

**Agenda Items for the meeting of the Departmental Project Approval
Committee on 17.02.2020**

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Agenda Item No. 1: Norms for accommodation and catering (AC) in KIIT University during Khelo India University Games 2020 Odisha

It was decided that for KIUG 2020, the accommodation and catering for participants shall be done by KIIT University for which financial assistance of Rs. 2 crores shall be provided by MYAS.

2. Further, as per our letter dated 30.12.2019, it was communicated that the responsibility of accommodation and catering lies with the Host State and the same is being implemented in association with KIIT University.

3. Furthermore, in the OC meeting dated 15.02.2020, the State Government has requested the Government of India to frame norms for funding with respect to Accommodation and Catering for KIIT University.

4. In this regard, it is to be noted that the Govt. of Odisha has taken the benchmark of charges for catering of volunteers and officials during KIYG 2020 which was Rs. 975/- plus applicable taxes (incl. breakfast, lunch, evening snacks, and dinner). Further, it may be noted that the diet charges for campers in senior national camps is Rs. 690/- per person which have been decided in January 2018. The matter is placed before DPAC for further directions for finalization of norms of accommodation and catering in KIIT University during Khelo India University Games 2020

5. Furthermore, for accommodation it is to be noted that the participants - athletes and support staff will be housed in the hostels of KIIT University. Owing to the limitations of hostels wherein basic facilities available in hotels such as toiletries, change of linen (bedsheet, blanket, towel, etc.), running cost of air conditioner, laundry services, etc. are not normally included. In this regard, it is proposed that the Rs. 600/day/room shall be earmarked for provisioning of above-mentioned facilities. It is also to be noted that the maximum rooms will be of triple occupancy thus the per head cost for accommodation will be around Rs. 200/head/day.

In view of the above, the approval of the DPAC is hereby solicited for the above-mentioned norms for accommodation and catering in KIIT University during KIUG 2020.

Agenda Item No. 2: Budget for the conduct of Khelo India University Games 2020

The Departmental Project Approval Committee during its meeting dated 15.10.2019 approved the distribution of roles and responsibilities for each stakeholder during the Khelo India University Games 2020 (copy of roles and responsibilities are placed at **Annexure-1A**).

2. In view of the above, the tentative budget for the Khelo India University Games 2020 was prepared on the basis of expenditure incurred during KIYG 2020 at an approximate cost of 41.80 crores. Further, it was decided that 1/3rd of Rs. 42 crores, i.e. Rs. 14 crores may be provided by MYAS, MoHRD, and Host State. Furthermore, the Ministry of Youth Affairs & Sports share amounting to Rs.13.51 crores has been released to the Government of Odisha.

3. Subsequently, a meeting was held under the co-chairmanship of Chief Secretary, Govt. of Odisha and Secretary (Sports), MYAS wherein it was decided that additional funds may be released by MYAS to the Host State in view of increase of venues for the Games.

4. Consequently, a detailed budget has been received from the Host State (copy placed at **Annexure-1B**).

In view of the detailed budget received, it is proposed to allocate additional funds of Rs. 11.49 crores for the Host State, thereby increasing the total financial assistance to the Host State to Rs. 25 crores for Khelo India University Games Odisha 2020.

Agenda Item No. 3: Publicity for Khelo India University Games 2020 Odisha

In order to create awareness and brand building for Khelo India University Games 2020, publicity and host city activation is to be carried out at national and regional level. It is to be noted that the Host State has allocated Rs. 3 crores for publicity through different mediums such as, radio, social media, newspapers and magazines.

2. In addition to the above, another corpus of Rs. 3 crores are earmarked for Host City activation for carrying out various activities like street/sand art, FIT India zones, city branding. In this regard, it is proposed that out of the above-mentioned 6 crores for publicity and host city activation, Rs. 3 crores may be equally provided by both Government of India and the Host State.

In view of the above, the matter is placed before the Departmental Project Approval Committee for further directions.

Agenda No. 4: On-ground sponsorship for Khelo India University Games Odisha 2020

In order to explore sponsorships for first edition of KIUG 2020, it was decided to have the following categories of on-ground sponsors for Khelo India University Games 2020 (detailed entitlements of sponsors placed at ***Annexure-4A***)

- a) Presenting Sponsor (Max 1) (with minimum sponsorship amount of 75.0 Lakhs)
- b) Co-Presenting Sponsor (Max 2) (with minimum sponsorship amount of 25.0 Lakhs)

2. Accordingly, letters inviting proposals for on-ground sponsorships for Khelo India University Games Odisha 2020 were issued to the following PSUs/Navratnas:

- i. Bharat Heavy Electricals Limited
- ii. Coal India Limited
- iii. GAIL (India) Limited
- iv. Indian Oil Corporation Limited
- v. Oil & Natural Gas Corporation Limited
- vi. Steel Authority of India Limited
- vii. Bharat Electronics Limited
- viii. Container Corporation of India Limited
- ix. Engineers India Limited
- x. Hindustan Aeronautics Limited
- xi. Mahanagar Telephone Nigam Limited
- xii. National Aluminum Company Limited
- xiii. NBCC (India) Limited
- xiv. NMDC Limited
- xv. NLC India Limited
- xvi. Oil India Limited
- xvii. Power Finance Corporation Limited
- xviii. Rashtriya Ispat Nigam Limited



Ministry of Youth Affairs and Sports
Government of India



- xix. Rural Electrification Corporation Limited
- xx. Shipping Corporation of India Limited

3. Pursuant to the above, replies have been received from IOCL for Presenting Sponsor 75 Lakhs, and GAIL as co-presenting sponsor with 25 Lakhs as their respective commitments.

4. It is to be noted that against the sponsorships so provided by IOCL and GAIL, the two PSUs have been given visibility on all branding elements of KIUG 2020.

In view of the above, the on-ground sponsorship proposals received from IOCL and GAIL have been submitted for the approval of the Departmental Project Approval Committee. Further, DPAC is also requested to authorize SAI to take all decisions regarding the branding opportunities, elements, placement of logos, etc.