



महानिरीक्षक मनोज वसंत बाडकर, त.प.
कमांडर

**Inspector General Manoj Vasant Baadkar, TM
Commander**

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Copy no 01

मुख्यालय
तटरक्षक पश्चिम क्षेत्र
वर्ली सीफेस डाकघर,
मुम्बई - ४०० ०३०
Headquarters
Coast Guard Western Region
Mumbai - 400 030

Quoting : 108/2/2023

16 Dec 22

To,

YouTooCanRun Sports Management Pvt Ltd.
3A,Valmiki
Next to Pharmacy College
Sunder Nagar, Kalina
Mumbai-400098

Indian Ex Defence Service Employees Chamber of Commerce and Industries
Commander Angsuman Ojha(Retd.),Advocate
1001,Sterling Apartment CHS, Opposite Deonar Bus Depot
Deonar, Mumbai-400088

**MANDATE LETTER FOR CONDUCT OF - INDIAN COAST GUARD 10K RUN
2023 FOR UNDER PRIVILEGED GIRL CHILD 'BETI BACHAO BETI PADHAO'
AND OTHER COAST GUARD WEEK 2023 EVENTS**

Dear Sir,

1. This has reference to the personal discussions we have had, subsequent to the concept note that your respective office sent to us. In this regard Indian Coast Guard Region (West) would like to mandate "**Indian Ex Defence Service Employees Chamber of Commerce and Industries/IESECCI**" (means and includes its Associates) as well as "**YouTooCanRun Sports Management P Ltd.**" to conduct on our behalf "**Indian Coast Guard 10k Run 2023** for under privileged Girl Child in synch with Government of India mandate '**BETI BACHAO BETI PADHAO**' and other **COAST GUARD WEEK 2023** events, under the terms and conditions enumerated in succeeding paragraphs.

Mandate

2. We, the Indian Coast Guard Region (West) hereby mandates "**Indian Ex Defence Service Employees Chamber of Commerce and Industries/IESECCI**"(hereinafter referred to as **IESECCI** and means as well as includes its Associates) as well as "**YouTooCanRun Sports Management P Ltd.**" as fund raising and race conduct partners for conduct of

Indian Coast Guard 10K Run 2023 for Under Privileged Girl Child '**BETI BACHAO BETI PADHAO**'.

3. We, the Indian Coast Guard Region (West) hereby mandates "**Indian Ex Defence Service Employees Chamber of Commerce and Industries/IESECCI**" (means and includes its Associates) as Fund Raising and Event Conduct Partners for conduct of **COAST GUARD WEEK 2023** events including high tea with Government of Maharashtra Constitutional Head- "Hon'ble Governor of Maharashtra" (subject to acceptance of invitation), COAST GUARD BALL-2023 and allied COAST GUARD WEEK 2023 activities.

Rights and Responsibilities of Indian Coast Guard- 10K Run

4. Following Rights and responsibilities are enumerated for Indian Coast Guard for 10 K Run :-

(a) All branding and external speak and optics will be that of the Indian Coast Guard Region (West). The running event will be titled as "INDIAN COAST GUARD 10K RUN 2023 for under privileged girl child BETI BACHAO BETI PADHAO"

(b) The event route permission from Police, BMC, Fire Dept. and other Govt agencies as well as event day flow, VIP protocol and guest relations will be under the control of Indian Coast Guard Region (West).

(c) Indian Coast Guard Region (West) will assist IESECCI and YouTooCanRun and Associates to make appropriate representations to potential sponsor and assist to deliver sponsor deliverables.

(d) Indian Coast Guard Region (West) will assist IESECCI and YouTooCanRun and Associates to make appropriate representations to statutory authorities for necessary permissions and approvals

(e) Indian Coast Guard Region (West) will offer assistance in respect of manpower, equipment and other resources, artefacts etc. to enable efficient conduct of the event.

(f) The conduct of the event will be cash neutral for Indian Coast Guard Region (West)

Rights and Responsibilities of YouTooCanRun-10K Run

5. Following Rights and responsibilities of YouTooCanRun for 10 K run are enumerated below:-

(a) To conduct the event to the best possible standard meeting international norms and best products.

- (b) To own the IP jointly with IESECCI and be responsible for all such deeds and acts as may be necessary for the efficient discharge of its duties.
- (c) To help project the image and role of Indian Coast Guard.
- (d) To work with IESECCI to help secure financial sponsorship for the efficient conduct of the event.

Rights and Responsibilities of IESECCI

6. Following Rights and responsibilities of IESECCI is enumerated for conduct of 10K Run and conduct of Coast Guard Week 2023 events:-

- (a) To work with Indian Coast Guard Region (West) and YouTooCanRun as NGO/CSR Partner of the Women 10K Run Event.
- (b) To work with Indian Coast Guard Region (West) as NGO/CSR as well as Event Partner for events including high tea with Government of Maharashtra Constitutional Head- "Hon'ble Governor of Maharashtra"(subject to acceptance of invitation), COAST GUARD BALL-2023 and allied COAST GUARD WEEK 2023 activities.
- (c) To help secure financial sponsorship for conduct of all the events as per this 'mandate' letter
- (d) To receive all the Event Sponsorship/CSR amount in the Indian Coast Guard Week Account. All Cheques being payable to "Indian Coast Guard Week Account"

7. This mandate letter may be later converted into a stamped MoU with same broad terms of understanding, if the need arises on either side.

8. Looking forward to an inspiring win synergy for a noble and national cause

Yours Sincerely
M. S. Desai