

**Agenda Items for the 38<sup>th</sup> Departmental Project Approval  
Committee (DPAC)**

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### Agenda

<b>Agenda Item No</b>	<i>1</i>
<b>Agenda</b>	<i>Confirmation of the minutes of the 37<sup>th</sup> meeting of DPAC held on 21.11.2022</i>
<b>Vertical</b>	<i>Khelo India Secretariat</i>

#### Detailed Description of Agenda:

The minutes of 37<sup>th</sup> meeting of the DPAC was circulated to the members and so far, no objection is received. Hence it is proposed that minutes circulated may be confirmed.

### AGENDA

<b>Agenda Item No</b>	<i>2</i>
<b>Agenda</b>	<i>Action Taken report on 37<sup>th</sup> meeting of DPAC held on 21.11.2022</i>
<b>Vertical</b>	<i>Khelo India Secretariat</i>

#### Detailed Description of Agenda:

<b>Item No.</b>	<b>Agenda Item</b>	<b>Decision</b>	<b>Action Taken</b>
<b>3</b>	Opening of District-wise Khelo India Centres (KICs) in Andhra Pradesh, Assam, Chhattisgarh and Telangana	<b>Approved</b>	Notification issued.
<b>4</b>	Adoption of Khelo India State Centre of Excellence in Gujarat	<b>Approved</b>	Notification issued.
<b>5</b>	Change in disciplines & districts of Khelo India Centres	<b>Approved</b>	Letter regarding the approval has been issued to the concerned states
<b>6</b>	Procurement of Consumable & Non-consumable equipment for STCs & NCoEs	Agenda with respect to procurement of equipment (Consumable & non-consumable) may be referred to MDS, MYAS for concurrence for	Minutes have been mailed to MDS for obtaining concurrence

Item No.	Agenda Item	Decision	Action Taken
		budget availability before placing in the subsequent DPAC meeting.	
7	Budget approval of Rs. 50 lakhs for the conduct of Fit India School Week 2022	Rs. 50 lakhs approved.	Fit India school week has culminated with participation of more than 4.98 lakh schools
8	Selection Of Program Management Unit (PMU) For National and Regional Trainings of Physical Education Teachers	Agenda was deferred. Detailed presentation to be given to Secretary (Sports) before placing in the subsequent DPAC meeting.	Agenda was deferred
9	Promotion of Fit India mobile application	Rs. 50 lakhs per year approved for content creation and related activities	The Fit Indi Mobile App is functional and as of now the totals downloads are 5.53L. Detailed scope of work drafted to build an interactive & engaging content for effective dissemination of information about Fit India Mobile App and its unique features.
10	Allocation of Rs.40,00,000/- for covering the cost incurred by National Testing Agency (NTA) for Fit India Quiz	<b>Approved.</b>	1 <sup>st</sup> stage of tests for Fit India Quiz 2022 with 1,74,473 students from 42,490 schools has been completed.
11	Approval of 10% contingency clause for 06 tournaments approved in 34th DPAC	<b>Approved</b>	No action required
12	Proposal for hosting Khelo India Zonal Archery Tournament by Archery Association of India	<b>Approved</b>	Federation has shown inability to conduct league in present form & submitted modified proposal. It will be put up in next DPAC
13	Budget Estimates, Financial Assistance to Host State and Roles and Responsibilities division of Khelo India Youth Games Madhya Pradesh, 2022	Rs. 47.38 crores approved for KIYG Madhya Pradesh 2022.	Khelo India Youth Games has been successfully conducted.
14	Conduct of City League	<b>Approved</b>	Financial and Legal Vetting completed. Tender will be floated post the in-principal approval of Minister, YAS

Item No.	Agenda Item	Decision	Action Taken
15	RFP for sponsorship of Khelo India Games	<b>Approved</b>	Open RFP has been floated on 13.02.2023 and will open on 07.03.2023
16	Hiring of Production and Media Rights partner for Khelo India Youth Games and Khelo India University Games	<b>Approved</b>	RFP floated but no response received.

### AGENDA

Agenda Item No	3
Agenda	<i>Payment Procedure under Khelo India Scheme</i>
Vertical	<i>Khelo India Secretariat</i>

#### Detailed Description of Agenda:

As per the directives of the High Court for the Case WP 8691/2020 Rahul Mehra vs UOI, the Hon'ble Court has directed via multiple orders issued by it that the sports federations that do not fall in line and comply with the Sports Code, do not deserve and would not be entitled to receive any grants from the Central Government. The orders of the High Court have also ensured that the sportspersons do not suffer in any way- Their training through SAI in any case is under the direct supervision and overall guidance of the MYAS- owns and manages various sports facilities and stadia in the country.

In view of the above and since the Khelo India Scheme is brought under CNA, the methodology for funding for various components of Khelo India scheme is proposed as under:

SN	Particular	Suggestion
1	<p><b>Conduct of Youth/University Games</b></p> <p>a) The payment for Technical Official, Competition Manager and sports specific volunteers.</p> <p>b) Payment to the Technical Officials and Competition Manager for Uniform Payment to the Technical Officials and Competition Manager for travelling</p>	<p>a) Payment may be released directly into the account of respective individual Technical Official, Competition Manager and SSV duly mapped under PFMS by the concerned RD (for the region where games are being organized).</p> <p>b) Payment towards reimbursement into the account of respective individual Technical Official and CM duly mapped under PFMS by the concerned RD (for the region where games are being organized) on receipt of bills of purchase of uniform by the concerned.</p> <p>c) Payment towards reimbursement of travel expenses into the account of respective individual Technical Official and CM duly mapped under PFMS by the concerned RD (for the region where games are being organized) on receipt of tickets/boarding pass as per the entitlement.</p>
2	<b>Payments for TSR</b>	Concerned RC (for the region where games are being organized) will release the payment directly to the vendor by using add vendor option on receipt of recommendation of NSF along with all supporting documents & certificate to the extent that the concerned vendor is properly authorized to supply the items/services etc.
3	<p><b>Conduct of Khelo India Women's league</b></p> <p>a) Administrative Expenditure:</p>	a) Concerned RC (for the region where games are being organized) will release the payment directly to the State Association of the concerned game on receipt of the



