



F.No. 6(28)/SAI/B&F/102<sup>nd</sup> FC/201-22

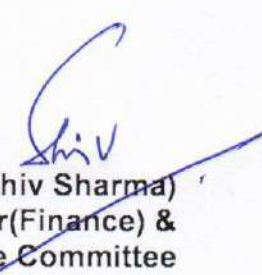
Dated 14<sup>th</sup> February, 2022

**Sub: 103<sup>rd</sup> Meeting of Finance Committee of SAI**

103<sup>rd</sup> meeting of the Finance Committee of SAI will be held on Wednesday, 16<sup>th</sup> February, 2022 at 11.00 A.M. under the Chairmanship of Secretary(Sports), Ministry of Youth Affairs & Sports in her chamber to discuss the Draft RFP for identification of sponsorship agency for Khelo India Youth Games, Haryana and the comments thereon from the JS & FA, Ministry of Youth Affairs & Sports.

A copy of the Draft RFP and the comments of JS & FA, MYAS are forwarded herewith.

Members are requested to kindly make it convenient to attend.

  
(Shiv Sharma)  
Executive Director(Finance) &  
Member Secretary, Finance Committee

Encls: As Above.

To,

1. Additional Secretary(Expenditure), Ministry of Finance, North Block, New Delhi.
2. Shri Sandip Pradhan, Director General, SAI.
3. Shri Manoj Sethi, Joint Secretary & Financial Advisor, MYAS.
4. Shri L.S. Singh, Joint Secretary(Sports), MYAS, Shastri Bhawan, New Delhi.
5. Shri Rohit Bhardwaj, Secretary, SAI.
6. Col. Raj Singh Bishnoi(Retd.), Sr. Executive Director(Academics), NS NIS Patiala.

**Copy to: PPS to Secretary(Sports), Shastri Bhawan, New Delhi.**

**DRAFT**

**Ref. No. ....**

**REQUEST FOR PROPOSAL (LIMITED)**

**HIRING OF SPONSORSHIP AGENCY**

**FOR**

**KHELO INDIA YOUTH GAMES 2022**

Date of Release: .....

Last date of Submission: .....

**SPORTS AUTHORITY OF INDIA (SAI)**

1<sup>st</sup> Floor, SAI, HQ, JLN Stadium, Entry no 10, Lodhi Road, New Delhi

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**DISCLAIMER**

1. The information contained in this Request for Proposal Document (hereinafter known as "RFP Document") or subsequently provided to Bidder/s in documentary form by or on behalf of Sports Authority of India ("SAI") or any of their representatives, employees or advisors (collectively referred to as "Representatives"), is provided to Bidder(s) on the terms and conditions set out in this RFP Document and any other terms and conditions subject to which such information is provided.
2. This RFP Document is not an agreement and is not an offer or invitation by SAI and/or its Representative(s) to any party other than the entities, who are qualified to submit their Proposal ("Bid"). The purpose of this RFP Document is to provide the Bidder with information to assist the formulation of their Proposal. This RFP Document does not purport to contain all the information each Bidder may require. This RFP Document may not be appropriate for all persons, and it is not possible for SAI and/or its Representatives to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP Document. Each Bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP Document and wherever necessary, obtain independent advice from appropriate sources.
3. SAI and/or its Representatives make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP Document.
4. SAI and/or its Representatives may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.

## KHELO INDIA YOUTH GAMES 2022

### 1. INTRODUCTION

Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an 'Event of National importance' as on 2nd Jan, 2020 as per sub-section (I) of section 2 of the Sports Broadcasting Signals Act,2007. To accomplish the Khelo India objectives, it has been divided into the following 12 verticals -

- i. Play Field Development
- ii. Community Coaching Development
- iii. State Level Khelo India Centres
- iv. Annual Sports Competitions
- v. Talent Search and Development
- vi. Utilisation and Creation/ Upgradation of Sports Infrastructure
- vii. Support to National/Regional/State Sports Academies
- viii. Physical Fitness of School going Children
- ix. Sports for Women
- x. Promotion of Sports among persons with disabilities
- xi. Sports for Peace and Development
- xii. Promotion of rural and indigenous/tribal games

The Ministry of Youth Affairs and Sports in order to achieve the mandate of the scheme decided that the implementation of following verticals will be done by Sports Authority of India (SAI)

- i. Play Field Development – (Partial charge)
- ii. State Level Khelo India Centres
- iii. Annual Sports Competitions
- iv. Talent Search and Development
- v. Support to National/Regional/State Sports Academies
- vi. Physical Fitness of School going Children
- vii. Sports for Women
- viii. Promotion of Sports among persons with disabilities
- ix. Promotion of rural and indigenous/tribal games

## **Annual Sports Competitions Vertical of Khelo India Scheme**

Under this vertical, First edition of Khelo India School Games (KISG 2018) were successfully conducted from 31<sup>st</sup> January to 8<sup>th</sup> February 2018 in New Delhi with participation of 3507 athletes, 578 Technical Officials, 1453 support staff and 868 Volunteers. The opening ceremony of the games was graced by Hon'ble Prime Minister of India Sh. Narendra Modi.

The Second edition of Khelo India Youth Games, Maharashtra (KIYG 2019) were successfully conducted in Pune from 9<sup>th</sup> January to 20<sup>th</sup> January, 2019 with participation of 5925 athletes, 1096 support staff, 893 Technical Officials and 1021 Volunteers. The grand opening ceremony of the Games was graced by Hon'ble Chief Minister of Maharashtra and Hon'ble Union Minister of State (I/C) for Youth Affairs and Sports.

The Third Edition of 'Khelo India Youth Games, Assam' (KIYG 2020) was successfully conducted in Guwahati, Assam from 10<sup>th</sup> Jan. to 22<sup>nd</sup> Jan. 2020 in 20 Sports disciplines with participation of 6130 athletes, 1504 support staff, 1074 Technical Officials and 1716 Volunteers (369 Sports Specific Volunteers (SSVs) plus 1347 General Volunteers (GVs), 20 Competition Managers. The grand opening ceremony of the Games was graced by Hon'ble Chief Minister of Assam and Hon'ble Union Minister of State (I/C) for Youth Affairs and Sports.

