





# Agenda Items for the 51st Departmental Project Approval Committee (DPAC)

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Agenda Item No	1
Agenda	Confirmation of the minutes of the 50 <sup>th</sup> meeting of DPAC held on
	25.03.2025
Component	Khelo India Secretariat

The minutes of  $50^{th}$  meeting of the DPAC were circulated to the members and so far, no objections have been received. Hence it is proposed that minutes circulated may be confirmed.

Agenda Item No	2
Agenda	Action Taken report on 50 <sup>th</sup> meeting of DPAC
Component	Khelo India Secretariat

S.No.	Particulars	<b>Decision Taken</b>	Action Taken
1	Conversion of 03 Schools under NSTC Scheme into Khelo India Centres (KICs) with the financial implication of ₹ 30 lacs as Recurring Grant for First Year FY 2025-26(₹ 5 Lacs per discipline per centre).	The proposal was approved	The notification has been sent to the 03 KICs.
2	Proposal to provide Budgetary Supports for 2025-26 for Army/Navy/Airforce Boys Sports Company with the financial implication of ₹ 19.58/ Cr. for FY 2025-26.	The proposal was approved	Funds for Quarter 1 of FY 2025-26 have been released
3	Ratification : Approval regarding the engagement of workforce for e-Khel Pathshala.	The proposal was approved	Action in this regard has been fulfilled.
4	Ratification: Budget Estimate for Khelo India Beach Games 2025 with the financial implication of ₹ 12.00 crores (Approx.) (for both Host state/UT and SAI/MYAS) towards the upcoming 1st edition Khelo India Beach Games (KIBG 2025).	The proposal was approved	Khelo India Beach Games was successfully conducted from 19 <sup>th</sup> May to 24 <sup>th</sup> May 2025 in Diu, UT of Dadra and Nagar Haveli and Daman and Diu. The Games were conducted in 6 competitive sports and 2 Demo Sports with the participation of 811 Athletes.







5	Ratification: Additional Funding for 'Sundays on Cycle' Events from 9 <sup>th</sup> March 2025 to 31 <sup>st</sup> March 2025 with the financial implication of ₹ Rs 60.00 Lacs for the conduct of Sundays on Cycle campaign till 31 <sup>st</sup> March 2025.	The proposal was approved	Sundays on Cycle campaign is being conducted regularly. So far it has been conducted at over 7500 locations with the participation of over 4 lakh cyclists.
6	Ratification: Provision of bicycles for NCoEs and STCs of Sports Authority of India with the financial implication of ₹ 1.88 Crore.	The proposal was approved with a direction to book the expenditure in the non-recurring component of Sports Academies under the Khelo India Scheme.	Funds have been sanctioned to various Regional Centres for procurement.
7	Ratification: Fit India Beach Sports & Fitness Activity with the financial implication of ₹ 50 Lacs.	The proposal was approved	Regional Centres at Mumbai and Kolkata have conducted the coastal activities including, cycling, yoga and indigenous sports
8	Ratification: Organising Fit India Carnival at JLN Stadium with the financial implicaion of ₹ 1.24 Crores.	The proposal was approved	The Fit India Carnival was conducted with a footfall of 25,000 participants from 16 <sup>th</sup> to 18 <sup>th</sup> March 2025
9	Ratification: Procurement of Fit India Generic Sports Kits for Fit India events and campaigns with the financial implication of ₹ 4.47 Crores.	The proposal was approved	The procurement is under process
10	Ratification: Conduct of Fit India Women's Week as a part of celebrating International Women's Day (IWD) 2025 with the financial implication of ₹ 49 lacs.	The proposal was approved	International Women's Day was celebrated with the participation of over 75,000 individuals.
11	Ratification: FIT INDIA and WAKO INDIA Collaboration during Fit India Women's Week with the financial implication of ₹ Rs. 15.61 Lacs. (approx.) Pan India for a total of 32 locations with Rs.48,800/- (approx.) per	The proposal was approved	International Women's Day was celebrated by WAKO Kickboxing at 32 locations







	event		
12	Ratification: FIT INDIA and Yogasana Bharat Collaboration for International Women's Day with the financial implication of ₹ 76 Lacs.	The proposal was approved	International Women's Day was celebrated by Yogasana Bharat at 32 locations at an estimated expense of Rs. 66 Lacs.
13	Ratification: Budget allocation for Fit India promotional activities with the financial implication of ₹ 75 Lacs.	The proposal was approved	₹ 63,00,000/- released for different promotional activities
14	Ratification: Procurement for Welcome Hampers for Namo Fit India Cycling Clubs with the financial implication of ₹ 64.43 Lacs.	The proposal was approved	Welcome Gift Hampers for Namo Fit India Clubs have been procured and distributed to over 450 clubs.