## Agenda

<b>Agenda Item No</b>	4
<b>Agenda</b>	<i>Utilization of Sponsorship amount &amp; media rights fee received Khelo India Games towards other Khelo India components</i>
<b>Vertical</b>	<i>Khelo India Secretariat</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Nil</i>

### Detailed Description of Agenda:

The Khelo India scheme's primary focus is to create a national-level platform for athletes to showcase their talent and to identify them for further grooming and financial support. The Khelo India Games has been a harbinger of this effort. Under the Khelo India Scheme various initiatives have been undertaken such as Khelo India Youth Games and University Games, setting up of Khelo India small centres, Khelo India State Centre of Excellence (KISCE), organization of Women league, Identification of talented Athletes and support to accredited academies.

From 2017 to 2023, 5 editions of Khelo India Youth Games and 2 editions of the Khelo India University Games have been hosted, giving talented young sportspersons a chance to win their way to a Khelo India Scholarship and be trained for higher levels of competition by the best coaches and in state-of-art sporting complexes. The Games have seen a participation of over 23,000 athletes, with close to 2,950 athletes identified as Khelo India Athletes (KIAs) who are given an Out-of-pocket Allowance of ₹10,000 per month, besides being supported for training, equipment, diet and education. Further, 30 KISCEs and 733 KICs have been approved and notified. Under the sub-component "Promotion of Sports among Women" Khelo India Women leagues under different age categories have been approved in 14 disciplines so far.

In the current year, out of Rs. 170 crores allocated in FY 2022-23 towards recurring expenses for various Khelo India verticals, Rs. 166 cr. has already been spent. It is anticipated that an amount of Rs. 79 cr. is required in respect of various Khelo India verticals in the current Financial Year (Details at Annexure I). Further, DPAC vide its multiple meetings has approved an amount of Rs. 110.75 cr. in FY 22-23, out of which Rs. 33.49 crores is expected to be incurred in FY 2023-24. The committee is also informed that as of date, an amount of less than Rs. 5 crores is remaining in the Khelo India account towards meeting recurring expenditure for the current financial year.

As an instance of expenditure exceeding budget allocated for Khelo India components, DPAC is informed that Rs. 22 cr. per year has been allocated in the EFC budget towards Khelo India Games (KIYG + KIUG) against an allocated amount of Rs. 70 cr. per year in the previous EFC budget. While the budgeted amount for EFC for KI Games has been reduced massively by 68%, it was decided that the standard of games and the output quality has been maintained to avoid dilution of games experience for budding athletes. Accordingly, the allocated expenditure for KIYG 2022 is Rs. 47.38 cr. and for KIUG 2022 is estimated at Rs. 29.27 cr., leading to a budget deficit of Rs. 54.65 cr. for the component.

It is pertinent to note that approximately an amount Rs. 27 crores has been received so far through sponsorship and media-rights fees from Khelo India Youth Games as per details given below: -



Sr. No.	Particulars	Amount Received in (Crore)	Remarks/Purpose
1	M/s. STAR Sports	16.52	Media Rights
2	M/s. State Bank Of India	5.88	Sponsorship fees for KIYG 2021 & KIYG2022
3	M/s. Sports For All	1.96	Sponsorship fees for KIYG 2022
4	M/s. Sporta Technologies Pvt. Ltd.	2.17	Sponsorship fees for KIYG 2021 & KIYG2022
5	M/s. Punjab National Bank	0.49	Sponsorship fees for KIYG 2021
<b>Total</b>		<b>27.02</b>	

In the above context, it is pertinent to note that DPAC in its 35th meeting dated held on 18/07/2022 approved the proposal for Utilization of an amount of Rs, 10 Crores received through media rights towards expenditure incurred under Promotion of sports among women sub-component of Khelo India. Accordingly, it is proposed that the remaining amount of 17 Crore received through media-rights fees and from sponsorship from Khelo India Games may be utilized in meeting deficit of funds for recurring expenditure across Khelo India Components. DG, SAI may be authorized to utilise such amount received from sponsorship or media rights fees as per the approval obtained from DPAC towards various components of Khelo India. It may be noted surplus, if any, after meeting out the KI games related expenditure will be deposited in the Govt. account.

Further it is also proposed that any amount raised through sponsorship in upcoming Khelo India Games may also be utilized in meeting deficit of funds for recurring expenditure across Khelo India Components as per approval obtained from DPAC.

**Approval of the DPAC is solicited for:**

- i. *Utilisation of amount of Rs. 17 Crores raised through sponsorships and Media Rights for meeting the deficit of funds for recurring expenditure in Khelo India verticals*
- ii. *Authorize DG, SAI to utilize such amount received from sponsorship or media rights fees as per approval obtained from DPAC*
- iii. *Authorize DG, SAI to utilize any amount raised through sponsorship in upcoming Khelo India Games in meeting deficit of funds for recurring expenditure across Khelo India Components as per approval obtained from DPAC*



### Agenda

<b>Agenda Item No</b>	5
<b>Agenda</b>	<i>Opening of additional District-wise Khelo India Centres (KICs) in the UT of Jammu &amp; Kashmir</i>
<b>Vertical</b>	<i>Khelo India Centres and Sports Academies</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.25 Crores (Recurring) &amp; Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

### Detailed Description of Agenda:

As per the policy, 2 KICs per district of J&K, Ladakh, and North-East States may be notified as KICs. As on date, 40 KICs @ 02 KICs for each of the 20 districts of J&K have been sanctioned, there by reaching the upper limit of KICs which can be sanctioned for the UT of J&K. The proposal for opening 60 additional Small Khelo India Centres (KICs) at the District Level in the UT of Jammu & Kashmir under the Khelo India Scheme was received vide letter no. SC/2890-A/13283-88 dated 29/11/2022 from the Secretary J&K Sports Council.