The First edition of 'Khelo India University Games, Odisha' (KIUG 2020) was successfully conducted in Bhubaneswar & Cuttack, Odisha from 22<sup>nd</sup> February to 01st March, 2020 in 17 (seventeen) sports disciplines with participation of 3182 athletes, 725 support staff, 740 Technical Officials, 158 Contingent managers, 1076 Volunteers, 17 Competition Managers. The grand opening ceremony of the Games was graced by Hon'ble Prime Minister of India (**joined through VC**), Hon'ble Chief Minister of Odisha and Hon'ble Union Minister of State (I/C) for Youth Affairs and Sports.

### **Khelo India & Corporate Sponsorship**

With sports being an extremely important component for development in India, Khelo India aims to create the Khelo India Youth Games and Khelo India University Games a self-sustaining model of excellence. A step ahead to this long-term aim can be achieved with the continuous support from corporate and businesses. Corporate and businesses can extend their contribution in the form of sponsorship for the Khelo India Games. Corporate sponsorship is a great source and the most lucrative form to add additional revenues for the conduct of these games which will lead to revival of the the sports culture in India. SAI can utilize these funds to build and organize better games thereby establishing India as a great sporting nation.

With the objective of sponsorship being a win-win and work-work, it can also help companies and businesses reach target audience / customer group with additional benefits of garnering goodwill to their brand names. It provides a competitive edge that goes beyond

product and price. Both Khelo India and the sponsor can benefit from the partnership with success depending on both working together to ensure each other's success.

### **Benefits of Sponsorship**

The range of events and entities that businesses sponsor is broad. They tend to sponsor from school games and leagues to the Olympics. Over the last four years, Khelo India has established a widespread visibility in variety of sporting ways and through the Khelo India Games which is evolving with every edition.

Sponsorship towards the Khelo India Games can provide the company and business become a part of the event and entity name. Businesses can also establish long-running associations with the Khelo India Games, serving as sponsor for years so that their connection becomes firmly established in the public perception. This in turn can help them elevate their brand image within and outside of their existing customers.

With additional financial security through potential sponsors, SAI can take the Khelo India Games to an elevated level. It can make the event become stronger providing more resources which can further add more credibility to the mission and vision envisaged during the implementation of the games.

## **2. BID SCHEDULE**

The Bid Schedule is as follows:

Date of Release	
Last date for queries /clarifications	
Pre-Bid Conference (Video Conference)	
Bid Submission start date	
Bid submission end date and time	
Opening of Technical Bid	
Presentation	Will be intimated at a later stage
Opening of Financial Bid	Will be intimated at a later stage

SAI reserves the right to vary or discontinue the process or any part thereof at its absolute discretion at any point of time

## **3. ELIGIBILITY CRITERIA**

This is a limited RFP floated for the participation of following Sponsorship Agencies that have been Empanelled by SAI vide RFE No. 01-23003(02)/3/2021-HO - Khelo India Division published on 14.10.2021:

- i. Gameplan Sports Private Limited
- ii. ITW Consulting Private Limited
- iii. JSW Sports Private Limited
- iv. Laqshya Event IP Private Limited
- v. SFA Sporting Services Private Limited
- vi. Twenty First Century Media Private Limited

#### **4. BID SECURITY /EARNEST MONEY DEPOSIT (EMD)**

Bid Security/Earnest Money Deposit (EMD) has been replaced with Bid Securing Declaration as per Ministry of Finance, Department of Expenditure O.M. dated 12th November 2020. However, all bidders are required to upload along with other documents, a duly signed and sealed copy of Bid Securing declaration as per Annexure - III.

#### **5. BID VALIDITY**

- 5.1 The Bid shall remain valid for acceptance for a period of 75 days (seventy five) days after the date of Bid opening prescribed in the Bidding Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected.
- 5.2 In exceptional cases, the Bidders may be requested by SAI to extend the validity of their Bids up to a specified period. The Bidders, who agree to extend the Bid validity, are to extend the same without any change or modification of their original Bid.
- 5.3 In case the day up to which the Bids are to remain valid falls on or subsequently declared a holiday or closed day for SAI, the Bid validity shall automatically be extended up to the next working day.

#### **6. SIGNING OF BID**

- 6.1 Bid shall be typed and the same shall be signed by the bidder or by a person(s) who has been duly authorized (as mentioned in RFE for Empanelment of Event Management Agencies) to bind the Bidder to the contract.
- 6.2 The bid shall be duly signed at the appropriate place as indicated in the Bidding Documents and all other pages of the Bid. The Bid shall not contain any erasure or overwriting.



## **7. CLARIFICATION OF BID**

- 7.1 Bidders requiring any clarification or elucidation on any issue in respect of the bid document may take up the same with Dy. Director, KI at [procurement.kheloindia@gmail.com](mailto:procurement.kheloindia@gmail.com). SAI will respond through mail to such request provided the same is received by SAI as per the Bid Schedule. No query/clarifications will be considered after prescribed date and time.
- 7.2 Any clarification issued by SAI in response to query(ies) raised by the prospective bidders shall form an integral part of bid document and it may amount to an amendment of the relevant clauses(s) of the bid document.

## **8. INSTRUCTIONS TO APPLICANTS**

### **8.1 Number of Proposals and respondents**

- The RFP is non-transferable, and Proposals shall be submitted only by the respective Applicants to whom the RFP has been issued by Authority.
- Sub-contracting is not allowed under this RFP.

### **8.2 Proposal preparation cost**

- The Applicants shall bear all costs associated with the preparation and submission of the Proposal. SAI will not be responsible and liable for any costs, regardless of the conduct or outcome of the Proposal/process.
- All papers submitted with the Proposal are neither returnable nor claimable.

### **8.3 Right to accept and reject any or all the Proposals**

- Notwithstanding anything contained in this RFP, SAI reserves the right to accept or reject any Proposal and to annul the bidding process and reject all the Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason.
- SAI reserves the right to reject any Proposal if:
  - At any time, a material misrepresentation is made or discovered, or
  - The Applicant/s do/does not respond promptly and diligently to requests for supplemental information required for the evaluation of Proposals, or
  - The Applicant does not adhere to the formats provided in the Annexures to the RFP while furnishing the required information/details.

### **8.4 Amendment of the RFP**

- At any time prior to the Proposal Due Date, the SAI, for any reason, whether at its own initiative or in response to a clarification requested by eligible Applicant/s, may modify the RFP by issuance of an addendum. Such amendments shall be uploaded on the e-procurement website <http://eprocure.gov.in/eprocure/app> through a

corrigendum and form an integral part of the e-bid/Proposal document. The relevant clauses of the e-bid/Proposal document shall be treated as amended accordingly. It shall be the sole responsibility of the prospective Applicant to check the above-mentioned website from time to time for any amendment in the RFP document/s. In case of failure to get the amendments, if any, the SAI shall not be responsible for it.

- In order to provide the Applicants a reasonable time to examine the addendum, or for any other reason, SAI may, at its own discretion, extend the Proposal Due Date.

#### **8.5 Data identification and collection**

- It is desirable that the Applicants submit their Proposal/s after verifying the availability of the data, information and/or any other matter considered relevant.
- It would be deemed that by submitting the Proposal, the Applicant has:
  - Made a complete and careful examination and accepted the RFP in totality;
  - Received all relevant information requested from SAI and:
  - Made a complete and careful examination of the various aspects of the Scope of Work.
- SAI shall not be liable for any mistake or error on the part of the Applicant in respect of the above.

### **Preparation and submission of Proposals**

#### **8.6 Language and currency**

- The Proposal and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by the Applicants with the Proposal may be in any other language provided that they are accompanied by appropriate translations of the pertinent passages in the English language. Supporting materials, which are not translated into English, may not be considered for evaluation. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.
- The currency for the purpose of the Proposal shall be the Indian National Rupee (INR).

#### **8.7 Format and signing of Proposals**

- The Applicants shall prepare electronic copies of the technical and financial e-bid/Proposals separately.
- Applicants should provide all the information as per the RFP and in the specified formats. SAI reserves the right to reject any Proposal that is not in the specified formats.

- In case the Applicants intends to provide additional information for which specified space in the given format is not sufficient, it can be furnished in duly stamped and signed PDFs.

#### **8.8 Submission of e-bid/Proposal**

- The bid submission module of e-procurement website <http://eprocure.gov.in/eprocure/app> enables the Applicants to submit the Proposal online in response to this RFP published by the SAI. Submission can be done till the Proposal Due Date specified in the RFP. Applicants should start the process well in advance so that they can submit their Proposal in time. The Applicant should submit their Proposal considering the server time displayed in the e- procurement website. This server time is the time by which the submission activity will be allowed on the Proposal Due Date indicated in the RFP schedule. Once the submission date and time has passed, the Applicants cannot submit their Proposals. For delay in submission of Proposal due to any reasons, the Applicants shall only be held responsible.
- The Applicants have to follow the following instructions for submission:
  - For participating through the e-tendering system, it is necessary for the Applicants to be the registered users of the e-procurement website <http://eprocure.gov.in/eprocure/app>.
  - In addition to the normal registration, the Applicant has to register with his/her Digital Signature Certificate (DSC) in the e-tendering system and subsequently he/she will be allowed to carry out his/her e-bid/Proposal submission activities. Registering the DSC is a one-time activity. Before proceeding to register his/her DSC, the Applicant should fist log on to the e-tendering system using the user login option on the home page with the login ID and password with which he/she has registered.
  - For successful registration of DSC on e-procurement website <http://eprocure.gov.in/eprocure/app> the Applicant must ensure that he/she should possess class-2/class-3 DSC issued by any Certifying Authorities approved by Controller of Certifying Authorities, Government of India, as the e-procurement website <http://eprocure.gov.in/eprocure/app> is presently accepting DSC issued by these authorities only. The Applicant can obtain user login ID and perform DSC registration exercise above even before e-bid/Proposal submission date starts. SAI shall not be held responsible if the Applicant fails to submit his/her e-bid/Proposal before the Proposal Due Date due to DSC registration problem.

- The Applicant can search for active tenders through "search active tenders" link, select a tender in which he/she is interested in and then move it to 'My Tenders' folder using the options available in the e-bid submission menu. After selecting the tender, for which the Applicant intends to e-bid/Proposal, from "My tenders" folder, the Applicant can place his/her e-bid/Proposal by clicking "pay offline" option available at the end of the view tender details form. Before this, the Applicant should download the RFP document including financial format and study them carefully. The Applicant should keep all the documents ready as per the requirements of RFP document in the PDF format.
- After clicking the 'pay offline' option, the Applicant will be redirected to terms and conditions page. The Applicant should read the terms & condition before proceeding to fill in the Bid Processing Fee offline payment details. After entering and saving the Bid Processing Fee details form so that "Bid document preparation and submission" window appears to upload the documents as per technical and financial schedules/packets given in the tender details. The details of the RTGS should tally with the details available in the scanned copy and the date entered during e-bid/Proposal submission time otherwise the e-bid/Proposal submitted will not be accepted.
- Before uploading, the Applicant has to select the relevant DSC. He may be prompted to enter the DSC password, if necessary. For uploading, the Applicant should click "browse" button against each document label in technical and financial schedules/packets and then upload the relevant PDF files already prepared and stored in the Applicant's computer.
- The Applicant should click "Encrypt" next for successfully encrypting and uploading of required documents. During the above process, the e-bid/Proposal documents are digitally signed using the DSC of the Applicant and then the documents are encrypted/locked electronically with the DSC's of the bid openers to ensure that the e-bid/Proposal documents are protected, stored and opened by concerned bid openers only.
- After successful submission of e-bid/Proposal document, a page giving the summary of e-bid submission will be displayed confirming end of e-bid/Proposal submission process. The Applicant can take a printout of the bid summary using the "print" option available in the window as an acknowledgement for future reference.
- Fit India Mission reserves the right to cancel any or all e-bids/Proposals without assigning any reason.

**8.9 Deadline** for submission

- E-bid/Proposal (technical and financial) must be submitted by the Applicant at e-procurement website <http://eprocure.gov.in/eprocure/app> no later than the time specified on the Proposal Due Date. SAI may, at its discretion, extend this deadline for submission of Proposal by amending the RFP document, in which case all rights and obligations of the SAI and Applicants previously subject to the deadline will thereafter be subject to the deadline, as extended.

**8.10 Late** submission

- The server time indicated in the bid management window on the e-procurement website <http://eprocure.gov.in/eprocure/app> will be the time by which the e-bid/Proposal submission activity will be allowed till the permissible date and time scheduled in the e-tender. Once the e-bid/Proposal submission date and time is over, the Applicant cannot submit his/her e-bid/Proposal. Applicant has to start the bid submission well in advance so that the submission process passes off smoothly. The Applicant will only be held responsible if his/her e-bid/Proposal is not submitted in time due to any of his/her problems/faults, for whatsoever reason, during the e-bid/Proposal submission process.

**8.11 Withdrawal** and resubmission of Proposal

- At any point of time, an Applicant can withdraw his/her Proposal submitted online before the Proposal Due Date. For withdrawing, the Applicant should first log in using his/her login ID and password and subsequently by his/her DSC on the e-procurement website <http://eprocure.gov.in/eprocure/app>. The Applicant should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Applicant will be displayed. Click "View" to see the details of the bid to be withdrawn. After selecting the "bid withdrawal" option, the Applicant has to click "Yes" to the message- "Do you want to withdraw this bid?" displayed in the bid information window for the selected bid. The Applicant also has to enter the bid withdrawing reasons and upload the letter giving the reasons for withdrawing before clicking the "Submit" button. The Applicant has to confirm again by pressing "OK" button before finally withdrawing his/her selected e-bid/Proposal.
- No e-bid/Proposal may be withdrawn in the interval between the Proposal Due Date and the Proposal Validity Period. Withdrawal of an e-bid/Proposal during this interval may result in the Applicant's forfeited of his/her e-bid/Proposal security.
- The Applicant can re-submit his/her e-bid/Proposal as when required till the e-bid submission end date and time. The e-bid/Proposal submitted earlier will be

replaced by the new one. For resubmission, the Applicant should first log in using his/her login Id and password and subsequently by his/her digital signature certificate on the e-procurement website <http://eprocure.gov.in/eprocure/app>. The Applicant should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Applicant will be displayed. Click "View" to see the detail of the e-bid to be resubmitted. After selecting the "bid resubmission" option, click "Encrypt & upload" to upload the revised e-bids documents.

- The Applicant can submit their revised e-bids/Proposals as many times as possible by uploading their e-bid documents within the scheduled date & time for submission of e-bids/Proposals.
- No e-bid can be resubmitted subsequently after the deadline for submission of e-bids.

#### 8.12 Selection of **the** Agency

- From the time the Proposals are opened to the time the contract is awarded, if any Applicant wishes to contact the SAI, on any matter related to their Proposal it should do so in writing. Any effort by the Applicants to influence any officer or bearer of the SAI in the Proposal evaluation or contract award decisions may result in the rejection of the Applicant's Proposal.

#### 8.13 Opening of Proposals

- SAI will open all technical e-bids/Proposals, in the presence of Applicant's representatives who choose to attend on the prescribed date of opening at the SAI office.
- The Applicant's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date e-bid/Proposal opening being declared a holiday for the SAI, the e-bids shall be opened at the appointed time and place on the next working day.
- The Applicants names and the presence or absence of requisite e-bid/Proposal security and such other details as the SAI at its discretion may consider appropriate, will be announced at the opening. The names of such Applicants not meeting the technical specifications and qualification requirement shall be notified subsequently.

### **9. RIGHT TO VARY SCOPE OF WORK**

- 9.1 SAI may at any time at the time of RFP process or even after award of the contract, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.

## **10. AWARD OF CONTRACT**

- 10.1 SAI reserves the right to accept/reject a bid, to cancel/abort the RFP process and/or reject all bids at any time prior to award of contract, without thereby incurring any liability to the empanelled agencies on the grounds of such actions taken by SAI.
- 10.2 SAI shall award Contract to the highest scoring bidder for providing services of conceptualizing, planning, designing, coordinating and managing the Event in accordance with the scope of work mentioned in the RFP.

## **11. PERFORMANCE BANK GUARANTEE**

### **11.1 For Sponsors:** Not Applicable

11.2 **For Agency:** 3% of the calculated commission to be paid against the contract value to be submitted within 15 days of finalisation of Sponsor in each category.

11.3 **The Agency** shall be required to give Performance Bank Guarantee ("PBG") for the amount equivalent to 3% of the contract value inclusive of tax. PBG will be in the form of Bank Guarantee (BG) of any Commercial Bank drawn in the name of "SECRETARY (SAI), KHELO INDIA" payable at New Delhi to be deposited in the office of Khelo India Secretariat, Ramp 5, North Block, JLN Stadium, Lodhi Road, New Delhi - 110003.

11.4 SAI will have the right to invoke the PBG without assigning any reasons if the selected Agency defaults or deemed to have defaulted or in case the proposed sponsor withdraws and/or default in any terms of the tender documents and empanelment may be cancelled.

11.5 Successful Agency shall be required to give PBG within 14 days of issuance of Notification of Award by SAI. In the event of default in submission of PBG within the stipulated time, the Agency shall be liable for a penalty amounting to 0.1% (Zero Point One Percent) of the "committed sponsorship value" per day of delay subject to a maximum delay of 7 (seven) days. If delay continues beyond 7 (seven) days, SAI shall have the right to cancel empanelment with the right to other legal remedies that may be available under law.

11.6 The PBG shall be immediately replenished by the Bidder in the event PBG is invoked by SAI.

11.7 The PBG should remain valid for an additional period of 30 (thirty) days beyond the timelines mentioned in the "Letter of Award". For example, if the timelines mentioned to submit the sponsorship amount is 10 days, the PBG shall be valid till 10 days + 30 days from the date of project initiation.

## **12. INTELLECTUAL PROPERTY**

The Sponsorship Agency must ensure that all intellectual property including but not limited to SAI/ Khelo India/ Fit India logo, creatives any work, brand name, trade name, service mark, trademark etc., related to SAI/ Khelo India/ Fit India shall belong to SAI. In no event, the Agency shall, either directly or indirectly, register, file or attempt to register or file any intellectual property in its own name.

The Agency shall be solely responsible for any violation or infringement of any trademark, trade name, copyright, patent of any person, firm or company, personal right of privacy, religious beliefs and/or any other right of any other person including for adherence of regulations, administrative and judicial orders etc.

All exploitation rights including without limitation promotion / sponsorships / distribution / marketing / telecast etc. shall vest with SAI and the Agency, without pre-approval of SAI, shall not have any right to sell/market the said event to any party.

The relationship between the parties hereto shall be on a Principal to Principal basis and shall not be deemed to be a joint venture, partnership or agency of any nature whatsoever between them.

Agency undertakes and confirms that it shall comply with all requisites, laws and regulations, necessary insurances, that are required to be complied with for conducting the event and the creation, as well as exclusive assignment of all rights in favour of SAI, Agency shall keep SAI indemnified and hold SAI harmless from any and all claims including claims for infringement, losses, demands, damages, costs, charges, expenses that may prejudice SAI's interests and benefits, in any way whatsoever.

