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Ministry of Youth Affairs and Sports  
Government of India



# 4<sup>TH</sup> MEETING OF THE DEPARTMENTAL PROJECT APPROVAL COMMITTEE (“DPAC”)



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



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**Agenda Item No. 1**

**CONFIRMATION OF THE MINUTES OF 3<sup>RD</sup> DPAC**

The minutes of the last DPAC were circulated and no comments have been received. Copy of the Minutes of the 3<sup>rd</sup> DPAC is placed as **Annexure I**.

**Agenda Item No. 2**

**ACTION TAKEN REPORT**

Action Taken report of the 3<sup>RD</sup> DPAC Meeting held on 19.12.2018 is given as under :

Sl No.	Actionable point	Action taken
1.	Agenda Item No 1 Confirmation of the Minutes	Noted
2.	Agenda Item No. 2 Action Taken Report	Noted
3.	Agenda Item No 3 Logos for Khelo India Youth Games Maharashtra 2019	Noted and the same were used during KIYG Maharashtra 2019
4.	Agenda Item No. 4 Licensing of Mascot for Khelo India	Requisite files and Documents pertaining to KIYG Mascot were accepted from duly constituted Committee. The process of legal transfer of copy right is being initiated
5.	Agenda Item No. 5 RFP for procurement of Insurance Coverage for Khelo India Youth Games Maharashtra 2019	RFP was processed, In view of the extensive medical coverage provided by the Host State Government, a view was taken not to pursue the RFP further.



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SI No.	Actionable point	Action taken
6.	Agenda Item No. 6 Novation of License Agreement with M/s Star India Pvt Ltd	Duly Signed and executed between SAI and M/s Star India Pvt Ltd
7.	Agenda item No. 7 Expression of Interest (EOI) for Host States of Khelo India Youth Games Maharashtra 2019	Based on this a letter was issued to all States and UTs inviting them to bid for the next edition of KIYG.
8.	Agenda item no. 8 TVC for Khelo India Youth Games Maharashtra 2019	Noted and the same was used for OSNW (Outside Star Network Channel), radio and digital networks.
9.	Supplementary Agenda Estimate and requirement of NADA for Dope Control Programme Khelo India Youth Games Maharashtra 2019	Noted and an amount of Rs. 50 Lakh was released to NADA for Dope Control.



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**Agenda Item No. 3: Highlights of Khelo India Youth Games Maharashtra 2019**

The Highlights of Khelo India Youth Games Maharashtra 2019 is placed at **Annexure II** for the kind perusal of DPAC

***"The Highlights of Khelo India Youth Games Maharashtra 2019 is put up for the perusal of DPAC"***

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**Agenda Item No. 4: Learnings from KIYG Maharashtra 2019**

The “Learnings” from Khelo India Youth Games Maharashtra 2019 to be implemented in the next edition of Khelo India are as follows:

- 1) Declaration of Host State was done with just about 2 months to go for the Games. This did not give the Host State enough time to plan for the Infrastructure and the delivery of other responsibilities.
- 2) Lack of dedicated human resources towards the Games led limited co-ordination between the resources who were being stretched over multiple roles.
- 3) Late nomination of athletes & information release led to estimates in numbers for planning across the games. This led to errors in micro-planning.
- 4) Late award of work to EMA led to a delay in the planning and execution of the event on the ground.
- 5) Scheduling of events was lop-sided, with the first half of the Games filled with events, and the second half having fewer events through the day.

***“The Learnings from KIYG Maharashtra 2019 are placed for kind perusal of DPAC”.***

**Agenda Item No. 5: Status of Khelo India Youth Games 2020.**

**Letter to State:** A letter detailing the magnitude of the game along with disciplines was sent to all the States and UT's inviting separate bids for 2020 and 2021 for hosting Khelo India Youth Games. The Copy of the Letter is Placed at **Annexure III**. In this reference responses from the State Karnataka and Andhra Pradesh have been received.