However, keeping in mind the special status of J&K and since these KICs cater to terrorism affected and sensitive areas like South Kashmir, Poonch, Samba, Kupwara and many other districts where the energy of youth is being channelised in keeping the youth away from drug menace and anti-social activities, the approval of the Govt. of India was sought for approving additional 60 KICs @ 03 KICs for each of the 20 districts of J&K and approval was obtained for the same from the Chairman, DPAC on 07.02.23. The present status of the existing 40 KICs in the UT of J&K is as below:

SN	Details	Particulars
1	Operational KICs	All 40 centres
2	PCAs engaged	37 out of 40
3	Equipment Procurement	Completed
4	No. of athletes	1,137
5	Funds Released	Rs. 3.05 cr
6	Funds settled	UC amounting to Rs. 2 cr. is under process

It is a known fact that Sport is a compelling tool to promote peace, tolerance, and understanding, bringing people together across boundaries, cultures, and religions. Its values such as teamwork, fairness, discipline, and respect are understood all over the world and can be utilized in the advancement of solidarity and social cohesion. Accordingly, the proposal of notifying 60 KICs in the UT of J&K may be ratified by DPAC. The list of KICs is at Annexure II.

### Ratification of DPAC is sought for:

- i. *Notifying 60 additional KICs @ 03 KICs in each district of UT of Jammu & Kashmir*
- ii. *The financial approval of budget estimate for annual expenditure of Rs.600 lacs for 60 KICs @ 1 sports discipline per centre in the 1st year (@ Rs.5 Lacs as one-time grant & Rs.5 Lacs as recurring grant for each KICs) and Rs. 900 lacs (@ Rs.5 Lacs as recurring grant for each KICs) for the subsequent 3 years.*

### Agenda

<b>Agenda Item No</b>	6
<b>Agenda</b>	<i>Opening of District-wise Khelo India Centres (KICs) in Assam, Bihar, Chhattisgarh, Gujarat, Jharkhand, Lakshadweep, Madhya Pradesh, Meghalaya, Punjab and Rajasthan</i>
<b>Vertical</b>	<i>Khelo India Centres and Sports Academies</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.25 Crores (Recurring) &amp; Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

### Detailed Description of Agenda:

DPAC vide its meeting dated 04.06.2020 decided to establish 1,000 Khelo India Centres over a period of 4 years with a 01 KICs per district (except in North-East States, Jammu & Kashmir and Ladakh). In this regard, proposals were invited from State Sports Department for KICs in the prescribed format. The proposals from Assam have been received for Past Champion Athletes and from Bihar, Chhattisgarh, Gujarat, Jharkhand, Lakshadweep, Madhya Pradesh, Meghalaya, Punjab and Rajasthan for Government organizations/ centres are received within the purview of the implementation guidelines for opening of District level Khelo India Centres. The brief of the proposal is given below:

S. N.	Name of the State	Total Number of Districts	No. of KICs eligible for	No of existing KICs(State Proposed KICs)	No of new KICs proposed bythe State	List of centres
1	Assam	33	66	45	10	Annexure III
2	Bihar	38	38	00	33	
3	Chhattisgarh	33	33	14	10	
4	Gujarat	33	33	14	11	
5	Jharkhand	24	24	00	24	
6	Lakshadweep	01	01	00	01	
7	Madhya Pradesh	55	55	46	03	
8	Meghalaya	12	24	18	06	
9	Punjab	23	23	0	23	
10	Rajasthan	33	33	00	33	
				<b>TOTAL</b>	<b>154</b>	

As of now, there are 733 KICs across 499 districts in 30 States/UTs including 76 centres of Railways. Once the above is approved, there will be 947 KICs across the country.

### The financial implication of the proposal is given below:

S. N.	Name of the State	No of KICs proposed	One-Time Grant forFirst Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for First Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for Subsequent 03 Years (Rs.5 Lacs per Discipline per Year)
1	Assam	10	Rs. 50 lacs	Rs. 50 lacs	Rs. 150 lacs

S. N.	Name of the State	No of KICs proposed	One-Time Grant for First Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for First Year (Rs.5 Lacs per Discipline per Centre)	Recurring Grant for Subsequent 03 Years (Rs.5 Lacs per Discipline per Year)
2	Bihar	33	Rs. 165 Lacs	Rs. 165 Lacs	Rs. 495 Lacs
3	Chhattisgarh	10	Rs. 50 Lacs	Rs. 50 Lacs	Rs. 150 Lacs
4	Gujarat	11	Rs. 55 lacs	Rs. 55 lacs	Rs. 165 lacs
5	Jharkhand	24	Rs. 120 lacs	Rs. 120 lacs	Rs. 360 lacs
6	Lakshadweep	01	Rs. 5 lacs	Rs. 5 lacs	Rs. 15 lacs
7	Madhya Pradesh	03	Rs. 15 lacs	Rs. 15 lacs	Rs. 45 lacs
8	Meghalaya	06	Rs. 30 lacs	Rs. 30 lacs	Rs. 90 lacs
9	Punjab	23	Rs. 115 lacs	Rs. 115 lacs	Rs. 345 lacs
10	Rajasthan	33	Rs. 165 lacs	Rs. 165 lacs	Rs. 495 lacs
<b>Sub-Total</b>			<b>Rs. 770 Lacs</b>	<b>Rs. 770 Lacs</b>	<b>Rs. 2,310 Lacs</b>
<b>Grand Total</b>			<b>Rs. 1,540 Lacs</b>		<b>Rs. 2,310 Lacs</b>

**Approval of the DPAC is solicited for:**

- ii. *Opening of 154 Khelo India Centres in 153 districts (10 in Assam, 33 in Bihar, 10 in Chhattisgarh, 11 in Gujarat, 24 in Jharkhand, 01 in Lakshadweep, 03 in Madhya Pradesh, 06 in Meghalaya, 23 in Punjab and 33 in Rajasthan)*
- iii. *The financial approval of budget estimate for annual expenditure of Rs.1,540 lacs for 154 KICs @ 1 sports discipline per centre in the 1st year (@ Rs.5 Lacs as one-time grant & Rs.5 Lacs as recurring grant for each KICs) and Rs. 2,310 lacs (@ Rs.5 Lacs as recurring grant for each KICs) for the subsequent 3 years.*

### Agenda

<b>Agenda Item No</b>	7
<b>Agenda</b>	<i>Adoption of Khelo India State Centre of Excellence in Bihar</i>
<b>Vertical</b>	<i>Khelo India Centres and Sports Academies</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.25 Crores (Recurring) &amp; Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

#### Detailed Description of Agenda:

The DPAC vide its meeting dated 05.03.2022 decided that existing facilities in States/UTs should be upgraded as Khelo India State Centre of Excellence (KISCE), under the Khelo India Scheme. Assistance should be in the form of bridging the gaps in sports equipment, high-performance managers, coaches, sports scientists, technical support, etc.

2. It was decided to notify at least 01 Khelo India State Centre of Excellence (KISCE) in each of the 36 States/UTs. So far, 30 centres in 29 States/UTs have been notified.

3. Proposal from Patliputra Sports Complex Kankarbagh Patna as a KISCE-Bihar was received earlier. However, DPAC vide its 29<sup>th</sup> meeting dated 23.09.2021 decided to defer the proposal since, there was no active residential scheme of the state govt in the proposed KISCE.

4. Accordingly, a revised proposal was received from Sports Development Authority of Bihar along with an assurance that efforts are being undertaken by the State to notify a residential Scheme for allocating expenditure towards operation & maintenance of the sports hostel.

5. The gist of the proposals received for KISCE from the State of Bihar is as below:

States/UT's	OSOG Disciplines	Proposed	Remarks
Bihar	Athletics (OSOG), Wrestling, Weightlifting	Patliputra Sports Complex Kankarbagh Patna-Bihar	1. Centre has a total area of 15.86 acres for 03 Olympics disciplines. Total hostel capacity is for 170 (90 Boys & 80 Girls) trainees. Current total strength of trainees is 279 (142 males & 137 females).

6. Due to the exigency in the matter, approval of Secretary (Sports), MYAS was obtained on 03.02.23 to notify Patliputra Sports Complex Kankarbagh Patna-Bihar as the KISCE for the State of Bihar. The committee is informed that the VGF shall be placed before DPAC only when the residential scheme is notified by Bihar State and the disciplines for KISCE Bihar shall be finalized at the level of DG SAI at the time of Viability Gap Assessment (VGA).

The detailed information about the centre is placed at Annexure IV.

#### Ratification of DPAC is sought for:

- iii. *Notifying Patliputra Sports Complex Kankarbagh Patna as the Khelo India State Centre of Excellence for the State of Bihar*

### Agenda

<b>Agenda Item No</b>	8
<b>Agenda</b>	<i>Funding from Khelo India for procurement of sports equipment and for Infra Works required for National / State academy</i>
<b>Vertical</b>	<i>Khelo India Centres and Sports Academies</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.25 Crores (Recurring) &amp; Rs.75 Crores (Non- Recurring) for Khelo India Centres</i>

#### Detailed Description of Agenda:

#### A. Procurement of Sports Equipment for NCoEs & STCs:

National Centres of Excellence (NCoEs) became functional from 01.10.2019 onwards to provide training to talented athletes. Initially, 20 NCoEs were approved which have been increased to 24 at present. There are 3240 athletes in 24 identified sports discipline in these NCOEs.

In addition for identifying and nurturing athletes at the grass-root level in the age group 12-18 years, 69 STCs are operational across the country with 4677 athletes in 27 disciplines.

It is essential to provide sufficient sports equipments for the effective training.

An elaborate exercise was undertaken to assess overall requirement of consumable & non-consumable equipment across all STCs and NCoEs. Subsequently, the approval was given to procure sports equipment worth Rs. 22.52 Cr for NCOEs & Rs. 25.14 Cr for STCs. Since NCOEs and STCs are spread across the country, for the effective and economical procurement of sports equipments, lead RDs were entrusted with the responsibility for the procurement of sports equipments for each discipline.

Based on the essential requirement, Lead RDs procured the sports equipment by following the procedure worth Rs. 8.12 Cr for NCOEs and Rs 8.54 Cr for STCs as per details annexed as **Annexure V-A**.

It is proposed that a sum of Rs 16.66 Cr may be sanctioned for the procurement of sports equipment for NCOEs and STCs.

#### B. Fund Requirement for Up-gradation and other Works at Various SAI NCOEs

The operational Guidelines of Khelo India Scheme for financial years 2021-22 to 2025-26, provides mechanism of funding Sports Academies for meeting critical infrastructure gaps, including equipment. Sports Authority of India (SAI) is an eligible entity for support under this vertical. SAI currently operates 24 NCOEs for training of athletes.

In view of the above, requirement of up-gradation and renovation Works to be undertaken in various NCOEs has been assessed in consultation with various experts and accordingly projects have been

identified on the basis of their importance. The projects were getting executed after getting necessary approvals under SAI Block Grant - Capital Head. However, the financial support under the said head will not be sufficient to meet out the demand for financial year 2022-23.

The total cost of these works is estimated to be Rs. 56.32 Crore. However, Rs. 11.81 Crore is required for these works in various NCOEs in this financial year 2022-23 (**Annexure V-B**). These works are essential for ensuring a fully functional facility for imparting effective training to Elite and Khelo India Athletes at various NCOEs.

The Status of availability of funds under Khelo India (Non- Recurring) – Support to Academies are as under :

(Rs. in crore)

BE 2022-23	RE 2022-23	Opening Balance as on 01.04.2022	Funds received	Expenditure incurred upto 20.02.2023	Anticipated Expenditure up to March – 23	Further Anticipated Funds from MYAS	Total Surplus
1	2	3	4	5	6	7= 7-8	8 = (3+4- 5-6+7)
52.23	61.83	10.89	27.33	19.80	14.95	25.00	28.47

**Approval of DPAC is sought for:**

- i. *For Procurement of Sports equipment for STCs & NCoEs having financial implications of Rs. 16.66 Crore and,*
- ii. *For Up-gradation and other Works at Various NCOEs having financial implications of Rs. 11.81 Crore*



### Agenda

<b>Agenda Item No</b>	9
<b>Agenda</b>	<i>Budget Estimates, Financial Assistance to Host State/University and Roles and Responsibilities division of Khelo India University Games (KIUG) Uttar Pradesh, 2022</i>
<b>Vertical</b>	<i>Sports Competitions &amp; Talent Development</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

### Detailed Description of Agenda:

Under the component ‘**Sports Competitions and Talent Development**’ (formerly known as ‘Annual Sports Competition’) of Khelo India Scheme, 6 editions of Khelo India Games namely; (i) Khelo India School Games New Delhi, 2018 (ii) Khelo India Youth Games Maharashtra, 2019 (iii) Khelo India Youth Games Assam, 2020 (iv) Khelo India University Games Odisha, 2020 (v) Khelo India Youth Games Haryana, 2021 (vi) Khelo India University Games Karnataka, 2021 have been successfully conducted so far. Further, the next edition of Khelo India Youth Games (KIYG), is scheduled to be held in the Host State of Madhya Pradesh.

2. Furthermore, the 3<sup>rd</sup> edition of Khelo India University Games is planned to be conducted in Uttar Pradesh in 2022 across multiple universities & cities.

3. Pursuant to the distribution of roles and responsibilities amongst Sports Authority of India (SAI), Govt. of Uttar Pradesh, Host Universities and National Sports Federations (NSFs) (copy of the roles and responsibilities matrix placed at Annexure ‘VI’), the budget estimates of Khelo India University Games Uttar Pradesh, 2022 have been prepared as follows:

S.No.	Functional Areas/Items of Expenditure	Approved Budget of KIUG 2021	Actual Expenditure for KIUG 2021	Estimated budget for KIUG 2022
<i>Amount In Rupees (Crore)</i>				
1	<b>Event Operations (Responsibility of Host State with funding from MYAS/SAI)</b>			
A	Opening Ceremony	5	3.45	3.50
B	Operations	3.11	1.04	1.14
C	Venue Overlays	5.5	7.50	6.05
D	Sports Presentations	0.95	0.87	1.15
E	Spectator Engagement	1.46	1.61	1.60
F	ICT Hardware	1.52	0.43	0.48
<b>Sub Total (A)</b>		<b>17.54</b>	<b>14.90</b>	<b>13.92</b>



S.No.	Functional Areas/Items of Expenditure	Approved Budget of KIUG 2021	Actual Expenditure for KIUG 2021	Estimated budget for KIUG 2022
2	<b>Event Operations (Responsibility of SAI)</b>			
A	Accreditation	0.22	0.20	0.25
B	Branding	1.36	2.35	1.50
C	Design Agency	0.13	0.14	0.15
D	Media Operations	0.24	0.47	0.26
<b>Sub Total (B)</b>		<b>1.95</b>	<b>3.16</b>	<b>2.16</b>
3	<b>Sports Kit</b>	4.8	3.68	3.68
4	<b>Technical Conduct</b> (incl. Fee of Technical Officials (TOs), Competition Managers (CM) and Sports Specific Volunteers (SSVs), CMs/TOs Kit, procurement of stationery items, TA/DA to TOs/CMs & etc. including TSR)	4.23	4.39	4.65
5	<b>Administrative Expenditure</b>	1.3	0.30	0.30
6	<b>Publicity &amp; Advertisement</b>	1.65	0.23	-
7	<b>Dope Control</b>	0.5	-	-
8	<b>Production &amp; Broadcast</b>	3	4.56	4.56
<b>Sub Total (C)</b>		<b>15.48</b>	<b>13.16</b>	<b>13.19</b>
<b>Grand Total (A+B+C)</b>		<b>34.97</b>	<b>31.22</b>	<b>29.27</b>

4. Further, DPAC is informed that the proposal for floating an RFP for hiring media and broadcast partner for Khelo India University Games for Five Editions – Commencing 2022 edition was concurred in the 110<sup>th</sup> meeting of Finance Committee. Subsequently, with the approval of Hon'ble Minister of Youth Affairs and Sports, Chairman Governing Body, SAI. The RFP was floated on 14.12.2022 and the proposals were invited. However, no bid was received against the said RFP within the prescribed time limit. Thereafter, with the approval of Hon'ble Minister of Youth Affairs and Sports, Chairman Governing Body, it was decided to approach Doordarshan for production and broadcast of the games and to invite EOI for engagement of broadcasters in order to ensure wider reach of the said games among the general public. Accordingly, a letter was sent to Door darshan on 04.02.2023 for production and broadcast of the games. Further, the Expression of Interest (EOI) has been published on 17.02.2023 on CPP Portal, SAI and Khelo India website for broadcasting the Khelo India University Games 2022 on TV and/or OTT platforms on the basis of no cost to SAI. The published EOI is on the same line as to EOI invited last year for broadcasting the Khelo India University Games 2021.

5. The above-mentioned budget estimates of **Rs. 29.27 Crores towards the conduct of KIUG 2022** is placed before DPAC for approval. Further, it is also proposed that a single execution agency should be appointed by the state after due process on the pattern of Khelo India University Games 2022. The single agency will assist state & SAI to execute their respective responsibilities.

6. Furthermore, for the execution of its responsibilities, it is proposed to provide an amount of Rs. 16.08 Cr. to the Host state on lump sum basis to meet above expenditure (Rs. 13.92 Crore for responsibility of Host State + Rs. 2.16 Cr. for responsibility of SAI to be executed through Event Management Agency). In case, expenditure on the roles and responsibilities of Host State is more, the same to be borne by the state.

**Approval of the DPAC is solicited for:**

- i. *Distribution of roles and responsibilities amongst SAI, Host State, Host University and NSFs on similar lines of Khelo India University Games 2022.*
- ii. *Budget Estimates of Rs. 29.27 Crores towards the conduct of KIUG 2022*

### Agenda

<b>Agenda Item No</b>	10
<b>Agenda</b>	<i>Selection of Sponsors for Khelo India University Games 2022</i>
<b>Vertical</b>	<i>Sports Competitions &amp; Talent Development</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

### Detailed Description of Agenda:

The Khelo India scheme has been launched with the twin objectives of mass participation and promotion of excellence in sports. In pursuit of the aforesaid objectives, the scheme inter-alia envisages encouraging private sector participation so as to harness the capability, management and expertise of private sector in strengthening and transforming the sports eco system.

In the context of above, it is to be mentioned that Khelo India scheme aims to make events such as Khelo India Youth Games and Khelo India University Games which comes under Sports Competitions and Talent Development Vertical, a self-sustaining model of excellence.

In view of the above, a proposal was invited for empanelment of agencies for Sponsorship. The Finance Committee of SAI in its 101<sup>st</sup> meeting concurred the proposal of empanelment of the following agencies and subsequently it was ratified by the Governing body in its 56<sup>th</sup> Meeting held on 19<sup>th</sup> October 2022 vide its minutes dated 11<sup>th</sup> November 2022:

- i. Game Plan Sports Private Limited
- ii. ITW Consulting Private Limited
- iii. JSW Sports Private Limited
- iv. Laqshya Event IP Private Limited
- v. SFA Sporting Services Private Limited
- vi. Twenty First Century Media Private Limited

Further, the proposal for floating a limited RFP for Hiring of Sponsorship for Khelo India University Games for Five Editions – Commencing 2023 was approved in the 37<sup>th</sup> meeting of the DPAC held on 21<sup>st</sup> November 2022 and the same was concurred in the 110<sup>th</sup> meeting of the Finance Committee. Subsequently, with the approval of Competent Authority i.e., Hon'ble Minister of Youth Affairs and Sports, Chairman Governing Body, a limited RFP was floated on 13.01.2023 and the proposals under the following three categories were invited from the empaneled agencies:

<b>Sr No</b>	<b>Sponsorship Category</b>	<b>Minimum Amount</b>
1	Principal Sponsor	INR 3 Crores
2	Powered by Sponsor	INR 2 Crores
3	Co – Powered by Sponsor	INR 1 Crore

However, no bid was received against the said RFP within the prescribed time limit. Further, in the recently concluded Khelo India Youth Games, an open RFP has shown positive results and the following two categories as mentioned below were finalised:

<b>Name of the Sponsor</b>	<b>Category</b>	<b>Amount</b>
State Bank of India	Principal Sponsor	3 crores
M/s Sporta Technologies Pvt Ltd.	Co-Powered by Sponsor	1.30 crores

Thus, in order to explore the opportunities in the market, considering the paucity of time as the sponsorship rights also include the printing of sponsor's logo on sports kits of athletes and in anticipation of the budget approval for KIUG 2022, an open RFP for has been floated for selection of Sponsors for Khelo India University Games 2022 edition has been prepared on similar line of RFP for KIYG2022 and after legal and financial vetting of the said RFP. The RFP was floated on CPP Portal dated 13.02.2023.

*Submitted for kind information of DPAC.*

## Agenda

<b>Agenda Item No</b>	<i>11</i>
<b>Agenda</b>	<i>Budget requirement for engagement of a Digital, Branding and Communication Agency.</i>
<b>Vertical</b>	<i>Sports Competitions &amp; Talent Development</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

### Detailed Description of Agenda:

With the advent in technology and new shift towards presence on various digital platforms, SAI has envisaged to have a dedicated Digital, Branding and Communication Team on board to be responsible to maximize reach of the content on the internet and other platforms. This would ensure last mile reach of the scheme, policies of the Government relating to sports through various digital platforms on real time basis. The target audience would be athletes and sports loving audience of the country. Accordingly, the RFP was floated and the proposals were invited. A total of 12 bids were received. Subsequent to the completion of the evaluation process, the proposal to engage an agency was approved in the 94<sup>th</sup> meeting of the Finance Committee held on 5<sup>th</sup> January 2021 and recommended for approval of Governing Body. The proposal was approved in the 54<sup>th</sup> meeting of the Governing Body held on 27.01.2021 and notification of Award was issued to the eligible agency at an annual cost of INR 2,15,94,000 inclusive of taxes for a period of one year starting 01.02.2021

2. Further, as per the clause of extension mentioned in the contract, the engagement of the agency can be extended for a period of two years subject to the satisfactory performance. Accordingly, subsequent to the submission of the report of the review committee, the proposal to extend the contract of the agency was approved in the 32<sup>nd</sup> Meeting of the DPAC held on 14.02.2022. The contract was extended for a period of one year w.e.f 01.02.2022 and ending on 31.01.2023 with the same terms and conditions of the contract.

3. Further, in this context it is pertinent to note that various initiatives have been undertaken in the Khelo India Scheme such as organization of Women Leagues, Events under Fit India such as Fit India Quiz, Coverage of achievements of Athletes in NCOEs, Fit India Dialogue, Fit India Healthy Hindustan series, etc., besides there are other major events in the coming financial year such as Asian Games. In view of this it is proposed that six additional resources may be deployed through the agency engaged for digital branding and communication.

4. In the light of the above, approval is solicited for the consolidated budget of INR 2,58,18,400/-, for a period of 1 year with financial implication of Rs. 35.99 lakhs for FY 23 and of Rs. 222.19 lakhs for FY 24 for the engagement of a Digital, Branding and Communication Agency. (Details at Annexure VII)

#### Approval of the DPAC is solicited for:

- i. *The budget for the engagement of digital branding and communication agency for a period of 1 year with financial implication in FY 2022-23 of Rs. 35.99 lakhs and in FY 2023-24 of Rs. 222.19 lakhs with consolidated financial implication of Rs. 2,58,18,400/-*

### Agenda

<b>Agenda Item No</b>	12
<b>Agenda</b>	<i>Financial Assistance to host sports events during Kashi Tamil Sangamam</i>
<b>Vertical</b>	<i>Sports Competitions &amp; Talent Development</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

### Detailed Description of Agenda:

Kashi Tamil Sangamam 2022, a month-long program of Ministry of Education jointly was conducted by IIT Chennai and B.H.U, Varanasi. The event aimed at reviving the ties between Kashi and Tamil Nadu, by providing opportunities to people of all walks of life, students, philosophers, artisans, scholars to learn from each other and share best practices.

The event was inaugurated on 19th November 2022 by Hon'ble Prime Minister Shri Narendra Modi, in the presence of Hon'ble Governor of Uttar Pradesh, Hon'ble Chief Minister of Uttar Pradesh & Hon'ble Union Minister of Education & Skill Development and Entrepreneurship. It was decided to conduct sports events to make the event more inclusive and a letter was issued by the Ministry of Education to hold exhibition matches in 9 sports disciplines, viz., Badminton, Basketball, Cricket, Hockey, Football, Kho-Kho, Volleyball, Kabaddi, Table Tennis from 08.12.2022 to 15.12.2022 at Banaras Hindu University, Varanasi, UP.

In this regard financial assistance of RS 1.24 Crore was approved by Chairperson, DPAC for various components such as travel, boarding, lodging of the teams, technical conduct, sports apparels etc as per the details mentioned in the table below. Further, it is also pertinent to mention that the cost towards logistics including Travel, boarding, lodging for Tamil Nadu contingent and Boarding, lodging for UP Team was arranged through IRCTC and the cost was as per the estimates submitted by it.

SN	Particular	Amount (In INR)
1	Travel, Boarding & Lodging for 230 team members of Tamil-Nadu@Rs.25550/person	5876500
2	Boarding & Lodging for 230 team members of UP @Rs.19250/person	4427500
3	T-shirt for 230 members of UP Team @350/T-Shirt	80500
4	Arrival & Departure of 230 team members of UP @1360/person	312800
5	OP/IC Charge @Rs. 25000/Event (Stage, PA, Backdrop, Bouquet, Tea/Refreshment/Lunch during Matches etc Through BHU rates prescribed by Department of Culture/GAD)	225000
6	Misc (Equipment, FOP, stationary etc ) @Rs. 10000/event	90000
7	Officiating Fee to TOs @Rs800 for 51 official	40800
8	525 Mementos @ Rs400/piece	210000
9	Flight Ticket (to and from) @Rs.15000/- per journey, for 13 eminent sports persons	390000
10	Boarding @Rs.5000/head and lodging @Rs7000/head/night, for 13 eminent sports persons	247000
11	local conveyance charge @5000/head, For 13 eminent sports persons, for 13 eminent sports persons	65000
12	Unforeseen expense @4%	478604
<b>Grand Total</b>		<b>1,24,43,704/-</b>

Due to the exigency in the matter, approval of Secretary (Sports), MYAS was obtained on 06.12.2022. The amount was approved for release to RC Lucknow and LNCPE Trivandrum for further disbursement. Accordingly, an advance of Rs 1,13,43,050 including RS 15 Lakh to RC Lucknow for components mentioned at Sl.no 3 to 12 in the above table and Rs 98,43,050 to LNCPE Trivandrum for payment to IRCTC for logistics was released.

**Ratification of DPAC is sought for:**

- i. *Providing Financial assistance @Rs 1.24 crore to host sports events during Kashi Tamil Sangamam*



### Agenda

<b>Agenda Item No</b>	13
<b>Agenda</b>	<i>Financial Assistance for 26<sup>th</sup> National Youth Festival</i>
<b>Vertical</b>	<i>Promotion of inclusive through Sports (Sports for rural/indigenous/tribal)</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs. 02 Crores (Sports for rural/indigenous/tribal)</i>

### Detailed Description of Agenda:

The 26th National Youth Festival (NYF) was organised by Ministry of Youth Affairs and Sports in collaboration with the Government of Karnataka at Hubballi-Dharwad from 12th to 16th January 2023. During the 5 days of 26th National Youth Festival (NYF) from 12th to 16th January 2023 Indigenous Sports Awareness was organised as stated in the letter from Secretary, Department of Sports, MYAS vide letter no.I-1101/7/2022-NPYAD dated 21st December 2022 (**Annexure VIII-A**). Following activities were organized under the purview of Fit India Mission:

- I. As part of the opening ceremony scheduled on 12th Jan 2023 for 26th National Youth Festival (NYF) the performance of Yoga and Mallakhamb.
- II. Performance of Parichakalli, Kolkali and Dollipattua **by the team from Lakshadweep**
- III. A talk show with eminent sports persons of level of the Olympian or Common Wealth Games (CWG) Medalist to highlight the importance of health and fitness among the Youth participating in the 26th National Youth Festival

As per the Operational Guidelines (Para 6.3) of Promotion of Rural & Indigenous/Tribal Games component in the Khelo India scheme, the following is mentioned:

*“Annual National competitions/activities/demonstrations in rural and indigenous/tribal games to encourage children and youth to take up these games in a consistent way paving for their mainstreaming. These competitions/demonstrations may be single/multi-discipline.”*

Due to the exigency in the matter approval of Secretary (Sports), MYAS was obtained on 09.01.2023 (copy at Annexure VIII-B) for an estimated amount of Rs. 13,20,700/- for the travel, boarding and lodging for the participants.

The detailed break-up of the total estimate is provided in Annexure VIII-C for reference.

### Ratification of DPAC is sought for:

- i. *Providing Financial assistance @ Rs 13,20,700/- for 26<sup>th</sup> National Youth Festival*

### Agenda

<b>Agenda Item No</b>	14
<b>Agenda</b>	<i>Proposal for hosting Khelo India Women's League (10 sports, 10 cities)</i>
<b>Vertical</b>	<i>Promotion of Inclusiveness through Sports (Sports for Women)</i>
<b>Financial Allocation for the Vertical during the Year 2022-23</b>	<i>Rs. 2 Crores (Promotion of Sports among women Component under promotion of inclusiveness through sports vertical)</i>

### Detailed Description of Agenda:

The organization of regular competition is an important aspect for development of sporting culture; Therefore, to drive a sustainable sports culture and to celebrate International Women's Day the concept of Khelo India Women's League is being proposed where in 10 cities will be identifies across India by NSF in consultation with different stake holders such as SAI / State Gov. / Local Authorities in 10 disciplines for organizing sports competitions in the month of March, 2023. All these efforts are being made to deepen domestic competition structure so that a culture of continues training and Competitions at regular intervals take shape across country.

2. Disciplines where NSF is not able to conduct league, SAI will coordinate for league with help of various stakeholders like State Govt., Universities, State Associations and private clubs.

3. Proposals have been received from various National Sports Federations requesting support for the conduct of Khelo India Women's Sports Leagues under Khelo India Scheme of 10 disciplines, 10 cities. Tentative schedule is placed at Annexure-IX. The salient features of the leagues are as follows:

- the league will be conducted in 10 cities for 10 sports.
- provide platform to the athletes who were unable to participate in national/state level competitions
- reaching untapped geographical areas

4. Financial Implication: The budget for each discipline for each city will be as follows:

<b>Particulars</b>	<b>Cost (In Rupees)</b>
Administrative Expense	50000/-
Technical Conduct	
Branding	

Further, it is to submit that as per the guidelines of the MYAS under 'Assistance to NSF' Scheme, NSF is eligible for a grant-in-aid for the National Championships for 3 age-categories (Senior, Junior & Sub-Junior) and the NSF/Host State Sports Association concerned is allowed to raise sponsorship in order to ensure the conduct of the event. However, for the Khelo India 10 disciplines 10 Cities Tournament, the funding is being limited to an amount

of Rs. 50,000/- per event even though the requirement to conduct the event is almost similar, it is proposed that

Organizing unit to be permitted to raise sponsorship towards the available rights subject to following of the guidelines issued by Khelo India for branding/publicity. However, if NSF gets any title sponsor, the name of the event shall only be “KHELO INDIA 10 KA DUM TOURNAMENT” and the rights may be used as “Sponsored By / Powered By/ Co-Sponsored By/ Co-Powered By” etc.

5. It is also proposed that a mega launch event and promotional activities for KHELO INDIA 10 KA DUM TOURNAMENT may be organized across 03 cities including Delhi. The estimated expenditure for conducting the mega launch event in Delhi would be appx. Rs. 30 lakhs where Hon’ble Minister, MYAS and Hon’ble Minister of State, MYAS shall be invited. Similar launch events shall also be held in two other cities which shall be decided at a later stage for which appx. Rs. 10 lakh expenditure is estimated.

6. DG SAI, may be authorized to decide no. of disciplines and no. of Cities along with per discipline as per viability, feasibility and interested entities. If any NSFs wants to conduct league in more than 10 Cities, financial support will be @ Rs. 50000/- per city.

7. To meet the contingency, DG SAI may be authorized to incur an additional 10% of the total cost for the purpose. Nature of expenditure and admissibility will be finalized by DG SAI.

**Approval of DPAC is sought for :**

- i. *Sanction for conduct of Khelo India '10 ka Dum' event starting with 10 Sports 10 Cities each with the tentative financial implication of Rs. 50,000 \* 10 Sports \* 10 Cities = Rs. 50,00,000/-.*
- ii. *Sanction of Rs. 50 lakhs towards mega-launch event at Delhi and 02 other cities which may be finalized at the level of DG SAI at a later stage.*
- iii. *DG SAI may be authorized to decide no. of disciplines and no. of Cities per discipline as per viability, feasibility and interested entities. If any NSF wants to conduct league in more than 10 Cities, financial support will be 50000/- per city.*