SAI shall not be responsible in any way for any unfulfilled obligations and/or liabilities of Agency its Affiliates/Associations etc. and/or its agents towards any person, party, company, organization in connection with pending obligations, the finance, employment of other contractual and non-contractual.

Agreements/arrangements of whatsoever nature, whether or not in relation to the event and Agency shall continue to be solely responsible for the same

### **13. PENALTY CLAUSE**

#### **13.1 For Sponsors:**

- a) The Sponsorship Fee shall not be refunded in any of the following cases:
  - 13.1.1.1 the sponsor backs out for any reason
  - 13.1.1.2 the sponsor goes into liquidation
  - 13.1.1.3 the sponsor is adjudged insolvent.
  - 13.1.1.4 the sponsor ceases to carry on the respective business
  - 13.1.1.5 the sponsor is not able to fulfill his obligations due to reasons under his control.
  
- b) In case the event is cancelled/terminated/postponed due to any reason beyond the control of any party, then the sponsorship agency may



request SAI to seek refund of the monies paid till date. However, no interest on the deposited amount shall be paid in such matter.

13.2 For Sponsorship Agency:

- a) No commission shall be paid to the Agency in case the contractual obligation is not fulfilled or the sponsorship value is not realized for any reason.
- b) As the Sponsorship Agency is responsible for timely submission of Sponsorship Fee to SAI, a penalty of 0.25% of commission on remaining fee per day of delay shall be levied on Sponsorship Agency subject to a maximum of 3% of overall commission value.
- c) SAI is entitled to forfeit the Performance Bank Guarantee submitted by the agency in case the sponsor backs out or fails to make payment in accordance with the schedule mentioned in this RFP.
- d) Furthermore, any failure of the agency in fulfilling its contractual obligations may render it liable for termination of empanelment.
- e) In case the event is cancelled, terminated or postponed due to default, breach and/or reasons owing to the Agency, SAI shall be entitled to seek immediate refund of the total monies paid to Agency till the date of termination with reasonable interest thereupon besides damages.

13.3 SAI shall be entitled to terminate this contract immediately upon a written notice, in case the Agency is in material breach and/or fail to fulfill its obligations as promised under this agreement provided Agency fails to remedy such breach within 5 days upon notification of the breach.

13.4 Any dispute or difference arising between Agency and SAI shall be mutually resolved through amicable discussions failing which a sole arbitrator as mutually appointed by both the parties, arbitration proceedings would be held under the provisions of Arbitration and Conciliation Act, 1996 as amended. The procedure and fee of the Arbitrator shall be in accordance with prevailing policies and procedures of SAI. Any dispute/differences not being the subject matter of such arbitration shall be subject to the jurisdiction of the Courts of Law at Delhi only, as per governing laws.

**Annexure I | COMMERCIAL BID FORMAT**

The empanelled Sponsorship Agencies are advised to submit their proposal in provided format on CPP Portal before due date as per Bid Schedule.

To,

Director, KI  
 Khelo India Secretariat,  
 JLN Stadium Complex, Lodhi Road,  
 New Delhi - 110003

**Sub: Commitment letter regarding Sponsorships for Khelo India Youth Games 2022.**

S. No.	Name of Sponsor	Amount Committed in INR	
		In figures	In words
1 <sup>st</sup> Offer			
2 <sup>nd</sup> Offer			
3 <sup>rd</sup> Offer			

**Note:**

- GST / TDS as applicable on date shall be processed additionally by SAI on submission of documentary proof at the time of submission of invoices.
- No conditions should be attached to the proposal.
- The amount should be quoted in both figure and words. In case of discrepancies in the prices mentioned in the figure and word, the prices mentioned in the words shall be considered as final price.

Signature of the Agency:

Address:

Date:

## Annexure II | TERMS OF REFERENCE

### A. EXCLUSIVE RIGHTS OF OFFICIAL MEDIA PARTNER OF KIYG

Official Media Partner of KIYG has already been finalized. The official Media Partner of KIYG has exclusive media rights globally for KIYG. There are certain rights of Media Partner which are not available for commercial exploitation. Such Media rights includes:

- Right of production of feed.
- Right of broadcast on live and delayed basis, the unlimited duration of the event by means of television and digital transmission.
- Right to commercially exploit all on-air inventory including the right to appoint broadcast sponsors (not on ground sponsors).
- Right of access to players before and after each match/event for the purpose of creating film/audio visuals/ clips or any other form of promotional activity with respect to the event depending on the availability of the player.
- Right to photograph and recording the players as well as their performance during the event, any period ancillary including training and press conferences.
- Right to use such images/audio visuals for the purposes of posters/flyers/promotion or any other advertisement rests exclusively with star India.
- Right to use all recorded information related to the event including all fixture lists, scores and statistical information.
- Right to transmit the event on replay, deferred/delayed basis(in full or in part) via television and digital transmission.
- Right to transmit clip and highlights related to the event by television/digital transmission.
- Right to transmit any audio visual related to the event with interactivity functionality providing enhanced user viewing experience to a person including voting, switching between feeds, participation in contests, quiz etc
- Right to provide services enabling viewers the access on demand/data or information regarding any game or series of games or the team or the players participating in the event as well as to place orders or carry out any revenue generating activity.
- Right to create or monetize any electronic games, interactive media, quiz, competition based on KIYG
- Fixed media rights which includes coverage transmission on home video, DVD, laser disc, VCD or any other fixed electronic storage.
- Right of transmission of audio visuals of the event via any existing or new platforms at theatres, stadiums, parks, hospitals, govt buildings etc.

- Radio rights with respect to audio only coverage of the event.
- Right to use audio visuals of any previous school/ district/state/national events organized by SAI to market the event.
- Right to transmit the coverage of the event in virtual reality format and create text commentary and other editorial descriptions of the event.
- Right to non-game content rights including any behind the scenes coverage, interview with players, support staff and organizers.
- Right of any game, competition, application or any other activation using the branding of the event directly or indirectly which can be exploited via mobile or internet technology
- Right to transmit coverage of the event(live/deferred/delayed) in full or in part in trains or other forms of transport
- Right to use KIYG marks and logos in relation to the conferred rights as well as the right to promote its services and itself as the official media partner of KIYG.