**Timeline:** The Next edition of Khelo India Youth Games is intended to be held in November 2019. Keeping this in mind, timeline prepared for Khelo India Youth Games 2020 is as follows:

TIMELINE FOR KHELO INDIA YOUTH GAMES - 2020		
SR NO	DETAILS	DEADLINE
1	DECLARATION OF HOST STATE	18 months prior to Games
2	SPORTS/EVENTS/AGE CATEGORIES DECLARATION	16 months prior to Games
3	FINALIZATION RULES & REGULATIONS	6 months prior to Games
4	ON-BOARD EMA	5 Months prior to Games
5	VENUE TO BE INFRA-READY	4 months prior to Games
6	FINALIZATION OF KIT SIZES & OTHER PROCUREMENT	3 months prior to Games
7	SETUP CAMP OFFICE	3 months prior to Games
8	NOMINATION OF ATHLETES/ SPORTS EQUIPMENT COMPLETE	3 months prior to Games
9	ACT VERIFICATION & PLANNING COMPLETE	2 months prior to Games
10	VENUE GAME READY	15 days prior to Games
11	PAYMENTS CLOSURE	1 month post the Games

These timelines are necessary for a smooth execution of the Games.

**Staff:** To move forward with the timeline there is requirement of the experienced staff to work with EMA and host city for successful execution of Games. A permanent GTCC Team is also required to handle all the issue of nominations. The Manpower attached to the Khelo India Youth Games is sufficient to handle the upcoming events as they already work in the 1<sup>st</sup> and 2<sup>nd</sup> edition of Khelo India Scheme.





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During the Khelo India Youth Games Maharashtra 2019, 19 (Nineteen) Contractual Personnel were involved out of 38 (Thirty - Eight) Human sources approved by DPAC.

Further for the preparation of next edition of Khelo India Youth Games, the same team may be used as they have experience of conducting such mega event thus the proposed strength of the workforce is as under:

S. No.	Designation	Count
1.	Senior Consultants	03
2.	Junior Consultants	02
3.	Young Professionals	05 (+2 working in MYAS)
4.	Data Entry Operator	4
5.	Account Assistant	2
<b>Total</b>		<b>16 (+2 in MYAS)</b>

- 1. Senior Consultant (Sports)-** will be responsible for all work pertaining to Game Technical Conduct Committee (GTCC). During 1<sup>st</sup> edition of Khelo India school Games, GTCC Team was dissolved after the completion of Games which caused many problems post games. Therefore, there should be a permanent standing body for all matters related to GTCC for Khelo India. Since one Senior Consultant may be considered to handle all the issues pertaining to GTCC, in consultation of whom NSF make their calendar avoiding a clash in the dates of next Games under Khelo India and to ensure that nominations are submitted in time during next edition.
- 2. Senior Consultant (Events)-** Senior Consultant (Events) is responsible for organizing and overseeing all events being conducted under the banner of Khelo India Scheme. This includes co-ordinating and supervising the operations and execution of the events, reporting and all post games activities including repository management, payment confirmation, legacy creation and creating a continuance amongst all the events under the Khelo India Scheme.



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3. **Senior Consultant (Procurement)**- This role relates to the Procurement of Goods and Services for various verticals under "Khelo India Scheme. This includes creation of RFPs with a detailed Scope of Work, defining eligibility criteria, Liaisoning with the various vendors to ensure timely submission of bids, thereupon evaluation of these bids, Vendor management until award of work and all procurement related activities for the same.
4. **Junior Consultant (Finance)**- Junior Consultant (Finance) is responsible for Financial planning and management of all Finance related matters for Khelo India. Handle all the payment to vendors. Maintenance of cash book, ledger etc. Compilation of vertical wise and consolidated monthly quarterly annual accounts. Furnish UC to ministry through SAI in respect of grants in aids received from the Ministry. To coordinate with audit parties and furnish replies to the audit observations and provide info and documents as sought by the audit parties
5. **Junior consultant (Admin)**- Junior Consultant (Admin) is responsible for Managing day to day administration work of the Khelo India Scheme. Management of all Internal Meetings and their respective arrangements. Procurement Through "Government electronics Marketplace (GeM)", handle GeM vendors, daily arrangements such as vehicles, stationary etc.
6. **Young Professional(s)**- Young Professional(s) will Assist Sr. Consultant, Jr. Consultant in all work pertaining to Khelo India. They support in combined structure of Khelo India. Support in Drafting of letters, file noting, orders, Minutes etc. Handle information in respect of requests received under RTI and parliament questions. Make travel and stay arrangements - booking, scheduling, communicating, etc. of all the officials work in Khelo India and work related to Post Age verification of the athletes after events.
7. **Account Assistant(s)**- Account Assistant will be assisting to clear all payments, financial matters etc.
8. **Data Entry Operator(s)**- File management and Data Entry of all the work related to Khelo India.

The detail of the contractual workforce is as mentioned below:

S. No.	Designation	Count	Monthly Remuneration (in Rs.)	Contract period till
1.	Senior Consultants	03	1.2 lakhs - 1.25 Lakhs	31 <sup>st</sup> March 2020
2.	Junior Consultants	02	75,000/-	31 <sup>st</sup> March 2020
3.	Young Professionals	10 (+2 working in MYAS)	40,000/- 50,000/-	31 <sup>st</sup> March 2020
4.	Data Entry Operator	6	24,972/-	31 <sup>st</sup> March 2020
5.	Account Assistant	4	20,000- 25,000/- (Based on Merit List)	31 <sup>st</sup> March 2020
<b>Total</b>		<b>25 (+2 in MYAS)</b>		

As per the guidelines of Niti Ayog for Young Professionals the annual salary increment for the post of Young Professional is Rs.5,000/ per Year. In view of this it is suggested that the salary of Young Professionals involved in Khelo India Youth Games Maharashtra 2019 may be decided as under:

1. Rs. 40,000/- For candidates whose experience is less than 1 Year.
2. Rs 45,000/- For candidates whose experience greater than 1 Year less than 2 Years.
3. Rs. 50,000/- For candidates whose experience greater than 2 Years

\*Experience is Sports Specific/ Event Specific Experience only.

***" The Details of the Status of Khelo India Youth Games 2020 were shared with DPAC for their kind perusal and approval for the Human resource engaged in Khelo India"***

**Agenda Item No. 6: Budget**

The budget estimates for the financial year 2018-2019 received under the 'Annual Sports Competition' and Payment on the 2<sup>nd</sup> edition of KIYG Maharashtra 2019 is as under:

Sr. No. (1)	Particulars (2)	Budget approved in 1st & 2nd DPAC (Rs. In Crore)	Estimated Expenditure (Amt. In Rs.)	Actual Expenditure (Amt. In Rs.) <i>upto 31/01/2019</i>	Remarks, if any
<b>1</b>	<b>Event Management Agency</b>				
a)	Venue Branding and Design		1,71,03,905.00		
b)	Venue Overlays		2,54,08,917.00		
c)	Accreditation		10,06,425.00		
d)	Hardware Support (ICT Equipment)		29,24,000.00		
e)	Venue Catering		57,18,100.00		
f)	Spectator Engagement		80,10,000.00		
g)	Design Agency		43,16,000.00		
h)	Invitations, Stationary & Collaterals		9,26,000.00		
i)	Sports Presentation		96,99,160.00		
j)	Post Game Operations		23,75,000.00		
k)	Operations		3,19,50,000.00		
l)	Volunteer Briefing		4,15,410.00		
	<b>Sub Total</b>	<b>1650.00</b>	<b>10,98,52,917.00</b>	<b>3,39,76,500.00</b>	
	GST @ 18%	297.00	1,97,73,525.06	61,15,770.00	
	<b>Total</b>	<b>1947.00</b>	<b>12,96,26,442.06</b>	<b>4,00,92,270.00</b>	
<b>2)</b>	<b>Opening Ceremony</b>	<b>593.00</b>	<b>5,93,00,000.00</b>	<b>1,06,29,810.00</b>	
	GST @ 18%	107.00	1,07,00,000.00	19,13,366.00	
	<b>Total</b>	<b>700.00</b>	<b>7,00,00,000.00</b>	<b>1,25,43,176.00</b>	
<b>3a)3(i)</b>	<b>Media Operations</b>		<b>40,00,000.00</b>		
	GST @18%		<b>7,20,000.00</b>		
	<b>Total</b>		<b>47,20,000.00</b>		
<b>3(ii)</b>	<b>DAVP</b>		<b>1,90,00,000.00</b>	<b>1,90,00,000.00</b>	
	<b>Total 3(i) &amp; 3(ii)</b>		<b>2,37,20,000.00</b>		

Sr. No. (1)	Items of expenditure (2)	Budget approved in 1 <sup>st</sup> & 2 <sup>nd</sup> DPAC(Rs. In Crore)	Estimated Expenditure (Amt. In Rs.)	Actual Expenditure (Amt. In Rs.)	Remarks, if any
4(i)	<b>NADA Workshop</b>		6,10,400.00	50,00,000.00	
	GST @18%		1,09,872.00		
	<b>Total</b>		<b>7,20,272.00</b>		
4(ii)	<b>Advance payment to NADA</b>		50,00,000.00		
	<b>Total 4(i) &amp; (ii)</b>		<b>57,20,272.00</b>		
5)	<b>Sports Kits</b>	500.00	5,00,29,028.00	29,028.00	
6)	<b>Administrative Expenses</b>	150.00	2,50,00,000.00		
a)	Salary of Workforce			37,78,213.00	
b)	Lodging Facilities			97,700.00	
c)	Hospitality (Meeting & Conferences)			1,24,384.00	
d)	Transporation Charges			73,008.00	
e)	TA-DA to Officials			13,36,813.00	
h)	Stationery			3,16,973.00	
i)	Professional Fees			82,600.00	
j)	Advance to Staff			30,000.00	
k)	Purchase of Office Equipments			1,07,001.00	
l)	Purchase of Comuters			9,94,680.00	
m)	Purchase of Printers			97,500.00	
n)	Misc. Expenses			65,682.00	
	<b>Sub total</b>			<b>71,04,554.00</b>	
7)	<b>Insurance</b>	50.00	0.00	0.00	
8)	<b>GTCC Operations &amp; State Coordination</b>	724.00	30,75,000.00		
	GST @18%		5,53,500.00		
	<b>Total</b>		<b>36,28,500.00</b>		
a)	Advances to Regional Centres for Travelling Grants for Participants			3,43,11,220.00	
b)	Advances to Federations			2,74,71,705.00	
	<b>Grand Total</b>	<b>4071.00</b>	<b>30,84,44,514.06</b>	<b>14,55,51,953.00</b>	



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***"The budget of the Khelo India Youth Games Maharashtra 2019 put up for the perusal of DPAC"***



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**Agenda Item No. 7: Ratification of Media Plan for M/s Star India Pvt. Ltd. and Bureau of Outreach and Communication for the Khelo India Youth Games Maharashtra, 2019.**

M/s Star India Pvt. Ltd. against their committed 'Promotional Spend' on marketing of the Khelo India Youth Games had submitted their media plan with components as below with the cash spends tabulated as under:

- a) Cash Spends that will be done on various marketing activities to the tune of INR 20 Crores; and
- b) Inventory on Star Network Channels for an amount of INR 20 Crores.

MEDIUM	in ₹ Crores	Remarks
TV- Outside	₹ 5.5	(Kids, News, Music & Movies)
PRINT	₹ 2.3	Launch+Finale -TOI+ET(MDB) Pg1&2+MT+VK+NBT (Pg 1)
RADIO	₹ 1.0	Radio Mirchi - Mumbai, Delhi, Pune, Punjab, Assam, Karnataka. Maharashtra Govt to support in Maharashtra.
DIGITAL	₹ 1.3	All News (Web + Mobile) + News point Impact+ Notis + Interterestial + Splash  (innovations) in times & Pan India reach plan
ACTIVATON	₹ 1.5	Host City
Out of Home	₹ 1.2	Tournament launch + sustenance in 11 cities excluding Maharashtra.
<b>TOTAL Media spends</b>	<b>₹ 13.0</b>	



