

SPORTS AUTHORITY OF INDIA
KHELO INDIA DIVISION
NEW DELHI

Dated: 26.11.2018

Please find enclosed the minutes of the 1st meeting of the departmental project approval committee ("DPAC") for "annual sports competition" component under the 'khelo India Scheme' held on 15th November 2018 at 11 AM under the chairmanship of Sh. Rahul Bhatnagar, Secretary (Sports), MYAS.



Radhica Sreeman
RD (Khelo India)

To,

All Concerned

**MINUTES OF THE 1ST MEETING OF THE
DEPARTMENTAL PROJECT APPROVAL
COMMITTEE (“DPAC”)**

**FOR “ANNUAL SPORTS COMPETITION”
COMPONENT UNDER THE ‘KHELO INDIA
SCHEME’**

Sports Authority of India – Khelo India Division

1st Floor, SAI HQ, JLN Stadium Complex, Gate No. 10, Lodhi Road, New Delhi

Minutes arising out of the 1st meeting of Departmental Project Approval Committee under the Chairmanship of Sh. Rahul Bhatnagar, Secretary (Sports), MYAS held on 15th November at 11 AM in the office of Secretary (Sports), Shastri Bhawan, New Delhi

The List of members who attended the meeting is enclosed at Annexure A.

Agenda Item No. 1: Overview of Khelo India Youth Games 2019

It was explained that as per the clause 1.5 of the Operational Guidelines of "Annual Sports Competition" vertical of Khelo India Scheme, it has been decided that the Central Government shall organize **Khelo India Youth Games (KIYG)** with two age categories, namely, Under-17 and Under-21 in identified sports disciplines every year.

The State of Maharashtra was allotted the Games and it has been decided that the 'Khelo India Youth Games 2019' has been scheduled to be held at the Shree Shiv Chhatrapati Sports Complex, Mahalunge-Balewadi, Pune from 08th January to 20th January 2019 and was communicated to the committee.

Further the committee was informed that the 'Khelo India Youth Games 2019' is expected to witness a participation of 9,949 (approx.) including 6,200 Athletes, 1,860 support staff, 1,000 Technical Officials (International & National), 1000 Volunteers, 500 State/UTs and SAI Officials. The roles and responsibilities of the multiple stakeholders were discussed in detail with all stakeholders and the distribution of responsibilities which were derived is as below:

ROLES AND RESPONSIBILITIES		
HOST STATE	SAI/MYAS	STAR SPORTS
1. Upgradation of Infrastructure	1. Overall Management of the Event	1. Timing Scoring and Results System
2. Arrangements for Accommodation, Catering and Transport (ACT).	2. Technical Conduct of the Event	2. Game Management System
3. Management Team to manage Accommodation and Transport.	3. Venue Branding & Overlays	3. Host City Activation
4. Volunteers and their Logistics management	4. Media / PR	4. Marketing (In & Outside Network)
5. All permissions and clearances	5. Opening Ceremony	5. Live Telecast
6. State entitled for 25% of Branding opportunities	6. Printing of collaterals	
7. Stadia Fill	7. Kitting to the players and officials	
8. Security and Safety Arrangements.	8. Procurement of Medals, Trophies, Souvenirs, and Certificates	
	9. Spectator Engagement	

AA
26/11

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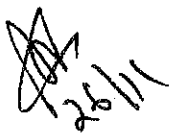
The committee discussed the allocation of the roles and responsibilities of the SAI, State Government and Star Sports Pvt. Ltd and approved the same except item no. pertaining to management of accommodation and transport. It was informed to the Committee that the State of Maharashtra had not budgeted for the same and has requested SAI to reflect that in the scope of work for EMA. DPAC decided that the issue pertaining to management of accommodation and transport may be referred to OC/CC for a decision. The role and responsibility of Host State and SAI/MYAS also to be ratified by OC/CC.

