

Agenda Items for the 42nd Departmental Project Approval Committee (DPAC)

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AgendaItem No	<i>1</i>
Agenda	<i>Confirmation of the minutes of the 41st meeting of DPAC held on 06.10.2023</i>
Vertical	<i>Khelo India Secretariat</i>

Detailed Description of Agenda:

The minutes of 41st meeting of the DPAC was circulated to the members and so far, no objections have been received. Hence it is proposed that minutes circulated may be confirmed.

AGENDA

AgendaItem No	<i>2</i>
Agenda	<i>Action Taken report on 41st meeting of DPAC held on 06.10.2023</i>
Vertical	<i>Khelo India Secretariat</i>

Detailed Description of Agenda:

Item No.	Agenda Item	Decision	Action Taken
3	Engagement of 100 Professionals for implementation & monitoring of Khelo India scheme	DPAC approved Rs. 10 crore for a maximum of 100 resources for a period up to 31.03.2026. The modalities and process of engaging 100 resources may be finalized at the level of DG SAI.	The draft RFP has been prepared and under submission for legal and financial vetting.
4	Capacity Building of Past Champion Athletes (PCAs) hired in Khelo India Centres (KICs)	DPAC approved the proposal with a direction to place the proposal to waive-off the course fee for refresher & certificate course before the Governing Body of SAI. Accordingly, Rs. 57.61 lakh. has been approved for 1,067 PCA towards travelling, lodging & boarding cost. Further, on the basis of similar norms the capacity building program may be conducted for another 250 PCAs for the 250 KICs to be set up, as and when they are engaged and the same shall be placed before DPAC for information.	Agenda was placed before 118 th FC and has been concurred. The Training of PCA is scheduled from 4 th Dec 2023.
5	Viability Gap Funding (VGF) for Khelo India State Centre of Excellence (KISCE) in the State/UT of Bihar	The Proposal was approved with the observation that the funds shall be released on the basis of progress in implementation.	Notification has been issued
6	Notification and Viability Gap Funding (VGF) for Khelo India State Centre of Excellence (KISCE) in the UT of Ladakh	The Proposal was approved.	Notification has been issued.

Item No.	Agenda Item	Decision	Action Taken
7	Support to Sports Academies under NCOEs	The Proposal was approved.	The procurement of equipment is in progress.
8	Budget Estimate for Khelo India Games	Total Rs. 85 crores for Khelo India Games was approved (Rs. 30 cr. for Youth Games, Rs. 25 cr. for University Games, Rs. 20 cr. for Para Games and Rs. 10 cr. for Winter Games).	As per approval, the necessary actions have been taken and additional demand for the purpose of Para Games and Winter Games is being placed in the current DPAC.

AGENDA

AgendaItem No	3
Agenda	<i>Engagement of Travel Partner for Khelo India Para Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

The 1st edition of Khelo India Para Games (KIPG) which are scheduled to be held in New Delhi from 11th to 17th December 2023, across three SAI Stadia in Delhi namely, Jawaharlal Nehru Stadium (JNS), Indira Gandhi Stadium (IGS) and Dr. Karni Singh Shooting Ranges (KSSR). The Games are expected to attract 2600 participants including approx. 1400 athletes. It is envisaged to conduct the Khelo India Para Games at par with International Standards, giving the experience of major multidisciplinary Para-Games to para-athletes of the country to create future champions.

2. With sports being an extremely important component for development in India, Khelo India aims to create the Khelo India Para Games as a self-sustaining model of excellence. In this context it is imperative to bring on board NGOs/Businesses/Trusts/PSUs etc. on board as partner and harness their potential and expertise in various areas such as travel, media, food, etc. for giving the best of the experience to the participating athletes and officials.

3. In this context an Expression of Interest was floated on 1.11.2023 inviting support in the categories such as Food, Travel, Radio, Ed-tech, Nutrition and wellness, etc. (**Annexure-1**) As per the EOI the interested partners were required to provide support in kind or Rs. 10 Lakhs and in lieu of the same they may be allowed branding opportunities and marketing activities on mutually agreed basis.

4. In response to the EOI M/s Svayam (An initiative of Sminu Jindal Charitable Trust) has submitted its proposal wherein it has expressed its interest to be associated as partner in the category of 'Travel'. It has offered to provide the following services:

- a. Arrival and departure within Delhi, Including railway stations, ISBT and IGI airport.
- b. Transportation between accommodations (hotels/hostels) and the respective stadiums within New Delhi
- c. Conducting a comprehensive accessibility audit of 3 stadiums and hostels/hotels.
- d. Conduct sensitization training for maximum 400 volunteers and Khelo India Officials
- e. Launching a social media campaign

In the above context it is to clarify that the support towards transportation is critical since in the Para Games many wheelchair using athletes will be participating and they will be requiring low floor vehicles. The applicant has proven credential in area of accessibility and has been part of programs related to accessibility over the years and thus desired to provide accessible transportation to uphold the dignity and ensure the safety of para athletes. However in lieu of the above services they have requested the following:

- a. Acknowledgment of Svayam's support and its recognition as an official accessibility partner.
- b. Mention of Svayam prominently on Khelo India and other relevant social media handles and other media press releases.
- c. Permission to setup kiosk space in JLN stadium and co-branded counters at arrival points.
- d. Permission to record para athletes' video testimonials.
- e. Permission to create/showcase a campaign video during the games and a certificate/award of appreciation.

The proposal of engagement of M/s Svayam (An initiative of Sminu Jindal Charitable Trust) as **accessibility partner** is proposed under the category of Travel Partner for Khelo India Para Games 2023.

The following Proposal is Placed before DPAC for its Information:

- i. *To engage M/s Svayam (An initiative of Sminu Jindal Charitable Trust) accessibility partner under the category of Travel Partner for 1st editions of Khelo India Para Games.*

Agenda

Agenda Item No	4
Agenda	<i>Engagement of Advisor (Branding & Marketing) for Khelo India Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an ‘Event of National Importance’.

2. The preparations for the upcoming editions of Khelo India Games to be held across different States/ Regions/ Locations in a short span of 3-4 months have begun. The upcoming four editions of the Games to be organized are:

- I. 1st edition of Khelo India Para Games (KIPG) in Delhi
- II. 6th edition of Khelo India Youth Games (KIYG) in Tamil Nadu
- III. 4th edition of Khelo India Winter Games (KIWG) in Ladakh, Jammu & Kashmir
- IV. 4th edition of Khelo India University Games (KIUG) in Assam, North East region

3. In continuation of the above, it is pertinent to note that SAI has undertaken the conduct of first ever Khelo India Para Games with the objective of giving the experience of major multidisciplinary Para-Games to para-athletes of the country to create future champions. The responsibility for conduct of these Games rests entirely with SAI as there is no involvement of a Host State Government.

4. Further, it is also stated that over the years, the Khelo India Games have carved out a unique identification, look & feel, adding to the recognition and rising popularity of brand ‘Khelo India’ among the participants and general public. However, each edition of the Games involves new stakeholders and different ethos and cultures are showcased at the national level. It is paramount that the Khelo India brand remains popularized and the local theme is well-integrated with the brand to create an exceptional look & feel of each edition of the Games.

5. In this regard, proposal to engage an Advisor - Branding & Marketing, with domain expertise and knowledge of media, publicity, advertising, branding and marketing of a sports event was approved by the Chairperson DPAC on file (Approval at **Annexure-II**). The said resource shall be responsible for ensuring conceptualization of branding guidelines and providing technical assistance and advice in formulation of promotional and marketing campaigns for the Khelo India Games. The said resource shall be deployed on a need basis for each of the upcoming edition of Khelo India Games. The resource will be engaged for the maximum tenure of six month at the cost of Rs 10,000 per diem with the cap of Rs 1.5 lakh per month. Thus the maximum cost towards the engagement shall be Rs 9 lakh. (Detailed terms and conditions at **Annexure-III**).

Ratification of the DPAC is solicited for:

- i. To engage 01 Advisor - Branding & Marketing for the Khelo India Games for the maximum tenure of six month at the cost of Rs 10,000 per diem with the cap of Rs 1.5 lakh per month or maximum cost of Rs 9 lakh.*

Agenda Item No	5
Agenda	<i>Engagement of Broadcast Partners for Khelo India Para Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

The 1st edition of Khelo India Para Games (KIPG) which are scheduled to be held in New Delhi from 10th to 17th December 2023, across three SAI Stadia in Delhi namely, Jawaharlal Nehru Stadium (JNS), Indira Gandhi Stadium (IGS) and Dr. Karni Singh Shooting Ranges (KSSR). The Games are expected to attract 2600 participants including approx. 1400 athletes. It is envisaged to conduct the Khelo India Para Games at par with International Standards, giving the experience of major multidisciplinary Para-Games to para-athletes of the country to create future champions.

2. In consideration of the importance of these games and its objectives, it is imperative that the para athletes are celebrated by the masses and their talent is showcased across various platforms accessible by general public. In this regard and as per practice with every edition of Khelo India Games, it is of utmost importance that the KIPG are broadcasted to a large audience.

3. To popularize the event and ensure wider outreach, it is proposed to bring in broadcast partners for telecasting the event on OTT/TV channels. In respect of the same, with the approval of Honorable Minister of Youth Affairs and Sports, an Expression of interest (EOI) was floated on 15.11.2023 with last date of application submission 01.12.2023. (Approval at **Annexure IV** & EOI at **Annexure V**)

4. As per the EOI the applicant(s) is required to be in the business of OTT and have prior experience in telecasting of live events on OTT preferably sporting events. The services of Telecast Partner(s) will thus be required in many areas including Promotion of Khelo India Para Games 2023 on their platforms (TV channels/ OTT / websites/Social Media accounts, etc.), live telecast of the Khelo India Para Games 2023 including Opening & Closing Ceremony, game day presentation ceremonies, award ceremonies, interviews with coaches and athletes and other programs pertaining to the games to be conducted by the partner, etc. The partner shall provide such services at **no cost**.

5. Partner shall be entitled to the following rights as listed below:

- i. Telecast rights for KIPG 2023 across TV channel and OTT platforms and right to re-run the telecast, highlights package and any special programming.
- ii. Mention as 'Broadcast Partner' across all promotions and creatives of that event / promotion and also in press releases
- iii. Rights for usage of KIPG 2023 content free of cost for tune in promos
- iv. Right to exploit commercial inventory / commercial breaks during the LIVE and repeat telecast for generating revenue for themselves.
- v. Partner logo presence across all creative and promotional elements (wherever applicable)

6. It may be noted that the broadcast partner will be provided clean HD feed for the purpose of telecast on their platforms (TV channels/ OTT / websites/Social Media accounts, etc.).

Agenda is placed before the DPAC for its information.

Agenda Item No	6
Agenda	<i>Revised budget for Khelo India Para Games 2023</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

Under the component Sports Competition and Talent Development of Khelo India Scheme, 8 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 University Games Karnataka, 2021 (vi) Khelo India Youth Games Haryana, 2021 (vii) Khelo India Youth Games Madhya Pradesh, 2022 (viii) Khelo India University Games Uttar Pradesh, 2022 have been successfully conducted so far. The next edition of Khelo India Youth Games & Khelo India University Games are scheduled to be held in Tamil Nadu & Assam respectively.

2. Further, the 1st edition of Khelo India Para Games are scheduled to be held in New Delhi from 11th to 17th December 2023, across three SAI Stadia in Delhi namely, Jawaharlal Nehru Stadium (JNS), Indira Gandhi Stadium (IGS) and Dr. Karni Singh Shooting Ranges (KSSR). The Games are expected to attract 2600 participants including approx. 1400 athletes. It is envisaged to conduct the Khelo India Para Games at par with **International Standards**, giving the experience of major multidisciplinary Para-Games to para-athletes of the country to create future champions. The Games will be organised with the following objectives:

- Promoting a culture of sports
- Creating a platform for talent identification and long-term athlete development
- Promoting sensitivity and awareness
- Creation of aspirational values
- Capacity building of stakeholders
- Promoting inclusiveness through sports

