

Invitation of Express of Interest (EOI) for supporting Fit India Quiz 2023 through sponsoring the total prize money of Rs. 3.25 Crore

1. Overview

Fit India Mission

The Fit India Movement was launched by the Hon'ble Prime Minister in August 2019 with a vision of encouraging every Indian citizen to adopt a physically active lifestyle. Ministry of Youth Affairs and Sports (MYAS) is the nodal ministry for implementing the Fit India Movement in coordination with other stakeholders. The aim of Fit India Movement is to encourage the citizens to include physical activity in their daily lives and to showcase the ease of simplicity of doing activities which can make them fit. In a bid to increase awareness about the importance of physical fitness in our daily lives, the Fit India Mission has conceptualised and conducted multiple events and campaigns. Fit India Movement has been able to mark its presence in more than **5 lakhs schools** across the country through Annual Fit India School Week Celebrations and Fit India School certifications.

Fit India Quiz

Fit India Quiz was launched in 2021 as a part of commemorating 'Azadi Ka Amrit Mohotsav', it was envisaged to propagate the message of Fit India among the school children and strengthen its presence in schools, a Fit India Quiz has been envisioned to involve school children across the country. Fit India Quiz is dedicated to the school students where students with interest in sports and fitness can participate and compete at state and national level. In the **first edition of Fit India Quiz, 36,299 students from 13,502 school participated** and showcased their knowledge in fitness and sports. In the subsequent 2nd edition, launched on 29 August 2022, **a total of 61,981 students from 16,702 schools across 702 districts** participated. The fact that the Fit India Quiz has reached a combined audience of 22 million viewers across both editions serves as evidence of its widespread viewership on OTT platforms and television. Fit India Quiz comprised of preliminary rounds, state level rounds and national rounds, thus making it one of the most comprehensive and flagship quiz programs on fitness and sports in the country.

In the second edition of **Fit India Quiz, 61,981 students from 16,702 school participated** in the mobile based Preliminary Round which was conducted by National Testing Agency (NTA) which was held on 08th December and 09th December 2022. Post preliminary rounds, 348 schools were selected, which subsequently competed in 120 web rounds and 36 State and UT winners were identified. The 36 State and UT Champions thereafter competed in the National Finals and the National Champions of the Fit India Quiz 2022 were identified. The Fit India Quiz National Rounds were recorded at STAR TV studios from 23rd July to 31st July 2023 in Mumbai. The 13 episodes of National Finals are being telecasted on Star Sports and also streamed on Hotstar from 12th August 2023.

The objective of the quiz is to provide a National platform for students to showcase their knowledge about fitness and sports, also endeavours in its philosophy to create awareness among students about India's rich sporting history, including centuries-old indigenous sports, our national and regional sporting heroes of the past and how traditional Indian lifestyle activities hold the key to a Fit Life for all.

The FIT India Quiz provides a platform for school student to showcase their talent at the national level. The Quiz will be broadcasted on the National Television/OTT and Social Media platforms. The total **cash award of Rs 3.25 crore will be distributed among the schools and students.**

The quiz will have three phases

- **Phase 1** will start with a nationwide registration by schools followed by a selection of teams for the state/UT rounds through a Mobile App based online test.
- **Phase 2** will comprise state/UT rounds where the schools selected in the state/UT merit list shall compete for the state/UT championship.
- **Phase 3** will have a National Round in which 36 state/UT champions will compete for National Championship. This round will be broadcasted on the National Television.

Detailed Guidelines of Fit India Quiz is mentioned in **Annexure 1.**

2. Expression of Interest

We invite organizations to submit an Expression of Interest (EOI) to indicate your willingness to partner with us in sponsoring the 3rd Edition of Fit India Quiz, i.e., Fit India Quiz 2023 with a prize money donation of Rs 3.25 Crore.

Furthermore, SAI will undertake the responsibility of covering all operational costs associated with the event. We understand that organizing an event of this magnitude involves various logistical and administrative expenses. Our intention is to ensure that the 3rd edition of Fit India Quiz is executed seamlessly, and all operational aspects are efficiently managed.

3. Benefits of association with Fit India Quiz 2023

Association with the Fit India Quiz 2023 can offer sponsors a range of benefits, tailored to align with their marketing goals and objectives. Here are some potential benefits for sponsors:

1. **Brand Exposure and Visibility:** Sponsors of the Fit India Quiz can have extensive brand exposure through various promotional materials, including event signage, banners, website mentions, social media posts, and press releases.
2. **Relevance and Positive Image:** Associating with an event focused on fitness and wellness reinforces a positive and health-conscious image for sponsors. It demonstrates their commitment to promoting a healthier lifestyle, which can enhance their brand's reputation.
3. **Targeted Audience Engagement:** Sponsoring the Fit India Quiz provides an opportunity to connect with a specific and highly relevant audience— students, schools, and individuals interested in fitness and wellness.
4. **Content Creation and Sharing:** Sponsors can leverage their association with the Fit India Quiz to create engaging content, such as articles, videos, or social media posts. This content can be used not only during the event but also as part of ongoing marketing and PR efforts.
5. **Community Involvement:** Sponsoring an event that promotes health and fitness showcases a sponsor's commitment to the community's well-being. This type of involvement can enhance the sponsor's reputation locally or nationally as a socially responsible organization.

