

संदीप प्रधान, भा.रा.से.
महानिदेशक
Sandip Pradhan, I.R.S.
Director General



D.O. No. KI/SFW/2021-22

November 9, 2021

To,

**The President,
National Sports Federations**

(Archery, Athletics, Badminton, Basketball, Boxing, Cycling, Fencing, Football, Judo, Kabaddi, Kho-Kho, Rowing, Shooting, Swimming, Table Tennis, Weightlifting, Wrestling)

Sub: Formation of Khelo India Girls/Women's League/Competition under Khelo India Vertical - Sports for Women

Sir,

Robust competition structure in sports paves the way for excellence and identification of talent for podium finish. Besides excellence, competition is important for development of sporting culture. The leading sports countries follow the schedule of regular training during the weekdays and matches (competitions) on weekends. It enables to get each player the exposure of large number of matches in a year. Whereas this approach may be possible in small countries and team games, each NSF will have to create its own model competition structure at national level. It may, however, be mentioned that at national level, number of competitions for development level athletes (especially women), barring in few sports, may not be at a desirable level.

2. It has therefore been decided to provide support to National Sports Federations (NSFs) to conduct national level ranking competitions/leagues especially for various women/girls age groups. The proposal will be considered for funding under "Sports for Women" vertical for Khelo India.

3. It is suggested that the gap analysis of competition structure at a national level vis-a-vis ideal structure for various age groups may be made and proposal be prepared for consideration of DPAC of Khelo India.

- a) The funding for technical conduct & other incidental expenditure can be provided.
- b) Expenditure towards lodging, boarding & travel of player/team may be borne by player/team as per standard practice. However, if the player is covered under Khelo India Talent Development Scheme or part of SAI NCOE/STC, the expenditure will be covered under specific provisions.
- c) The provision for cash prizes can be made in budget proposal.

4. The NSF will be free to get sponsorship for the tournament. Name of the tournament can be decided in consultation with SAI with "Khelo India" as prefix. 50% of

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the branding options will be reserved for Khelo India whereas remaining 50% will be available for NSF/Sponsors. There can be composite logo of Khelo India & NSF as well. SAI will provide logistic support wherever possible.

5. Some of the NSFs have already finalized women's league/ranking competition & also got approval under Khelo India. The State Government will also be approached to support NSF to provide all logistic support. The roles & responsibilities of various stakeholders is as per Annexure. In case NSF is of the opinion that right competition structure at national level for development group (especially women) is already in place for various age groups, the information (such as, number of matches played by each development level athlete in a year) may please be shared with SAI.

It is requested that proposals on the above lines may be sent as early as possible for consideration.

With regards,

Yours sincerely,



(Sandip Pradhan)

Roles and Responsibilities

A. SAI

- i. Federation will finalize the league structure and location in consultation with SAI. The funding to be provided by SAI to the Federations as per approval of DPAC of Khelo India.
- ii. Approval of backdrop, parameter board, logo size, position etc. will be approved by SAI on a one-time basis.
- iii. The branding of Khelo India will be decided depending upon the size of league & expenditure involved. However, at least 50% of the branding will be available for raising sponsorship/local authorities.

B. Federation

- i. The entire technical conduct and organization of the league (registration, schedule, fixture, declaration of result, maintenance of record etc) will be done by the federation. The federation will ensure smooth technical conduct through qualified referees and will supervise the leagues, maintain audit of accounts, disbursement of all grants and Utilization Certificate etc. Towards this, NSFs will come up with the minimum benchmark and ensure the same are followed.
- ii. The federation will be free to raise sponsorship to support the league. The branding and sponsorship model will require one-time approval. While deciding the sponsorship model or commitment of expenditure, the long-term viability must be kept in mind.
- iii. The central sponsorship opportunity for different sponsors will be in the form of “Supported by...”, “Powered by...”. There may be more sponsors for various activities and separate sponsors for the leagues in different cities.
- iv. Competition report at the end of league & two-minute AV with required highlights.

C. State Government

- i. Playfields (without rentals or with rentals to be managed by the authorities).
- ii. All permissions/ clearance to conduct of the league.
- iii. Supporting NSFs for sponsorship etc.
- iv. Publicity

D. Participating Team/player

- i. It is expected that the teams are trained regularly to rise up to the standard of the game.



- ii. The team/player will manage local travel, refreshment, medical kit etc. on their own. If, the team is from outstation, the accommodation and transportation will be managed by them at their own cost. The matches will be organized at regular interval which needs to be noted.
- iii. If the team owns the ground, the same shall be provided free of cost to the NSF.
- iv. The participating teams/players will be allowed to have the logo on their apparel.


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