3. In this context for the conduct of Khelo India Para Games a proposal was placed before 41st DPAC in its meeting dated 06.10.2023 for the budget of Khelo India Games including Khelo India Para Games In this regard it is pertinent to mention that as against the proposal of Rs.103.8 Cr for Khelo India Games including Rs 24.48 Cr for KIPG, the DPAC approved only Rs 85 Cr for Khelo India Games including Rs 20 Cr for KIPG (Copy of Agenda and Minutes placed at **Annexure VI**). In this context it is submitted that as per the approval the requirement for various functional areas were revisited and accordingly, the approved amount of Rs 20 Cr for KIPG shall be spent on the following heads as per the details mentioned below:

BUDGET ALLOCATION- KIPG 2023

Head	Items of Expenditure	Revised KIPG 2023 Budget	Amount (INR in Cr)
Games Operations and Technical Conduct	Travel Grant for State Contingent	1.6	6.98
	Expenditure toward Technical Conduct (DA/TA to TOs, Uniform to TOs, Stationary etc.) >CC Operations (Meeting, Recce, Technical and Feasibility Report of Infrastructure & Sports Equipment) & Contingent Co-ordination (Payment towards State Liaison Officer)	0.86	
	Time Scoring Result TSR	0.5	
	Sports Equipment - Specific & Standard	2.5	
	Sports Kit	1.52	
Medical expenses and Insurance	Medical Expenses	0.05	0.1
	Insurance	0.05	
Overlays	Overlays Design	0.13	0.13
Operation (Events days)	Operations (Include Manpower deployed in the venue for various purpose)	4.71	4.71
	Accreditation		
	Venue Branding		
	Host City Activation		
	Venue Overlays		
	Invitations, Stationery & Collaterals		
	Volunteers		
	Post Games Report		
	Hardware (ICT support)		
	Sports Presentation		
PR - Public Relation Agency - Media Operations and Social Media / Print / Publicity			
Ceremonies	Launch Ceremony	1.91	1.91
	Opening Ceremony		
	Closing Ceremony		
ACT	Accommodation	2.34	6.07
	Catering	2.28	
	Transportation	1.2	
	ACT Management	0.25	
Administrative & Misc.	Administrative & Misc.	0.1	0.1
Total (INR in Cr)		20	20

4 In the above context it is pertinent to note that as per estimated budget placed before the DPAC only Rs 50 lakh was projected for the ceremonies, however the as per the actual cost of the tender finalized the expenditure for the ceremonies comes to Rs 1.91 Cr. In this regard it is submitted that in the earlier budget the projected amount for technical conduct was Rs 8.59 Cr however after reassessment of the actual requirement based on the number of participant finalized the estimated expenditure comes to Rs 6.98 Cr. Hence, it is to clarify that the requirement for Rs 1.91 Cr for ceremonies shall be met within the approved amount of Rs 20 Cr as mentioned in the table above. Further, as per discussion with Hon'ble Minister of Youth Affairs and Sports additional element/performance need to be added to the opening ceremony show flow which shall entail addition expenditure towards the conduct of ceremonies to the tune of Rs 70 lakh only.

5. In the context of above it is submitted that for the wider amplification and outreach of the games it is imperative that various activities are undertaken as part of Host City Activation. Accordingly an details plan has been formulated in this regard which involves branding across the cities and prominent points, digital/social media promotions, full page newspaper advertisements, display of audio visuals, etc. This shall entail an additional cost of Rs. 1.89 Cr. The detail Host City Activation plan is placed at **Annexure VII**. In addition, it is also proposed to organize a symposium/conference on sports sciences and other related subjects.

6. Apart from the above it is pertinent to note that initially the estimate taken for Accommodation, catering & Transport and ACT Management was only Rs 6.07 Cr and accordingly an RFP was floated for the purpose. In response to the RFP one bid was received by the following agencies M/s OYO Hotels and Homes Pvt. Ltd. Upon opening of price bid it was found that the price quoted by the bidder (Rs. 12,58,91,881/-)107.4% higher than the estimated price (Rs. 6,07,00,000/-). Subsequently bidder was called for negotiation and after negotiation bidder revised the price to Rs.10,99,76,000/- inclusive of Taxes which was till still higher (81.18%) compared to the estimated price. The matter was deliberated upon and it was found that the estimated cost was on lower side and prepared without taking into consideration facts such as wedding season, accessibility requirements of Para Athletes, the difference between the prices prevailing in Delhi and those in Lucknow & Bhopal (Since the estimate was prepared mostly on the basis of prices quoted in Khelo India Games held in Uttar Pradesh & Madhya Pradesh) and also owing to the budgetary constraints the estimate was reduced without commensurate reduction in the BOQ. Accordingly the requirements were reassessed and estimate cost was revised and subsequently an RFP with a total estimate cost of Rs. 9,27,04,065/- has been floated and in response bidder has quoted final price of Rs 10.18 Cr.

7. In consideration of the importance of these games and its objectives, it is imperative that the para athletes are celebrated by the masses and their talent is showcased across various platforms accessible by general public. In this regard and as per practice with every edition of Khelo India Games, it is of utmost importance that the KIPG are broadcasted to a large audience. Accordingly, a letter was sent to Doordarshan (DD) for production and broadcast of KIPG-2023, the only public broadcaster, in view of their reach and experience in the field. Doordarshan was requested to provide the cost estimates. Doordarshan team has visited the venues and have submitted the cost estimates. The Cost of production and broadcast projected is Rs. 2 crores plus GST. (Plan received from DD placed at **Annexure VIII**)

8. In view of the above consideration addition to the Rs 20 Cr as mentioned above an additional amount of Rs. 9.09 Cr is required as per details mentioned below:

Sr No	Particulars	Amount in INR
1	Symposium/Conference	20,00,000
2	Ceremonies	70,00,000
3	Host City Activation	1,58,09,243
4	Accommodation, Catering & Transport	4,11,00,000
5	Doordarshan for Production & Broadcast	2,50,00,000
	Total	9,09,09,243

In this context the additional funds of Rs 9,09,09,243/- may be approved for the conduct of Khelo India Para Games, 2023.

Approval of the DPAC is solicited for:

- i. *Additional funds of Rs. 9,09,09,243/- may be approved for the conduct of Khelo India Para Games 2023 under the sports competition and talent development vertical*

Agenda Item No	7
Agenda	<i>Revised budget and allocation of roles & responsibilities for Khelo India Winter Games 2024</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<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, 8 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 (vii) Khelo India Youth Games Madhya Pradesh, 2022 (viii) Khelo India University Games Uttar Pradesh, 2022 have been successfully conducted so far.

2. It is mentioned that Government will organize national-level Khelo India Winter Games annually with respect to winter games disciplines. So far 3 Editions of Khelo India Winters Games have been successfully conducted. The 4th edition of the Khelo India Winter Games is scheduled to be held from 06th-10th, February, 2024 in UTs of Ladakh and Jammu & Kashmir. The ice-related events are proposed to be organized in the UT of Ladakh while the snow-related events are proposed to be organized in Jammu and Kashmir. The Games is proposed to be conducted in 7 Sports Disciplines.

3. The budget of amount of Rs. **14.32 Cr.** was placed before the 41st DPAC held on dated 06.10.2023 for smooth conduct of KIWG 2024, however DPAC wide its minutes dated 11.10.2023 approved an amount of **Rs. 10 Cr.** In this context it is pertinent to note that in view of the amount approved by DPAC, the Host UTs were required to bear the additional expenditure over and above Rs. 10 Cr. towards the conduct of Khelo India Winter Games 2024. Accordingly, it was taken up with both the Host UTs through multiple meetings. In this regard, the UT of Ladakh agreed to bear expenditure upto Rs. 1 Cr. whereas the UT of Jammu & Kashmir expressed its inability to bear any expenditure towards the KIWG 2024.

4. In connection of the above, a team of officials of SAI was deputed for an initial recce in both the UTs for checking the feasibility of the venues infrastructure for the smooth conduct of the KIWG 2024. Further, after completion of the recce, a report was submitted by the team wherein it is mentioned that the due to weather condition in the month of February all the road connectivity will be blocked to Leh Ladakh and the only way to reach the UT of Ladakh by Air Travel, and it is pertinent to note that due to peak tourist season the the cost of accommodation and local transport is expected to be very high in the UT of Jammu & Kashmir and Ladakh. This entails additional expenditure towards travel grant and logistics (Accommodation, Catering and Transport).

5. In light of the above circumstances, the budget requirement for KIWG, 2024 was revisited and revised and accordingly, the following estimate has been prepared.

Estimated Budget of Khelo India Winter Games-2024 (J&K Snow Sports - 4 & Ladakh Ice Sports - 3)			
Heads	Sr. No	Functional Areas/Items of Expenditure	Total (INR in cr.)
SAI & Host UTs			
Operations (Venue Operations, Games Operations)	1	Operations (Coordination & Execution)	0.65
	2	Host City Activation	0.4
	3	Media Operations	0.2
		Total (A)	1.25
Distributed among the Host UTs and SAI, DG SAI may be authorized to decide the ratio			
Host UTs			
ACT	4	Accommodation, Catering and Transportation, ACT Management	5.54
Ceremonies	5	Launch, Opening, and Closing Ceremonies	1.00
Operations (Event days)	6	Venue Overlays, Sports Presentations, Spectator Engagement, Venue Branding, Sports Equipment, Design Agency	3.39
ICT Equipment; Invitations, Stationery, and Collaterals; Volunteers' Briefing & Post Games Operations, Medical, Insurance, Volunteers	7	ICT Equipment; Invitations, Stationery, and Collaterals; Volunteers' Briefing & Post Games Operations, Medical and Insurance, Volunteers, Accreditation	0.41
		Total (B)	10.34
Point No. 5, 6 & 7 May be released to Host UTs			
SAI			
Games Operation and Technical Conduct	8	Travel of State Contingent	2.07
	9	Technical Conduct (incl. Fee of Technical Officials (TOs), Competition Managers (CM) and Sports Specific Volunteers (SSVs), CMs/TOs Uniform fee, procurement of stationery items, TA/DA to TOs/CMs, State Coordination and TSR	1.61
	10	Sports/Generic Kit	0.87
Administrative & Miscellaneous Expenses	11	Administrative & miscellaneous Expenditure	1.00
Production and Broadcasting	12	Production and Broadcasting	3.5
		Total (C)	9.05
Point No. 8,9,10 & 11 May be released to SAI			
		Total (A+B+C)	20.64

6. The distribution of roles and responsibilities amongst Sports Authority of India (SAI), Host UTs and National Sports Federations (NSFs) is placed at **Annexure IX**.

7. The above-mentioned budget estimates of **Rs. 20.64 Crores towards the conduct of KIWG 2024** is placed before PAC for kind recommendation for placing the agenda before DPAC for approval.

Approval of the DPAC is solicited for:

- i. *Distribution of roles and responsibilities amongst SAI, Host UTs, and NSFs on similar lines of Khelo India Games.*
- ii. *Budget Estimates of Rs. 20.64 crores towards the conduct of KIWG 2024*

Agenda Item No	8
Agenda	<i>Approval of fund for production and broadcasting for Khelo India Youth and University Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

The next edition of Khelo India Youth Games (KIYG) is scheduled from 19th -31st Jan 2024 in Tamil Nadu and the next edition of Khelo India University Games (KIUG) are scheduled between 15th – 29th Feb 2024 in the State of Assam. For the Budgetary requirement of KIYG 2023 and KIUG 2023 a detailed proposal was placed before DPAC in its meeting dated 06.10.2023 wherein the DPAC approved a total amount of Rs 85 Cr for Khelo India Games including Rs 30 Cr for KIYG 2023 and Rs 25 Cr for KIUG 2023.

2. In the above context it is pertinent to note that the above mentioned amount approved for KIYG 2023 and KIUG 2023 does not include the cost for production and broadcasting. In this context it is to mention that to retain and increase the brand value of Khelo India it is imperative to bring on board agency for production and broadcasting of the games so that the games are given wider publicity and greater outreach. Based on the expenditure incurred towards Khelo India University Games 2021 Karnataka for production and broadcasting it is proposed that Rs 4.5 Cr each may be approved towards production and Broadcasting towards KIYG 2023 and KIUG 2023.

Sno	Particular	Amount (INR in Cr)
i.	Production and Broadcasting (KIYG 2023)	4.5
ii.	Production and Broadcasting (KIUG 2023)	4.5
Grand Total		9.00

Approval of the DPAC is solicited for:

- i. *Approval of Funds of Rs 9 Cr for Production and Broadcasting of KIYG 2023 and KIUG 2023.*