Agenda Item No	3
Agenda	Opening of 6 Khelo India Centres (KICs) in the NCT of Delhi
Component	Khelo India Centres and Sports Academies

- 1. DPAC vide its 44<sup>th</sup> meeting dated 30.01.2024 approved a total of 112 new KICs, with bifurcation as under:
  - 56 KICs in Districts which have no KIC right now.
  - 41 KICs to ensure 02 KICs per district in the North-East/Hilly region.
  - For the UT of Ladakh, 07 more KICs ensuring @05 KICs per district for 02 Districts (in addition to the existing 03 KICs sanctioned)
  - For UT of Andaman & Nicobar Islands and UT of Lakshadweep, additional 08 KICs in 04 districts ensuring 03 KICs per district (in addition to existing 04 KICs sanctioned).
- 2. Accordingly, proposals were invited from State/UT Sports Department for KICs in the prescribed format. The proposal from the NCT of Delhi for the purpose of opening of KIC has been 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.No.	State/UT	Total Number of Districts	Number of Existing KICs	Number of New KICs Proposed by the State/UT/RC	Number of New KICs to be considered	List of Centre
1	NCT of Delhi	11	07 (05 New KICs + 02 Converted KIC)	06	06	Placed at Annexure-I
Т	Total		07	06	06	

3. As of now, there are 07 KICs (05 New KICs + 02 Converted KIC) across 11 districts in the UT of Delhi, including which was approved in the 32th DPAC meeting held on 14.02.2022. Once this is approved, there will be 13 KICs across NCT of Delhi.







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

Sr. No.	State/UT	One-Time Grant for First Year (₹ 5 Lacs per discipline per Centre) FY 2025-26	Recurring Grant (Rs 5 Lacs per annum)* For FY 2025-26 (in Rs Lacs)	
1	Delhi	₹30 Lacs (₹ 5 x 6 (Discipline)	₹25.5 (₹4.25 Lacs x 6)	
Gr	and Total		₹ 55.5 Lacs	
*	*Salary of Past Champion Athlete has been considered from Q2 of 2025-26			

5. In order to deepen the coverage of the scheme in States/UTs as per approval of DPAC vide 44<sup>th</sup> meeting dated 30.01.2024, the approval of the DPAC is solicited for the proposal of notifying 06 KICs for in the NCT of Delhi.

# Approval of the DPAC is solicited for:

- Notifying 06 Khelo India Centres (KICs) in districts (@01 per district) for the NCT of Delhi
- The financial approval of expenditure of ₹ 55.5 lacs for 06 KICs for 2025-26 and Rs 5 lacs recurring grant per annum per KIC until the scheme period.







Agenda Item No	4
	Opening of 3 Khelo India Centres (KICs) in the UT of Andaman & Nicobar Islands
Component	Khelo India Centres and Sports Academies

- 1. DPAC vide its 44<sup>th</sup> meeting dated 30.01.2024 approved a total of 112 new KICs, with bifurcation as under:
  - 56 KICs in Districts which have no KIC right now.
  - 41 KICs to ensure 02 KICs per district in the North-East/Hilly region.
  - For the UT of Ladakh, 07 more KICs ensuring @05 KICs per district for 02 Districts (in addition to the existing 03 KICs sanctioned)
  - For UT of Andaman & Nicobar Islands and UT of Lakshadweep, additional 08 KICs in 04 district ensuring 03 KICs per district.
- 2. Accordingly, proposals were invited from State/UT Sports Department for KICs in the prescribed format. The proposal from the UT of Andaman & Nicobar for the purpose of opening of KIC has been 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	State/UT	Total Number of Districts	Number of Existing KICs	Number of New KICs Proposed by the State/UT/RC	Number of New KICs to be considered	List of Centre
1	Andaman & Nicobar	3	05	03	03	Placed at Annexure-II
Total		3	05	03	03	

- 3. As of now, there are 1048 KICs across 757 districts in 36 States/UTs out of which 966 KICs are operational and there are 05 KICs across 3 districts in the UT of Andaman & Nicobar, which was approved in the 32th DPAC meeting held on 14.02.2022. Once this is approved, there will be 08 KICs across UT of Andaman & Nicobar
- 4. The financial implication of the proposal is given below:

SN	Particulars	One-Time Grant for First Year (₹ 5 Lacs per discipline per centre)	Recurring Grant for First Year FY 2025-26 (₹ 4.25# Lacs per discipline per centre) from July 2025 to March 2026	
1	UT of Andaman & Nicobar Islands	15 Lacs (₹ 5 Lacs * 03)	12.75 Lacs (₹ 4.25 Lacs * 03)	
Total		15 Lacs	12.75 Lacs	
Grant Total		27.75 Lacs (NR)		







# Salary of PCA has been considered only from Q2 (Jul- Sep) to Q4 (Jan-Mar) of Current FY 2025-26

5. In order to deepen the coverage of the scheme in States/UTs as per approval of DPAC vide 44<sup>th</sup> meeting dated 30.01.2024, the approval of the DPAC is solicited for the proposal of notifying 03 KICs for in the UT of Andaman & Nicobar.

# Approval of the DPAC is solicited for:

- i. Notifying 03 Khelo India Centres (KICs) in districts (@01 per district) for the UT of Andaman & Nicobar
- Ii. The financial approval of expenditure of  $\stackrel{?}{\underset{\sim}{\sim}}$  27.75 lacs for 03 KICs for 2025-26 and Rs 5 lacs recurring grant per annum per KIC until the scheme period







Agenda Item No	5
	Modified Khelo India State Centre of Excellence (KISCE) in the State of Uttar Pradesh with 02 Discipline
Component	Khelo India Centres and Sports Academies

- 1. Khelo India State Centre of Excellence (KISCE) is a project which is a part of India's pursuit for excellence in Olympics and endeavor is to scale up State's best academies to world standard. The DPAC vide its 29<sup>th</sup> meeting dated 23.09.2021 approved the Guru Gobind Singh Sports College, Lucknow as KISCE in the State of Uttar Pradesh.
- 2. SAI conducted multiple deliberations through Video Conferencing meeting with the State Sports Department, Govt, of Uttar Pradesh and SAI NSRC Lucknow to assess the critical gaps.
- 3. Assessments have been done for sports science equipment, manpower and sports equipments (consumables and non-consumables) for KISCE in the State of Uttar Pradesh. After detailed deliberations with the State Sports Department, Govt. of Uttar Pradesh, it was decided that sports science equipment is to be provided in a phase wise manner subject to the hiring of experts and re-evaluation of the requirements were **approved by the 48<sup>th</sup> DPAC held on 06.12.2024** for the discipline of Athletics, Wrestling and Hockey.
- 4. Thereafter, Wrestling was proposed to be replaced by Badminton at *Guru Gobind Singh Sports College, Lucknow* due to non-availability of infrastructure. The changes were approved on the file. However, proposal was awaited from state. Later, Badminton was proposed to be replaced by Football owing to ongoing construction for which detailed proposal is awaited. To ensure operationalization of KISCE at the earliest, it is being proposed to limit the disciplines to Athletics and Hockey and the 3<sup>rd</sup> discipline may be incorporated upon receipt of detailed proposal from state.
- 5. The modified financial implication for the 2 disciplines as against 3 disciplines approved in 48<sup>th</sup> DPAC is as below:

SN	Particulars	Approved Annual Requirement for (03 - Discipline FY 2025-26 and subsequent years (INR) - 48th DPAC	Removal of 3rd Discipline - Wrestling	Proposed Annual Requirement for (02 Discipline) FY 2025-26 and subsequent years (INR)	Remarks
A. Recurring Grant					







1	Manpower	₹	₹ -	₹	Removal of
	Cost	1,58,40,000.00	18,00,000.00	1,40,40,000.00	Head Coach
					Wrestling
2		Sports Equipment			Annual
	i. Athletics	₹	₹	₹	Requirement
		3,02,688.88	-	3,02,688.88	of
	ii. Wrestling	₹	₹ -	, ,	consumable
		70,13,521.22	70,13,521.00		sports
	iii. Hockey	₹	₹	₹	equipment
		29,91,300.00	-	29,91,300.00	
3	Performance	₹	₹ -	₹	Twice a
	Assessment	2,70,000.00	90,000.00	1,80,000.00	Year @ INR
					1500 per
					athlete for
					90 athletes
TO	ΓAL (A)	₹	₹ -	₹	
		2,64,17,510.10	89,03,521.00	1,75,13,988.88	

	B. Non-Recurring Grant						
S.No.	Particulars	Approved Annual Requirement for (03 - Discipline FY 2025-26 and subsequent years (INR) - 48th DPAC	Removal of 3rd Discipline	Proposed Annual Requirement for (02 Discipline) FY 2025-26 and subsequent years (INR)	Remarks		
4	Sports Equipme	nt			One-Time		
	i. Athletics	₹ 26,91,393.56		₹ 26,91,393.56	requirement of		
	ii. Wrestling	₹ 81,02,844.21	₹ - 81,02,844.21	₹ -	non- consumable		
	iii. Hockey	₹ 8,37,800.00	₹ -	₹ 8,37,800.00	sports equipment		
5	Sports Science Equipment	₹ 43,80,478.60	₹ -	₹ 43,80,478.60	One-time requirement of sports science equipment		
6	One-Time Grant	₹ 10,00,000.00	₹ - 3,33,333.33	₹ 6,66,666.67	To be utilized by KISCE for minor repairs & maintenance uplifting and branding purpose		







TOTAL	₹ 1,70,12,516.37	₹ - 84,36,177.54	₹ 85,76,338.83		
7	TOTAL (B)		₹ 85,76,338.83		
Grand Total of (R	ecurring and Non	₹ 2,60,90,327.71			
Note: T	Note: The projected estimate for equipment includes GST@18%				

# Approval of the DPAC is solicited for:

Financial approval for 02 discipline to the tune of INR 2.60 crores for the FY 2025-26 (Recurring Grant – INR 1.75 crores and Non-Recurring Grant – INR 0.85 crores) and the same as annual Recurring Grant for the subsequent years for Guru Gobind Singh Sports College, Lucknow as KISCE in the State of Uttar Pradesh.







Agenda Item No	6
Agenda	Revision in Budget for Capacity Building of manpower in
	Khelo India State Centres of Excellence (KISCEs)
Component	Khelo India Centres and Sports Academies

- 1. The Khelo India State Centre of Excellence (KISCE) component is aimed at providing "Viability Gap Funding" to one shortlisted training centre in each State/UT for the following components:
  - Sports science and technology support for (three) sports disciplines practised at the centre.
  - Bridging the gaps in sports equipment, high-performance managers, coaches, etc.
- 2. The said project is a part of India's pursuit of excellence in the Olympics and the endeavour is to scale up State's / UT's best academies to world standard. As of now 34 KISCEs have been notified in 33 States/UTs.
- 3. As per the discussion between the Secretary (Sports), MYAS, GoI and DG, SAI, it was decided to create a benchmarking system for KISCEs, bringing them at par with SAI NCOEs. Further, a discussion was held by DG, SAI dated 20.08.2024 with DDG (Operations), ED (Operations), Director (NCSSR), Director (Khelo India), other NCOE and KISCE Team Members in which it was decided to conduct Capacity Building Program for manpower hired in KISCE.
- 4. Accordingly, a proposed outline for the conduct of 06-day Capacity Building Program incorporating diet, nutrition, athlete management software and performance monitoring was drafted by HPD (Khelo India) in consultation with SAI NSNIS Patiala.
- 5. As per the recommendation of NSNIS Patiala, the courses available and could be made useful for only Sports specific posts. Thus, a total of 304 Sports specific positions (manpower) is sanctioned in 34 KISCEs out of which 135 position (manpower) have been successfully recruited.
- 6. Based on the above, the following budget is being proposed in consultation with SAI NSNIS Patiala for 135 hired manpower as participants. The budget was previously approved for ₹42,83,600 by the 49<sup>th</sup> DPAC dated 06.02.2025. The revision is undertaken as per letter even dated 12.06.2025 due to the increased number of Speaker from 10 to 26 (wherein 11 Speakers are from NSNIS Patiala itself) for different subjects at the training program. Thus, the financial breakup is done below as per 26 Speakers. Furthermore, comparative budget of approved (49<sup>th</sup> DPAC) *vis-à-vis* proposed fund at 'Table C'

## A. Food and Stay Details (6 Days)

#### a) Participants

Particulars	Quantity	Daily Rate (INR)	Days	Total (INR)
Stay (HPD/HPM etc)	135	1,200	6	₹9,72,000
Food	135	690	6	₹5,58,900
Refreshments	135	120	6	₹97,200
	₹16,28,100			







(Table - a)

b) 1.2 Speakers/Expert (Stay Guest House)

Particulars	Quantity	Daily Rate (INR)	Days	Total (INR)
Stay	1	1000 (Suite Room)	6	₹6000
Stay	14	500	6	₹42,000
Food	26	450	6	₹70,200
	₹1,18,200			

(Table - b)

Total Food & Stay Cost (Participants + Speakers): (₹16,28,100+1,18,200) = ₹17,46,300

# **B.** Transportation and Travel (Speakers/Expert Only)

Particulars	Quantity	Rate (INR)	Total (INR)
Flight (Round Trip)	15	20,000	3,00,000
Cab (Airport–Venue) Chandigarh Airport	15	4,000	₹60,000
Total Transpor	₹3,60,000		

(Table - B)

Total Transportation Cost: ₹3,60,000

Remaining 11 Speakers are from NS NIS Patiala hence no stay and transportation provided

# **C.** Comparative Budget Sheet: Pursuant to the revision in the number of speakers from 10 to 26, the budgetary implications have been accordingly recalibrated, as enumerated in the table below

S.No.	Component	Budget Approved by the 49 <sup>th</sup> DPAC	Proposed Funds in (INR)	Remark
1	Registration Kit	₹40,500	₹40,500	No change
2	Food & stay	₹10,61,100	₹17,46,300	<ul> <li>Due to Increased number of Speakers</li> <li>Upward revision of room rate from</li> </ul>







				Rs.500/- to Rs.1200/- for the participants.
3	Transportation (only for experts)	₹2,40,000	₹3,60,000	Due to increased number of Speaker
4	Miscellaneous	₹2,42,000	₹2,42,000	No change
5	Travel Cost for Participant	₹27,00,000	₹27,00,000	No change
Grand	Total	₹42,83,600	₹50,88,800	Additional fund ₹8,05,200

(Table – C)

7. For the purpose of increased skill in training and optimization of KISCEs and its manpower, the said program is submitted for approval of the DPAC as below:

# Approval of the DPAC is solicited for:

Capacity Building Program for 135 hired manpower in KISCEs
Approval for the revised budget for ₹50,88,800/- for Capacity Building of 135
hired manpower in Khelo India State Centres of Excellence (KISCEs)







Agenda Item No	7
Agenda	Revision of Pay band for the monthly remuneration of Young Professional and Masseur at Khelo India
	State Centre of Excellence (KISCEs)
Component	Khelo India Centres and Sports Academies

- 1. All the manpower of KISCE are given the salary range provision, which helps for monitoring as well as growth of the employee within the organisation. However, there is no salary range for Young Professional and Masseurs. The fixed monthly remuneration for Young Professional and Masseur is Rs. 40,000 and Rs. 35,000 respectively. However, in view of performance-based evaluations and the need for standardization, a revised pay range is proposed.
- 2. As of now, **34 KISCEs** (including 2 in J&K) have been notified across 36 States/UTs, with the 28 Young Professional and 75 Masseur sanctioned manpower.
- 3. The estimated financial implication as per the revised range of remuneration of **Young Professional and Masseur** in 34 KISCEs taking into consideration the upper limit shall be as follows:

SN	Post	Sanctione d Manpowe r in 34 KISCE	Month s	Current Pay Range	Annual Cost (Existing) (a)	Proposed Pay Range	Annual Cost after Revision (b)	Additional Manpower Implicatio n (b-a)
1	Young Professional	28	12	40,000	1,34,40,000	40,000– 60,000	2,01,60,00	67,20,000
2	Masseur	75	12	35,000	3,15,00,000	35,000– 55,000	4,95,00,00	1,80,00,000
	Total Amount						6,96,60,00	Rs. 2,47,20,000

4. Approval of the DPAC is sought for considering the performance-based assessments and the requirement for standardization, the revised pay structure.

# Approval of the DPAC is solicited for:

- i. Revision of monthly remuneration range for the posts of Young Professional and Masseur across all KISCEs
- ii. Approval of additional recurring expenditure of INR 2,47,20,000 for the revised remuneration of 103 positions (28 Young Professionals & 75 Masseurs) in KISCE







Agenda Item No	8
Agenda	Revision in norms for recurring grant and sanction of Manpower for KISCE Maharashtra
Vertical	Khelo India Centres and Sports Academies