Agenda Item No. 2: Amendments to be made to the Broadcast & Media Partner Agreement in concurrence with M/S Star India Pvt. Ltd. for continuance of their deliverables as 'Media Partner' for Khelo India Youth Games 2019.

The matter was discussed in detail wherein the members were informed of the license agreement with details as under:

The Term of the License Agreement is of 5 (five) years to ensure long-term commitment by the Broadcast & Media Partner.

- a) The Scope of Work of the Broadcaster was as follows:
- ❖ The Broadcaster will produce and broadcast live, through Television and Digital Transmission, the Ceremonies and selected Games to each Edition of the Event.
 - ❖ Except when the OC-KISG seeks production of additional games, there is no expenditure that OC-KISG will incur on production expenses. Such additional production will also be tendered separately should such a need arise.
 - ❖ Apart from production expenditure, the Broadcaster will supplement OC-KISG's marketing efforts, by ensuring an additional marketing spend of INR 20 crores, out of which 50% will be spent outside of its own network channels on 360-degree marketing activities.
 - ❖ The Broadcaster is also mandatory obliged to:
 - Broadcast 7 (seven) hours per day (out of which minimum of 5 (five) hours will be live), on Television and Digital Platforms.
 - Live broadcast at least 20% of the Games during prime time (6:00 to 11:00 PM).
 - Ensure that the Event will be telecasted on one of the top two sports channels of the successful bidder.
 - Ensure that the coverage of the Event on a Digital Platform that is available to all mobile subscribers in India. For sake of clarity, the availability of the Event cannot be restricted to any one handset/mobile operator.
 - Produce Highlights in at least 3 languages and broadcast on widely-distributed, language-specific Television channels and on the Digital Platform.
 - Whether under applicable law or otherwise, must provide the Feed to 'Prasar Bharti' for onward transmission on its non-pay television platforms, including on DD Free Dish.
 - Ensure that the OC-KISG nominated Government of India officials or any other dignitaries are interviewed at the side-lines of the Event during prime time and repeat broadcast relayed every day of the Event.
 - Ensure high-quality production and broadcast of the event to match the standards of international events.
 - For 2017 Edition and 2018 Edition, the production obligation is to produce 7 (seven) sports across 2 (two) venues with a maximum requirement of 2 (two) production kits ("Production Kits") for 10 (ten) days.


26/11

Sports Authority of India – Khelo India Division

1st Floor, SAI HQ, JLN Stadium Complex, Gate No. 10, Lodhi Road, New Delhi

As stated above, if, however, OC-KISG requests for additional production involving more than the baseline production obligations or kits, then OC-KISG shall pay the licensee a mutually agreed amount. In case there is no agreement, OC-KISG is free to produce the additional venues/ events at its own cost and provide such produced feed to the Licensee. Such Feed shall be provided to the Licensee free of cost.

Further it was informed that the Letter/Notification of Award for 'Production & Media Rights' was awarded to M/s Star India Pvt. Ltd. on 30th December 2017 and the subsequent License Agreement between OC-KISG and M/s Star India Pvt. Ltd. was duly signed and executed on 22nd January 2018 along with the Media Rights Fees payable by the Media Partner to OC-KISG are as under:

MEDIA RIGHTS FEE	
Period pertaining to the payment	Amount of fee payable by Licensee
Fees for the First Edition of the Event	1,00,00,000 (One Crore only)
Fees for the Second Edition of the Event	2,00,00,000 (Two Crores only)
Fees for the Third Edition of the Event	3,00,00,000 (Three Crores only)
Fees for the Fourth Edition of the Event	4,00,00,000 (Four Crores only)
Fees for the Fifth Edition of the Event	5,00,00,000 (Five Crores only)

The media rights fee for the 1st edition of KISG was credited in the account of KISG, however the account would not be effective after the closure of 1st edition of KISG. It was also brought to light during the meeting held under the chairmanship of Secretary (Sports) and as per the Operational Guidelines issued for Annual Sports Competitions vertical of Khelo India Scheme with the approval of Hon'ble Minister of State for Youth affairs & Sports wherein it stipulates that SAI shall organize **Khelo India Youth Games** with two age categories, namely, Under-17 and Under-21 in identified sports disciplines every year.

Further, it was brought to the notice of Committee that as per the Clause 3 of the Operational Guidelines of Annual Sports Competitions, the organisational structure for these games has been defined. An Organizational Committee/Coordination Committee shall be constituted which will provide overall guidance and supervision of the games, and it will be chaired by Secretary (Sports), MYAS and co-chaired by Chief Secretary of the Host State. The work/Functional Areas (FA) to be allocated to Host State/SAI and to any other entity shall be decided by OC/CC. Thereafter each entity shall follow its own administrative and financial guidelines and undertake expenditure for the implementation of those Functional areas.

Hence, it was informed that as far as FAs allocated to SAI is concerned, SAI would incur the expenditure related to that and OC-KISG in the form that it was constituted for 1st KISG is no longer needed. In other words, SAI would be treated as successor of OC-KISG.

So far as the Media rights agreement is concerned, it was the OC-KISG that was the implementing agency and thereby the media rights agreement was signed between OC-KISG and M/s Star.


26/11

Sports Authority of India – Khelo India Division

1st Floor, SAI HQ, JLN Stadium Complex, Gate No. 10, Lodhi Road, New Delhi

In light of the above, Organizing Committee – Khelo India School Games (OC-KISG) (For first edition of KISG) is in the process of being wound up and SAI is the successor organization, therefore OC-KISG would have to be replaced by SAI in the entire agreement. As per clause 2.1 of the operational guidelines of Annual Sports Competition published dated 1st November, 2018 the vertical will now be implemented by SAI and the administrative and financial guidelines of SAI and the due process thereof shall be followed.

As per the clause 30.1 of the Media Rights Agreement any modification of the terms and conditions of the agreement may only be made in writing by mutual agreement between the licensee and OC-KISG. SAI officials informed that the M/s Star India Pvt. Ltd. has agreed to the above mentioned changes. This matter was discussed in detail and as observed that there is no material change with respect to the scope of work of the broadcaster, the committee approved the following amendments:

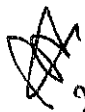
- a) **“OC-KISG”** to be read as **“Sports Authority of India”** and **“Khelo India School Games”** to be read as **“Khelo India Youth Games”**
- b) Change of designated account for the deposit of Media Rights Fee to be remitted by M/s Star India Pvt. Ltd. from **“Khelo India School Games”** to **“Khelo India”** account being maintained by Sports Authority of India.

DPAC directed that the acceptance of the above modification may be taken in writing from the M/s Star India Pvt. Ltd.

Agenda Item No. 3: Request For Proposal (“RFP”) (Limited Tender) For The Hiring Of Event Management Agency (EMA) For The Khelo India Youth Games

It was informed to the committee that on the similar lines of the Engagement of a Total Service Provider during the Khelo India School Games, it was felt that for the successful and seamless coordination of the Khelo India Youth Games 2019, a RFP (Limited Tender) for Hiring of Event Management Agencies is to be published to engage an Event Management Agency from the SAI empanelled Event Management Agencies who can deliver end-to-end services for the Khelo India Youth Games 2019 as under:

1. Design Agency
2. Accreditation
3. Invitations
4. Stationary and Collaterals
5. Sports Presentation
6. Spectator Engagement
7. Hardware Support
8. Media Operations
9. Venue catering
10. Sports Kit Distribution
11. Volunteers’ Operation
12. Venue branding
13. Venue Overlays
14. GTCC Operations (before the games)
15. State Coordination
16. Post Games Operations
17. Operations


26/11

Sports Authority of India – Khelo India Division

1st Floor, SAI HQ, JLN Stadium Complex, Gate No. 10, Lodhi Road, New Delhi

The salient features such as period of contract, terms of payment and the estimated cost of the subject RFP were also discussed.

It was informed that the estimated cost has been worked out on the basis of expenditure incurred during the 1st edition of KISG by the Total Service provider amounting to Rs 23.20 crores, inclusive of 5% NFDC management fee and 18 % GST (out of this the expenditure incurred towards the Opening ceremony Rs 6.61 crores and Rs 16.59 crores for other expenditure items) as also incorporating the changes in the scope of work with regard to the additional age category of under-21 age group, two additional sporting disciplines, subsequent increase in number of participants and change of venue from International level SAI Stadia at New Delhi to Balewadi Sports Complex, Pune which requires additional creation of facilities in terms of overlays.

The committee gave the in-principle approval to engage the Event management agency for the event management of KIYG 2019 at the cost of Rs. 16.5 crores and the financial rules and regulations of SAI should be followed for due process. However the committee decided that on the successful completion by the event management agency, the contract may be extended by SAI for one more year subject to changes upto the tune of 10% of the overall cost of the services, so rendered, mutually agreed by both the parties, i.e. SAI and EMA. The same may be incorporated in the RFP.

Agenda Item No. 4: Request for Proposal for Procurement of Sports Kit for the Khelo India Youth Games 2019.

It was informed that as per the Media Rights Agreement with M/s Star India Pvt. Ltd. that was executed on 22nd January 2018 for a period of 5 years, wherein M/s Star was required to undertake a minimum promotional spend of Rs. 20 crores per edition out of which 50% (i.e. 10 Crores) of the committed amount was required to be spent on their own home network and the balance 50% (i.e. 10 Crores) was required to be spent on 360 degree marketing activities outside of their network. As M/s Star came on board much closer to the commencement of the 1st edition of Khelo India School Games, it would not have been possible for M/s Star to fulfill their obligation of promotional spend. Therefore, it was decided to allocate the responsibility of procurement of sports kit for 1st edition of KISG at a cost of Rs 2.6 crores, while the balance amount of Rs 21.8 Crores was utilized towards other marketing variants like home network marketing spend, radio, print, host city activation, etc. Thus, the actual expenditure by M/s Star India Pvt. Ltd. on promotional spend was Rs 24.4 Crores during the 1st edition of Khelo India School Games.

Further it was informed that the hiring of Timing and Scoring Results (TSR) services in 1st edition of KISG was undertaken by Sports Authority of India at a cost of Rs 92,96,504/-. However, as TSR systems are a key component of the Broadcast feed and it goes hand in hand with the Broadcasters' technical requirements it was essential that TSR should be handled by M/s Star during the 2nd edition of KIYG, 2019 to ensure proper integration of the TSR systems and the Broadcasters' technical requirements. It was clarified that due to this reason RFP for procurement of Sports kit will be undertaken by Sports Authority of India which was undertaken by M/s Star during 1st edition of KISG.

AA
26/11

Sports Authority of India – Khelo India Division

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DPAC was informed that during the 1st edition of KISG the total number of participants were 5500 drawn from 16 sports disciplines whereas for the 2nd edition of KIYG approximately a participation of 9500 from 18 sports disciplines are expected on account of additional age category of under 21 age group and increased number of Technical officials.

The DPAC gave the approval for procurement of the Sports Kit for KIYG 2019 at an approximate cost of Rs. 5 crores and the financial rules and regulations and due process of SAI should be followed.

Agenda Item No. 5: Request for Proposal (“RFP”) for Engagement of Agencies for organizing the Opening Ceremony for Khelo India Youth Games 2019.

It was informed to the committee that as decided that a separate RFP for engagement of an Event Management Agency for organizing the Opening Ceremony for the upcoming Khelo India Youth Games 2019 shall be published and a creative committee will be constituted to design a theme for the Opening ceremony. Once the theme is designed, RFP will be prepared on the similar lines.

The committee was informed that the Opening ceremony will be conducted at the same level of quality and excellence as the 1st edition of KISG wherein the total cost of the opening ceremony was Rs. 6,61,11,801/- (inclusive of 5% agency charge and 18% GST) and the subject RFP will be a limited tender enquiry wherein only the SAI empanelled event management agencies can participate to submit their bids for organizing the Opening Ceremony for ‘Khelo India Youth Games 2019’. The DPAC was informed that the estimated cost will be 7 crores (inclusive of taxes).

The Departmental Project Approval Committee (DPAC) gave the in-principle approval for the constitution of Creative Committee and would have experts whom will be tasked with the development of the concept of the opening ceremony and provide guidance for the conduct of Opening ceremony and the engagement of an Event Management Agency for Opening Ceremony at an approximate cost of Rs. 7 crores inclusive of the taxes applicable and fee of the agency, if any.

Agenda Item No. 6: Intellectual Property Rights pertaining to Khelo India Mascots.

The committee was informed that during the Opening Ceremony of 1st edition of Khelo India School Games, two mascots ‘Jaya and Veeru’ were used by the Company which managed the opening ceremony. However, we had not scoped for Intellectual Property rights of these Mascots and later on, it was brought to the notice that the Khelo India Mascots were created by M/s Tavrohi Animations Pvt. Ltd.


26/11

Sports Authority of India – Khelo India Division

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The matter was discussed at length and it was decided a committee may be constituted under the chairmanship of DDG (SAI) by DG (SAI) to negotiate the cost for transfer of IPR to SAI with M/s Tavrohi Animations Pvt. Ltd., IPR holder of Khelo India mascots. Further DPAC directed SAI to ascertain the cost of designing and registering IPR for the new mascots, so that the issues of the transfer IPR do not occurs in future.

The duly constituted committee by DDG would then recommend to DPAC as to which of the above 2 item would be appropriate.

The same has been already put in the scope of work of the EMA in the draft RFP document for the engagement of EMA for the event management.

AGENDA ITEM No. 7: Engagement of Interns under Khelo India Youth Games 2019.

The committee decided that for exposure to the students in managing the multi-sports mega event and publicity of brand 'Khelo India Youth Games' in the Universities/Colleges letter may be sent to the Universities such as IIM Rohtak, National Sports University, etc. for sending interested students. The committee also noted that the expenditure on the boarding and lodging of such interns will be borne by the Universities/Colleges or by the interns themselves. It is advisable that majority of interns should be from host city Pune.

Agenda Item No. 8: Engagement of IRCTC as 'Rail Travel Partner' for Khelo India Youth Games 2019.

The matter was discussed in detail and the committee decided that as there are no incentives of having IRCTC as a 'Rail Travel Partner', the proposal should not be considered.

AGENDA ITEM No. 9: Proposal for Engagement of Human Resources for Khelo India Youth Games 2019.

The matter was discussed in detail and it was decided that this may be placed before in the next meeting of DPAC with the functional area wise requirement and expertise mentioned of the personnel so hired as well as the period for which their services would be required.


26/11

Sports Authority of India – Khelo India Division

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Agenda Item No. 10: Confirmation of Schedule and financial approval for participation of Athletes, Technical officials and support staff for KIYG 2019

The committee noted the developments and applauded the efforts of the GTCC team in preparing the schedule in time. In addition to this, the strength of athletes, technical officials and support staff were also noted by the Committee along with the financial implications.

