

**Agenda Items for the 37th Departmental Project Approval
Committee (DPAC)**

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Agenda Item No	<i>1</i>
Agenda	<i>Confirmation of the minutes of the 36th meeting of DPAC held on 02.09.2022</i>
Vertical	<i>Khelo India Secretariat</i>

Detailed Description of Agenda:

The minutes of 36th meeting of the DPAC was circulated to the members and so far, no objection is received. Hence it is proposed that minutes circulated may be confirmed.

AGENDA

Agenda Item No	<i>2</i>
Agenda	<i>Action Taken report on 36th meeting of DPAC held on 02.09.2022</i>
Vertical	<i>Khelo India Secretariat</i>

Detailed Description of Agenda:

Item No.	Agenda Item	Decision	Action Taken
3	Hiring Young Professionals for implementation & monitoring of Khelo India scheme	Approved in-principle for hiring of 25 YPs. Funding to be met from SAI Internal Revenue till the time funds are sanctioned from Khelo India scheme	Hiring of Young Professionals by SAI is under process.
4	Opening of District-wise Khelo India Centres (KICs) in Gujarat, Madhya Pradesh and Nagaland	Approved	Notification issued.
5	Proposal for hosting Khelo India Women's League under Khelo India Scheme	Approved	Sanction letter issued to respective NSF.
6	Approval for the release of salary of coaches for the F.Y. 2022-23 and grant of scholarship for Athletes of indigenous games	Approved subject to following: 1) Salary of coaches may be released till 30.09.2022. Review of the PRITG component to be conducted and status report to be submitted to the committee for deciding subsequent extension of benefits under the component. 2) Selection of athletes for	1. Salary of National Gatka Association has been released up to June 2022. 2. Status report has been received from all 04 NSFs. 3. The process of constitution of TIDC for talent identification is under process.

Item No.	Agenda Item	Decision	Action Taken
		scholarship may be initiated exactly as being done under Khelo India Talent Identification verticals by forming Talent Identification & Development Committees.	
7	Budget requirement of Rs. 1 cr. for the conduct of Fit India Freedom run campaign	Rs. 50 lakhs approved.	FI Freedom run campaign was launched on 02 nd October '22. The campaign witnessed participation of 7,08,71,387 (7.08 crore) with 18,40,69,332 kms covered.
8	Budget requirement of Rs. 7.30 crores for the conduct of Fit India Quiz 2022	Approved. It was also directed to make efforts for raising sponsorship for FI Quiz 2022 for prize money.	Registration for FI Quiz started on 3 rd September 2022 and will end on 20 th November 2022. As of 18.11.22, 35,188 schools registered and nominated 1,39,715 students.
9	Conducting events on National Sports Day 2022	Ratified	Funds were released to respective SAI RCs to conduct micro-events to celebrate NSD in schools and other institutions along with 25 Meet the Champion events. Also, Hon'ble Ministers, MYAS and MoE interacted with Fit India influencers and the event was broadcasted on DD Sports.
10	Conducting Freedom rider biker rallies	Rs. 25 lakhs approved for conducting regional events and Rs. 10 lakhs for the conduct of flag off event. The funds for regional events may be released to NYKS.	Rs. 25 lakhs for conduct of regional events at 75 iconic locations across 34 states/UTs were released to SAI RCs. The event was flagged-off by Hon'ble Home Minister on 3 rd Sep '22 at MDCNS.

Agenda

Agenda Item No	3
Agenda	<i>Opening of 48 District-wise Khelo India Centres (KICs) in Andhra Pradesh, Assam, Chhattisgarh and Telangana</i>
Vertical	<i>Khelo India Centres and Sports Academies</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs.25 Crores (Recurring) & Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

Detailed Description of Agenda:

DPAC vide its meeting dated 04.06.2020 decided to establish 1,000 Khelo India Centres over a period of 4 years with a 01 KICs per district (except in North-East States, Jammu & Kashmir and Ladakh). In this regard, proposals were invited from State Sports Department for KICs in the prescribed format. The proposals from Andhra Pradesh, Assam, Chhattisgarh and Telangana for Government organizations/ centres are received within the purview of the revised proforma as for opening of District level Khelo India Centres for Government Organizations dated 29.01.2021.

The brief of the proposal is given below:

S. N.	Name of the State	Total No. of Districts	No. of KICs eligible for	No of existing KICs(State Proposed KICs)	No of new KICs proposed by the State	List of centres
1	Andhra Pradesh	26	26	13	12	Annexure I
2	Assam	35	70	33	12	
3	Chhattisgarh	33	33	07	07	
4	Telangana	33	33	02	17	

As of now, there are 609 KICs across 447 districts in 29 States/UTs and 76 centres of Railways. Once the above is approved, there will be 733 KICs across the country.

The financial implication of the proposal is given below:

S. N.	Name of the State	No of new KIC proposed by the State	One-Time Grant for First Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for First Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for Subsequent 03 Years (Rs.5 Lacs per Discipline per Year)
1	Andhra	12	Rs. 60 Lacs	Rs. 60 Lacs	Rs. 180 Lacs
2	Assam	12	Rs. 60 Lacs	Rs. 60 Lacs	Rs. 180 Lacs
3	Chhattisgarh	07	Rs. 35 Lacs	Rs.35 Lacs	Rs. 105 Lacs
4	Telangana	17	Rs. 85 Lacs	Rs. 85 Lacs	Rs. 255 Lacs
	Sub-Total		Rs. 240 Lacs	Rs. 240 Lacs	Rs. 720 Lacs
	Grand Total		Rs. 480 Lacs		Rs. 720 Lacs

Approval of the DPAC is solicited for:

- i. Opening of 48 Khelo India Centres in 48 districts (12 in Andhra Pradesh, 12 in Assam, 07 in Chhattisgarh and 17 in Telangana)*
- ii. The financial approval of budget estimate for annual expenditure of Rs.480 lacs for 48 KICs @ 1 sports discipline per centre in the 1st year (@ Rs.5 Lacs as one-time grant & Rs.5 Lacs as recurring grant for each KICs) and Rs. 720 lacs (@ Rs.5 Lacs as recurring grant for each KICs) for the subsequent 3 years.*

Agenda

Agenda Item No	4
Agenda	<i>Adoption of Khelo India State Centre of Excellence in Gujarat</i>
Vertical	<i>Khelo India Centres and Sports Academies</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs.25 Crores (Recurring) & Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

Detailed Description of Agenda:

The DPAC vide its meeting dated 05.03.2020 decided that existing facilities in States/UTs should be upgraded as Khelo India State Centre of Excellence (KISCE), under the Khelo India Scheme. Assistance should be in the form of bridging the gaps in sports equipment, high-performance managers, coaches, sports scientists, technical support, etc.

2. It was desired by the DPAC that project proposals be called from States to identify gaps and assessment done for converting the existing sports facilities into excellence centres. In this context, letter was sent to all States/UTs requesting for DPRs. So far, 29 centres in 28 States/UTs have been notified and of the remaining 09 States/UT's, proposal from the State of Gujarat has now been received which is examined and found in order.

3. The gist of the proposals received for KISCE from the State of Gujarat is as below:

States/UT's	Disciplines	Proposed	Remarks
Gujarat	Athletics (OSOG), Table Tennis, Wrestling	High Performance Centre, Nadiad	<ul style="list-style-type: none"> Centre has a total area of 14 acres for 06 Olympics disciplines. Total hostel capacity is for 222 rooms available for 306 Boys & 360 Girls trainees. Current total strength of trainees is 196 (107 males & 89 females). This centre is also a Khelo India Accredited Academy for Volleyball discipline. There is no duplication of funds w.r.t HPC Nadiad RD SAI Gandhinagar has submitted its report, recommending this centre as KISCE for Gujarat.

4. Disciplines for KISCE Gujarat shall be finalized at the level of DG SAI at the time of viability gap assessment.

The detailed information about the centre is placed at **Annexure II**.

Approval of the DPAC is solicited for:

- Notification of High-performance Centre, Nadiad as Khelo India State Centre of Excellence in Gujarat*

Agenda

Agenda Item No	5
Agenda	<i>Change in disciplines & districts in Khelo India Centres</i>
Vertical	<i>Khelo India Centres and Sports Academies</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs.25 Crores (Recurring) & Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

Detailed Description of Agenda:

The implementation guidelines for Khelo India Centres basis approvals accorded by DPAC in its 17th meeting dated 05.03.20 and 18th meeting dated 04.06.20 outlined the eligibility criteria, quantum of financial assistance, notification process, general conditions and other relevant inputs, however, anticipation in terms of change of discipline was not mentioned. Recently, requests have been received from State sports department of Uttar Pradesh and Karnataka for change of disciplines in Khelo India Centres.

DPAC vide its 24th meeting dated 09.03.21 and 27th meeting dated 13.05.21 had approved 75 KICs in the State of Uttar Pradesh and 31 KICs in the State of Karnataka. While Uttar Pradesh has requested change in discipline for 07 KICs, Karnataka has requested change in discipline for 03 KICs. The detailed list of requests along with the centre name is placed at Annexure III. Both these States have confirmed that funds released for the sanctioned disciplines have not been utilized.

Due to administrative reorganization in the State of Andhra Pradesh, new districts have been notified. Accordingly, Andhra Pradesh has requested 05 KICs notified earlier to be changed to the newly formed districts. It is proposed that if approved the agenda related to change in districts of notified KICs in Andhra Pradesh may be placed before DPAC. The list of 05 KICs is at Annexure-III. Further, funds released for these 05 KICs have not been utilized by the State.

DPAC is requested to approve the change in discipline in 07 KICs in Uttar Pradesh, 03 KICs in Karnataka and change in districts for 05 KICs in Andhra Pradesh and authorize DG, SAI to approve change of discipline /district in KICs going forward.

Approval of the DPAC is solicited for:

- i. Approve change of discipline in 07 KICs in Uttar Pradesh, 03 KICs in Karnataka and change of districts in 05 KICs in Andhra Pradesh as per list at Annexure III*
- ii. Authorize DG, SAI to approve any subsequent change in discipline/s / district in KICs*

Agenda

Agenda Item No	6
Agenda	<i>Procurement of Consumable & Non-consumable equipment for STCs & NCoEs</i>
Vertical	<i>Khelo India Centres and Sports Academies</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs.12 Crores (Recurring) & Rs.12 Crores (Non- Recurring) for Sports Academies</i>

Detailed Description of Agenda:

National Centres of Excellence (NCoEs) became functional from 01.10.2019 onwards to provide excellence training to talented athletes. Initially, 20 NCoEs were approved which have been increased to 23 at present. Whereas, in order to groom intermediate level athletes in the age group 12-18 years, SAI has established SAI Training Centres (STCs) in various States/UTs. Presently, there are 69 STCs operational across the country. While STCs are established in States where the infrastructure has been provided by States Governments, NCoEs have been completely established by SAI.

The sanctioned strength of STCs is 5893 and NCoEs is 4542. It is essential to ensure the availability of sports equipment to the sportspersons training at these centres. Availability of optimum level of consumable and non-consumable equipment is critical to providing uninterrupted sports training to talented athletes to progress to the next level.

An elaborate exercise was undertaken by SAI to assess overall requirement of consumable & non-consumable equipment across all STCs and NCoEs. The list was finalized in discussion and detailed deliberations with Lead Regional Directors (RDs), RDs, High Performance Managers and concerned NCoEs and STCs. Further, the requirement of consumable equipment across NCoEs was calculated on the basis of approved norms for Khelo India accredited academies notified vide Circular No.3(5)/Sectt./KITD/HPC/2018-19 dated 28.09.2018. The financial implication of the overall equipment requirement in STCs and NCoEs is as below:

INR in lakhs				
Centre	Nos.	Recurring	Non-recurring	Total
STC	69	785.02	1729.37	2514.39
NCoE	23	1573.40	2345.62	3919.02
TOTAL		2358.42	4074.99	6433.41

Discipline/RC-wise detailed sheet is at Annexure-IV.

Since the NCoEs & STCs cumulatively are expected to train more than 10,000 athletes across the country and conducts National Coaching Camps as well, it is proposed that the financial implication towards procurement of consumable & non-consumable equipment for STCs & NCoEs may be funded from the Khelo India Centres & Sports Academies vertical of Khelo India scheme.

The following measures shall be adopted to ensure financial sanity:

- i. Consumable equipment shall be procured by respective RDs
- ii. Non-consumable equipment shall be procured by respective Lead RDs
- iii. Even though RDs shall have the liberty on specification and quantity, but it can never be at the cost of quality of the item or beyond the budget allocation.
- iv. Strict economy measures and GFR procedure shall be followed
- v. Items shall be procured from GeM portal wherever it is available

To meet the contingency, DG SAI may be authorized to incur an additional 10% of the total cost for the purpose. Nature of expenditure and admissibility will be finalized by DG SAI.

Approval of the DPAC is solicited for:

- i. *Financial Approval of Rs. 23.58 cr. for procurement of consumable equipment (recurring) & Rs. 40.75 cr. for procurement of non-consumable equipment (non-recurring) for STCs & NCoEs*

Agenda

Agenda Item No	7
Agenda	<i>Budget approval of Rs. 50 lakhs for the conduct of Fit India School Week 2022</i>
Vertical	<i>Fit India movement</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 10 Crores (Fit India and Physical Fitness of School Going Children)</i>

Detailed Description of Agenda:

Fit India School Week was conceived in 2019 with the imperative need of creating awareness about fitness not limited to children but also their parents, teachers and school staff. In this campaign, school fraternities across the country are encouraged to celebrate 4 to 6 days in a week to promote a healthy and active lifestyle by indulging in various activities such as debates, quiz, essay writing, poster-making competitions, yoga and meditation, pledge of fitness, indigenous sports etc.

More than 15,000 schools participated in the 1st edition of Fit India School week. In the 2nd edition, more than 4.3 lakh schools celebrated the Fit India school week across the nation. The 3rd edition witnessed more than 4.5 lakh participants across from all over India. All three editions were a big success as huge participation was seen from schools of all states. Along with Children, Teachers, Staff and Parents also took part in this celebration and promoted Fit India Movement in a grand manner.

This year, the 4th edition of Fit India School Week shall be observed from 15th November to 15th December 2022. Schools can select any one week within this window to celebrate the Fit India school week program. A launch event for “Fit India School week” is proposed to be organized in a school in Delhi or other State/UT. It is also proposed to amplify the campaign across various platforms to give spread more awareness and participation from schools. A budget of Rs 40 lacs (inclusive of GST) may thus be allotted for the execution of launch event in Delhi and the amplification of the campaign.

Additionally, it is also proposed to organize School Week events in all 37 States/UTs to promote the campaign at the regional level. A budget of Rs. 10 lacs (inclusive of GST) @ approximately Rs. 27,000/- per State/UT may be allotted as a grant to be provided to SAI Regional Centers for the execution of school week events in 36 States/UTs towards branding, production cost (cameraman, videographer, photographer, regional amplification), etc.

A total budget of Rs 50 lacs (inclusive of GST) is estimated for the Fit India School Week 2022.

Approval of the DPAC is solicited for:

- i. *Budget approval of Rs. 50 lakhs for conducting FIT India School Week 2022*

Agenda

Agenda Item No	8
Agenda	<i>Selection Of Program Management Unit (PMU) For National and Regional Trainings Of Physical Education Teachers</i>
Vertical	<i>Fit India movement</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 10 Crores (Fit India and Physical Fitness of School Going Children)</i>

Detailed Description of Agenda:

One of the key component under FIT India vertical of Khelo India scheme is the implementation of a national physical fitness drive for school children. In an effort to implement the component of Physical Fitness of School Going Children (PFSGC), National Physical Fitness parameters are evolved and a tool kit in the form of mobile and web application has been provided to the schools to evaluate physical fitness of all school going children.

The tests are conducted by Physical Education Teachers of the respective schools and the data is recorded real-time through a dedicated mobile application- Khelo India Fitness Application (KIFA) launched by Khelo India. The detailed method of conducting the tests and usage of application for recording the test data has been provided on the schoolfitness.kheloindia.gov.in website.

Under the Fitness Assessment programme, it is also envisaged to identify the sporting talent from assessed students who are excelling in fitness assessment. The top scorers in the fitness assessment parameters may be shortlisted and tested on test parameters (battery of tests) for talent identification. The battery of test will be available on KIFA and will allow the assessor to update the data on real time basis through KIFA. This process will create a large pool of sporting potential talent across the country.

In order to execute the aforementioned assignment at the ground level, the Physical Education Teachers (PET) are identified as the key agents for execution. The PET at the school shall be performing the physical assessment of the students and shall be trained and certified by the SAI through the regular training and assessment drives. Such Training of Physical Education Trainers (TOPeT) programs shall be executed at National, Regional or State level, in offline or online mode or both.

In the past, TOPeT programs have been conducted under this component where-in more than 1,00,000 participants (Master trainers, regional trainers, principals) have benefitted. As per the approval accorded by DPAC vide its 4th and 7th meetings, a consolidated amount of Rs. 3.85 cr. has been sanctioned for the conduct of different levels of TOPeT program.

There are other initiatives as well which requires involvement of school going children and close coordination with school management like,

- i. Fit India School Certification System
- ii. Fit India School Week
- iii. Fit India Quiz

Further, Fit India Mobile App has been developed to enable the individual users to conduct physical fitness assessment as per the age-appropriate fitness protocols. The application will provide the overall fitness score based on the individual's performance on different parameters and activities defined for the age group.

Also, the PFSGC component shall also act as a key enabler for potential talent identification mechanism under the upcoming national level talent identification project – KIRTI : Khelo India Rising Talent Identification.

In order to implement all the above activities at the ground level, it is proposed to set up a Project Management Unit (PMU) for the following:

- i. Training of Physical Education Teachers Programme for Khelo India
- ii. Driving Fit India Mission initiatives dedicated towards schools
- iii. Coordination with State Education and State Sports Department for smooth conduct of trainings and assessments of children in schools
- iv. Ensuring maximum implementation fitness assessment in schools in State
- v. Scheduling and planning for trainings across country in a way that maximum number of schools across India are covered in next three years

The team structure of the PMU is proposed as:

Position	Role and Responsibility	Qualification	Number of Resources
General Manager	For overall management and delivery of services	MBA with 10 years' experience with preferable experience in managing government PMU projects	1
Regional Managers (RMs)	Responsible of execution at the zonal level	MBA's with 5 years' experience in stakeholder management, government consulting and project management	6

The estimated fee for the PMU is expected to be around Rs. 85.66 lakhs per year with the total engagement period proposed for one year initially and thereafter extendable one year based on performance.

Approval of the DPAC is solicited for:

- i. *In-principle approval of setting-up of a Program Management Unit (PMU) For Training of Physical Education Trainers (TOPeT) program, driving Fit India initiatives and other ancillary activities*

Agenda

Agenda Item No	9
Agenda	<i>Promotion of Fit India mobile application</i>
Vertical	<i>Fit India movement</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 10 Crores (Fit India and Physical Fitness of School Going Children)</i>

Detailed Description of Agenda:

Fit India Movement was launched on 29th August 2019, on National Sports Day by Hon'ble Prime Minister with the aim to make fitness an integral part of the lives every Indian by spreading the message - Fitness is easy, fun, and free, and can be practiced anywhere.

To take this vision forward, Fit India Mobile App was launched on the 2nd Anniversary (29th Aug 2021) of Fit India Movement with an objective to make fitness easily available and accessible via technology to Indians. With an effort to empower every citizen to check and improve their fitness quotient regularly, the Fit India App was launched wherein citizens can assess their fitness parameters through a series of simple tests and also get useful tips on diet and nutrition to keep themselves healthy. On the app, an individual can not only assess their own fitness, but also invite friends, family to be part of a combined fitness journey. An individual can also share their fitness stories on social media. The Fit India Mobile App comes as an extension of the Fit India Protocol that was launched by Hon'ble Prime Minister on Sep 24, 2020, on the first anniversary of the Fit India Movement. The age-appropriate protocols are the first of its kind to be launched in India and addresses all age groups.

In the past one year since the Fit India mobile app was launched, there has been 4.6 lakh downloads across android and iOS platforms. These downloads have primarily been possible due to persistent requests to other Central/State departments like, NYKS, NSS, other ministries, requests to State Chief Secretaries/Principal Secretaries. Social media campaigns in limited way have also been run where tweets from ministers, public representatives, MPs, MLAs, Fit India icons, ambassadors and champions have also been carried out. Banners on Fit India and other websites are also put up for website visitors to download the app through QR code. Also, the FI app was also promoted during the FI quiz episodes. Based on the comparative analysis with other similar App available in India, it has been observed that the user experience needs to be enhanced through adopting various marketing & promotional activities which were not carried out before.

Accordingly, to further popularize the Fit India Mobile App among the masses, an organic and targeted initiatives to reach out to more users and make it more engaging needs to be undertaken. Most of the initiatives mentioned in the previous paragraph have more or less reached their saturation levels and a more creative approach is now required to reach more number of prospective users. Aim is to reach 15 lakh downloads by March 2024. A series of broad marketing and promotional activities to reach the 15 lakh number is proposed as below:

- Conceptualize a thematic campaign on Fit India Mobile App and its sustenance
- Virtual challenges/contests for consumers and gratification/reward for winners
- Increasing Fit India Mobile App reviews (In App notification)

- Creating customized content – testimonials / stories, etc.
- Focus on partnerships with renowned brands and government departments
- Create multi-level marketing program

For the implementation of the above-mentioned marketing and promotional activities, a budget of Rs. 3 crores (Rs. three crores only) is proposed to be sanctioned. The strategy plan to utilize the proposed amount of Rs. 3 cr. is mentioned below:

SN	Particulars	Unit	Unit Cost Amount In Rs. Cr.	Estimated project amount in FY 2022-23 In Rs. Cr.	Estimated project amount in FY 2023-24 In Rs. Cr.
1	Creative & Content Production	1	0.4	0.08	0.32
2	Social Media (Awareness & Engagement) Phase 1 (3 months of daily engagement)	3	0.25	0.75	-
3	Social Media (Awareness & Engagement) Phase 2 (15 months of monthly engagement)	15	0.07	-	1.05
4	Miscellaneous	1	0.12	0.02	0.10
5	Content Development Team	4	0.12	0.10	0.38
6	Marketing Team	2	0.1	0.04	0.16
Total Budget				1	2

Approval of the DPAC is solicited for:

- i. Budget approval of Rs. 3 crores for promotion of Fit India mobile app till March 2024*

Agenda

Agenda Item No	10
Agenda	Allocation of Rs.40,00,000/- for covering the cost incurred by National Testing Agency (NTA) for Fit India Quiz
Vertical	Fit India movement
Financial Allocation for the Vertical during the Year 2022-23	Rs. 10 Crores (Fit India and Physical Fitness of School Going Children)

Detailed Description of Agenda:

National Testing Agency has been formed specifically to conduct entrance exams for admissions to Institutions of higher education such as IITs, AIIMS etc. and it has the capability in delivering exam in over 13 languages. In order to maintain the fairness in the examination process and strengthen the credibility of Fit India Quiz, National Testing Agency was engaged in the first edition. To maintain credibility and brand value of FI Quiz, agenda for engagement of NTA for the second edition of FI Quiz was placed for consideration of DPAC in its 36th meeting dated 02.09.22. DPAC approved the engagement of National Testing Agency (NTA) for Fit India Quiz 2022 registration and conducting preliminary rounds. However, the estimated expenditure to be paid to NTA was not included in the overall approved budget of Rs. 7.30 crores projected for Fit India Quiz 2022 due to ongoing discussions with NTA at that time.

2. After multiple rounds of discussion with NTA and based on the experience of conducting the Preliminary Exams for first edition of Fit India Quiz, it is proposed to engage NTA for the second edition of Fit India Quiz. However, NTA has offered the revised fee structure for conducting the preliminary test on basis of evaluating the cost incurred by NTA in the first edition. National Testing Agency has already developed a web portal and a mobile application exclusively for Fit India Quiz.

3. In the previous edition, NTA had initially quoted an amount of Rs. 225 per student. However, given the importance of maximizing mass reach of FI Quiz and deliberations at the highest level, NTA agreed to conduct the quiz at a nominal cost of ₹ 50 per participant. For the current edition NTA has proposed to collect ₹ 70 per participant (₹ 50 per participant collected from the school + ₹ 20 collected from Fit India Mission), if the total number of participants registered are 1,00,000 or above. The revised cost of Rs. 70 is basis NTAs evaluation of operational cost incurred in the previous edition.

4. Based on Fit India Quiz 2022 registrations and the current trend in the ongoing registrations it is estimated that the total registration for Fit India Quiz 2022 shall be approximately 2,00,000 students (+/- 10%) hence the estimated financial implication based on the above proposal will be up to ₹.40,00,000/- (+/- 10%). The expenditure for engagement of NTA shall be eligible as per actual number of registrations by 20th November 2022. It is also to be noted that the expenditure for engagement shall not exceed ₹.40,00,000/- (+/- 10%) up to the registration of 2,00,000 (+/- 10%) participants.

5. It may be seen that the proposal of the NTA is cost effective and without any margin of profit other than overheads and contingency charges. The agency will conduct exam in a cost-effective way. The total financial implication shall be evaluated after the registration for Fit India Quiz 2022 is closed on 20th November 2022.

Approval of the DPAC is solicited for:

- i. Allocation of Rs.40,00,000/- for covering the cost incurred by National Testing Agency (NTA)
- ii. Authorize DG SAI to incur an additional 10% of the total cost for the purpose.

Agenda

Agenda Item No	<i>11</i>
Agenda	<i>Approval of 10% contingency clause for 06 tournaments approved in 34th DPAC</i>
Vertical	<i>Promotion of Inclusiveness through Sports (Sports for Women)</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 2 Crores (Promotion of Sports among women Component under promotion of inclusiveness through sports vertical)</i>

Detailed Description of Agenda:

DPAC vide its 34th meeting held on 24.05.22 approved in-principle an amount of Rs. 11 cr. towards the conduct of women league in the below-mentioned six sports disciplines and release of fund to respective federations:

<i>S.No</i>	<i>Discipline</i>	<i>Amount</i>
<i>1</i>	<i>Cycling</i>	<i>Rs. 2,02,84,975/-</i>
<i>2</i>	<i>Boxing</i>	<i>Rs. 3,57,70,000/-</i>
<i>3</i>	<i>Swimming</i>	<i>Rs. 1,01,40,000/-</i>
<i>4</i>	<i>Wrestling</i>	<i>Rs. 1,59,14,000/-</i>
<i>5</i>	<i>Volleyball</i>	<i>Rs. 1,45,53,000/-</i>
<i>6</i>	<i>Judo</i>	<i>Rs. 1,74,30,500/-</i>
	<i>Total</i>	<i>Rs. 11,40,92,475</i>

However, due to an oversight the following clause was excluded from the DPAC agenda placed before the committee:

“To meet the contingency, DG SAI may be authorized to incur an additional 10% of the total cost for the purpose. Nature of expenditure and admissibility will be finalized by DG SAI”

The above-mentioned contingency clause is included in all other agendas with respect to women exclusive tournaments. DPAC is requested to approve the contingency clause of 10% for the above listed 06 disciplines as well.

Approval of the DPAC is solicited for:

- i. To meet the contingency, DG SAI may be authorized to incur an additional 10% of the total cost towards conduct of 06 tournaments approved in 34th DPAC for the purpose. Nature of expenditure and admissibility will be finalized by DG SAI.*

Agenda

Agenda Item No	12
Agenda	<i>Proposal for hosting Khelo India Zonal Archery Tournament by Archery Association of India</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 22 Crores (Sports Competitions Component under sports competitions & talent development vertical)</i>

Detailed Description of Agenda:

A proposal was submitted by Archery Association of India vide email dated 12/09/2022 wherein financial assistance to the tune of Rs. 50,000/- for each tournament in each phase was proposed to organize **Khelo India Zonal Archery Tournament** in 5 Zones (Copy of the proposal placed at **Annexure V-A**).

2. A model was evolved to organize **Khelo India Zonal Archery Tournament** wherein Roles and Responsibilities were outlined to organize khelo India Women's League (copy of the roles and responsibilities placed at **Annexure V-B**).
3. To organise the Khelo India Zonal Archery Tournament, the proposal from AAI was assessed and is proposed to be conducted as follows:

- **Division of Zone:**

Member State/UTs of Archery Association of India are divided into following five zones –

SN	Zone	States/UTs
1	North Zone	Delhi, Haryana, UP, Uttarakhand, J&K, Chandigarh, Punjab and Ladakh
2	East Zone	Bihar, Jharkhand, Chhattisgarh, West Bengal and Sikkim
3	West Zone	Maharashtra, Goa, Madhya Pradesh, Gujarat, Daman & Diu and Rajasthan
4	South Zone	Andhra Pradesh, Telangana, Odisha, Kerala, Tamil Nadu, Karnataka and Puducherry
5	North-Eastern Zone	Assam, Manipur, Meghalaya, Mizoram, Nagaland, Arunachal Pradesh and Tripura

- **Phases of Tournament:** Each Khelo India Zonal Archery Tournament will be of one day only and all the events will be held between November 2022 to March 2023. Cities have been identified for conducting ten (10) Zonal Archery Tournaments (2 in each zone) in Phase-1 where the basic required infrastructure and ground equipment are in place.

- **Eligible Participants:**
Only Individual Competition (2 X 70 Mtrs/60 Mtrs/50 Mtrs) in the following categories would be conducted -
 - ✓ Recurve Senior and Junior (Men & Women)
 - ✓ Compound Senior and Junior (Men & Women)
 - ✓ Indian Round Senior and Junior (Men & Women)
- **Duration of Competition:** 1 day (Qualification & elimination)
- **Location(s):**
 - ✓ North Zone - Jammu & Dehradun
 - ✓ East Zone - Jamshedpur & Kolkata
 - ✓ South Zone - Chennai & Vijayawada
 - ✓ West Zone - Amravati & Jaipur
 - ✓ North-East Zone- Shillong & Gangtok

To be held in SAI NCOEs, STC's, State Academies or other prominent Archery Academies or State/KI Accredited locations.

4. Role of Host State Association

- The host State Associations will be responsible to provide proper field of required standard, field equipment like target stand, target buttresses, target faces, target pins, placement and general field facilities like tenting, stationery, PA system, Water etc.
- One National Judge and three State level Judges will be appointed by the host State Association to conduct the event. TA/DA will be disbursed to the appointed officials as per the AAI governing rules. LOC has to arrange boarding, lodging and transportation (if any) for the appointed TOs for not more than 2 days.
- Branding (Signages, Banners) would also be arranged by the host State Associations as per the directives.

5. Financial implication:

- i. **Cost per Phase** includes the cost of Equipment (targets, target stands, target faces, tables, chairs, Stage setup, etc.), trophies, medals, certificates; honorarium, & travel allowances for Technical Officials, Boarding & Lodging for officials, Refreshment, Branding, etc. The detailed budget with all elements is placed at **Annexure V-C**.
- ii. **Budgetary Support under Khelo India:** In order to conduct the league, the financial assistance from Khelo India shall be Rs. 50,000/- per phase.
- iii. **Sponsorship Rights:** Further, it is to submit that as per the guidelines of the MYAS under 'Assistance to NSF' Scheme, NSF is eligible for a grant-in-aid for the National Championships for 3 age-categories (Senior, Junior & Sub-Junior) and the NSF/Host State Sports Association concerned is allowed to raise sponsorship in order to ensure the conduct of the event. However, for the Khelo India Zonal Archery Tournament, the funding is being limited to an amount of Rs. 50,000/- per event even though the requirement to conduct the event is almost similar, it is proposed that NSF (AAI) be permitted to raise sponsorship towards the available rights subject to following of the guidelines issued by Khelo India for branding/publicity (placed at **Annexure V – D**). However, if NSF gets any title sponsor, the name of the event shall only be "KHELO

INDIA ZONAL ARCHERY TOURNAMENT” and the rights may be used as “Sponsored By / Powered By/ Co-Sponsored By/ Co-Powered By” etc.

6. **Talent Identification:** Vertical of Khelo India Talent Identification, through Talent Identification Committee to identify and develop talent in various sports disciplines through robust talent identification mechanism. Khelo India Zonal Archery Tournament will give a platform to KITD to identify the talent considering the number of matches that will be played by the archers.

7. In view of the above, approval may be accorded for the conduct of Khelo India Zonal Archery Tournament by AAI with financial assistance to the tune of **Rs. 5,00,000/- (Rupees Five Lakhs only)** with following additions:

- *Nature of expenditure and admissibility will be finalised by the Director General, SAI.*
- *AAI/Host State Association/Organizer should be allowed to raise sponsorship subject to following the branding guidelines issued by Khelo India Division.*
- *The expenditure incurred to organize the Zonal City Tournament could be more than those estimated and therefore, Director General, SAI is authorized to allow expenditure up to 10% beyond the approved amount.*

Approval of the DPAC is solicited for:

- Budget approval for an amount of Rs. 5,00,000/- (Rupees Five Lakhs only) for the conduct of Khelo India Zonal Archery Tournament by Archery Association of India*

Agenda

Agenda Item No	13
Agenda	<i>Budget Estimates, Financial Assistance to Host State and Roles and Responsibilities division of Khelo India Youth Games Madhya Pradesh, 2022</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 22 Crores (Sports Competitions Component under sports competitions & talent development vertical)</i>

Detailed Description of Agenda:

Under the component ‘Sports Competitions and Talent Development’ (formerly known as Annual Sports Competitions) of Khelo India Scheme, 4 editions of Khelo India Youth Games namely; (i) Khelo India School Games New Delhi, 2018 (ii) Khelo India Youth Games Maharashtra, 2019 (iii) Khelo India Youth Games Assam, 2020 (iv) Khelo India Youth Games Haryana, 2021 have been successfully conducted so far.

2. Further, the next edition of Khelo India Youth Games (KIYG) is scheduled to be held in the State of Madhya Pradesh from 31st Jan to 11th Feb, 2023 in 27 Sports Disciplines at 9 different cities (8 cities of MP and Delhi) with the tentative participation of 6000 athletes.

3. In connection to the above, as per the distribution of proposed roles and responsibilities amongst Sports Authority of India (SAI), Govt. of Madhya Pradesh and National Sports Federations (NSFs) (copy of the roles and responsibilities matrix placed at Annexure-VI), the budget estimates of Khelo India Youth Games Madhya Pradesh, 2022 have been prepared as follows:

S.No	Functional Areas/Items of Expenditure	Estimated budget for KIYG 2021	Actual Expenditure for KIYG 2021	Estimated budget for KIYG 2022
1	Event Operations (Responsibility of Host State with funding from MYAS/SAI)			
A	Opening Ceremony	5.00	12.59	5.00
B	Operations (Venue Operations, Games Operations, Media Operations)	5.39	4.41	6.38
C	Venue Overlays	4.04	9.84	5.85
D	Sports Presentations	1.23	0.84	1.19
E	Spectator Engagement	1.14	1.18	1.88
F	Venue Catering	0.68	-	-
G	GTCC Operations & State Coordination	0.44	0.35	0.39
H	ICT Equipment; Invitations, Stationery, and Collaterals; Volunteers’ Briefing & Post Games Operations	0.63	0.69	0.69
Sub-Total (A)		18.55	29.91	21.38
2	Event Operations (Responsibility of SAI)			
A	Accreditation	0.15	0.17	0.24
B	Venue Branding	1.60	2.36	2.32
C	Design	0.37	0.17	0.18
Sub-Total (B)		2.12	2.7	2.74

S.No	Functional Areas/Items of Expenditure	Estimated budget for KIYG 2021	Actual Expenditure for KIYG 2021	Estimated budget for KIYG 2022
3	Sports Kit	8.00	4.88	6.79
4	Technical Conduct (incl. Fee of Technical Officials (TOs), Competition Managers (CM) and Sports Specific Volunteers (SSVs), CMs/TOs Kit, procurement of stationery items, TA/DA to TOs/CMs & etc. including TSR	5.75	5.12	6.66
5	Travel of State Contingent	4.62	4.62	6.57
6	Administrative Expenditure (incl. salary & TA/DA to the workforce, air & local Travel, Boarding, Lodging and expenditure on the conduct of meetings, miscellaneous, etc.)	1.85	0.7	2.21
7	IT & GMS*	0	0	1.03
Sub-Total (C)		20.22	15.32	23.26
Grand Total (A+B+C)		40.89	47.92	47.38

Note: The budget estimates for Media Operations, Publicity & Advertisement and Dope Control/Medical Services may be decided later as per the requirement. However, it is pertinent to mention that no amount was allocated in these heads during KIYG 2021.

**Hiring of PMU for providing manpower & justification for development of GMS is placed at Annexure VII.*

4. The above-mentioned budget estimate of Rs. 47.38 Crores towards the conduct of KIYG Madhya Pradesh 2022 is placed before DPAC for approval. Further, it is also proposed that a single execution agency should be appointed by the state after due process on the pattern of Khelo India Youth Games 2021. The single agency will assist state & SAI to execute their respective responsibilities.

5. Furthermore, for the execution of its responsibilities, it is proposed to provide an amount of Rs. 24.12 Cr to the Host state on lump sum basis to meet above expenditure (*Rs. 21.38 Crore for responsibility of Host State + Rs. 2.74 Cr. for responsibility of SAI to be executed through Event Management Agency*). In case, expenditure on the roles and responsibilities of Host State is more, the same to be borne by the state.

6. In addition to above, it is to convey that MYAS, GoI vide letter dated 05.08.2022 has already communicated Host State (Madhya Pradesh) to enter into agreement.

7. Further, DPAC may decide on the following:

- To explore the option whether expenditure related to travel contingent can be borne by respective States/UTs

Approval of the DPAC is solicited for:

- i. Distribution of roles and responsibilities amongst SAI, Host State and NSFs on similar lines of Khelo India Youth Games Haryana 2021.*
- ii. Budget Estimates of Rs. 47.38 Crores towards the conduct of KIYG Madhya Pradesh 2022.*
- iii. Financial Assistance of Rs. 24.12 Crores (Rs. 21.38 for responsibility of Host State + Rs. 2.74 Cr. for responsibility of SAI to be executed through Event Management Agency to Govt. of Madhya Pradesh for KIYG 2022.*
- iv. Hiring of a single EMA for execution of roles and responsibilities of SAI & Host State.*

Agenda

Agenda Item No	<i>14</i>
Agenda	<i>Conduct of City League</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 22 Crores (Sports Competitions Component under sports competitions & talent development vertical)</i>

Detailed Description of Agenda:

The Ministry of Youth Affairs and Sports (MYAS) and Sports Authority of India (SAI), under the 'Khelo India' initiative, have successfully conducted 6 editions of 'Khelo India Games' ("Khelo India Youth Games and Khelo India University Games") with the participation of athletes from 37 States/UTs. The Games became a huge success in no time by creating inspirational value among budding players of the country. The Games paved the way for the talented athletes under the Long-Term Athlete Development Programme (LTAD). Further, two editions of Khelo India Winter Games have been conducted in Jammu & Kashmir.

2. Vide Khelo India Gazette notification dated 4th March 2022, as per Para 1.3.2. (I) (v) it is stated that a system of school and university leagues will be launched in key team games across the country to create greater participation and competition.

The purpose of conducting leagues amongst schools/universities is to drive greater participation in sports competition and talent development at entry level. Leagues at school level could help improve children's confidence, self-esteem, leadership skills, emotions management and lower anxiety and stress levels. Additionally, leagues could prove quite useful in early identification and development of potential talent from a young age.

3. Therefore, to develop a sustainable sports culture, the concept of 'City League' is being proposed with an objective to enable maximum & continuous participation of school going children across various disciplines providing ample opportunities for showcasing of talent. It is contemplated that the league shall be held in 2-3 phases during a period of 2-3 months where ample opportunities shall be given to an individual athlete/team to participate and compete.

4. To achieve the desired objectives, the following approach will be followed:

- SAI shall conduct the pilot run of the league in Delhi as "**Khelo Delhi/Khele Delhi**" owing to the rich sporting culture in the city, existing infrastructure, and facilities. The league shall be conducted across 12 sports disciplines in the first year with addition of at least 2 new disciplines till 3rd edition, post which at least 1 new discipline shall be added every year till the seventh year or tenth year, depending upon the extension of the contract. The aim is to have league across 20 disciplines by the seventh year and 23 disciplines by the tenth year.
- SAI shall provide its available infrastructure on a free of cost basis (including water & electricity charges) along with exploring potential venue options by approaching State Government/Delhi Development Authority for making its infrastructure available.
- SAI shall also ensure promotion of the league, maximize participation, and provide required permissions & licenses for smooth conduct of the games.

- SAI shall further collaborate with State Government/Civic Bodies to provide required available infrastructure and sponsor all athletes from government and municipal corporation schools to enable full participation from all strata of society.
- SAI shall also provide SOPs, other information & support around equipment, logos, registration, overall code of conduct, etc.
- SAI shall engage an **Event Management Agency (EMA)** which shall be solely responsible for the conduct of the league and shall bear all the expenses except for infrastructure (as-is basis) and electricity charges. The EMA shall be responsible for the following:
 - i. Conceptualize, plan, execute and expand the games while incorporating the valuable inputs provided by SAI.
 - ii. Create a Digital platform to enable online registrations, preparation of schedule, display scores, results, updates, and host sports ed-tech content.
 - iii. Liaise and co-ordinate with multiple stakeholders such as SAI, Schools, Athletes, Sports Associations, Vendors and Third Parties to ensure smooth operations.
 - iv. Gather inputs around structure and requirements of the league in terms of manpower (technical and non-technical), On-ground support, schedule and events calendar and deploy a team of dedicated experts to execute things.
 - v. Create logo, brand kit & brand guidelines including the design, language, colours, and other elements as may be required. Execute the branding, technical & overlays plan in a timely manner
 - vi. End-to-end management of Sports presentations (Opening ceremony, closing ceremony, medal ceremony etc.) and Apparels including design, quantity & quality, production, distribution, and inventory management.
 - vii. Develop a strategy and line of communication, which will form the base for all promotional and marketing activities across different platforms
 - viii. Undertake volunteer management (with no age limit conditions), venue management and prepare a post-games report.
- SAI/EMA shall liaise with **State Sports Association** and **School Sports bodies** to achieve objectives of the league in an optimum manner. The responsibilities of these stakeholders shall be as follows:

State Sports Association	School Sports Bodies
Provide for technical conduct .	Provision of the database and points of contact for each school to enable smooth registrations.
Provide for technical manpower including sports specific volunteers (SSVs). The SSVs shall be engaged with higher age group association with no restriction except for competitive sports where lower age is a requirement.	Personal intimation to all schools in Delhi to encourage/direct them to participate whole heartedly in the games.
Participation and infrastructure intelligence around estimated number of participants and potential venue options in consultation with State and Govt./Civic Bodies.	Facilitate meetings with regards to induction, pre-games instructions & feedback.
Information on required equipment and facilities	

➤ The EMA shall be engaged by floating a Request for Proposal (RFP) on the Government e-Marketplace (GeM)/ Central Public Procurement Portal (CPPP). Following will be some of the salient features of the RFP:

- SAI will fix benchmarks for each activity to be undertaken by EMA in order to ensure the quality of the Games.
- SAI will engage the EMA in return for an agreed fee from SAI. In parallel, the agency would get ownership of multiple rights for an agreed rights fee payable to SAI. The following rights shall be provided to the EMA subject to the safety, security and ensuring privacy of the information.
 - i. Event Sponsorship Rights ('in association/partnership with', 'sponsored/co-sponsored by', etc.)
 - ii. On-Ground Venue Rights
 - iii. Rights to registration fees (as agreed upon by SAI)
 - iv. Online/Digital rights
 - v. Broadcast & content rights
 - vi. Apparel & merchandise rights
 - vii. Rights to Data with the consent of Government of India/SAI
- The open tender process through QCBS (Quality cum cost-based selection) mode will be adopted and the bidder will be evaluated on Financial and Technical bids with 60:40 weightage amongst the two.

The financial bid shall be consolidated cost, i.e. the difference between cumulative value of year-wise fee against obtaining rights to be paid by EMA and cumulative year-wise management fee to be paid by SAI to EMA for the 7 years and will be considered for calculation of financial score to SAI.

In case of bids with cumulative positive (+) value, the bidder with highest positive value will be allotted maximum of 100 marks (**H1**) and the bids of the other Bidders shall be scored in proportion to the Bid of the highest Bidder for computing the score for Financial Bid Evaluation; while in case where all bidders have cumulative negative (-) value, the lowest negative value will be allotted maximum of 100 marks (**L1**) and the bids of the other Bidders shall be scored in proportion to the Bid of the highest Bidder for computing the score for Financial Bid Evaluation.

- Revenue so accrued from the conduct of this event shall be credited to SAI, whereas the net costs, if any, shall be booked under the component 'Sports Competitions and Talent Development' of the Khelo India Scheme.
 - The final recommendations of the duly constituted technical bid and financial bid evaluation committee shall be examined by Internal Finance Committee (IFC) and the financial delegation powers of SAI shall be followed to award the contract to the successful bidder.
 - In case, where expenditure is to be borne from the budget of Khelo India, prior approval of Departmental Project Approval Committee (DPAC) shall be solicited before award of work.
 - The successful bidder shall be awarded the contact for a period of 7 years and extendable by another 3 years, upon review by SAI. The contract, if extended, shall be for another 3 years at the rates quoted by the bidder for the 7th year.
- In order to run the league smoothly, a Steering Committee shall be constituted by SAI which shall supervise and monitor the conduct of the league and shall also be responsible for taking all administrative and financial decisions.

5. Going forward, the aim is to expand the league Pan India to have wider outreach and drive mass participation. Therefore, it is proposed that States/UTs shall be called upon to jointly conduct the league in association with SAI. The concept Note for the same is attached (**Annexure VIII**) for inputs of the committee.

Approval of the DPAC is solicited for:

- i. Conduct the City League as “Khelo/Khele Delhi” in Delhi through an agency within the above-mentioned framework.*
- ii. Obtain comments of the members on the concept note for the conduct of the city league across the country in association with various States/UTs.*

Agenda

Agenda Item No	15
Agenda	<i>RFP for sponsorship of Khelo India Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 22 Crores (Sports Competitions Component under sports competitions & talent development vertical)</i>

Detailed Description of Agenda:

The Khelo India scheme has been launched with the twin objectives of mass participation and promotion of excellence in sports. In pursuit of the aforesaid objectives, the scheme inter-alia envisages encouraging private sector participation so as to harness the capability, management and expertise of private sector in strengthening and transforming the sports eco system.

In the context of above, it is to be mentioned that Khelo India scheme aims to make events such as Khelo India Youth Games and Khelo India University Games which comes under Sports Competitions and Talent Development Vertical, a self-sustaining model of excellence.

The proposal for empanelment of sponsorship agencies for Khelo India was placed before 29th meeting of DPAC dated 23.09.2022. Subsequent to the published Request for Empanelment (RFE), the following 6 agencies were empaneled by following due process

- I. Game Plan 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

The RFP floated amongst the above agencies was placed before 103rd Finance Committee meeting dated 16.02.2022 which concurred with the proposal and subsequently the RFP was revised post a pre bid meeting and the same along with the corrigendum was also placed before 104th meeting of the Finance Committee dated 17.03.2022 which noted the same (Annexure IX & Annexure X).

However, it may be noted that as the proposal received in response to the RFP did not realise the full potential of Khelo India Games, hence it was decided with the approval of the Chairman, Governing Body to cancel the RFP. Subsequently, a revised mechanism was drafted through which the sponsorship categories of “Principal Sponsor, Sponsor, Powered by, Co – Powered by” among others were explored. Accordingly, an Expression of Interest was floated and in response to the EOI, four responses were received out of which three sponsors namely State Bank of India (SBI), Dream Sports and Punjab National Bank (PNB) were finalized for Khelo India Youth Games 2021.

The revised mechanism was also placed before the 106th meeting of the Finance Committee dated 27.06.2022 which noted the same. It is pertinent to note that the above matter of cancellation of the RFP and revised mechanism were placed before the 56th meeting of the Governing body dated 19.10.2022 which ratified the same.

It is proposed that for the upcoming edition of the Khelo India Youth Games an RFP prepared on the similar line as the earlier RFP finalized by the committee and concurred by the Finance Committee with following modifications deemed necessary to realise the complete potential of the games and generate maximum sponsorship may be floated among the empaneled agencies. It is proposed that an RFP prepared on similar lines may also be floated for Khelo India University Games as well.

Modification made to the revised RFP (Annexure-X) are as mentioned below:

S.No	Subject	Remarks													
1.	Sponsorship Tenure	Incorporated at Para 1.10. For achieving greater efficiency and value, it has been decided to standardize the Sponsorship and Media and Broadcasting rights and issue RFP for both of them, for a period of five (5) years. Therefore, the bid is being sought for a period of 5 years instead of the earlier 1-year time period. This would enable greater revenue flow as well as garner excellent viewership and goodwill to the sponsors.													
2.	Payment Terms	Incorporated at Annexure XI, Point H <ul style="list-style-type: none"> For first Edition, 50% of the quoted sponsorship rights fee at the time of signing of the License Agreement, and the balance 50% one-month prior to the commencement of the first Edition; and For subsequent Editions 50% of the quoted sponsorship rights fee two months prior to the scheduled date of Event and 50% one-month prior to the commencement of the subsequent Editions. 													
3.	Space for undertaking promotions	Incorporated at Annexure XI, Point D - Scope of Services, 7 th point Space for undertaking promotions will be provided free of cost at one main venue each in a maximum of three (3) host cities (to be decided through mutual discussion between the sponsorer, SAI and host state. The final discretion in this regard shall lie with SAI and the Host State) as per the following scale:- <table border="1" data-bbox="535 1123 1453 1360"> <thead> <tr> <th rowspan="2">SN</th> <th rowspan="2">Category of Sponsor</th> <th>Experiential Marketing Rights</th> </tr> <tr> <th>Area / Pagoda / Tent</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Principal Sponsor</td> <td>30 x 30 sq ft</td> </tr> <tr> <td>2</td> <td>Powered-by Sponsor</td> <td>20 x 20 sq ft</td> </tr> <tr> <td>3</td> <td>Co – Powered by Sponsor</td> <td>15 x 15 sq ft</td> </tr> </tbody> </table> <p>Note – Space for undertaking promotions at other cities and venue may be allowed post approval of SAI, in case a joint proposal by the Host State and Sponsor is received at least 30 days prior commencement of the event.</p>	SN	Category of Sponsor	Experiential Marketing Rights	Area / Pagoda / Tent	1	Principal Sponsor	30 x 30 sq ft	2	Powered-by Sponsor	20 x 20 sq ft	3	Co – Powered by Sponsor	15 x 15 sq ft
SN	Category of Sponsor	Experiential Marketing Rights													
		Area / Pagoda / Tent													
1	Principal Sponsor	30 x 30 sq ft													
2	Powered-by Sponsor	20 x 20 sq ft													
3	Co – Powered by Sponsor	15 x 15 sq ft													
4.	Access to winning athletes for sponsors for promotional activities – value addition to the sponsors	Incorporated at Annexure XI, Point C – S.No. 17 Access would be granted to the sponsors for Khelo India winning athletes for a period of 120 days from the concluding day of each edition of Khelo India Youth Games.													

Approval of the DPAC is solicited for:

- i. Floating of RFP for Sponsorship of Khelo India Games.*

Agenda

Agenda Item No	16
Agenda	<i>Hiring of Production and Media Rights partner for Khelo India Youth Games and Khelo India University Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 22 Crores (Sports Competitions Component under sports competitions & talent development vertical)</i>

Detailed Description of Agenda:

The Khelo India scheme has been launched with the twin objectives of mass participation and promotion of excellence in sports under the under Sports Competitions and Talent Development Vertical. Khelo India Youth Games (KIYG) and Khelo India University Games (KIUG) are organised annually. In this context, it is pertinent to note that so far one edition of Khelo India School Games, three editions of Khelo India Youth Games and two editions of Khelo India University Games have been organised which has witnessed total participation of over 20,000 athletes and 8,000 officials.

To underscore the growing importance and appreciating brand value of the Khelo India Games, it may be noted that on an average these games have received 80mn+ viewership across various platform such as Star sports, DD and OTT platforms such as DisneyHotstar and Sonyliv.

In this regard, it is pertinent to note that for Khelo India Youth Games, Sports Authority of India had partnered with Star India for broadcast, production and media rights. As a part of this arrangement M/s Star India committed to produce and broadcast the event in popular channel as well as spend Rs 20 Crore per edition on promotions and committed licence fee of Rs 15 Crore. Till date, SAI has received Rs. 10.62 crore against the committed fee of Rs. 15 crore. However, the same arrangement is going to expire with the fifth edition of upcoming Khelo India Youth Games which is going to be held at Madhya Pradesh in the year 2023.

Moving forward it is imperative that to retain the popularity and brand value of Khelo India and further increase the same, A Media and Broadcasting partner for KIYG and KIUG is brought onboard. An RFP is proposed to be floated on the same lines as earlier for four (4) editions of KIYG and five (5) editions of KIUG commencing from KIYG-2023 and KIUG-2022 respectively. Draft RFP is at Annexure XII

In view of the above, it is proposed to hire official Media and Broadcast partner for the following scope of work –

1. Produce and Broadcast the entire event as per the specifications described in the RFP
2. To undertake Marketing Activities to promote the event as described in the RFP

The Media Partner will be awarded exclusive media rights for the entire event against the receipt of Media rights fee as quoted by the successful bidder against the RFP for the period of four (4) editions of KIYG and five (5) editions of KIUG.

Approval of the DPAC is solicited for:

- i. Floating RFP for Hiring media and broadcast partner for Khelo India Games