#### **B. OBLIGATIONS OF OFFICIAL MEDIA PARTNER OF KIYG**

- A dynamic logo (comprising of the KIYG logo along with presenting sponsor and the event co presenter logo units) will be inserted at the top left corner of broadcast feed by Media Partner (this is subject to approval from SAI )
- The broadcast feed by the media partner would also be transmitted to Prasar Bharti for transmission on its non pay television platforms including DD Free dish.
- The official media partner has the right to appoint broadcast sponsor with respect to primary product category of the event sponsor. However such right shall first be offered to event sponsor. In case of denial by the event sponsor, Media Partner has the liberty to appoint the broadcast sponsor including any person who is competitor of the event sponsor.
- The media partner will produce highlights in atleast 3 languages and broadcast the same on language specific channels and on the digital platform

#### **C. SPONSORSHIP CATEGORIES**

The proposed sponsorship categories are as follows:

- a) Presenting Sponsor
- b) Co – Presenting Sponsor
- c) Associate Sponsor

#### **D. SCOPE OF SERVICES**

- Primary role of Sponsorship Agency is to procure sponsorship for the Khelo India Events and identify Event Sponsors for given categories.

- Further, the Sponsorship Agency shall also ensure that the committed amount is transferred to SAI in accordance with the schedule as defined in this RFP.
- SAI has the exclusive right to appoint event sponsors as well as to transmit non live coverage of KIYG and highlights on the official website for a maximum of 10 minutes per day of the event on a non-exclusive basis for exploitation on a noncommercial basis. Such clips can also be used by SAI on its social media platform or any other account created for the purposes of the event. Further, SAI has the right to transmit archive content on its official website for exploitation on a noncommercial basis.
- Partners could use their brand activation strategies /techniques prior to the commencement of the event. However, such strategies has to be first aligned with the efforts and scheme of Khelo India and communicated in writing. Prior approval of SAI shall be obtained before commencement of any marketing or activation activity before the event is started.
- On ground sponsors could be permitted for conducting any activity outside FOP and within the premises of the event for the purposes of any brand advertisement or promotion. However, if the brand sponsor decides to circulate digitally such ad/promotions or any other clip related thereto, the same shall exclude the use of KIYG logo or any other composite logo created for the purposes of the event. Prior approval of SAI shall be obtained before commencement of any marketing or activation activity to be undertaken during or after the event.
- Any covert or overt form of expression/ exaggeration/ leverage using KIYG text/logo/verbal indication must be sought by SAI in writing and has to be decided in consultation with SAI.
- In order to avoid any miscommunication/conflict of interest, any form of communication among different stakeholders of KIYG (i.e. Media Partner, Event Sponsors, Empanelled Agencies, Event Organizers etc.) shall take place only through SAI.

**E. RIGHTS OFFERED TO DIFFERENT SPONSORS**

The following rights shall be made available and divided among various sponsors in proportion to the amount committed by them:

S. No.	Rights offered	Presenting Sponsor	Co-Presenting Sponsor	Associate Sponsor
1	Logo Placement on bottom panel of venue branding collaterals	Main Arch gate, Drop Downs, Pole/pillar branding, Standees, Flex banners, wall branding, and on all Games' collaterals – booklets & schedules.	Drop Downs, Pole/pillar branding, Standees, Flex banners, wall branding, and on all Games' collaterals – booklets & schedules.	Drop Downs, Pole/pillar branding, Standees, Flex banners & wall branding.
2	FOP branding (break-up in annexure) -	20%	10%	5%

	static boards			
3	Inclusion in press conference on mutually agreeable terms	Yes	Yes	No
4	Mention in all official press releases as partners	Yes	Yes	Yes
5	VVIP hospitality passes for each day Event	30	20	10
6	VVIPs passes for opening and closing ceremonies	20	10	05
7	Product display at FOP (subject to approval of GTCC) and VVIP lounge	Yes (FOP & VVIP lounge)	Yes (VVIP Lounge)	No
8	Rights to display product / service at venue (other than FOP and VVIP Lounge) with the prior alignment of Khelo India Sectt. as for the type of product and its placement & exposure levels	Yes	Yes	Yes
9	Award distribution by sponsors	8	4	2
10	Official Sports Kit	100 Kits	50 Kits	15 Kits
11	On-ground activation	Yes	Yes	Yes
12	Meet & Greet at Opening Ceremony	Yes	Yes	Yes
13	Presence on Games website	Yes	Yes	Yes
14	customized social media posts per brand pre and during the games	10	8	6
15	Rights to undertake a joint consumer contest with Khelo India (subject to approvals from SAI)	Yes	Yes	Yes

**Note:** The empanelled agency can also bid for their own brand and become sponsors. However, the above rights are non-transferrable in nature and shall be reserved for the sponsor's own brand/product(s). The Empanelled Agency shall not be able to use the offerings of SAI to other parties for further commercialisation.

## **F. RESTRICTED PRODUCT CATEGORIES**

The following product categories shall be restricted for any kind of association with KIYG:

- |  |  |
|--|--|
| 1. Tobacco Products                                      | 17. Illegal Automobile Modification Products |
| 2. Weapons and Explosives                                | 18. Lottery                                  |
| 3. Derogatory Personal, Political, and Religious Content | 19. Multi-Level Marketing                    |
| 4. Spy Cams and Surveillance Equipment                   | 20. Over-the-Counter Drugs                   |
| 5. Counterfeit Goods                                     | 21. Payday and Short-Term Loans              |
| 6. Fake Documents  | 22. Personal Loans                           |
| 7. Adult Products and Services                           | 23. Online Pharmacies                        |
| 8. Penny Auctions  | 24. Politics                                 |
| 9. Alcohol   | 25. Recreational Drugs                       |
| 10. Body Parts   | 26. Prescription Drugs                       |
| 11. Cannabis   | 27. Rehab                                    |
| 12. Dating   | 28. Reproductive Health                      |
| 13. Drug Tests and Exam-Taking Services                  | 29. Spyware and Malware                      |
| 14. Fake Followers Services                              | 30. Subscription Services                    |
| 15. Gambling   | 31. Unauthorized Set-Top Boxes               |
| 16. Hacking and Surveillance                             | 32. Unsafe Supplements                       |
|  | 33. Binary Options                           |

## **G. MINIMUM SPONSORSHIP FEE FOR DIFFERENT CATEGORIES OF SPONSORS**

The minimum bid (offer submitted by bidders) should not be less than INR 50.00 Lacs.

## **H. TERM OF SPONSORSHIP**

The maximum tenure of Sponsorship rights shall only be for the upcoming edition scheduled to be held in Haryana.

