

F.No.6-8/SAI/Fit India/2021

SAI Head office
Gate no-10, JLN Stadium
Lodhi Road, New Delhi – 110003.
Date: 18.06.2021

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF PARTNER FOR
OLYMPICS QUIZ “ROAD TO TOKYO 2020”**

Sports Authority of India and Indian Olympics Association are jointly organising a nationwide campaign Olympics Quiz “Road to Tokyo 2020” for creating awareness about the Olympics with rewards for lucky winners. The details of the quiz contest are given below

- i. Multiple-choice quiz conducted in English & Hindi and other regional languages on TV, Radio and digital platforms till 22nd July 2021
- ii. The Quiz will have 5 to 10 questions from multiple themes - History of Olympics, Sports & Disciplines, Past Achievements of Athletes, World Records, Current and Past Indian Athlete etc.
- iii. Only one attempt per person is allowed
- iv. In case of tie in scores, the fastest completed score will be considered
- v. Every day lucky winners will be awarded Indian Team/Fan Jerseys.

Participants per platform	Maximum Lucky Winners/ T-shirts to be given
Upto 1000 participants	1
1001-2000 participants	2
2001- 3000 participants	3
3001 -4000 participants	4
4001- 5000 participants	5
5001- 6000 participants	6
6001- 7000 participants	7
7001 -8000 participants	8
8001- 9000 participants	9
9000 participants and above	10

Note: Maximum T-shirts to be given to the lucky winners is capped at 100 T-shirts for each platform (TV, Radio and Digital).

Illustration			
Platform	Channels/languages	T-Shirts capped	Total
TV	2	100	200
Radio	1	100	100
Digital	6	100	600
Total			900

vi. Out of the combined pool of Lucky Winners identified by all the Partners, a few candidates shall be selected based on the prevailing conditions for Virtual Meet and Greet with Olympians.

2. SAI hereby invite applications from interested reputed organisations (private/public), NGOs, PSUs, etc. fulfilling the eligibility criteria to be engaged as a Partner for the quiz Road to Tokyo 2020. The eligibility criteria, roles and responsibility and terms & conditions are given below:-

A. Eligibility criteria:

- The organisation must be validly incorporated under Companies Act 2013 as amended or under the relevant provisions/ Acts in India with credible track record of the entity /promoters.
- The organization should have a reach of 1 lac.
- The organization shall submit to SAI their quiz amplification plan, mechanism to identify lucky winners and plan for distribution of prizes (T-shirts).
- Fit and Proper person as per the criteria defined below:

For the purpose of determining whether an Applicant is a 'Fit and Proper Person', SAI may take the indicative criteria mentioned below:

1. Financial integrity of the Applicant;
2. Ability of the Applicant to undertake all obligations set out under this EOI;
3. Absence of convictions or civil liabilities against the Applicant;
4. Absence of any previous debarment of the Applicant, in accordance with the General Financial Rules, 2017, provided such debarment is still existing;
5. Absence of any disqualification as specified below:
 - a) Conviction of the Applicant or any of its respective directors, partners, executives or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or

causing a threat to public health as part of execution of a public procurement contract;

- b) Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any applicable laws against the Applicant or any of its or their respective directors and partners;
- c) Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the applicable law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Applicant;
- d) Current or previous banning of the Applicant or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason;
- e) Default by The Applicant or any of its or their respective directors, partners, executives or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years;
- f) The Applicant should not have been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.
- g) Any other criteria as deemed fit by SAI.

B. Roles & Responsibilities of SAI:

- Permission for using banners/creatives with relevant logos.
- Provide web quiz platform to Partners who don't have their own setup
- Organise 'Virtual Meet & Greet with Olympians' for selected lucky winners.
- Provide question bank for the conduct of the quiz

C. Roles and responsibility of Partners.

- Obtain approval of SAI regarding appropriate usage of banners/creatives with appropriate logos.
- Run the quiz contest on daily basis on appropriate platform i.e. TV, radio, digital platforms, etc.
- Complete logistics and management regarding distribution of T-shirts to the lucky winners.
- Coordination with lucky winners for 'Virtual Meet & Greet with Olympians'.
- The distribution of any other prize as per Partners discretion to the lucky winners/winners (optional).
- Transparent selection of lucky winners.





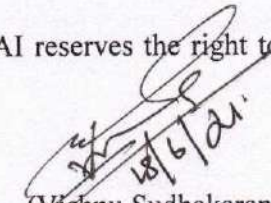
- Submission of detailed log report of the quiz and activities undertaken during the program with relevant data on weekly basis to justify the weekly participation numbers for distribution of T-Shirts
- Promotion of #Cheer4India.

D. Terms and conditions:

- The Partner organisation will run the quiz contest no cost to SAI and strictly on non-commercial basis.
- Any sponsorship or using the logos/taglines for any other purpose shall not be permitted.
- This program cannot be run in association with any other partners/sponsors.
- The Partner organization shall ensure fair selection of winners/lucky winners.
- Distribution of T-shirts to the winners shall be the sole responsibility of the Partner.
- SAI shall not be responsible for any complaint regarding the quiz contest run by the Partner organization and distribution of prize.
- The Partner may assign any part of their obligations to any sub-agency/third party, wherein the payments shall be made by the Partner to the sub agency directly and SAI shall bear no responsibility of the same. However, the Partner shall be responsible to SAI for delivery/execution of their obligations. However, the Partner shall be responsible and liable towards SAI for all purposes and SAI shall have no obligation whatsoever towards the sub-agency. However, the Partner will have to consider the objections raised by SAI with regards to the sub Agency. The Partner will also have to remove/replace the sub Agency in the event SAI raises objections and is not satisfied with the sub-agency for any reasons whatsoever.
- SAI is not bound to accept any proposals and selection of the Partner will be sole discretion of SAI.
- SAI reserves the right to reject the proposal/terminate the partnership without giving any reasons.
- SAI reserves the right to terminate the contest/withdraw the contest from any platform at any time.
- The T-shirt will be handed over to the Partner at select locations (metro cities & capital cities) to be chosen by the Partner as per their convenience.
- An MOU will be signed with the successful applicant wherein the terms and conditions of partnership will be further enumerated.
- All applicants are requested to submit their applications/ expression of interest on email – contact@fitindia.gov.in by 30th June, 2021 in the attached Performa. Queries if any may be sent to the same email id.
- SAI or any of their designates reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason.



Information provided at this stage is indicative and SAI reserves the right to amend/ add further details in the EOI


(Vishnu Sudhakaran)
Deputy Director (Fit India)

Enclosure – Performa for submitting the proposal (2 pages).

Copy to:

1. Sr. PS to Secretary Sports.
2. AD to DG, SAI.

Application for Olympics Quiz Partner

To,

Deputy Director (Fit India),
Fit India Division, SAI Head office,
Gate no. 10, JLN Stadium Complex
New Delhi - 110003

Sub – Application for partnership - Olympics Quiz “Road to Tokyo 2020” – reg.

Sir,

We the undersigned, offer to promote and conduct Olympics Quiz “Road to Tokyo 2020” and are hereby submitting our proposal against the Expression of Interest issued by SAI with the reference no.6-8/SAI/Fit India/2021 dated 18.06.2021 and its Terms of Reference.

SN	Particulars	
1	Name of Organization & Address	
2	Year of Inception	
3	Reach across all platforms (TV, radio and digital) supporting online links/documents to be provided.	
4	Amplification Plan for Olympics Quiz (detailed plan can be attached as annexure)	
5	Mechanism to identify lucky winners (detailed plan can be attached as annexure)	
6	Distribution plan of T-shirts to lucky winners	

2. We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief. We understand SAI is not bound to accept any proposal received by us. We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI. We have fully understood the Roles & responsibilities and T&Cs provided in the EOI dated 18.06.2021.

Sincerely,

Name of authorized signatory:

Title/designation:

Email & Contact no.:

Signature:

Place:

Date:

Official Seal