6. **CSR Opportunities:** Sponsoring an event with a fitness and wellness focus aligns with corporate social responsibility (CSR) initiatives. Sponsors can highlight their commitment to promoting a healthier society, which can enhance their brand's corporate image.
7. **Employee Engagement:** Involving employees in the sponsorship or encouraging their participation in event-related activities can boost team morale and engagement while promoting a culture of health and well-being within the organization.
8. **Positive Media Coverage:** Sponsors can benefit from positive media coverage before, during, and after the event. This media exposure can include interviews, features, and articles highlighting the sponsor's support for the Fit India Quiz.

Documents to be Submitted:

SAI now invites eligible agencies/partners to indicate their interest in sponsoring the 3rd Edition of Fit India Quiz, i.e. Fit India Quiz 2023 with a prize money donation of Rs 3.25 Crore, as per **Annexure – 2**. The EOI should be sent along with: -

1. Agency profile: The interested agencies/partners are required to provide information about their background, profile, and legal status as per Annexure 3. They should include their registration or incorporation certificate and provide the name of the authorized signatory along with their designation.
2. Organization Financials: This requires the agency/partner to provide information about their financial status, specifically their annual turnover for past 3 financial years as per Annexure 4.
3. Overall Experience and experience in Sport, fitness, Quiz and sport-related business: The agency/partner requires to provide their overall experience in their respective field, including any specific experience they have in the sports industry or sports-related business.
4. Expectation from SAI: In this section, the agency/partner should clearly state their expectations from SAI, such as support, resources, or any specific requirements they have to carry out their proposed services successfully.

Data Sheet

Objective of the consulting assignment	Invitation of Express of Interest (EOI) for supporting Fit India Quiz 2023 through sponsoring the total prize money of Rs. 3.25 Crore
Date of Issuance of the EOI	23.02.2024
Last date for receipt of queries	01.03.2024
Last date for providing clarifications to the queries	08.03.2024
Start Date and time for Submission of Proposal	23.02.2024
Last Date and time for Submission of Proposal	15.03.2024
Declaration of Short-listed Firms	To be informed later
Proposal shall be submitted to the following email addresses	procurement.kheloindia@gmail.com
Contact Person	Assistant Director, FIT India Office, JLN Stadium
Alternate Contact Person	Director, FIT India Office, JLN Stadium

Any EOI with inadequate information, or those received after the closing date may not be considered. EOI should be as concise and focused as possible to give evidence of the above requirements, including the experience statement and organization profiles. The short listing will be done on the basis of the above information/documents.

Eligibility Criteria

The prospective bidders must fulfil the following minimum conditions:

S.No	Criteria	Documents required
1	A. Applicant should be a registered legal entity recognized under the legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid. B. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status.	A. Copy of Certificate of Incorporation, Partnership Deed etc. B. Copy of Registration Certificates with the GST & IT (PAN) Authorities.
2	Fit and Proper Person	Self-certificate and/or Letter of Undertaking regarding

Conditions for Fit and Proper Person: For the purpose of determining whether an Applicant is a 'Fit and Proper Person', Sports Authority of India (SAI) may take the indicative criteria mentioned below:

- i. Financial integrity of the Applicant;
- ii. Ability of the Applicant to undertake all obligations set out under this EOI;
- iii. Absence of convictions or civil liabilities against the Applicant;
- iv. Absence of any previous debarment of the Applicant, in accordance with the General Financial Rules, 2017, provided such debarment is still existing;
- v. Absence of any disqualification as specified below:
 - a. Conviction of the Applicant or any of its respective directors, partners, executives or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract;
 - b. Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any Applicable Laws against the Applicant or any of its or their respective directors and partners;
 - c. Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the Applicable Law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Applicant;
 - d. Current or previous banning of the Applicant or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason;
 - e. Default by the Applicant or any of its or their respective directors, partners, executives or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years;
 - f. The Applicant should not have been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.

Restricted Product Categories

The following product categories shall be restricted for any kind of association with Fit India Quiz 2023

SN	Category	SN	Category
1	Tobacco Products	12	Unsafe Supplements
2	Weapons and Explosives	13	Lottery
3	Derogatory Personal, Political, and Religious Content	14	Multi-Level Marketing
4	Spy Cams and Surveillance Equipment	15	Over-the-Counter Drugs
5	Counterfeit Goods	16	Spyware and Malware
6	Adult Products and Services	17	Personal Loans
7	Alcohol	18	Online Pharmacies
8	Dating	19	Politics
9	Gambling	20	Recreational Drugs
10	Hacking and Surveillance	21	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor
11	Prescription Drugs		

Annexure 2

COVERING LETTER ON LETTERHEAD ALONG WITH EOI

To,

JLN Complex, East Gate,
Lodhi Road

New Delhi-110003

Sub- Proposal for supporting Fit India Quiz 2023 through sponsoring the total prize money of Rs. 3.25 Crore

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

We have fully understood the Terms of Reference provided herein.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

Annexure 3

Agency Profile

Name of the Organization	
Date of Incorporation/Registration*	
Areas of Expertise	
Name and Designation of the Authorized Signatory	

*Certificate of Incorporation/Registration shall also be attached with the Annexure.

Annexure 4

Organization Financials

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)
1.	2020-21	
2.	2021-22	
3.	2022-23	

Certificate from the Statutory Auditor

This is to certify that the average turnover of the bidder in the last three years is Rs. _____ . (In words)

Name of the audit firm:

Seal of the audit firm

Date: