

Invitation for Expression of Interest (EOI) inviting partners for Fit India Carnival

The Sports Authority of India (SAI), an autonomous body under the Ministry of Youth Affairs and Sports, is organizing the “**Fit India Carnival 2025**”, a premier event that celebrates health, fitness, and innovation. The carnival, scheduled to be held from “**15th to 17th March 2025**”, is aimed at promoting a culture of fitness and well-being in the country and will bring together key stakeholders from the fitness, sports, wellness, and health sectors.

Overview- Fit India Mission:

The Fit India Movement was launched by the Hon’ble Prime Minister in August 2019 with a vision of encouraging every Indian citizen to adopt a physically active lifestyle. Ministry of Youth Affairs and Sports (MYAS) is the nodal ministry for implementing the Fit India Movement in coordination with other stakeholders. The aim of Fit India Movement is to encourage the citizens to include physical activity in their daily lives and to showcase the ease of simplicity of doing activities which can make them fit. In a bid to increase awareness about the importance of physical fitness in our daily lives, the Fit India Mission has conceptualized and conducted multiple events and campaigns. Fit India Movement through initiatives like Fit India Freedom Run, Fit India Week, Fit India Quiz, National Sports Day, etc has witnessed engagement of over 30 Crore citizens over the years.

Fit India Carnival:

The Fit India Mission/SAI is organizing the **1st ever Fit India Carnival** aimed at promoting fitness and health among the masses. The carnival seeks to engage the audience through various fun-filled activities and engaging them to motivate for a Healthy and Fit India. In this regard, **SAI invites an Expressions of interest from interested partners who wish to showcase their products, services, or innovations at the Fit India Carnival 2025**. This event will serve as a platform for participants to engage with a wide audience, collaborate with government initiatives, and create new sales opportunities. The carnival aims to celebrate the essence of fitness through various engaging activities, demonstrations, and collaborations.

Event Details:

- Event Name: Fit India Carnival 2025
- Dates: 15th to 17th March 2025
- Venue: Gate No.1, Jawaharlal Nehru Stadium, New Delhi

Objective:

The primary objective of the Fit India Carnival is to highlight the importance of physical fitness, wellness, and healthy lifestyles through innovations in fitness technology, wellness products, and government-backed fitness programs. It also aims to inspire the citizens of India to adopt fitness routines for a healthier lifestyle.

Scope of Engagement:

As part of the Fit India Carnival 2025, selected partners will be provided with the following opportunities:

- a) **Free Demonstration Space:** A designated space to showcase products, services, or innovations **at no cost to partners.**
- b) **Collaboration with Government Initiatives:** Partners will have the chance to align their efforts with the government's mission for promoting fitness and well-being.
- c) **Sales Opportunities:** The carnival will provide access to a large audience, creating opportunities to boost product visibility and drive sales.
- d) **Brand Visibility:** Enhanced brand visibility through various event promotions, both online and offline.
- e) **Networking:** Opportunities to engage with industry leaders, fitness experts, and key stakeholders from the wellness and sports sectors.
- f) **Content Creation and Sharing:** Sponsors can leverage their association with the Fit India Quiz to create engaging content, such as articles, videos, or social media posts. This content can be used not only during the event but also as part of ongoing marketing and PR efforts.
- g) **Community Involvement:** Sponsoring an event that promotes health and fitness showcases a sponsor's commitment to the community's well-being. This type of involvement can enhance the sponsor's reputation locally or nationally as a socially responsible organization.
- h) **CSR Opportunities:** Sponsoring an event with a fitness and wellness focus aligns with corporate social responsibility (CSR) initiatives. Sponsors can highlight their commitment to promoting a healthier society, which can enhance their brand's corporate image.
- i) **Positive Media Coverage:** Sponsors can benefit from positive media coverage before, during, and after the event. This media exposure can include interviews, features, and articles highlighting the sponsor's support for the Fit India Carnival.

Eligibility Criteria:

- a) Organizations, companies, and institutions engaged in the health, wellness, fitness, sports, and innovation sectors are eligible to apply.
- b) The proposals should align with the mission of promoting fitness and healthy living among the masses.
- c) Interested entities must provide a clear outline of how their participation will add value to the Fit India Carnival.
- e) The available slots are limited at the venue and partners will be chosen

The EOI is being issued on ***broad-based guidelines and this EOI is issued without any commitments (financial/otherwise) from any side.*** The partner shall provide such

services at no cost and will only be provided the right to be designated as the “**Fit India Carnival Partner**”.

Evaluation Criteria:

Proposals will be evaluated based on the following:

- a) **Innovation and Relevance****: How innovative and relevant the proposed products, services, or demonstrations are to the fitness and wellness sector.
- b) **Value Addition to the Carnival****: The overall contribution and value the proposal will bring to the carnival experience.
- c) **Brand Alignment with Fit India Mission****: How well the brand or entity’s mission aligns with the Fit India Movement and its goals.
- d) **Engagement and Interactivity****: The ability to engage the audience with compelling, interactive, and educational content.

Limited slots are available for partners, and only the best proposals will be selected for participation which will bring the most value to the Fit India Carnival.

Application Process- Documents to be Submitted:

SAI now invites eligible agencies/partners to join the Fit India Mission for the Fit India Carnival and indicate their interest in participating in the event, as per **Annexure 1**. The EOI should be sent along with: -

1. **Agency profile**: The interested agencies/partners are required to provide information about their background, profile, and legal status as per **Annexure 2**. They should include their registration or incorporation certificate and provide the name of the authorized signatory along with their designation.
2. **Organization Financials**: This requires the agency/partner to provide information about their financial status, specifically their annual turnover for past 3 financial years as per **Annexure 3**. The financials shall however not be the basis of selection.
3. **Overall Experience and experience in Sport, fitness, and sport-related business**: The agency/partner requires to provide their overall experience in their respective field, including any specific experience they have in the sports industry or sports-related business.

Interested partners must submit a detailed proposal, including the following:

- a) A description of the products or services to be demonstrated.
- b) The space and equipment requirements (if any).
- c) A brief overview of the company’s background and relevance to the fitness sector.
- d) Any innovative aspects of the demonstration or collaboration.
- e) A statement on how the participation will contribute to the event and its objectives.

All submissions must be received by 12th March 2025 and 5.00 pm.

Please submit your proposal to contact@fitindia.gov.in with the subject line “Fit India Carnival 2025 – Expression of Interest”.

****Important Notes****

- Limited slots are available for partners, and only the best proposals will be selected for participation.
- Selected partners will be notified by 13th March 2025.

For any queries, please contact us at contact@fitindia.gov.in and Assistant Director, FIT India (8585957826)

We look forward to receiving your proposals and collaborating with you to make “Fit India Carnival 2025” a landmark event in the promotion of fitness and wellness in India.

Data Sheet

Objective of the consulting assignment	Invitation for Expression of Interest (EOI) inviting partners for Fit India Carnival
Date of Issuance of the EOI	11.03.2025
Start Date for Submission of Proposal	11.03.2025
Last Date for Submission of Proposal	12.03.2025
Declaration of Short-listed Firms	13.03.2025
Proposal shall be submitted to the following email addresses	contact@fitindia.gov.in
Contact Person	Assistant Director, FIT India (8585957826)

Any EOI with inadequate information, or those received after the closing date may not be considered. EOI should be as concise and focused as possible to give evidence of the above requirements, including the experience statement and organization profiles. The short listing will be done on the basis of the above information/documents.

Eligibility Criteria:

The prospective bidders must fulfil the following minimum conditions:

S.No	Criteria	Documents required
1	A. Applicant should be a registered legal entity recognized under the legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid. B. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status.	A. Copy of Certificate of Incorporation, Partnership Deed etc. B. Copy of Registration Certificates with the GST & IT (PAN) Authorities.
2	Fit and Proper Person	Self-certificate and/or Letter of Undertaking regarding

Conditions for Fit and Proper Person: For the purpose of determining whether an Applicant is a 'Fit and Proper Person', Sports Authority of India (SAI) may take the indicative criteria mentioned below:

- i. Financial integrity of the Applicant;
- ii. Ability of the Applicant to undertake all obligations set out under this EOI;

- iii. Absence of convictions or civil liabilities against the Applicant;
- iv. Absence of any previous debarment of the Applicant, in accordance with the General Financial Rules, 2017, provided such debarment is still existing;
- v. Absence of any disqualification as specified below:
 - a. Conviction of the Applicant or any of its respective directors, partners, executives or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract;
 - b. Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any Applicable Laws against the Applicant or any of its or their respective directors and partners;
 - c. Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the Applicable Law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Applicant;
 - d. Current or previous banning of the Applicant or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason;
 - e. Default by the Applicant or any of its or their respective directors, partners, executives or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years;
 - f. The Applicant should not have been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal.

Restricted Product Categories

The following product categories shall be restricted for any kind of association with Fit India Carnival.

SN	Category	SN	Category
1	Tobacco Products	12	Unsafe Supplements
2	Weapons and Explosives	13	Lottery
3	Derogatory Personal, Political, and Religious Content	14	Multi-Level Marketing
4	Spy Cams and Surveillance Equipment	15	Over-the-Counter Drugs
5	Counterfeit Goods	16	Spyware and Malware
6	Adult Products and Services	17	Personal Loans
7	Alcohol	18	Online Pharmacies
8	Dating	19	Politics
9	Gambling	20	Recreational Drugs
10	Hacking and Surveillance	21	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor
11	Prescription Drugs		

Annexure 1

COVERING LETTER ON LETTERHEAD ALONG WITH EOI

To,

JLN Complex, East Gate,
Lodhi Road

New Delhi-110003

Sub- Proposal for participating in the Fit India Carnival.

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

We have fully understood the Terms of Reference provided herein.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

Annexure 2

Agency Profile

Name of the Organization	
Date of Incorporation/Registration*	
Areas of Expertise	
Name and Designation of the Authorized Signatory	

*Certificate of Incorporation/Registration shall also be attached with the Annexure.

Annexure 3

Organization Financials

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)
1.	2021-22	
2.	2022-23	
3.	2023-24	

Certificate from the Statutory Auditor

This is to certify that the average turnover of the bidder in the last three years is Rs. _____ . (In words)

Name of the audit firm:

Seal of the audit firm

Date: