 12 x 1	1		
175	Entrance arch as per Design - Box type	20 x 10	1		
176	Stage with Carpet / Flex	10 x 4	2		
177	Designer Back drop with Printing	10 x 10	2		
178	Back drop side wall with printing		1		
179	Side Masking	6 x 3	3		
180	Podium				

181	Standeers				
LIGHT					
182	Parcans		4		
183	Led par		1		
184	Moving head		1		
185	Follow spot		2		
186	Dimmer pack		1		
187	Light Stands				
188	Light Technician				
SOUND					
189	Sound For 100 Pax		4		
190	Lapel mic		1		
191	Cordless mic		1		
192	Podium mic				
193	Sound Mixer				
194	Sound Technician				
195	Cabling				
AV / OTHERS					
196	Seamless Switcher		1		
197	LED Wall - 16 x 10 ft		1		
198	Photographer				
199	Videographer		2		
200	Genset (62.5kv for light & 125kv for sound & av) with Permission				
201	CCTV				
202	Wi-Fi				
203	Photo/Videographer	5 cam setup			
204	Merchandise - Bag, T shirt, Medal	10000-20000 Pax			
205	Food and organic cutlery for 4000	10000-20000 Pax			
206	Timing Technologies	10000-20000 Pax			
207	Expo Management & Distribution	10000-20000 Pax			
208	Courier				
209	5 Bill Board - Subject to location				
CREATIVES					
210	Social Media				
211	Misc.				
212	Route Management	10000-20000 Pax			
213	TBL				
214	On Ground Promotion				
<u>MARKETING & SOCIAL MEDIA MOBILIZATIONS</u>					
215	Social Media Strategy & Planning				
216	Content Creation				
217	Registration Platform Management				
218	Hashtag Strategy & Community Engagement				
219	Influencer & Ambassador Program				
220	Paid Media Campaigns				
221	Event Promotion & Registration				

222	Live Event Coverage & Real-Time Updates				
223	Post-Event Content & Reporting				
224	Sponsorship & Partner Activation				
225	Email Marketing Integration				
226	Crisis Management & PR				
227	Performance Analytics & Reporting				
228	Branding & Visual Consistency				
<u>INTERNATIONAL/NATIONAL ATHLETES, CELEBRITIES, PROMINENT FIGURES</u>					
229	Appearance Fees & Honorariums				
230	Travel & Transportation Costs				
231	Accommodation & Lodging				
232	Visa & Immigration Fees				
233	Insurance Costs				
234	Per Diem & Meal Expenses				
235	Branding & Promotional Costs				
236	Media & Public Relations Costs				
237	Event Day Expenses				
238	Security & Safety Arrangements				
239	Customs & Duty Fees (if applicable)				
240	Agency Fees & Commission				
241	Gifts & Memorabilia				
242	Cultural or Engagement Programs				
243	Post-Event Costs				
	TOTAL				

Appendix B – Performance Bank Guarantee**PERFORMANCE BANK GUARANTEE FORMAT****To**

Managing Director

OTDC

Bhubaneswar - 751014, Odisha

WHEREAS..... (Name and address of the Consultant) (hereinafter called “the Consultant”) has undertaken, in pursuance of RFP No.....
 Dated to undertake the service of.....(description of the services) (herein after called “the contract”).

AND WHEREAS it has been stipulated by _____(Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the consultant before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the consultant shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the DD/MM/YYYY

Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our .Bhubaneswar branch on or before Dt otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

.....
 (Signature of the authorized officer of the Bank)
 Name and designation of the officer

.....
 Seal, name & address of the Bank & Branch