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MEDIUM	in ₹ Crores	Remarks
JOINT/ Other MARKETING	4.00	For TSR, GMS systems, branding etc
Production	3.00	Thematic TVC, Tune ins etc
<b>GRAND TOTAL</b>	<b>20 Crores</b>	

Break-up on Star Network:

Network	(FCT+Secondary) Spends In Crores
<b>STAR Entertainment</b>	
Star Plus	4.0
Star Bharat	4.0
Movies OK	1.4
Star Gold	2.0
Star Pravah	1.0
<b>STAR Entertainment Total</b>	<b>12.5</b>
<b>Star South</b>	
Vijay TV	1.1



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Star South	
Maa TV	0.6
Maa Movies	0.3
Maa Music	0.1
Maa Gold	0.1
Suvarna & Suvarna Plus	0.4
<b>Star South Total</b>	<b>2.5</b>
Star Sports	
Star Sports	4.6
<b>Star Sports Total</b>	<b>4.6</b>
HOTSTAR	
Star Sports	0.5
<b>Star Sports Total</b>	<b>0.5</b>
<b>STAR Network TOTAL</b>	<b>20.00</b>

2. Further, the Star Media Plan was shared with the Bureau of Outreach and Communication wherein the Director, Bureau of Outreach observed that the Media Plan covered the elements of TV, OOH, Digital, Radio, On-Grounds Activations, and Selective Print Media, and ratified the Media Plan subject to inclusion of elements, which they recommended for inclusion in the subject Media Plan.

S. No.	Elements that M/s Star India Media Plan does not include	Elements recommended by Bureau of Outreach
1.	Launch Press Ad – All India and in Regional Languages	Pan India Plan – Regional Newspapers
2.	Amplification Plan for Khelo India Anthem on FM Channels – Current Plan of M/s Star India has thematic planned only on Radio Mirchi platform.	Additional Plan for including 250+ Private FM Channels

3. The total outlay for the inclusion of additional elements by Bureau of Outreach and Communication was to the tune of INR 1.95 Crores with details as under (copy of approval and communications with BOC is attached as 'Annexure IV'):

- a) BOC approved 6 days revised Private FM Media Plan (based on 40 seconds' spot) for Khelo India Youth Games Maharashtra, 2019 campaign for an amount of **INR 1,19,99,916/-**; and Revised Print Media for ½ page color advertisement pan-India for 09.01.2019 costing around **INR 75,03,406/-**.

*In view of the above, the Media Plan as proposed by M/s Star India Pvt. Ltd., which was duly approved by the Bureau of Outreach and Communications subject to addition of certain elements in the Media Plan for KIYG, is hereby submitted for the perusal and accordance of ratification of the Departmental Project Approval Committee.*



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### Extension of Social Media Campaign for Khelo India Scheme

The Digital Agency of Mango Data was engaged through NFDC to create digital content for SAI and Khelo India social media platforms during the Khelo India School Games, New Delhi, 2018 by MYAS. The work was found to be satisfactory and it was proposed by the Media Division, SAI that the term of Mango Data may be extended for six months from the expiry of their original term on 31.12.2018. A letter for the same was forwarded to Director (Sports), Ministry of Youth Affairs and Sports on 04.01.2019 (copy placed at **Annexure 'V'**).

In continuance of the above, a letter no. 3-24/MYAS/MDS/2017/Part-1/327 dated 31.01.2019 was received from the Under Secretary, Ministry of Youth Affairs & Sports stating that as there is no provision of extension in the subject contract with the Digital Agency, and as such SAI may chart out a future road map for any consolidated online media publicity plan through social media campaign (copy placed at **Annexure 'VI'**).

Engagement of an agency for social media campaign at this stage may entail considerable time. In the meantime it is suggested that the contract of the present may be extended by the MYAS for a period of 3 (three) months.

***In view of the above, the approval of the Departmental Project Approval Committee is hereby solicited for extension of the contract with Mango Data for the social media campaign for the Khelo India Scheme in accordance with Rule 194 (i) of the General Financial Rules 2017 (Single Source Selection/Consultancy by Nomination) on the grounds of natural continuation of previous work carried out by the firm.***

