

**Embassy of India**  
**Seoul**  
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Request for Proposal (RFP) for Engagement of Event Management Company (EMC)  
Occasion: Celebration of International Day of Yoga (IDY) 2026 in Seoul, Republic of Korea:

## 1. Background

The Embassy of India proposes to organize 12<sup>th</sup> United Nations International Day of Yoga with the Indian community in the Republic of Korea as well as friends of India, local Korean citizens, diplomats, yoga practitioners, and cultural organizations. The event will be held on 21 June, 2026 (afternoon) at Gwanghwamun Square, Seoul.

To ensure professional planning and seamless execution, the Embassy invites proposals from experienced Event Management Companies (EMCs) for managing the event.

## 2. Objective

- To promote awareness of yoga as a holistic discipline for physical and mental well-being
- To strengthen cultural diplomacy and people-to-people ties
- To organize a large-scale, safe, and compliant public event in accordance with Seoul Metropolitan Government regulations

## 3. Event Overview

- **Event Name:** International Day of Yoga (IDY) 2026
- **Date:** 21 June 2026 (Sunday)
- **Time:** Afternoon
- **Venue:** Gwanghwamun Square (Playground Area / Main Plaza)
- **Expected Participation:** 1,000 participants approx.
- **Nature of Event:** Large scale non-commercial event featuring a mass yoga session

## 4. Scope of Work

The selected EMC shall be responsible for **end-to-end event execution**, including but not limited to:

### 4.1 Venue Planning & Layout

- Preparation of **site layout plan** in accordance with Gwanghwamun Square regulations
- Marking:
  - Installation zones
  - Restricted/no-installation zones
  - Mandatory **5m pedestrian pathways**

- Total installation area within **recommended limit (approx. 557m<sup>2</sup>)**

## 4.2 Infrastructure & Setup

### (a) Stage & Structures

- Stage setup (indicative size: ~20m x 10m x 5m or as approved)
- Tents for:
  - VIP holding area
  - Control room
  - Medical/support staff

### (b) Seating & Participant Area

- Yoga mats arrangement / open ground participation
- Optional chairs for VIPs/elderly

### (c) Branding

- Backdrops, banners, standees (non-commercial, compliant with regulations)

## 4.3 Sound & Technical Setup

- Complete sound system installation
- Compliance with:
  - **Max SPL: 144 dB (system limit)**
  - **Noise level: ≤ 83 dB(A) at 30m distance**
- Speaker placement:
  - **Must not face restricted directions (west side restrictions apply in certain zones)**

## 4.4 Safety & Compliance Management

The EMC must strictly comply with Seoul Metropolitan Government guidelines:

### (a) Safety Personnel

- Deployment of:
  - Event safety officers
  - Crowd control staff
- Mandatory **5m-wide pedestrian pathways**

### (b) Safety Plan

- Submission of:
  - Event safety management plan
  - Emergency response plan
- Separate designated officers:
  - Event Manager
  - Safety Officer
  - Electrical Supervisor

- Fire Safety Officer
- Cleaning Supervisor

### **(c) Emergency Preparedness**

- Fire extinguishers (if any flammable equipment used)
- First aid / ambulance coordination
- Coordination with:
  - Police
  - Fire department

### **4.5 Electrical Setup**

- Power distribution setup (including 380V systems if required)
- Certified electrical personnel must be present on-site

### **4.6 Cleanliness & Waste Management**

- Placement of waste bins:
  - Minimum **1 bin per 1,000m<sup>2</sup>** (50L or above) for large gatherings
- Continuous cleaning during event
- Complete waste removal after event
- Mandatory **site restoration (original condition)**

### **4.7 Logistics & Vehicle Management**

- Vehicle entry strictly regulated:
  - Preferably **≤ 3.5-ton vehicles**
- Movement plan required:
  - Controlled entry/exit
  - Speed limit: **≤ 10 km/h**
- No unauthorized vehicles allowed

### **4.8 Prohibited Activities**

The EMC must ensure strict compliance with the following restrictions:

- No commercial sales or unauthorized promotions
- No cooking activities
- No fireworks / balloons / aerial devices
- No damage to:
  - Stone flooring
  - Green areas
- No obstruction of public movement

### **5. Installation & Dismantling**

- Same-day installation and dismantling (preferred standard)
- Any deviation must be pre-approved

- Floor protection measures mandatory to prevent damage

## 6. Documentation Requirements

The EMC shall prepare and submit:

1. Detailed Event Plan
2. Site Layout & Positioning Map
3. Infrastructure Installation Plan
4. Sound Calculation Sheet
5. Safety Management Plan
6. Responsibility Assignment List
7. Restoration Plan

## 7. Payment & Cost Consideration

- Venue usage fee calculated as:
  - **Rate (KRW 10/day, 13/night) × Area (m<sup>2</sup>) × Hours**
- Additional charges:
  - Night usage surcharge (after 18:00)
  - Overtime penalties

## 8. Deliverables

- Fully executed event in compliance with all regulations
- Safe and incident-free operation
- Clean and restored venue post-event
- Submission of completion and compliance report

## 9. Evaluation Criteria

- Technical proposal (event design & compliance understanding)
- Experience in large-scale public events
- Safety and risk management capability
- Cost competitiveness

## 10. Important Note

Gwanghwamun Square is a highly regulated public venue, and strict compliance with Seoul Metropolitan Government guidelines is mandatory. EMC is required to carefully consider the following constraints while planning and executing the event:

- **Noise Restriction:** Sound levels must not exceed 83 dB(A) at a distance of 30 meters, which limits large-scale stage performances and high-amplitude audio production.
- **Installation Area Limitation:** Total installation area is restricted (recommended within approximately 557m<sup>2</sup>), limiting large or complex structures.

- **Prohibition of Commercial Activities:** Sales, promotional campaigns, and unauthorized branding are not permitted, restricting sponsor visibility and commercial engagement.
- **Same-day Installation and Dismantling:** Setup and dismantling are, in principle, required to be completed on the same day, increasing logistical and operational complexity.

Failure to comply with these regulations may result in immediate suspension of the event, revocation of permits, or restrictions on future use of the venue. EMCs must incorporate these constraints into their technical and operational planning.

## 11. Pre-bid meeting

A **Pre-Bid Meeting** will be conducted in connection with the tender invited for organizing and managing the event. **The meeting would be held on 30 April 2026 from 1430 hrs to 1530 hrs at the Embassy premises followed by a site visit to Gwanghwamun Square, Seoul.** All requirements, scope of work, and other relevant details of the tender will be explained in detail. **Attendance at the Pre-Bid Meeting is mandatory for all prospective bidders.** Bids submitted by firms that do not attend the Pre-Bid Meeting shall be **rejected outrightly.**

## 12. Compliance & Protocol

- EMC must strictly adhere to safety, and protocol guidelines
- All materials, equipment, and personnel must be pre-approved
- No subcontracting without prior written approval

## 13. Eligibility Criteria

The EMC should:

- Have prior experience in managing cultural/government/embassy events
- Possess adequate manpower and technical capability
- Be legally registered and compliant with applicable regulations

## 14. Proposal Submission Requirements

Interested EMCs are requested to submit:

- Company profile and relevant experience
- Detailed technical proposal
- Item-wise financial quotation
- Manpower deployment plan
- Timeline for execution
- References of similar past events

## 15. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and expertise
- Understanding of scope of work
- Quality of technical proposal
- Cost-effectiveness

## 16. General Terms & Conditions

- The Embassy reserves the right to accept or reject any proposal without assigning reasons
- Submission of proposal does not guarantee selection

**17. Submission Deadline:** The bids in sealed envelope (only hard copies) must be submitted to the Embassy of India, Seoul, 101, Dokseodang-ro, Yongsan-gu by **08<sup>th</sup> May, 2026**.

**18. Contact Details:** For any clarifications related to this RFP, EMCs may contact Embassy of India at the following email addresses: [iccr.seoul@mea.gov.in](mailto:iccr.seoul@mea.gov.in) and [adm.n.seoul@mea.gov.in](mailto:adm.n.seoul@mea.gov.in).

**19. Payment to the selected EMC shall be released as per the following milestones, subject to satisfactory performance and Embassy norms:**

- 30% of the total approved cost – Upon award of work and submission of performance guarantee (if applicable)
- 40% of the total approved cost – After successful setup and commencement of the event
- 30% of the total approved cost – After successful completion of the event and submission of final invoice

All payments shall be made through bank transfer as per Embassy financial procedures.

## 20. Penalty Clauses

- Delay in setup, non-compliance with agreed timelines, or deviation from approved scope may attract a penalty of up to 10% of the total contract value.
- Any damage to the venue premises due to negligence shall be recovered from the EMC.
- Failure to comply with safety or protocol guidelines may lead to immediate termination of the contract without compensation.
- Poor performance or non-fulfilment of contractual obligations may result in blacklisting for future Embassy events.

**21. Annexure-A:** Financial Bid Format (EMCs are required to submit the financial bid strictly in the format below)

S.No	Description of Service	Quantity Unit cost (complete cost -break up – separate cost sheet may be attached for details)	Total cost
1	Event Planning & Coordination		
2	Stage, Audio, Lighting & Technical Setup		
3	Booth Installation & Exhibition Infrastructure (25 Booth)		
4	Food Zone & Food Truck Area		
5	Performer facilities		
6	Safety, Security & Crowd Management		
7	Regulatory Compliance & Permissions		
8	Electrical & Power Management		
9	Cleaning, Waste & Environmental Management		
10	Insurance & Liability		
11	Publicity, Branding & Media		
12	Logistics & Operations		
13	Weather Contingency Plan		
14	Any Other Charges (Specify)		

**Note 1:** *The above table is indicative in nature. A detailed unit wise cost break-up (with unit rates of each item or service) is required along with the above annexure. Any adjustment to the contract value shall be effected strictly on the basis of such unit rates in case of any variation in the scope of work.*

**Note 2:** *The scope of work defines the primary responsibilities of the selected bidder. However, the bidder shall undertake any additional tasks reasonably required during the planning and execution of the event to ensure its smooth and successful completion even if such tasks are not specified in the initial scope of work, provided such additional tasks are part of the event. There may be additional requirements that are not specified in this RFP and may arise during discussions at the pre-bid meeting scheduled for 30 April 2026. The cost of such additional requirements may also be considered while submitting the financial bids.*

Grand Total (KRW): \_\_\_\_\_

Note: The quoted price should be inclusive of all applicable charges. Kindly note that the Embassy is exempted from payment of taxes.

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