

**MEMORANDUM OF UNDERSTANDING**  
**FOR**  
**SAI NATIONAL ATHLETICS ACADEMY FOR**  
**MIDDLE AND LONG DISTANCE**  
**AT**  
**SAI CENTRAL REGIONAL CENTRE, BHOPAL**  
**BETWEEN**  
**SPORTS AUTHORITY OF INDIA (SAI)**  
**AND**  
**PROCAM INTERNATIONAL (PI)**

## MEMORANDUM OF UNDERSTANDING (MOU)

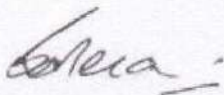
1. This MoU is made on this 28<sup>th</sup> day of January, 2016 (Effective Date) between the following parties:-
  - 1.1 **Sports Authority of India**, a society existing and registered under the Societies Registration Act, 1860, a field arm of Ministry of Youth Affairs & Sports (Govt. of India), and having its registered office at East Gate Jawaharlal Nehru Stadium Complex, Lodhi Road, New Delhi 110003, and India (hereinafter referred to as "SAI")

And
  - 1.2 **Procam International**, India's leading Sports Management Company, founded in 1988 having its Registered Office at 14, St. James Court, Marine Drive, Mumbai-400020 (hereinafter referred to as "PI").
  - 1.3 **Global Sports Communication**, represents some 150 international athletes from 28 different countries, having its registered office at Snelliusstraat 10, 6533 NV, Nijmegen, The Netherlands (hereinafter referred to as "GSC").

SAI and PI may hereinafter be individually referred to as "Party" and collectively as "Parties".

### Recitals:-

- A. Sports Authority of India, a society existing and registered under the Societies Registration Act, 1860 established under Government Of India, Ministry of Youth Affairs & Sports, New Delhi for the primary purpose of broad basing sports in the country and bringing excellence in sports by providing all logistical support for the training of National Teams participating in International Sports Events and Planning, organizing and delivering sports education. SAI promote sports across the country through its Regional Centres and other field units. SAI supports and nurtures talent in young athletes and provides them requisite logistic, coaching and sports science support through its various Sports Promotional Schemes.

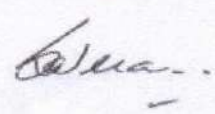
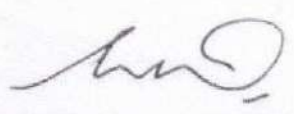


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- B. Sports Authority of India established the National Athletics Academy for Middle and Long Distance Running at Udhav Das Mehta (Bhaji) Central Regional Centre, Bhopal, with the objective to identify raw talent, aged 12-18 years, and nurtures them for participation and competition at the elite level, through skill development and training by a network of Coaches/Trainers.
- C. Procam International, founded in 1988, is India's leading sports Management Company, involved in the promotion and conduction of national and international sporting events, sports consultancy and live television programming. Procam has promoted and conducted over 50 world events during last 28 years. These prestigious events have elicited player participation of the highest caliber, as well as huge public interest. The Standard Chartered Mumbai Marathon, the Airtel Delhi Half Marathon and the TCS World 10Km at Bangalore are three very prestigious distance running events of the world. They are supported by their respective state governments and accredited by the Association of International Marathons & Distance races (AIMS).
- D. Global Sports Communication represents some 150 international athletes from 28 different countries. They are global players and are working with all major events in athletics. Over a period of last 25 year, athletes represented by GSC have won a staggering total of 90 medals at Olympic Games, 300 medals at World Championships and have broken over 60 World Records. They organize training camps in various parts of the world, such as USA, France, China, and Australia and have their own camps in Kenya and Ethiopia. GSC works with coaches from all over the world, having experience from youth athletics up to the highest levels of competition, i.e. Olympic Games and World Championships.

NOW, THEREFORE, in consideration with the mutual understanding contained herein and the mutual benefits to be derived through this MoU, the parties hereby agree as hereunder:-

2. PURPOSE

The purpose of this MoU between the undersigned parties is to provide the basis of their future collaboration by setting forth the main principle of each party's role and responsibilities in the development, implementation, operation, monitoring and evaluation of the Elite Distance Running Program (hereinafter referred to 'EDRP') as one of the core activities of the academy. In Specific the EDRP envisages the following:

- 2.1.1 Identification and selection of raw talent, across India, vide selection trails conducted by the Sports Authority of India (SAI). Upto 120 athletes, proficient in the distances of 3Kms, 5Kms and 10Kms shall be shortlisted and form the EDRP Group. The EDRP Group will have the added presence of the Winners of the National competitions, i.e. Open Nationals, Federation Cup, etc.
- 2.1.2 Participation of these athletes in the annual edition of the Airtel Delhi Half Marathon, conducted in November each year. They will participate in the 3 timed race categories of 3Kms, 5Kms and 10Kms.
- 2.1.3 Approx 50 athletes from EDRP Group will be further shortlisted, basis their performance at ADHM into an "EDRP 50". The "EDRP 50" will receive advanced training at a special purpose camp. This advanced training camp will be for a period of approx 45 days.
- 2.1.4 From the advanced training camp approx 6 athletes in total (male /female) "The ELITE TEAM" will be selected for training overseas and enrolled for participation in international distance running events. They will be supported for a period of 3 years, subject to be result oriented in achieving and maintaining acceptable levels of performance as determined by GSC.
- 2.1.5 The EDRP will be an annual program and a similar pattern will be followed with necessary modifications as derived from the learning and experience of the parties involved.

3. **OBLIGATIONS OF SAI**

- 3.1 To identify and select athletes that will form the EDRP Group, over the distances of 3Kms, 5Kms and 10Kms following a fair and transparent

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- selection process, including proper medical examination etc. Selection tails to be held will be at minimum 8 Centers across India.
- 3.2 Bear all expenses relating to boarding, lodging and training facilities for the shortlisted "EDRP 50" at the advanced training camp and also arrange yearly 02 High Altitude training programme for 04 weeks duration at Shillaroo or Ooty.
  - 3.3 Provide and bear necessary travel expenditure to the "EDPR 50" for training at EDPR advanced training Centre.
  - 3.4 Will be responsible for deployment of (02) two SAI coaches for training of athletes. Provide necessary sports and training equipment.
  - 3.5 To secure the participation of the "Elite Team" in national camps/ competitions being conducted by the National Federation, to enable their further participation in international events, i.e. Asian Track & Field, Asian Games, Commonwealth Games, etc.

#### 4. OBLIGATIONS OF PROCAM INTERNATIONAL

- 4.1 To sponsor a qualified person to assist SAI at the SAI Regional Centre's during the raw talent selection trails.
- 4.2 To identify raw talent in a broad base manner at least 03 months before the Airtel Half Marathon.
- 4.3 Provide boarding and lodging for up to 120 athletes at the Airtel Delhi Marathon at SAI Hostel, J.N. Stadium, on payment.
- 4.4 Provide for participation bibs, timing chips and timing mats for recording timings of the EDRP Group at ADHM each year.
- 4.5 Provide 01 set of branded kit with 02 pairs/sets each of competition kits with SAI and SAINAA Logo and specialized shoes to the final strength of the SAINAA.
- 4.6 To provide a foreign Coach specialized in Middle & Long Distance Running, at least for 60-75 days in the Academy who will also conduct orientation training for SAI Coaches (04-06) in phase manner. The coach's role will commence with the EDRP 50 at the advanced training camp in Bhopal. The coach and GSC to also provide technical expertise vis-à-vis training and nutrition as per the norms fixed for Junior National Coaching Camp.

*[Signature]*

*[Signature]*

- 4.7 Provide boarding, lodging and training for around six weeks at a GSC training camp in Ethiopia/Kenya for the selected "ELITE TEAM" of 6-8 athletes plus 01 Coach.
- 4.8 Incur the necessary expenditure on travelling and visa for final selected athletes (The ELITE TEAM) for training abroad, at a GSC Camp.

5. **BRANDING**

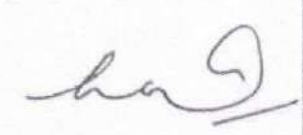
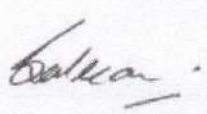
- 5.1 The PI is entering into collaboration with SAI solely for its program as the "ELITE Distance Running Program (EDRP)" and agrees that the Academy would be named as "Sports Authority of India National Athletics Academy (SAINAA)".
- 5.2 The SAINAA will have corporate partners, who will associate with the program, having rights and benefits as partners to EDRP.
- 5.3 The SAINAA will have presenting sponsors, with naming rights and benefits for e.g. XYZ presents the EDRP.

6. **TERM**

- 6.1 This Memorandum of Understanding shall commence from the date of execution and shall continue for a period for 05 years.
- 6.2 The term of this MoU may further be renewed by the Parties, on mutual agreement, upon such terms and conditions as may be mutually agreed to parties that any renewal of MoU will be subject to a new written instrument.
- 6.3 Either party may terminate this MoU by way of written notice in advance in the following manner:

If the other party of MoU fails to observe or perform any of its material obligations as agreed to hereunder and does not mend such failure with 60(sixty) days after being called upon to do so by written notice.

7 **CONFIDENTIALITY**



The parties agree to treat all business and technical information as confidential information and shall not disclose such information to any third party without prior consent unless required by order of a governmental agency or instrument of competent jurisdiction.

**8 CONTACT**

The principal point of contact for each party shall be:

For SAI: Executive Director (Operations)  
Sports Authority of India.

For PI: Satish Pillai  
Director Sports & Youth Development


**9 GOVERNING LAW AND DISPUTE RESOLUTION**

This MoU and all matters arising out of or in connection with it shall be construed in accordance with and governed by the Indian Law. The parties shall make every effort to resolve any dispute arising out of this MoU in an amicable manner conforming to the spirit of this MoU and in case of deference of views, the orders of Director General, SAI, will be binding to both the parties.

IN WITNESSS WHEREOF, the parties hereto have caused this Memorandum of Understanding to be executed in two (2) copies by their duly authorized representatives.

**Executed for and on behalf of  
PROCAM INTERNATIONAL**

**Executed for and on behalf of  
SPORTS AUTHORITY OF INDIA**

  
**(SATISH PILLAI)**  
Director Sports & Youth Development

  
**(HIRA BALLABH)**  
Executive Director (Operations)



