

Invitation for Expression of Interest (EOI) for the Broadcast/Telecast on OTT Platforms for the State/UT Rounds of the Fit India Quiz 2023:

The Sports Authority of India (SAI), an autonomous body under the Ministry of Youth Affairs and Sports, invites Expressions of Interest (EOI) from Over-The-Top (OTT)/Streaming/Satellite TV platforms for the broadcast/telecast of the States/UTs rounds & National Rounds of the Fit India Quiz 2023. This initiative seeks to leverage both on traditional & digital platforms to maximize the reach and impact of this national-level quiz dedicated to promoting fitness and general awareness among the youth of India.

In order to telecast the above-mentioned States/UTs rounds & National Rounds of the Fit India Quiz 2023 and take it to the masses, it is proposed to engage partner(s) for Streaming/broadcast of the States/UTs rounds & National Rounds of the Fit India Quiz 2023. The clean feed for the purpose will be provided to the potential partners by the Sports Authority of India(SAI).

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 has been able to mark its presence in more than **5 lakhs schools** across the country through Annual Fit India School Week Celebrations and Fit India School certifications.

Fit India Quiz

Fit India Quiz was launched in 2021 as a part of commemorating 'Azadi Ka Amrit Mohotsav', it was envisaged to propagate the message of Fit India among the school children and strengthen its presence in schools, a Fit India Quiz has been envisioned to involve school children across the country. Fit India Quiz is dedicated to the school students where students with interest in sports and fitness can participate and compete at state and national level. In the **first edition of Fit India Quiz, 36,299 students from 13,502 school participated** and showcased their knowledge in fitness and sports. In the subsequent 2nd edition, launched on 29 August 2022, **a total of 61,981 students from 16,702 schools across 702 districts** participated. The fact that the Fit India Quiz has reached a combined audience of 22 million viewers across both editions serves as evidence of its widespread viewership on OTT platforms and television. Fit India Quiz comprised of preliminary rounds, state level rounds

and national rounds, thus making it one of the most comprehensive and flagship quiz programs on fitness and sports in the country.

The 3rd edition of Fit India Quiz(FIQ) 2023, was launched on 29th August 2023 on the occasion of National Sports Day. The 3rd edition of the quiz has seen a registration of 103,671 students from 41,789 schools from across the nation. The Preliminary Web Round took place on 21st & 22nd December 2023 which was conducted by the National Testing Agency through a mobile based test in 13 languages. The results of this phase were declared on 8th March, 2024. After the Preliminary Rounds, 256 schools were selected for the State/UT round which were conducted from 26th March 2024 to 10th, April 2024. These 256 teams will compete to become the States/UTs champions in a series of web rounds. These web round in the form of 92 episodes will be streamed on various OTT/ Satellite TV Platform. The National finals will be conducted among the 36 teams from all State/UTs of the country.

The objective of the quiz is to provide a National platform for students to showcase their knowledge about fitness and sports, also endeavours in its philosophy to create awareness among students about India's rich sporting history, including centuries-old indigenous sports, our national and regional sporting heroes of the past and how traditional Indian lifestyle activities hold the key to a Fit Life for all.

The FIT India Quiz provides a platform for school student to showcase their talent at the national level. The Quiz will be broadcasted on the National Television/OTT and Social Media platforms. The total **cash award of Rs 3.25 crore will be distributed among the schools and students.**

The quiz will have three phases

- **Phase 1** will start with a nationwide registration by schools followed by a selection of teams for the state/UT rounds through a Mobile App based online test.
- **Phase 2** will comprise state/UT rounds where the schools selected in the state/UT merit list shall compete for the state/UT championship.
- **Phase 3** will have a National Round in which 36 state/UT champions will compete for National Championship. This round will be broadcasted on the National Television.

Detailed Guidelines of Fit India Quiz is mentioned in **Annexure 1**.

Scope of Engagement:

1. Broadcast/Telecast Requirements: The OTT/Streaming/Satellite TV partners are required to telecast the State/Union Territory (UT) rounds and National rounds of the Fit India Quiz 2023 on their platforms. In case of multiple players are interested in the telecast the feeds will be provided to all the eligible players. The objective is to popularize &

- expand the reach of the quiz & spread the message of fitness among the school going children is particular & citizen of our country in general
2. The Sports Authority of India (SAI) will provide the episodes at no cost to the telecast partner(s). The engagement of various OTT Players is sought for streaming/broadcasting of these episodes.
 3. Coverage: Ensure broad and diverse audience access across various regions of India.
 4. Quality Standards: - Maintain high standards of streaming quality and user experience in accordance with industry standards.
 5. The episodes will be provided by SAI & the same is to be streamed by the OTT/Streaming/Satellite TV partners **(without entailing any cost to SAI)**
 6. Monetization: The broadcast/telecast services must be provided at no cost to Sports Authority of India. However, OTT/Streaming/Satellite TV partners can monetize the episodes by advertisements, subject to approval of SAI.
 7. OTT platforms/telecast partners to provide voiceovers in regional languages tailored to the target geographic audience, subject to approval of SAI.
 8. Sponsorship: - OTT platforms/telecast partners may secure sponsors through advertisements and promotions, subject to approval of SAI.
 9. OTT Players are expected to extensively promote the Fit India Quiz 2023 through proactive campaigns to maximize the audience outreach & strengthen the Ft India brand.

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

The above-mentioned activities are only indicative and not exhaustive of works to be assigned to the Partner. The partner shall provide such services at no cost and will only be provided the right to be designated as the **“Fit India Quiz-2023 Broadcast Partner”**.

Partner entitlements are listed below:

1. Telecast rights for Fit India Quiz-2023 across TV channel and OTT platforms.
2. Mention as **‘Broadcast Partner’** across all promotions and creatives of that event / promotion.
3. Rights for usage of Fit India Quiz-2023 content free of cost for tune in promos.
4. Right to exploit commercial inventory / commercial breaks during the LIVE and repeat telecast for generating revenue for themselves.
5. Right to re-run the telecast, highlights package and any special programming.
6. Mention as **‘Broadcast Partner’** in Press release.
7. Partner logo presence across all creative and promotional elements (wherever applicable)
8. Right to use partner status across their brand campaigns and promotions up until the end of each particular game.

Eligibility Criteria:

- **OTT Platform Rights:** Interested OTT/Streaming/Satellite TV partners must have the necessary capabilities and rights to stream the content.
- **Experience:** Proven track record in streaming educational, sports, or quiz-related content.
- **Compliance:** Agreement to the no-cost clause for the streaming service.
- **Submission Details:** Interested OTT/Streaming/Satellite TV partners are invited to submit their Expression of Interest (EOI) by [Date].

The prospective bidders must fulfil the following minimum conditions:

S.N.	Criteria	Documents required
1	A. Applicant should be a registered legal entity recognized under the applicable legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid. <i>Note: JV/Consortium/Sub contracting is not allowed.</i> 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	Must have the necessary licenses and approvals under Applicable Laws to uplink, downlink, broadcast and stream the Feed on Television and Digital Platforms;	Copies of necessary licenses as sought by the SAI
3	Fit and Proper Person*	Duly notarized Affidavit and declaration form and Letter of Undertaking regarding Fit and Proper Person
4	The Applicant should have their own Broadcast & OTT Platforms	Copies of necessary licenses
5	The applicant shall also issue an undertaking that they have been and will comply with all the broadcasting or telecasting laws & rules prevailing in India as amended upto date which are applicable on the applicant for the said work.	Letter of Undertaking on the letter head. Indemnity Bond
6.	Must have the necessary licenses and approvals to operate in India under Applicable Laws	Copies of necessary licenses as sought by SAI

	including banking laws, FEMA , SEBI etc.	
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***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:

- a. Financial integrity of the Applicant;
- b. Ability of the Applicant to undertake all obligations set out under this EOI;
- c. Absence of convictions or civil liabilities against the Applicant from any courts of competent jurisdiction in India;
- d. Absence of any previous debarment/ blacklisting of the Applicant in respect of any government tender, contract, etc., in accordance with the General Financial Rules, 2017, or any other applicable laws, rules, regulations etc. provided such debarment is still existing;
- e. Absence of any disqualification as specified below:
 - Conviction / investigation / inquiry 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, companies act or fraud or any offence under any law for the time being in force.;
 - 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;
 - 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;
 - Any action or proceeding under any applicable laws initiated against the Applicant which may result in change of the management / key managerial persons of the Applicant.
 - 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;
 - 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;
 - 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, tender, etc. and the bar subsists as on the date of the Proposal.

Documents to be Submitted:

SAI now invites eligible agencies/partners to indicate their interest in the broadcast/telecast of the States/UTs rounds of the Fit India Quiz 2023 as per **Annexure - 2**. The EOI should be sent along with:

1. **Platform profile:** The interested agencies/partners are required to provide information about their background, profile, previous relevant streaming experience and legal status as per Annexure 3. They should include their registration or incorporation certificate and provide the name of the authorized signatory along with their designation.
2. **Technical Proposal:** Detailed approach to how the streaming will be conducted, including technical specifications and user engagement strategies.
3. **Audience Reach:** Information on the expected audience and outreach capabilities.
4. **Compliance Statement: Confirmation of compliance with the no-cost clause.**
5. **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 4.
6. **Expectation from SAI:** In this section, the agency/partner should clearly state their expectations from SAI, such as support, resources, or any specific requirements they have to carry out their proposed services successfully.

Data Sheet

Objective of the consulting assignment	Invitation of Express of Interest (EOI) for the Broadcast/Telecast on OTT Platforms of the State/UT Rounds of the Fit India Quiz 2023
Date of Issuance of the EOI	01.08.2024
Last date for receipt of queries	05.08.2024 at 05:30 PM
Last date for providing clarifications to the queries	09.08.2024
Start Date and time for Submission of Proposal	01.08.2024
Last Date and time for Submission of Proposal	15.08.2024 at 04:00 PM
Declaration of Short-listed Firms	To be informed later
Proposal shall be submitted to the following email addresses	contact@fitindia.gov.in procurement.kheloindia@gmail.com
Contact Person	Assistant Director, FIT India Office, JLN Stadium
Alternate Contact Person	Director, FIT India Office, JLN Stadium

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/document. SAI reserves the right to reject any bid submission at its sole discretion.

Restricted Product Categories

The following product categories shall be restricted for any kind of association with Fit India Quiz 2023

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

Guidelines for Fit India Quiz

1. Introduction:

Fit India Mission was launched by the Honorable Prime Minister in August 2019 with a vision to encourage every Indian citizen to adopt a physically active lifestyle. The Ministry of Youth Affairs and Sports is the nodal ministry to implement the Fit India Mission in coordination with other partner ministries and institutions. The Fit India Mission aims to encourage citizens to incorporate easy-to-do physical activities into their daily lives to help them remain healthy. Again to raise awareness about the importance of physical fitness in daily life, Fit India Mission continuously conceptualizes and conducts various programs and campaigns.

2. Objective:

To take forward the message of Fit India Mission among school children and strengthen its presence in schools, a Fit India Quiz has been conceived to engage school children across the country. Fit India Quiz provides a national platform for students to showcase their knowledge of fitness and sports, and also seeks to create awareness among students about India's rich sporting history, dating back centuries. Swadeshi sports, our sports heroes of the past and traditional Indian games make us aware of the traditional Indian lifestyle to stay healthy.

3. Fit India Quiz 2021 & Fit India Quiz 2022:

In the first edition of Fit India Quiz, 36,299 students from 13,502 schools participated and showcased their knowledge in fitness and sports. A total of 61,981 students from 16,702 schools in 702 districts participated in the second edition launched on 29 August 2022. The registration and preliminary examination of Fit India Quiz is organized by the National Testing Agency, which conducts prestigious examinations like JEE and NEET. The preliminary examination is conducted in 11 major local languages apart from English, Hindi.

4. Structure of Fit India Quiz 2023:

Phase/Round	Description
<p>REGISTRATION & PRELIMINARY EXAM (PHASE 1)</p>	<p>Registration:</p> <ul style="list-style-type: none"> • The school will have to conduct the first round of selection of students internally and the selected students will have to register for the preliminary round. • Registration for the preliminary round will be open to all schools across India. • Schools will be required to register a minimum of 2 students for the quiz on the link available on the NTA portal which is available on the Fit India Portal (https://fitindia.nta.ac.in/). Schools can register more than 2 students. There is no upper limit on the number of students from a single school who can register for the Fit India Quiz. • Registration Fee Rs. 100 per student will be applicable. The school has to deposit the registration fee for each student at the time of registration. Registration and payment will be done by the schools by visiting the NTA portal registration link provided on the Fit India website <p>Preliminary Exam:</p> <ul style="list-style-type: none"> • Registered students will compete individually on online platform hosted by NTA (National Testing Agency). There is no age limit set to participate in the Fit India Quiz. However, the questions in the quiz will be designed in such a way that students of class 8 and above can easily answer them. • Provision will be made to have quiz questions in 13 languages- English, Hindi, Tamil, Malayalam, Telugu, Kannada, Marathi, Gujarati, Oriya, Assamese, Bengali, Punjabi and Urdu. However, in case of any discrepancy or invalidity, the questions in English language shall prevail. • User name and password will be shared with the school and students before the preliminary examination. • The quiz under the Preliminary Examination will be of 30 minutes duration and will consist of 60 Multiple Choice Questions (MCQs). Negative marking will be given for wrong answers (4 marks for each correct answer and 1 mark will be

	<p>deducted for each wrong answer).</p> <ul style="list-style-type: none">• The preliminary exam can be taken on a specific Android mobile application. Note: This mobile application is not available on iOS
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The Fit India Quiz is conducted in three phases, the details of which are as follows:

Preliminary Exam Evaluation & Result

- Students will be assessed on the basis of marks obtained in Preliminary Exam. If more than one student obtains the same marks, the younger student (age wise) will be ranked higher in the merit list.
- The school whose student will be in the merit list will qualify for the state round.
- Top ranked 4-32 schools from each State/UT will qualify for the next round as per the following table:

S. No.	Number of Schools participating from State/UT	Number of qualified Schools for State/UT round
1.	0-500	4
2.	501-1000	8
3.	1001-5,000	16
4.	More than 5,000	32

- If more than one student is from the same school in the merit list, the next student and school will secure a place, thereby qualifying his/her school for the state round.
- Eligible schools nominate one additional student as Quiz Partner from among the participants of the Preliminary Exam, at their discretion, to form a team of two quizzers for the State round. However, if more than one student qualifies for the same school, the team will consist of both qualified students.
- The details of the student who is enrolled as Quiz Partner should be entered by the eligible school on the Fit India website along with the bank details of the school and the students participating in the further rounds.
- Students appearing in the preliminary exam will get participation certificate. Recognition will be given to

		schools with maximum participation from the State/UT.
STATE/ UT (PHASE 2)	ROUND S:	<ul style="list-style-type: none"> In the state round, teams from eligible schools will participate in a quiz conducted on the web platform. Format: Modalities will be finalized and eligible schools will be informed
NATIONAL FINALS (PHASE 3)		<ul style="list-style-type: none"> A total of 36 school teams winning the State Round i.e. one team per State/UT will participate in the National Round. Format: Modalities will be finalized and eligible schools will be informed

The questions will also include audio-visual and image-based questions to make the quiz interactive and interesting. The quiz will have questions from various topics as mentioned below

- History of Indian sports, traditional games/sports, yoga, personalities etc.
- Fitness with special emphasis on Indian traditional fitness methods
- Khelo India/Olympics/CWG/Asian Games etc.
- Questions based on various schemes of Government of India on sports promotion and fitness like Khelo India Scheme, TOPS, Fit India Mission
- Major domestic and international leagues and competitions – IPL, ISL, La Liga, Big Bash League, F1/Moto Racing, Boxing etc.
- Any other national/international developments regarding sports and fitness

The State and National rounds of the quiz will have innovative concepts including physical challenge/activity to make it fun, interactive and engaging for the audience. The quiz will also have multi-format including buzzer round and audio/video identification round etc.

5. Prize Structure for Fit India Quiz:

The Fit India quiz provides an opportunity for schools and students win cash prizes worth more than Rs 3 Crore. The detailed prize structure for the Fit India Quiz is as below:

Fit India Quiz 2023 Prize Structure		
Particulars	Cash Prize for schools (in INR)	Cash prize for Students* (in INR)
National Champion	25,00,000	2,50,000
1st Runner Up- National Round	15,00,000	1,50,000
2nd Runner Up- National Round	10,00,000	1,00,000
State/UT Champion **	2,50,000	25,000
State/UT 1st Runner Up **	1,00,000	10,000
State/UT 2 nd Runner Up**	50,000	5,000
State qualifiers after Preliminary Exam***	15,000	2,000
Trophies, Medals & Certificates to National & State winners & runner ups and certificates to State/UT merit list holder		9,69,000
Total Prize money -----		3,25,00,000

6. Role_of Schools:

- The schools will be the key drivers for the propagation and promotion of the quiz within their respective schools which shall be essential for the greater success and participation from students.
- The schools will be responsible for registering minimum two students for the quiz on the Fit India website and shall ensure fair selection process being carried out for the identifying the students.
- The schools to pay the require registration fee per student.
- The qualified school must nominate an additional student from the respective school as quiz partner, based on their discretion, for the State Round to form a team of two quizzers.
- The schools to adhere to the guidelines as available on the Fit India website.
- Schools to make necessary arrangements in case of travel etc for the students.

7. Role of States/UTs

- States/UTs to ensure wide publicity to Fit India Quiz and encourage to the schools to register and participate in the Fit India Quiz. The information on Fit India Quiz to be shared with all the schools in the state to ensure maximum participation.
- States/UTs to support Fit India Mission in the conduct of State round in respective states/UTs

8. Role of Fit India Mission

Fit India Mission under Ministry of Youth Affairs and Sports, Government of India shall be the chief benefactor for the Fit India Quiz and shall provide all necessary financial support and guidance to the stakeholders. The Fit India Mission will co-ordinate with the concerned state departments and facilitate in providing guidelines and defining SOPs at various stages of the Fit India Quiz.

Annexure 2

COVERING LETTER ON LETTERHEAD ALONG WITH EOI

To,

JLN Complex, East Gate,
Lodhi Road
New Delhi-110003

Sub- Proposal for the Broadcast/Telecast on OTT Platforms of the State/UT Rounds of the Fit India Quiz 2023

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 that SAI reserves the right to reject any Applicant at its sole discretion for any reason including but not limited to, if any of the information provided here is found to be misleading.

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 3

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 4

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: