

## Agenda Items for the 54<sup>th</sup> Departmental Project Approval Committee (DPAC)

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|                       |  |
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| <b>Agenda Item No</b> | 1  |
| <b>Agenda</b>         | Confirmation of the minutes of the 53 <sup>rd</sup> meeting of DPAC held on 26.09.2025 |

### Detailed Description of Agenda:

The minutes of 53<sup>rd</sup> meeting of the DPAC were circulated to the members and so far, no objections have been received. Hence it is proposed that minutes circulated may be confirmed.

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| <b>Agenda Item No</b> | 2   |
| <b>Agenda</b>         | Action Taken report on 53 <sup>rd</sup> meeting of DPAC |

| S.No. | Particulars  | Decision Taken             | Action Taken  |
|-------|--|----------------------------|---|
| 1     | Opening of Khelo India Centres (KICs) in the State of Tripura  | This proposal was approved | Notification Letter has been issued and initial grant has been released   |
| 2     | Development of Sports Digital Ecosystem by NeGD  | This proposal was approved | 1. The Onboarding of Technical Team and Business Team is under process.<br>2. The tentative timeline is 21st Jan, 2026 as per NeGD. |
| 3     | Budget approval for Khelo India Tribal Games 2025  | This proposal was approved | Sports finalized Nomination Modalities finalized 1st Recce completed  |
| 4     | Miscellaneous expenses for Fit India Division for F.Y. 2025-26   | This proposal was approved | From the allotted amount, 35 lakhs have been utilized for various Fit India activities  |
| 5     | Ratification: Budget requirement of Rs.24 lakhs for the conduct of Fit India Freedom Run campaign at regional centres. | This proposal was approved | Funds have been released to regional centres  |
| 6     | Proposal for hosting ASMITA League (Zonal & National) for FY 2025-26 for Yogasana                                      | This proposal was approved | Awaiting finalized Calendar and bond from federation  |
| 7     | Budget proposal for engaging manpower (Lead Research & Athlete Relation Manager) for KITD                              | This proposal was approved | RFP initiated   |
| 8     | Matters pertaining to Digital Branding   | This proposal was approved | LOI was issued on 01/12/2025  |

|   |   |                               |               |
|---|---|-------------------------------|---------------|
|   | & Communication Agency –<br>Engagements and Payments thereof  |                               |               |
| 9 | Engagement of Digital, Branding &<br>Communication Agency for the period<br>from 28.10.2025 to 27.12.2025 | This proposal was<br>approved | RFP published |

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| <b>Agenda Item No</b> | 3  |
| <b>Agenda</b>         | Extension of resources deployed under Digitalization of all the Verticals and Initiatives under Khelo India. |
| <b>Component</b>      | Support to Academies - Khelo India Centres and Sports Academies  |

### Detailed Description of Agenda:

1. The digitalization of the Khelo India Scheme has been undertaken to achieve the objectives of mass participation and excellence in sports through a technology-driven, integrated, transparent, and information-oriented system. This initiative ensures seamless data flow and enhances coordination, monitoring, and decision-making across all stakeholders.

2. It may be recalled that the agenda for *Digitalization of all the Verticals and Initiatives under Khelo India* was approved in the 47th DPAC meeting, wherein 15 resources were deployed through NICS (Tier III agency) for a period of 12 months, commencing from **24.11.2024** to **23.11.2025**, at an approved cost of **Rs. 1,97,58,168/-**.

3. These resources, comprising Developers, UI/UX Designers, and Testers, were engaged for development, testing, deployment, support, and maintenance of multiple modules under Khelo India, namely:

- Khelo India Centres and Sports Academies (KIC & SA)
- Khelo India Talent Identification (KITD)
- Khelo India Accredited Academies (KIAA)
- Fit India (FI)
- Annual Sports Competitions (ASC)
- Sports for Women (SFW)
- Dashboard and Reporting Modules

4. During the implementation period, significant progress has been achieved in digitization and integration of various components under the National Sports Repository System (NSRS) technology stack. However, certain modules are still under development and require continued technical support, testing, and deployment to ensure stability, optimization, and successful rollout across all stakeholders including States/UTs, Academies, and other verticals.

5. The Digitization initiative, along with the planned integrations with ACTC Portal, Khelo India Games Portals, Sports for Women Portal, KITD, are ongoing activities necessitating consistent IT support, customization, and maintenance services.

6. In view of the above, and considering that the tenure of the currently deployed manpower is to expire on **23.11.2025**, it is proposed to extend their engagement for a further period of 04 months (i.e., **from 24.11.2025 to 31.03.2026**) through NICS, to ensure uninterrupted development, support, and maintenance of all Khelo India digital modules.

7. Further, the process of onboarding NeGD as a Technological implementation partner is under process (Approval accorded in the 52<sup>nd</sup> DPAC). The process of hiring the PMU by NeGD for requirement gathering and analysis is set to be completed by Nov, 2025 and simultaneously, the process for onboarding the Technical Team is set to complete in Dec,2025.

8. In this regard, NeGD has also requested that the current manpower may be extended for ease of Technological Knowledge Transfer and ease of understanding before the revamp of the same may be undertaken.

9. The estimated cost for the proposed 4-month extension works out to approximately **Rs. 65,86,776/- (Rupees Sixty-Five Lakh Eighty-Six Thousand and Seven Hundred Seventy-Six only)**, inclusive of all taxes and NICS administrative charges as tabulated below:

| S. No.  | Manpower Designation | Required Technical Man-Months (A) | No. of Resources (B) | Monthly Unit Cost (₹) (Inclusive of all) (C) | Total Estimated Cost (₹) (D = A × B × C) |
|---|----------------------|-----------------------------------|----------------------|--|--|
| 1   | Designer (UI)        | 4                                 | 2                    | 67,488                                       | <b>5,39,904</b>                          |
| 2   | Designer (UX)        | 4                                 | 1                    | 67,488                                       | <b>2,69,952</b>                          |
| 3   | Tester               | 4                                 | 2                    | 80,985                                       | <b>6,47,880</b>                          |
| 4   | Developer            | 4                                 | 10                   | 1,28,226                                     | <b>51,29,040</b>                         |
| <b>Total Estimated Cost for 4 Months (Inclusive of All)</b> |                      |                                   |                      |  | <b>₹65,86,776</b>                        |

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

*i. The Committee may consider and recommend the extension of the 15 deployed resources under the Digitalization of all Verticals and Initiatives of Khelo India for a further period of **04 months (24.11.2025 to 31.03.2026)** through NICS at a total estimated cost of **Rs. 65,86,776/ (inc. of all)**, to ensure continuity of development, support, and maintenance activities across all digital modules of Khelo India till the time NeGD is onboarded and handover may be undertaken. The amount is proposed to be booked under **“Support to Academies – Khelo India Centres & Sports Academies”** component of Khelo India.*

|                       |   |
|-----------------------|---|
| <b>Agenda Item No</b> | 4   |
| <b>Agenda</b>         | Viability Gap Funding (VGF) for Khelo India State Centre of Excellence (KISCE) in the State of Jharkhand for Cycling Discipline |
| <b>Component</b>      | Khelo India Centres and Sports Academies  |

### Detailed Description of Agenda:

Khelo India State Centre of Excellence (KISCE) is a project which is a part of India's pursuit for excellence in Olympics and endeavor is to scale up State's best academies to world standard.

1. Proposal has been received from Department of Sports & Youth Affairs, Govt of Jharkhand requesting approval for changing the one discipline at KISCE Hotwar, Ranchi, from Hockey to Cycling in KISCE Jharkhand.

2. In this regard, the feasibility report of the proposed Discipline of Cycling was received from SAI RC Kolkata. After receiving TFR, comments were received from respective HPD/HPM on the TFR. There after Meeting with State Sports Director was conducted on 06.11.2025 for finalization of Viability Gap Funding (VGF).

3. Thus, the funding for the center has been Finalized and details are tabulated as below:

| <b>Jharkhand- KISCE Funds details (Cycling Discipline)</b> |                          |  |  |  |
|--|--------------------------|--|--|--|
| SN   | Particulars              | Annual Requirement for FY 2025-26 (INR in Rs.) | Annual Requirement for subsequent years (INR in Rs.) | Remarks  |
| <b>A. Recurring Grant</b>                                  |                          |  |  |  |
| 1  | Manpower Cost            | 6,00,000                                       | 18,00,000  | For current FY 2025-26, estimated expenditure is for Q3(Dec) and Q4 Only |
| 2  | <b>Sports Equipment</b>  |  |  | Annual Requirement of consumable sports equipment                        |
|  | i. Cycling               | 16,08,340                                      | 16,08,340  |  |
|  | <b>Total (A)</b>         | <b>22,08,340</b>                               | <b>34,08,340</b>                                     |  |
| <b>B. Non-Recurring Grant</b>                              |                          |  |  |  |
| 1  | <b>Sports Equipment</b>  |  |  | One-Time requirement of non-consumable sports equipment                  |
|  | i. Cycling               | 1,55,44,376                                    | 0  |  |
|  | <b>Total (B)</b>         | <b>1,55,44,376</b>                             | <b>0</b>   |  |
|  | <b>Grand Total (A+B)</b> | <b>1,77,52,716</b>                             | <b>34,08,340</b>                                     |  |
| <b>Note: The projected for equipment includes GST@18%</b>  |                          |  |  |  |

\* Details placed at **Annexure-I**

In view of the foregoing, recommendation of the PAC is solicited for notifying *Cycling* in place

of *Hockey* as the approved discipline at the Mega Sports Complex, Hotwar, Ranchi, Jharkhand.  
Financial Comparison Table for Change in discipline: -

| Particulars                         | Earlier Approved for Hockey (in Rs) | Proposed for Cycling (in Rs) | Difference /Additional Requirement |
|-------------------------------------|-------------------------------------|------------------------------|------------------------------------|
| Recurring Grant (FY 2025-26)        | ₹47,04,216                          | ₹22,08,340                   | -24,95,876                         |
| Non-Recurring Grant (FY 2025-26)    | ₹12,98,000                          | ₹1,55,44,376                 | +1,42,46,376                       |
| Total Financial Outlay (FY 2025-26) | ₹60,02,216                          | ₹1,77,52,716                 | ₹1,17,50,500                       |

It is submitted that financial sanction had earlier been accorded for Hockey discipline, amounting to ₹60,02,216/-, (i.e. ₹47,04,216/- under Recurring Grant and ₹12,98,000/- under Non-Recurring Grant). In comparison, the proposed financial outlay for Cycling is ₹1,77,52,716/-, consisting of a Recurring Grant of ₹22,08,340/- and a Non-Recurring Grant of ₹1,55,44,376/- for FY 2025-26.

Accordingly, an additional financial approval of ₹1,17,50,500/- (i.e., ₹1,77,52,716 – ₹60,02,216) is required to fund the revised discipline.

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

- i. *Notifying Cycling discipline in place of Hockey in KISCE Jharkhand.*
- ii. *Additional Funds for Cycling Discipline in KISCE Jharkhand in tune of ₹1,17,50,500 for FY 2025-26 for Cycling discipline in Mega Sports Complex Hotwar, Ranchi in State of Jharkhand.*

|                       |  |
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| <b>Agenda Item No</b> | 5  |
| <b>Agenda</b>         | Budget Estimate for Khelo India Winter Games, 2026 and Khelo India Beach Games, 2026 |
| <b>Component</b>      | Sports Competitions & Talent Development   |

**Detailed Description of Agenda: -**

1. Under the component of ***Sports Competitions and Talent Development*** of Khelo India Scheme mentioned in the Gazette Notification dated 4 March 2022. It is mentioned that the Central Government will organize National-level competitions in respect of high priority/priority sports disciplines. So far **19 editions of Khelo India Games** have been successfully conducted including **7 editions** of Khelo India Youth Games (KIYG), **4 editions** of Khelo India University Games (KIUG), **5 editions** of Khelo India Winter Games (KIWG) **2 edition** of Khelo India Para Games (KIPG) and **1 edition** of Khelo India Beach (KIBG) Games. Further, the budget estimate has to be finalized for the upcoming editions of, Khelo India Winter Games (**KIWG) 2026** and Khelo India Beach Games (**KIWG) 2026**.

2. It is pertinent to note that in organizing the games ensures that the technical conduct is benchmarked to international standards. The use of technology-driven initiatives such as Online Registration through NSRS, Time Scoring and Result (TSR), Games Management System, Facial Recognition, and Certificates through Digi-Locker along-with the best of the Accommodations, Transportation, Nutritious Food and Apparel ensure that the athletes are exposed to international standard exposure in a domestic environment. These Games help in promoting the culture of sports, provide a platform for talent identification.

3. For the successful organization of the games and for maintaining the standard of the games and brand value the budget estimates have been prepared for the upcoming edition of Khelo India Games considering other factors such as the Number of Venues, Sports Disciplines, Participants including Athletes, etc. The details estimates are as follows:

| Sr. No.  | Functional Areas/Items of Expenditure   | Budget Estimate for KIWG 2026 (in INR Cr.) | Budget Estimate for KIBG 2026 (in INR Cr.) |
|----------|---|--|--|
| <b>1</b> | <b>Event Operations (Responsibility of Host UTs with funding from MYAS/SAI)</b>           |  |  |
| A        | Ceremonies  | 1.20                                       | 0.75                                       |
| B        | Venue Operation (Manpower: Technical, Non-Technical, Labour, etc. ), Host City Activation | 0.80                                       | 0.80                                       |
| C        | Venue Overlays (German Hanger, Pagoda, Table, Chair Generator, AC, Fan, Shamiana etc.)    | 4.10                                       | 3.50                                       |

|                      |   |              |             |
|----------------------|---|--------------|-------------|
| D                    | Sports Presentation   |              | 0.60        |
| E                    | Spectator Engagement  |              | 0.30        |
| F                    | State Coordination  |              | 0.25        |
| G                    | Venue Branding  | 0.70         | 0.90        |
| H                    | Design Agency   |              | 0.10        |
| I                    | Media Operations  |              | 0.30        |
| J                    | ICT Equipment; Invitations, Stationery, and Collaterals; Volunteers' Briefing & Post Games Operations, Accreditation  | 0.50         | 0.80        |
| K                    | Accommodation, Catering & Transportation  | 6.70         | 0.00        |
| <b>Sub-Total (A)</b> |   | <b>14.00</b> | <b>7.50</b> |
| <b>2</b>             | <b>Event Operations (Responsibility of SAI)</b>   |              |             |
| A                    | Sports Kit Generic & Sports Specific  | 1.00         | 1.00        |
| B                    | Technical Conduct of the Games (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 & Travel of State Contingent | 3.50         | 2.80        |
| C                    | Administrative Expenditure (incl. salary & TA/DA to the workforce, air & local Travel, Boarding, Lodging and expenditure on   | 0.50         | 0.20        |

|                          |   |              |              |
|--------------------------|---|--------------|--------------|
|                          | the conduct of meetings, miscellaneous, etc.) |              |              |
| D                        | Production & Broadcast                        | 2.50         | 2.00         |
| <b>Sub-Total ( B )</b>   |   | <b>7.50</b>  | <b>6.00</b>  |
| <b>Grand Total (A+B)</b> |   | <b>21.50</b> | <b>13.50</b> |

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

- i. *Approval for the estimated budget of **Rs. 35.00 Cr.** towards upcoming edition Khelo India Games (KIWG 2026 and KIBG 2026) to be debited under the "**Sports Competition and Talent Development**" component of Khelo India.*
- ii. *Authorizing **DG, SAI** to incur expenditure up to 10% above the approved budget and re-appropriate funds from one head to another head of expense within the approved budget.*
- iii. *Host State may be allowed to re-appropriate Host State funds from one head to another head of expense within the approved budget if required.*

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| <b>Agenda Item No</b> | 6   |
| <b>Agenda</b>         | Proposal for hosting ASMITA League at the City /District level for 04 sports disciplines under Khelo India Scheme |
| <b>Component</b>      | Promotion of Inclusiveness through Sports (Sports for Women)  |

### Detailed Description of Agenda:

1. Vide Khelo India Gazette notification dated 4th March 2022, as per Para 1.3.5. (IV) (i) While all the components of the Khelo India Scheme are gender neutral and afford opportunities to women too for participating in sporting activities and development of sports, competitions, leagues, and tournaments for women, as well as other disadvantaged groups, may be organized in different disciplines at various levels.

2. The organization of regular competitions is a crucial aspect of fostering a strong sporting culture. To drive a sustainable sports ecosystem and expand the reach of the ASMITA League across the country, NSF/other stakeholders, in consultation with various stakeholders such as SAI, State Governments, and Local Authorities, will identify popular pockets for targeted disciplines across India to host sports competitions during the financial year 2025-2026.

3. It is submitted that the ASMITA League was approved by multiple DPAC. In which more than 1850 ASMITA League in 32 Sports Disciplines with the participation of over 2,01,500 women athletes. The overwhelming response to the women's leagues has been inspiring.

4. In F.Y. 2025-26 till now, 1572 ASMITA League competitions have been approved to be conducted at the City/District level across the country in 23 sports disciplines, targeting 1,30,000+ women athletes.

5. Additionally, 4 NSF have shown interest in conducting an additional 105 ASMITA League competitions at the City/District level as per **Annexure-II**. The City/District level ASMITA League is designed to strengthen grassroots participation, providing a competitive platform for athletes across diverse disciplines. With a focus on inclusivity and structured engagement, these leagues will enhance sporting opportunities at the foundational level.

6. The expansion of ASMITA aims to create new opportunities for countless talented women athletes across the country, enabling them to showcase their skills and reach untapped regions, thereby fostering greater inclusivity and broader participation in competitive sports.

7. a) **Financial Implication for ASMITA League (City/District):** The budget for each discipline for each city/District will be as follows –

| Particulars            | Cost (In INR) |
|------------------------|---------------|
| Administrative Expense | Rs 75,000/-   |
| Technical Conduct      |               |

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. It is proposed that the Organizing unit be permitted to raise sponsorship towards the available rights, subject to following the guidelines issued by Khelo India for branding/publicity. However, if NSF gets any title sponsor, the name of the event shall only be “ASMITA League” and the rights may be used as “Sponsored By / Powered By/ Co-Sponsored By/ Co-Powered By” etc.

8. DG SAI may be authorized to decide the number of disciplines and the number of cities as per viability, feasibility, and interested entities.

9. The PAC has recommended to limit the disciplines for the sports in Olympics & Asian Games. Accordingly, modified proposal is being placed in DPAC for approval.

**Approval of the DPAC is solicited for:**

- i. *Financial Approval for 2025-26 of Rs. 75, 000/- per league towards the conduct of 105 ASMITA League at City/ Districts in Sepak takraw, Volleyball, Weightlifting, Basketball. Tentative financial implication will be Rs 78,75,000/- (75,000\*105 leagues). The amount is proposed to be booked under “Promotion of Inclusiveness through Sports (Sports for Women)” component of Khelo India.*
- ii. *Director General, SAI may be authorized to allow expenditure up to 10% beyond the approved amount for leagues approved for 2025-26, and the nature of expenditure as well.*

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| <b>Agenda Item No</b> | 7  |
| <b>Agenda</b>         | Proposal for Promotional Activities of ASMITA under for Sports for Women (ASMITA) under Khelo India Scheme |
| <b>Vertical</b>       | Promotion of Inclusiveness through Sports (Sports for Women)   |

#### **Detailed Description of Agenda:**

ASMITA (“Achieving Sports Milestone by Inspiring Women”), launched in 2021 under the Khelo India initiative, has become India's flagship effort to enhance women’s participation in sports by empowering girls and women nationwide through large-scale leagues, structured competitions, mentorship, and wellness campaigns. ASMITA has conducted more than 1,700 competitions across 30+ sporting disciplines, engaging more than 2.1 lakh women athletes till Nov 2025. For FY 2025-26, more than 1,500 leagues are planned in 23 sports with a target exceeding 1,30,000 athletes already approved.

To promote the expanding reach of ASMITA and recognize its athletes’ achievements, a comprehensive campaign of promotional activities and events is proposed to ensure robust visibility and engagement for women’s sports in alignment with the government’s goals of inclusion and empowerment. The proposed promotional actions will may include such as high-visibility league launch and closing ceremonies with celebrity participation; live telecasts and curated video highlights for digital and traditional media; athlete meet-and-greets in schools and colleges to inspire young girls; regional influencer and ambassador campaigns with prominent women athletes; grassroots sports festivals and open days in collaboration with local authorities; limited-edition merchandise and public prize contests; vernacular and national media campaigns across radio, TV, and print and other miscellaneous promotional activities. These initiatives will be executed in a phased manner to maximize outreach, engagement, and the visibility of women’s sports, leveraging both ground-level and digital platforms to create a lasting impact.

#### **Financial Implication**

| <b>S.no</b>  | <b>Heads of Expenses for ASMITA Promotion</b> | <b>Amount in INR</b> |
|--------------|---|----------------------|
| <b>1</b>     | Launch Event and Closing ceremony             | 400000               |
| <b>2</b>     | Celebrity Engagement                          | 400000               |
| <b>3</b>     | Regional Influencer and Ambassador Campaigns  | 400000               |
| <b>4</b>     | Administrative Cost and Branding              | 300000               |
| <b>Total</b> |   | <b>1500000</b>       |

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

- i. Approval is sought for financial sanction of ₹15,00,000 for Promotional Activities of ASMITA in FY 2025-26.*

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| <b>Agenda Item No</b> | 8   |
| <b>Agenda</b>         | Grant of Financial Assistance for Indigenous Games —Thang-Ta for Regional Centres |
| <b>Component</b>      | Promotion of Rural, Indigenous/Tribal Games                                       |

### Detailed Description of Agenda

1. The Promotion of Rural, Indigenous and Tribal Games (PRITG) component under the Khelo India Scheme aims to preserve and promote India's traditional sports heritage through support for competitions, infrastructure, training, and talent identification.

The DPAC, in its **8th meeting held on 04.06.2019**, had approved support for the traditional and indigenous sports of **Mallakhamb, Kalaripayattu, Gatka, and Thang-Ta** under the *PRITG* subcomponent of the *Khelo India Scheme*. Accordingly, grants were sanctioned for the conduct of national-level championships and coach development programmes in these disciplines. In continuation of these initiatives, the **Regional Centres (RCs) — RC Sonapat and RC Imphal** — have submitted **proposals for the conduct of Thang-Ta Leagues/Competitions during FY 2025– 26** to further strengthen the sport's ecosystem, enhance participation, and promote talent development at the grassroots level as per below attached table.

| S. No.                      | Discipline      | Event           | Regional Centres (RCs) | Leagues/Competitions | Estimated Expenditure (₹) |
|-----------------------------|-----------------|-----------------|------------------------|----------------------|---------------------------|
| 1                           | <i>Thang-Ta</i> | Thang-Ta League | <b>RC Imphal.</b>      | State Level          | 8,48,800/-                |
| 2                           | <i>Thang-Ta</i> | Thang-Ta League | <b>RC Sonapat</b>      | 2rd State Level      | 14,08,930/-               |
| <b>Total Estimated Cost</b> |                 |                 |                        |                      | <b>₹22,57,730</b>         |

The proposed **Indigenous Sports Leagues** aim to:

- Revitalize Indigenous Games:** Revive and promote regionally significant traditional sports of cultural importance.
- Increase Awareness and Popularity:** Raise awareness and foster pride among youth towards indigenous games.
- Talent Identification and Development:** Identify and nurture talented athletes in traditional sports for progression to higher competitive levels.
- Promote Regional Unity:** Unite participants from diverse regions through sport, fostering a spirit of cultural harmony and regional pride.

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

- i. **Grant of financial assistance amounting to ₹22,57,730 lakh under the Promotion of Rural, Indigenous and Tribal Games (PRITG) component of the Khelo India Scheme for the conduct of Thang-Ta Leagues at RC Sonapat and RC Imphal.**
- ii. **Approval to release funds to the respective Regional Centres for organizing the above events as per the approved budget heads and scheme guidelines.**

|                       |  |
|-----------------------|--|
| <b>Agenda Item No</b> | 9  |
| <b>Agenda</b>         | Fit India Activities at SAI Regional Centres during F.Y. 2025-26 |
| <b>Component</b>      | Fit India  |

### Detail description of Agenda

1. The Regional Centres of the Sports Authority of India (SAI) includes operational units like NCOEs & STCs, which play a vital role in strengthening the Fit India Movement at the grassroots level. Organizing regional events and campaigns through these centres including Sundays on Cycle, Fit India Regional Events, etc ensures strong local participation, media coverage, and increased public enthusiasm, thereby effectively popularizing the Fit India Movement across the nation.

2. The Regional Centres (RCs) of SAI, along with their operational units such as NCOEs and STCs, organized a series of activities under the **Fit India Movement** to strengthen community participation and promote a culture of fitness across the country. The key activities undertaken were as follows:

**a) Sundays on Cycle (SOC) Campaign:** A special campaign was organized every Sunday across all Regional Centres in collaboration with various partners to encourage citizens to adopt cycling as a fitness activity and as an eco-friendly mode of transport. This initiative aimed to build community participation and promote a healthy lifestyle. The RCs have been conducting SOC events on a weekly basis since January 2025.

**b) Yoga Sessions/Training:** Simple and accessible yoga sessions were organized across Regional Centres, with special segments for senior citizens and differently-abled individuals. These sessions promoted holistic physical and mental well-being and were well received by participants.

**c) Fit India Regional Activities:** Regional Centres were given the flexibility to conceptualize and organize various Fit India activities within their respective States/UTs. These included *Coastal Events, Fitness Runs, Fun Fitness Activities, Indigenous Games for Fitness*, and other region-specific initiatives to encourage local participation and awareness of fitness and wellness.

**d) National Sports Day (NSD) 2025 and Freedom Run 2025:** The RCs successfully organized events to celebrate **National Sports Day (NSD) 2025** and the **Freedom Run 2025**, which witnessed active participation from athletes, youth, fitness enthusiasts, and the general public, thereby spreading the message of Fit India across all regions.

3. The **52nd DPAC** had ratified the proposal for the release of **₹30 lakh each** to 5 Regional Centres and **₹20 lakh each** to 7 Regional Centres, totalling **₹2.9 crore**, for conducting various Fit India Regional Activities during **FY 2025–26**. Under this allocation, all Regional Centres (including NCOEs and STCs) successfully organized around **47 Sundays on Cycle (SOC)** events within their respective jurisdictions. They also celebrated **International Yoga Day (IYD)**

2025, National Sports Day (NSD) 2025, and the Freedom Run 2025 with enthusiastic participation from stakeholders, partners, dignitaries, and the general public. Furthermore, **Hon'ble Minister of Youth Affairs and Sports** and **Hon'ble Minister of State, Youth Affairs and Sports** participated in several SOC events organized by Regional Centres, including those in **Mumbai, Lucknow, and Gandhinagar**. These events witnessed significant public participation and widespread media coverage, thereby effectively advancing the objectives of the **Fit India Movement**.

4. Given the continued need to sustain and expand these impactful initiatives — including the *Sundays on Cycle* campaign, regional events, procurement of branding materials such as T-shirts and caps, and other miscellaneous expenses — various Regional Centres have requested additional funds, as the previous allocation has been fully utilized.

5. Accordingly, additional funds of **Rs. 50 lakh each** are proposed for **RC Gandhinagar, RC Lucknow, RC Mumbai, RC Kolkata, and RC Bangalore**, as major events are being organized at these centres with the presence of **HMYAS**, and they also have certain outstanding liabilities. Further, **Rs. 30 lakh each** are proposed for **RC Imphal, RC Guwahati, RC Sonapat, RC Bhopal, LNCPE Trivandrum, NSNIS Patiala, and RC Chandigarh**. The total financial requirement under this proposal amounts to **₹4.6 crore**.

6. The Financial implication is as follows:

| S.No.                               | Description   | Amount (In INR)         |
|-------------------------------------|---|-------------------------|
| 1.                                  | Proposed allocation for RC Gandhinagar, RC Lucknow, RC Mumbai, RC Kolkata, RC Bangalore           | 50,00,000*5=2,50,00,000 |
|                                     | RC Imphal, RC Guwahati, RC Sonapat, RC Bhopal, LNCPE Trivandrum, NSNIS Patiala, and RC Chandigarh | 30,00,000*7=2,10,00,000 |
| Total Estimated Cost for 12 Centres |   | Rs. 4,60,00,000         |

The total estimated cost for 12 Regional Centres is Rs. 4,60,00,000/-

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval of the DPAC is solicited for:**

*i. Budget approval of Rs 4.6 crore for various Fit India activities at SAI Regional Centres from the budget of Fit India under the Financial Year 2025–26.*

|                       |   |
|-----------------------|---|
| <b>Agenda Item No</b> | 10  |
| <b>Agenda</b>         | National Fitness & Wellness Conclave 2025 |
| <b>Component</b>      | Fit India                                 |

### Detailed description of Agenda

Under the component of Fit India Movement of Khelo India Scheme the Fit India Movement, launched by the Government of India on August 29, 2019, aims to inspire individuals to prioritize physical fitness and lead a healthier lifestyle. The initiative encourages people to adopt fitness practices in their daily lives, fostering a culture of well-being. Several promotional activities and campaigns have been organized to spread the message of fitness.

2. The **National Fitness & Wellness Conclave 2025** was held on **1 November 2025 at Trident, Nariman Point, Mumbai**, bringing together Bollywood personalities, policymakers, industry leaders, sportspersons, and fitness icons on a common platform. The conclave was graced by **Dr. Mansukh Mandaviya**, Hon'ble Minister of Youth Affairs & Sports, **Smt. Raksha Nikhil Khadse**, Hon'ble Minister of State for Youth Affairs & Sports, and **Shri Hari Ranjan Rao**, Secretary (Sports).

3. The conclave featured two major panel discussions—“**Fitness Industry: The Way Forward**”, and “**Nationwide Fitness: From Culture to Industry**”, Overall, the conclave highlighted the growing importance of fitness as an integral part of everyday lifestyle, emphasizing how India’s traditional wellness practices, community-driven initiatives, and rising public awareness campaigns are collectively shaping a dynamic nationwide fitness movement.

4. To ensure the smooth conduct of the event, SAI RC Mumbai proposed the following budget:

| S.N. | Head  | Estimated Budget (In Rs.) |
|------|---|---------------------------|
| 1    | Venue (hotel/banquet)<br>Accommodation<br>(VIPs/Panelists)<br>Hospitality (Lunch, Breakfast,<br>Tea/Coffee) | 35,00,000.00              |
| 2    | Stage, LED, Seating<br>Arrangement  | 5,00,000.00               |
| 3    | Transport / Travel  | 4,00,000.00               |
| 4    | Mementos, Gift etc. for guests  | 2,50,000.00               |
| 5    | Branding & Printing   | 4,00,000.00               |
| 6    | Photography & Videography   | 1,50,000.00               |
| 7    | Emcee (Anchor)  | 8,00,000.00               |
| 8    | Tracksuits & T-shirts   | 3,00,000.00               |

|   |                     |                           |
|---|---------------------|---------------------------|
| 9 | Miscellaneous       | ₹2,00,000.00              |
|   | <b>Total Budget</b> | <b>₹<br/>65,00,000.00</b> |

5. In this regard, approval of Secretary, Sports cum Chairperson, DPAC was obtained on file for the release of Rs. 65,00,000/- towards the conduct of **National Fitness & Wellness Conclave 2025**, to SAI, RC Mumbai. The expenditure to be incurred under the Fit India vertical of the Khelo India Scheme.

The proposal was recommended by PAC to be placed before DPAC for approval.

**Approval DPAC is solicited for ratification of:**

- i) *Approval for conducting **National Fitness & Wellness Conclave 2025**, by the RC Mumbai for a total expenditure of Rs 65 Lakhs.*

The expenditure to be incurred under the Fit India component of the Khelo India Scheme.

|                       |  |
|-----------------------|--|
| <b>Agenda Item No</b> | 11   |
| <b>Agenda</b>         | Engaging Consultants through NeGD Category A empanelment |
| <b>Component</b>      | Fit India  |

### Detailed Description of Agenda:

1. Under the **Fit India initiative of the Khelo India Scheme**, the **Fit India Cycling Drive**—launched on 17th December 2024 in New Delhi—has evolved into a major nationwide campaign titled **Sundays on Cycle**. The initiative is now active in over **29,000 locations** and has engaged nearly **6.5 lakh cycling enthusiasts**. The Hon’ble Prime Minister also acknowledged its significance in the 117<sup>th</sup> episode of *Mann Ki Baat*, emphasizing the growing national relevance of the campaign.
2. Given the need to sustain and expand these important initiatives, it is necessary to strengthen project management capabilities. Therefore, a proposal is made to engage 3 consultants through NeGD empanelment. These consultants are expected to have project management skills and experience in the design and execution of fitness-related activities.
3. The core responsibility of the engaged consultants will be to forge academic and institutional collaborations aimed at significantly enhancing the research component of the Fit India Movement. They will also be required to develop and implement detailed safety protocols. This includes creating specialized training modules to effectively instruct major stakeholders in both risk assessment and established safety management procedures for all on-ground activities.

### Scope of Work

The selected Consultants will be responsible for:

- Establish a formal data governance framework and privacy policy for all participant data.
- Develop a policy for the creation, upgrade, and maintenance of public fitness infrastructure.
- Initiate academic research and knowledge partnerships to scientifically measure health impact.
- Develop and enforce comprehensive risk assessment and emergency response plans for all events.
- Create training programs for state teams focusing on event safety and crisis management.

### Experience of the consultant

The consultant should have

- Education qualification – MBA or any equivalent full time management program of at least 12 months
- Work Experience
  - Minimum 4 years of experience strategic planning, change management, etc.
  - Experience in designing and executing fitness promoting activities through cycling
  - Experience in working with centre/state government
  - Experience in developing policy

The associate consultant should have

- Education qualification – MBA or any equivalent full time management program of at least

12 months

- Work Experience
  - Minimum 2 years of experience strategic planning, change management, etc.
  - Experience in working with centre/state government
  - Experience in developing policy

### Financial Implications

| S. No.       | Items   | Price per unit in INR (excl. GST) | Qty. | Total Amount in INR for 2 years (incl. of GST) |
|--------------|---|-----------------------------------|------|--|
| 1            | Engaging a consultant through NeGD Category A empanelment           | 2,72,042                          | 01   | 77,04,230                                      |
| 2            | Engaging 2 associate consultant through NeGD Category A empanelment | 2,31,525                          | 02   | 1,31,13,576                                    |
| <b>Total</b> |   |                                   |      | <b>2,08,17,806</b>                             |

4. It is proposed to engage 3 consultant (01 consultant and 02 associate consultant) through NeGD Category A empanelment for an initial duration of 2 year with a total estimated financial implication of Rs. 2,08,17,806/-
5. The expenditure will be met under the Fit India component of the Khelo India Scheme.

The proposal was recommended by PAC to be placed before DPAC for approval.

#### Approval of the DPAC is solicited for:

- i. *For engaging 3 consultant (01 consultant and 02 associate consultant) through NeGD Category A empanelment for a duration of 2 year for a budget estimate for annual expenditure of ₹ 2,08,17,806/- (excluding GST). The amount is proposed to be booked under “Fit India Movement” component of Khelo India.*
- ii. *Director General, SAI may be authorized to allow expenditure up to 10% beyond the approved amount for engaging a consultant through NeGD Category A empanelment.*