## **I. SELECTION PROCEDURE**

The sponsorship value for KIYG 2022 edition shall be the basis of selection of Agency. All the bidders shall submit their offers as per the commercial bid format. After opening of commercial bids, top three highest offers in terms of value shall be selected and mapped against the proposed categories as per the following mechanism:

- |                          |                                  |
|--------------------------|----------------------------------|
| a. Presenting Sponsor    | - H1 (Highest offer value)       |
| b. Co-presenting Sponsor | - H2(Second highest offer value) |
| c. Associate Sponsor     | - H3(Third highest offer value)  |

In case of tie between the bidders, meaning thereby two or more bidders emerging as H1/ H2/ H3, equal distribution of rights of the concerned category will be done amongst bidders.

In case of less than three bids are received of value more than INR 50 Lakh, SAI shall have the right to consider the bidder offering the next highest value.

#### **J. PAYMENT OF COMMISSION TO AGENCY**

The agency will be paid commission on reaching desired targets as per the following:

<b>Target Amount</b>	<b>Commission offered</b>
50 Lakhs to 1 Crore	5% of realized amount
Upto 1.50 Crores	10% of realized amount
More than 1.50 Crores but less than 3.00 Crores	15% of realized amount
More than 3.00 Crores but less than 6.00 Crores	20% of realized amount
More than 6.00 Crores but less than 12.00 Crores	25% of realized amount
More than 12.00 Crores	30% of realized amount

- a. Taxes/TDS shall be deducted as per the rules of Govt. of India.
- b. The commission pay-out shall be made within three weeks upon realisation of the fees for each edition.

#### **K. PAYMENT OF SPONSORSHIP FEE TO SAI**

After a Sponsor is finalised, the Non-refundable Sponsorship fee shall be paid to SAI in following manner:

- a. At the time of acceptance of commitment letter - 50% of committed amount
- b. Within 10 days from acceptance of commitment letter – remaining 50% of committed amount

**Note: Once the bid is accepted by SAI, the respective agency shall be responsible for payment of Sponsorship amount to SAI and shall have to pay the committed amount irrespective of the its further realization from sponsors.**



**Annexure III | BID SECURING DECLARATION FORM**

Date: \_\_\_\_\_

Tender No. \_\_\_\_\_

To

**Director (KHELO INDIA)  
Khelo India Secretariat,  
Ramp 5, North Block  
JLN Stadium,  
Lodhi Road, New Delhi - 110003**

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions as below:

- a) withdraws/modifies/amends the submitted bid against this tender, impairs or derogates from the tender, during the period of bid validity specified in this tender; or
- b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity
  - (i) fail or refuse to execute the contract, or
  - (ii) fail or refuse to furnish the Performance Security, in accordance with the terms of this tender document.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder or upon

- (i) the receipt of your notification of the name of the successful Bidder and submission of required Performance Security, in accordance with the terms of this tender document; or
- (ii) thirty days after the expiration of the validity of my/our Bid.

Signed:(insert signature of person whose name and capacity are shown)

in the capacity of: (insert legal capacity of person signing the Bid Securing Declaration)

Dated on \_\_\_\_\_ day of (insert date of signing)

Corporate Seal (where appropriate)

F.No. 19/JS&FA/2022  
Government of India  
Ministry of Youth Affairs & Sports  
Department of Sports

Shastri Bhavan, New Delhi  
Dated: 11<sup>th</sup> February, 2022

To

The Secretary (Sports),  
(Chairperson, Finance Committee, SAI)  
Department of Sports,  
Ministry of Sport & Youth Affairs,  
Shastri Bhavan, New Delhi

Sub.: Comments/Suggestions on the Draft "RFP Document" for sponsorship under  
Khelo India Youth Games 2022.

Respected Madam

As decided in the 102<sup>nd</sup> Meeting of the Finance Committee of the Sports Authority of India (SAI) held on 4/2/2022, the comments/suggestions on the Draft "RFP Document" for seeking sponsorship for Khelo India Scheme are enclosed as Annexure "A". Since number of changes have been suggested by other members of Finance Committee, including DG (SAI), it is requested to convene the FC Meeting to appraise the Final draft of RFP document before concurrence/recommendation.

Thanking you

Yours faithfully

Enclosed: As above

  
(Manoj Sethi)  
Joint Secretary & Financial Adviser

Copy to :

- ✓ 1. DG (SAI), SAI Building, JLN Stadium, Lodhi Road, New Delhi
2. JS(Sports) Shastri Bhavan, New Delhi

  
(Manoj Sethi)  
Joint Secretary & Financial Adviser

**The Comments/Observations on the Draft "RFP Document" for seeking sponsorship for Khelo India Youth Games 2022.**

**1. Deposit of Sponsorship Money**

It is advised that the sponsorship money should be deposited with the Government. There may be two options for it:

- (i) The sponsorship money can be deposited in CFI as Non-Tax receipt of the Ministry. The Ministry may request the Finance Ministry to allocate the additional budget in the Khelo India Scheme equivalent to this amount in the Grant of the Ministry; or
- (ii) The sponsorship money can be deposited in the National Sports Development Fund (NSDF), for which necessary clause may be added in the NSDF Scheme, the appraisal of which is going to happen in SFC shortly.

Accordingly, the Draft "RFP Document" may be modified at all places, where it has been mentioned that sponsorship money will be deposited with SAI.

This was also discussed with Secretary (Sports) during the meeting of NSDF held on 7<sup>th</sup> February, 2022, and was agreed.

**2. Mandatory participation in the RFP Process**

The present RFP process is limited amongst the 6 empanelled agencies on the basis of the selection made through the Open competition by calling RFE request for the empanelment using the technical and financial criterion. It may be specified in the RFP Document, that in case the empanelled agency does not come forward to bid, a suitable penalty may be imposed against such agency.

### **3. Sponsorship Quotations for each category of sponsors**

(i) As per the Minutes of 102<sup>nd</sup> FC Meeting held on 4/2/2022, separate quotations will be called for each of 3 categories of Sponsors. In the Draft RFP Document, the format of Commercial Bid contains these three categories as (a) Presenting Sponsors, (b) Co-Presenting sponsors and (c) Associate Sponsors.

(ii) The sponsorship rights offered to 3 different categories of sponsors are in the priority of (a) to (c) which means that Category (a) sponsors will have more rights than Category (b)&(c) and Category (b) sponsors will have more rights than Category (c). In this situation, following doubts have arisen:

(a) In case one or more of the bidders do not quote for all the three categories of the sponsorship, will it be treated as a Non-Responsive Bid?

