

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

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<b>Agenda Item No</b>	1
<b>Agenda</b>	Funds for Promotional Activities under Fit India for FY 2026-27
<b>Component</b>	Fit India Movement

### Detailed Description of Agenda:

In order to achieve the objective of promoting fitness to the masses, various activities are being organized by the Fit India Mission, such as Sundays on Cycle, World Bicycle Day, International Yoga Day, Fit India Quiz, Fit India Freedom Run, Fit India Week, National Sports Day, etc. However, it is felt that there is a need to strengthen the promotional activities conducted under the Fit India Mission to improve visibility and reinforce the Fit India brand. The activities planned as part of the promotional activities under Fit India are as follows:

- i. Engagements with various Fit India influencers and other personalities as part of the broader promotion of the Fit India brand and any other activities to be held during the year.
  - ii. Promotional materials like T-shirts, stationaries, mementoes, etc for Fit India Cycling Drive, and other campaigns, etc.
  - iii. Security upgrades/audit of the Fit India website, Fit India Mobile App, and other miscellaneous expenses.
  - iv. In addition to regular annual activities implemented through SAI Regional Centres, certain event-specific Fit India promotional activities may also be supported directly under the Fit India Mission. These may include fitness events undertaken by Fit India influencers, special fitness expeditions, or other specific promotional activities at identified locations. In such cases, minimal financial support, wherever required, may be provided as per applicable norms and with due approvals. The expenditure for such activities shall be booked under Fit India promotional activities, as the funds placed with Regional Centres are primarily meant for approved annual Fit India activities and may not cover such location-specific or event-specific requirements.
  - v. Fit India Regional events such as Beach Games, Indigenous Sports, Tribal Games, Khelo India University Games and other similar sporting/fitness events may be supported through the setting up of Fit India Zones, branding, promotional activities and public engagement initiatives, on similar lines as undertaken in previous years.
  - vi. Placing branding elements of Fit India at various vantage points of SAI Stadia, SAI Regional Centres, SAI NCOEs, SAI STCs, State Bhawans in New Delhi, Archaeological Survey of India sites, etc., Fit India Stall setup at various events to improve the visibility of the Fit India brand as well as the Fit India Mobile Application.
2. In this regard, it is submitted that the 51th DPAC 52nd DPAC and 56th DPAC had approved a total amount of Rs. 4.5 Crore for the promotion of Fit India activities for the year 2025-26.
  3. In view of the above and considering the activities planned for the current financial year, it is proposed that an amount of Rs. 3.0 Crores may be allocated for various Fit India Promotional activities, including the procurement of T-shirts, caps, other branding elements, events, etc., for the financial year 2026-27.
  4. Accordingly, approval is solicited for the proposed budget of Rs. 3.0 Crore for Fit India Promotional Activities for F.Y. 2026-27.
  5. PAC has concurred with the agenda vide its meeting dated 12.05.2026.

Approval of the DPAC is solicited for:

- i. The proposed budget of **Rs. 3.0 Crore** for Fit India Promotional Activities for F.Y. 2026-27

<b>Agenda Item No</b>	2
<b>Agenda</b>	Fit India Regional-level Events for FY 2026-27
<b>Component</b>	Fit India Movement

### Detailed description of Agenda

The Regional Centres (RCs) of the Sports Authority of India, including operational units such as National Centres of Excellence (NCOEs) and Sports Training Centres (STCs), play a vital role in strengthening the Fit India Movement at the grassroots level. The organization of regional events and campaigns through these centres, including Sundays on Cycle and other Fit India activities, ensures strong local participation, enhanced media coverage, and increased public enthusiasm, thereby effectively promoting the Fit India Movement across the country.

2. The RCs have been actively implementing several initiatives to promote fitness and community engagement. The Sundays on Cycle (SOC) campaign is organized every Sunday across all Regional Centres in collaboration with various partners, encouraging citizens to adopt cycling as a fitness activity as well as an eco-friendly mode of transport, while fostering community participation and a healthy lifestyle.

3. In addition, RCs have been given the flexibility to conceptualize and organize Fit India Regional Activities within their respective States/UTs. These include a wide range of initiatives such as coastal events, runs, fun fitness activities, indigenous sports, and other community-based programs tailored to local contexts.

4. In view of the continued success and expanding scope of these initiatives, financial support is required to sustain and further scale up ongoing activities. The proposed funds will be utilized for the conduct of the Sundays on Cycle campaign, organization of regional fitness events, procurement of branding materials including caps and mementoes, and meeting other incidental expenses to ensure effective implementation during the quarter.

5. It is proposed to allocate ₹50 lakh each to five major Regional Centres—Gandhinagar, Lucknow, Mumbai, Kolkata, and Bangalore—amounting to ₹2.50 crore. Additionally, ₹30 lakh each is proposed for seven other centres, namely Imphal, Guwahati, Sonapat, Bhopal, Chandigarh, LNCPE Trivandrum, and NSNIS Patiala, amounting to ₹2.10 crore. Accordingly, the total estimated financial requirement for all 12 centres is ₹4.60 crore. The Financial implications 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 LNCPE Trivandrum, NSNIS Patiala, and RC Bhopal, and RC Chandigarh	30,00,000*7=2,10,00,000
Total Estimated Cost for 12 Centres		<b>Rs. 4,60,00,000</b>

6. The continued implementation of Fit India regional initiatives, including Sundays on Cycle, International Yoga Day, World Bicycle Day, and other thematic events, is expected to further strengthen grassroots engagement, enhance community participation, and promote fitness as a way of life among citizens. These initiatives will also contribute to sustained visibility and wider outreach of the Fit India Movement across the country.

7. In view of the above, approval of the DPAC is solicited for the allocation of ₹4.6 crore for conducting various Fit India activities at SAI Regional Centres under the Fit India budget for the financial year 2026–27.

8. PAC has concurred with the agenda vide its meeting dated 12.05.2026.

Approval of the DPAC is solicited for:

i. The proposed budget of **Rs 4.6 crore** for various Fit India activities at SAI Regional Centres from the budget of Fit India under the Financial Year 2026–27.

<b>Agenda Item No</b>	3
<b>Agenda</b>	Conducting mega event of Sundays on Cycle at Ahmedabad
<b>Component</b>	Fit India Movement

### **Detailed Description of Agenda**

The Fit India Movement, launched on 29th August 2019 by the Hon’ble Prime Minister of India, Shri Narendra Modi, aims to make fitness an integral part of everyday life by encouraging behavioural change and adoption of a physically active lifestyle. In furtherance of this vision, the “Sundays on Cycle” initiative was launched under the Fit India Movement to promote cycling as a means to encourage fitness, healthy living, and sustainable mobility.

2. The “Sundays on Cycle” programme is being conducted on a pan-India basis across various States/UTs to promote fitness and cycling culture among citizens. The initiative has witnessed large-scale participation and growing engagement from youth, cyclists, fitness enthusiasts, educational institutions, and the general public across the country.

3. It is proposed to conduct the flagship programme under the Fit India Movement, namely the Commonwealth Games (CWG)-themed Mega “Sundays on Cycle” event, at Ahmedabad on 24th May 2026. The proposed event assumes added significance as it marks the 75th edition of the “Sundays on Cycle” campaign.

4. Further, National Commonwealth Day is also observed on 24th May. In view of the above it is proposed to organize a Mega flagship event at Ahmedabad aligned with the theme of the Commonwealth Games, aimed at promoting cycling as a fitness activity and sustainable mode of transport while fostering mass participation.

5. The programme is envisaged as a large-scale public outreach initiative involving participation from youth, cyclists, fitness enthusiasts, sportspersons, schools, colleges, and the general public. The event will also serve as a platform to promote awareness regarding fitness and healthy lifestyles in alignment with the objectives of the Fit India Movement.

6. The event will, inter alia, include:

- i. Mass Cycling Rally
- ii. Commonwealth Games-themed branding and public engagement activities
- iii. Exhibition showcasing India’s journey and achievements in the Commonwealth Games
- iv. Quiz Competition on Commonwealth Games (School Category and Open Category)
- v. Reels Competition based on Commonwealth Games theme
- vi. Torch Design Competition for school children

7. The programme will also be leveraged to project Ahmedabad as a prospective host city for the 2030 Commonwealth Games, thereby aligning the event with the broader national sporting vision. Necessary arrangements with regard to logistics, branding, participant management, safety, route management, and coordination with local stakeholders will be undertaken accordingly.

## 8. Financial Implications

The proposed CWG-themed Mega “Sundays on Cycle” event at Ahmedabad is envisaged as a flagship public outreach programme, with large-scale participation, Commonwealth Games-themed branding, exhibition, media engagement, competitions, VVIP/VIP participation, and participant facilitation.

It is submitted that the proposed Sundays on Cycle event at Ahmedabad on 24th May 2026 assumes special significance, as it will not only mark the 75th edition milestone of the nationwide Sundays on Cycle campaign, but is also proposed, as directed by the Hon’ble Minister of Youth Affairs & Sports, to commemorate Commonwealth Day and to amplify India’s vision and preparedness for hosting the Commonwealth Games. The event is envisaged as a large-scale flagship outreach programme with CWG-themed activities, participation of celebrities/sportspersons and distinguished guests, media tour, exhibition showcasing India’s Commonwealth Games journey and achievements, and public engagement activities such as quiz, reels and torch design competitions. Accordingly, an upper estimated budget of Rs. 25.00 lakh has been proposed to ensure adequate provision for event management, branding, hospitality, media facilitation, exhibition, participant support and allied logistical arrangements. However, in case support is extended by the State Government in terms of venue infrastructure, local logistics, route management, media facilitation or other arrangements, the funds shall be utilised strictly as per actual requirement and admissible expenditure.

### Estimated Financial Implication

S. No.	Component	Details/Justification	Estimated Amount
1.	<b>Event Management Agency and Event Implementation</b>	Hiring of Event Management Agency for overall planning, venue setup, stage/backdrop, sound system, seating, barricading support, volunteer coordination, registration desk, on-ground coordination, route support, public engagement activities, and execution of CWG-themed Mega Sundays on Cycle event, exhibition panels showcasing India’s journey and achievements in the Commonwealth Games, display material, and engagement zones.	10,00,000
2.	<b>Bicycle Hiring / Renting and Cycle Logistics</b>	Renting of bicycles for participants, dignitaries, and demonstration use, approx. 800 bicycles to be rented at around Rs.350–Rs400 per bicycle, along with transportation/logistics.	3,00,000

3.	<b>Celebrity / Eminent Sportsperson ACT</b>	Boarding and lodging of Celebrities / Guests	3,00,000
4.	<b>Refreshments for Participants and Public</b>	Refreshment setup for approx. 5,000 participants/local citizens, including water, energy drinks/light refreshments, distribution counters, and on-ground support.	3,50,000
5.	<b>Hi-Tea / Hospitality for VVIPs, VIPs, Guests and Officials</b>	Hi-tea and hospitality arrangements for approx. 100 VVIPs/VIPs/guests/officials, including protocol-related serving arrangements and dedicated hospitality area.	1,50,000
6.	<b>Mementos, Felicitation and Competition Awards and Media Kit</b>	Procurement of mementos/felicitations items for guests, sportspersons, dignitaries, and winners of CWG-themed quiz competition, reels competition, and torch design competition for school children and media kit.	Rs. 2,50,000
7.	<b>Miscellaneous, Local Transportation and Contingency</b>	Local transportation of officials/material, accommodation and movement support wherever required, emergency requirements, permissions-related incidental expenses, and other necessary arrangements.	Rs. 1,50,000
<b>Total Estimated Expenditure</b>			<b>Rs. 25,00,000/-</b>

Total Estimated Expenditure: **Rs. 25,00,000/- only**

In view of the above, approval of the DPAC is solicited for conduct of the Commonwealth Games (CWG)-themed Mega “Sundays on Cycle” programme at Ahmedabad on 24th May 2026 with an estimated expenditure of Rs. 25,00,000/- along with necessary logistical, administrative, branding, media, and event management arrangements.

9. PAC has concurred with the agenda vide its meeting dated 12.05.2026.

<p>Approval of DPAC is solicited for:</p> <p>i. Conduct of the Commonwealth Games (CWG)-themed <b>Mega “Sundays on Cycle”</b> event at Ahmedabad on 24th May 2026.</p> <p>ii. The proposed budget of <b>Rs. 25,00,000/-</b> for conduct of the event and associated activities under the Fit India Movement.</p>
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<b>Agenda Item No</b>	4
<b>Agenda</b>	Proposal for Conduct of Hackathon through MeitY Startup Hub (MSH) for Development of Mobile Application for Talent Identification
<b>Component</b>	Support to Academies - Khelo India Centres & Sports Academies

Sports Authority of India (SAI) conducts the Battery Fitness Assessment comprising 10 standardized physical fitness tests for athletes across various age groups as part of its talent identification and development framework. At present, the assessment process largely relies on manual measurement, timing, counting, and data recording, which results in higher dependency on manpower, inconsistencies in reporting across locations, and delays in generation of consolidated insights at district, state, and national levels.

2. In order to address these challenges and to leverage emerging technologies for enhancing efficiency, transparency, and scalability, a Concept Note on “Battery Fitness Assessment Application” has been prepared by NeGD and shared with SAI for consideration. The said Concept Note envisages development of a standardized, technology-enabled solution for digitization and intelligent analysis of fitness assessment data.

3. Further, as per the directions of DG, SAI, it is proposed to undertake the development of a mobile application for Talent Identification through an innovative and competitive approach by organizing a Hackathon/Startup Challenge via MeitY Startup Hub (MSH).

4. The proposed Hackathon aims to crowdsource innovative solutions from startups and technology providers for development of an end-to-end digital ecosystem for the Battery Fitness Assessment System, aligned with the Concept Note received from NeGD.

The proposed solution is envisaged to include, inter alia:

- End-to-end digitization of all 10 battery fitness tests
- Mobile-based standardized data capture (including offline-first capability for rural and low-connectivity areas)
- Integration of Artificial Intelligence (AI) for automated scoring, ranking, and talent identification
- Generation of instant digital report cards for athletes
- Development of centralized dashboards for monitoring and decision-making at district, state, and national levels
- Creation of a scalable national repository of fitness data for long-term talent tracking and analytics

5. It is proposed that the Hackathon shall be conducted through MeitY Startup Hub (MSH), which will act as the platform for hosting and managing the competition in coordination with SAI and NeGD.

The implementation framework shall broadly include:

- Launch of a national-level Startup Challenge based on the approved Concept Note
- Multi-stage evaluation process involving submission of concepts, prototypes, and functional solutions
- Constitution of an Evaluation Committee/Jury comprising representatives from SAI, MeitY, NeGD, and domain experts

- Shortlisting of participants at various stages based on predefined technical and functional criteria
- Identification of top-performing solutions and selection of two finalists

6. Subsequently, a detailed Scope of Work (SoW) shall be issued to the shortlisted finalists, and the final implementation partner shall be selected through an appropriate financial bidding process (L1/reverse bidding), in accordance with extant procurement guidelines.

7. The selected agency shall be responsible for end-to-end development, customization, integration, deployment, and operationalization of the final solution.

8. The total financial implication for conduct of the Hackathon, as per the proposal received, is ₹46,00,000/- (Rupees Forty-Six Lakh only). The expenditure primarily includes prize money for winners across different stages of the competition. The expenditure is proposed to be booked under the “Support to Academies – Khelo India Centres & Sports Academies” component of Khelo India.

9. The proposed duration for completion of the Hackathon process is approximately three (03) months, covering all stages from approval, launch of challenge, evaluation, and final selection of implementation partner.

10. The following documents are placed for kind reference of the Departmental Project Approval Committee (DPAC):

- Concept Note on “Battery Fitness Assessment Application” received from NeGD, placed at **Annexure-I**.
- Detailed proposal titled “Competition for Digitization and AI Integration of SAI Battery Fitness Assessment System (Battery – 10 Physical Fitness Tests)” placed at **Annexure-II**.

11. PAC has concurred with the agenda vide its meeting dated 12.05.2026.

Approval of the DPAC is solicited for:

- i. Conducting the Hackathon through MeitY Startup Hub (MSH) for development of a mobile application for Talent Identification.
- ii. The total estimated financial implication of **₹46 lakhs** (exc. taxes) to be met from “Support to Academies – Khelo India Centres & Sports Academies” component of Khelo India.
- iii. Authorization to Director General, SAI, to allow expenditure up to **10% beyond the approved amount**, if required, to meet any unforeseen exigencies during the execution period.

<b>Agenda Item No.</b>	5
<b>Agenda</b>	Proposal for the Conduct of ASMITA Leagues at City/District level for Cycling, Football and Sepaktakraw leagues for FY 2026-27
<b>Component</b>	Promotion of Inclusiveness through Sports (Sports for Women)

Detailed Description of Agenda:

- 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. Dedicated opportunities are provided to women for participating in sporting activities and developing sports at the grassroots level. The ASMITA League operationalizes this mandate by creating structured City/District level competitions to provide foundational sporting opportunities and a pathway to State, Zonal, and National level events.
- The primary objective of these leagues is to drive a sustainable sports ecosystem and nationwide reach, strengthening grassroots participation and creating competitive platforms for women athletes. Focus remains on inclusivity, structured engagement, and foundational level sporting opportunities reaching untapped regions.
- Recently, multiple proposals have been received from various National Sports Federations (NSFs), including the Cycling Federation of India (Olympic and Asian Game), Sepaktakraw Federation of India (Asian Game) and All India Football Federation (Olympic and Asian Game), seeking the inclusion of their respective sports in the ASMITA City/District Leagues. As the current focus is on sports that are part of the Olympic Games and Asian Games, consequently, only Three (3) sports disciplines have been selected for the upcoming league, i.e., **Cycling: 200 City/District League, Football: 200 City/District League and Sepaktakraw: 100 City/District League.**
- A. Cycling leagues will be hosted centred around the theme of **World Bicycle Day** to maximize mass participation and awareness.  
B. Football and Sepaktakraw, the ASMITA leagues in this sport, will be conducted for F.Y 2026-27.
- The financial assistance for organizing the ASMITA City/District Leagues has been standardized. The approved budget is ₹75,000/- per city/district league per sport.

S. No.	Discipline	Proposed League	Amount per League	Total Amount
1	Cycling	200	₹ 75,000	₹1,50,00,000/-
2	Football	200	₹ 75,000	₹1,50,00,000/-
3	Sepaktakraw	100	₹ 75,000	₹75,00,000/-
Total		500		<b>₹3,75,00,000/-</b>

Total Proposed Budget: **₹3,75,00,000/-** (Rupees Three Crore Seventy Five Lakh Rupees Only)

- PAC has concurred with the agenda vide its meeting dated 12.05.2026.

Approval of the DPAC is solicited for:

- i. For the conduct of a total of **500 ASMITA City/District Leagues** in all Three selected sports (Cycling, Football & Sepaktakraw) at a sanctioned budget of ₹75,000/- per league, totalling an expenditure of **₹3,75,00,000/-** (Rupees Three Crore Seventy Five Lakh Rupees Only)

<b>Agenda Item No.</b>	6
<b>Agenda</b>	Proposal for funds for Administrative & Promotional Expenses of Sports for Women (ASMITA) under Khelo India Scheme for FY 2026-27
<b>Component</b>	Promotion of Inclusiveness through Sports (Sports for Women)

Detailed Description of Agenda:

1. The ASMITA League was launched in 2021 with the initiative to increase the participation of women in Sports by organizing various leagues, promoting wellness, and empowerment among women and girls across India. In alignment with national priorities and in response to low female sports participation rates—less than 30% currently play any sport—the initiative seeks to strengthen ongoing and upcoming drives, such as large-scale competitions, club formation, mentorship campaigns, and capacity-building events at grassroots and elite levels. These activities require coordination with state agencies, partners, and community organizations to maximize reach and impact.
2. Till February 2026, ASMITA Leagues were organized across 34 disciplines with more than 2400+ Sports competitions witnessing total participation of over 2.8 lakh women athletes and more than 500+ leagues planned in ASMITA in F.Y. 2025-26.
3. To monitor these events, it is proposed to allocate funds to the administrative and promotional budget of Rs 20,00,000/- which will cover for domestic flight bookings, accommodations, branding, and any other administrative cost required for SFW (ASMITA). These funds may also be used for athletes, coaches, technical officials, competition managers and other approved personnel invited for these leagues by SAI, as per eligibility and requirement, for technical supervision, review meetings and related operational activities.
4. The bookings shall be undertaken through authorized service providers/platforms, in accordance with extant Government of India travel rules and guidelines, ensuring economy class travel, advance booking and optimal routing to achieve cost efficiency and financial prudence.
5. PAC has concurred with the agenda vide its meeting dated 12.05.2026.

Approval of the DPAC is solicited for:

- i. For Administrative and Promotional Budget for SFW (ASMITA) with financial implication of **Rs.20,00,000/-** inclusive of taxes for F.Y. 2026-27