Agenda Item No. 11: Entitlement of DA for Technical Official, Sports specific volunteers & competition managers

The committee noted the proposed budget for remuneration of technical officials, sports specific volunteers and competition managers as follows:

S. No.	Category	KIYG 2019		Remarks
		Unit Cost on the basis of KISG 2018 (Rs.)	Estimated Total Cost fo KIYG 2019 (Rs.)	
1	International Technical Official (ITO)	Rs. 3000 / day	□42,00,000	Calculation is done based on KISG 2018 records wherein 200 ITO's were involved in games arena for an average of 7 days
2	National Technical Official (NTO)	Rs. 1500 / day	□83,68,500	Calculation is done based on KISG 2018 records wherein 460 NTO's were involved in games arena for an average of 7 days
3	Sports Specific Volunteer	Rs. 750 / day	□16,01,250	Calculated on the basis of Total of 305 SSV's for an average of 7 days
4	Proposed 04 GTCC meetings at Pune (Air fare, travel and accommodation)	Rs. 3,80,000 / meeting	□11,40,000	2 GTCC meetings have been conducted so far. Another 4 meetings are expected to be conducted at Pune
4	Competition Manager Fee	Rs. 2000 / meeting	□5,40,000	Calculated on total nos. of 18 competition managers for an average of 15 days in advance of the start of the KIYG 2018
			□1,58,49,750	

***Entitlement of TA for Competition Managers:** The Air Journey entitlement shall be restricted to economy class for distance above 1000 kms. For distance less than 1000 kms, train fare equivalent to 3rd AC is proposed to be provided.

The committee accorded approval to the payment of Rs 1.58 crores and entitlements of TA to the technical officials, sports specific volunteers and competition managers as given above.

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26/11

Sports Authority of India – Khelo India Division

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Agenda Point No. 12: Financial Approval required for Travel expenses of Athletes, Technical Officials and other staff

The committee noted the travel budget estimates for the athletes, coaches, managers and technical officials estimated at Rs. 2.05 crores.

The committee approved the budget estimates of Rs. 2.05 crores and directed that the entitlements of 3 tier AC may be given to the athletes and support staff coming from the States. It was decided that SAI shall reimburse the travel expense of athletes and support staff (subject to the overall upper ceiling of the entitled fare as applicable, for eg. Participants from North East will be provided airfare from their departure point to Kolkata and back and rail fare from there onwards to the venue of the Games and back) irrespective of the mode of the transport on satisfaction about actual journey being performed.

Agenda Point No. 13: FOP for Athletics & Hockey events

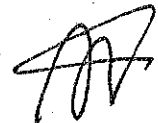
The committee was informed by the Co-Chairman, GTCC about the FOPs as under:

• **Athletics:** During the 2nd GTCC the host state had recommended that the track and field events be held in the main arena and throw events be conducted in warm up area adjacent to main arena. Athletics Federation of India has intimated that the proposal is not acceptable to them. The similar situations came during 1st KISG 2018 and the then Organising Committee took the decision to hold all the events inside the main arena.

• **Hockey:** The hockey field available in Balewadi sports Complex in Pune, has been declared unfit for play by Hockey India but the Host state will be repairing the primary field, Balewadi Hockey ground and efforts are on for the same. Also a joint inspection of Balewadi Hockey ground will be done on 20th Nov. Director (Sports) informed the committee that the proposal of Maharashtra Government for release of funds for laying of new Hockey astro-turf is under active consideration.

DPAC decided to discuss this matter in detail with the Government of Maharashtra in the meeting of Coordination/Organizing Committee to be held on 16th November, 2018.

The meeting ended with a vote of thanks to the chair.



Sandip Pradhan
DDG (SAI)

26/11

ANNEXURE A

List of the people who attended the meeting are as under:

1. Sh. Rahul Bhatnagar, Secretary (Sports), MYAS
2. Ms. Neelam Kapur, DG (SAI)
3. Ms. Kiran Soni Gupta, AS & FA, MYAS
4. Sh. Pankaj Rag, Jt. Secretary (Devt.), MYAS
5. Sh. Sandip Pradhan, DDG (SAI)
6. Sh. Anjan Kumar Mishra, ED (Finance), SAI
7. Sh. Rohit Bhardwaj, Director (Sports), MYAS
8. Ms. Radhica Sreeman, RD (KI), SAI
9. Sh. Rajinder Singh, Co-Chairman, GTCC and Director (UDMCC), SAI
10. Sh. Prashant Singh, AD (KI), SAI