(b) In case, the highest bidder for category 2 or 3 is more than the category 1, then how the final decision will be taken?

### **4. Comments on Para -1 ("Introduction" of the Draft RFP Document)**

The 12 verticals of earlier version of Khelo India Scheme have been mentioned in the Introduction along with a list of 9 verticals which are implemented by SAI on behalf of the Ministry. However, in the revised/approved Khelo India Scheme, there are lesser numbers of verticals in comparison to the earlier scheme and new Scheme guidelines are yet to be issued. It is felt that mentioning the verticals of the Khelo India Scheme is not relevant in the Introduction and may be excluded from draft RFP document.

### **5. Bid – Security and Performance-Security clauses**

(i) Recently the Ministry of Finance has amended GFR Rule No. 170(i) Bid Security and Rule No. 171(i) Performance Security to include the "Insurance Surety Bond" as acceptable form of Bid/Performance Security. This may be accordingly incorporated in Para 11 of the Draft RFP Document

(ii) Instead of using the term "Performance Bank Guarantee" in Para 11, of the term "Performance Security" may be used.

6. **Quantum of Performance Security**

(i) In Para 11.2 of the Draft "RFP Document", it has been mentioned that the Agency will pay 3% of the "calculated commission" as Performance Security.

(ii) In Para 11.3, it has been mentioned that the Agency shall be required to give Performance Security for the amount equivalent to 3% of the "Contract Value".

(i)& (ii) are contradictory to each other. The Performance Security should be mentioned as 3% of the Sponsorship value and not of commission.

7. **(Clause 13-2) Penalty Clause for Non-submission of sponsorship fees on time**

The penalty of 0.25% should be calculated on "Sponsorship Fees" and not on the "Commission Value" for the reason that the commission is a much lesser amount and does not serve the purpose of levy of Penalty. The modifications may be made accordingly.

8 **Quantum of Commission to Agency (Part J of Annexure-II – Term of Reference).**

Four slabs of incremental commission i.e. 5%, 10%, 20% and 25% have been mentioned, which seems to be complexed. Moreover, the final slab of 25% is quite high. Instead a simpler two slab system may be kept as 5% and 10% in the following manner:

**(a) Presenting Sponsors**

- |      |                       |   |     |
|------|-----------------------|---|-----|
| (i)  | Upto Rs. 5 Crore      | = | 5%  |
| (ii) | More than Rs. 5 Crore | = | 10% |

**(b) Co-Presenting Sponsors**

(i)	Upto Rs. 3 Crore	=	5%
(ii)	More than Rs. 3 Crore	=	10%

**(c) Associate Sponsors**

(i)	Upto Rs.1.5 Crore	=	5%
(ii)	More than Rs. 1.5 Crore	=	10%

**9. Commission pay out to Agency (Part J of Annexure II)**

The Draft RFP Document mentions about the Commission pay out to Agency by SAI within 3 weeks upon realization of the Sponsorship fees. This needs to be modified as follows:

(a) In case, the Sponsorship money is deposited in the NSDF, then the required **commission pay out** can be made from NSDF, out of the Sponsorship money.

(b) In case the Sponsorship money is deposited initially in Public Account, then the Sponsorship money can be paid from this Account and the remaining money be deposited in CFI as Non-Tax Revenue of Government of India.

**10. Exclusive rights of the official Media Partners of KIYG**

In Annexure II (Part A) of the "RFP Document", the exclusive rights of the official Media Partners of KIYG have been mentioned. It seems to be irrelevant for RFP and may be excluded.

**11. Size of the LOGO of the Sponsorship**

In Part E, Annexure-II (Right offered to different Sponsors), the rights have been offered for LOGO "Placement" of the Sponsors on the bottom place of FOP Branding. It is advised that the "size" of the LOGO of each of the three categories of Sponsors may also be specified.

In part D, Annexure II (Scope of Services), the scope is advised to be defined separately for each of the three categories of the Sponsorship. Because in the present form, the scope of services of each category of the Sponsorship is not coming up clearly.

**12 Can be Empanelled Agency itself become a Sponsor ?**

In the note below Part E of Annexure-II, it has been mentioned that Empanelled Agency can also bid their own quote and become sponsor. This will be a conflict of interest and the Empanelled Agency shall not be allowed to become a Sponsor itself. This issue was discussed in the 99<sup>th</sup> Finance Committee Meeting held on 02/09/2021, in which it was clarified by SAI that it will not happen. There is an implication (other than Conflict of Interest) relating to the Agency Commission. The Empanelled Agency in this case will get the commission on the basis of its own sponsorship of the event. This needs to be avoided.

**13. Restricted Product Categories**

In Part F of Annexure-II, a list of 33 products categories has been given which shall be restricted for any kind of association with Khelo India Games. It has been further mentioned that SAI in its own discretion, may restrict any other category as inappropriate. It is suggested that this being a sensitive matter and to avoid any possible controversy/embarrassment for the Ministry, the approval of the Hon'ble Minister may be obtained before allowing any product category as Sponsor.

**14. LOGO Placement – Annexure-III**

(i) In Annexure III, the “figure” of the Athlete Jersey has been given (Front, Back & two sides) on which the “size” and “Placement” of the Sponsors has been mentioned. In order to avoid any doubt, the “size” and “Placement” of the Khelo India Logo may also be specified.

(ii) It also appears that there will be no Logo of the second & third category of Sponsor on the Athlete Jersey. This may be confirmed and if it is to be there then its Placement & Size may also be specified.

(iii) No Size and Placement of the Sponsors Logo has been specified on the track suit(upper and the bottom portion) and may, therefore, be added.

(iv) It seems that no Size & Placement of the Logo of Sponsors have been added for the "Shorts" of the Athlete and, therefore, be added.

**15 Concurrence/Recommendations by FC-SAI**

It is advised that the "Final draft" of the REP may be brought again before Finance Committee of SAI for concurrence & recommendation. Many changes have been proposed by DG, SAI as well as by other members of FC and therefore, the "Final draft" needs to be considered by FC.

**16 Approval of the Governing Body(GB) of SAI**

The RFP document has been brought before the FC of SAI for appraisal and recommendations to GB, SAI for approval. Therefore, the approval of the Competent Authority i.e. GB of SAI for the RFP may be obtained after it is finally recommended by FC.