- 1. The 19th DPAC meeting held on 04.09.2020, designated Chhatrapati Shivaji Sports Complex, Pune as the Khelo India State Centre of Excellence (KISCE) for the State of Maharashtra.
- 2. Subsequently, the Viability Gap Funding (VGF) for this Centre was approved during the 21st DPAC meeting on 06.11.2020, with an annual recurring budget of ₹2.75 crores and a non-recurring budget of ₹5 crores. The funding norms were calculated per athlete rather than the current allocation where in the clear division in made for recurring head under manpower, kit, assessment etc.
- 3. A recommendation was received from SAI RC Mumbai vide letter dated 07.05.2025 regarding proposal of a supplementary agreement along with a revised manpower structure in KISCE- Maharashtra as per the request received from The Department of Sports, Government of Maharashtra.
- 4. The proposed sanctioned strength and financial implication of the proposal is given as below:

SN	Name of the Post Proposed by MH State	Propose d Strength	Current Pay Range as per SAI Norms of KISCE	Proposed Pay Range by (MH State)	Pay range to be Approve d for (MH State)	Annual Salary
1	High Performance Manager	1	1,00,000- 1,50,000	1,00,000- 1,50,000	1,00,000- 1,50,000	18,00,000
2	Assistant Coach (Athletics, Cycling, Shooting)	3	40,000-60,000	40,000-60,000	40,000- 60,000	21,60,000
3	Assistant Coach Cum Technical (Athletics (1), Shooting (2)	3	-	25,000-45,000	25,000- 45,000	16,20,000
4	Physiotherapist - Grade II	2	60,000-80,000	60,000-80,000	60,000- 80,000	19,20,000
5	Masseur (Male, Female)	2	35,000	35,000-55,000	35,000- 55,000	13,20,000
6	Sports Medicine Doctor (Lead)	1	1,00,000- 1,50,000	1,00,000- 1,50,000	1,00,000- 1,50,000	18,00,000







7	Young Professional	1	40,000	50,000-70,000	40,000- 60,000	7,20,000
Total 13		13	Annual Expe	nditure on remune	eration	Rs.1,13,40,00 0

5. The total annual salary is within the approved recurring budget (Rs. 2.75 Cr) for KISCE Maharashtra as mentioned below:

SN	Particular	Sport Discipline	Amount
1	Manpower		1,13,40,000
2	Assets Utilization Charges, Minor Injuries Management, etc.	Athletics	21,60,000
3	Kit	Shooting Cycling	18,00,000
4	Consumables Sports Equipment	Cycling	122,00,000
	Total Amount	Rs. 2,75,00,000	

**6.** To ensure uniformity with other States, the proposed manpower structure, sanctioned posts, and pay ranges is placed before the DPAC for approval:

# Approval of the DPAC is solicited for:

Sanction of the manpower structure, sanctioned strength, and remuneration for KISCE Maharashtra as detailed in the above table







Agenda Item No	9
Agenda	Modified TA/DA Norms for TIDC Members
Component	Sports Competitions & Talent
P	Development

- 1. The Talent Identification and Development Committee (TIDC) for identification and selection of Khelo India Athletes at National level competitions is one of the crucial components of Khelo India Scheme.
- 2. TIDC comprises Eminent Athletes, National Observer, Eminent coaches, Talent scouts, Sports Scientists, and representatives from NSFs with the mandate to recommend the selection of Khelo India Athletes, their training and monitoring and their retention.
- 3. The roles and responsibilities of TIDC includes, but not limited to:
  - Prepare Protocols for Talent Identification and Development.
  - Identification of athletes from national competitions and performance reviews for induction, weeding out and retention.
  - Recommend the protocols for age verification and assessment camps.
  - Carry out Performance Reviews.
  - Monitor Training Modules and Athlete Readiness.
  - Any other responsibilities.
- 4. In this regard, financial norms for TIDC were approved in 24<sup>th</sup> DPAC meeting held on 9<sup>th</sup> March 2021 (refer Annexure III) and a sitting fee was recommended. Additionally, for lodging, boarding, travel and local transport, entitlement of TIDC members was set to be similar to the Officers in the rank of Director to the Government of India.
- 5. In accordance with the O.M. issued by Department of Expenditure, Ministry of Finance dated 12<sup>th</sup> March 2024, the rates of Dearness Allowance payable to Central Government employees, were enhanced from 46% to 50% of the Basic Pay with effect from 1 January, 2024 and accordingly the rates of TA/DA have been revised. Considering the existing norms as specified for Officers in the rank of Director to the Government of India and the revisions in rate, it is proposed that the allowances for TIDC member may be revised as follows:

S. No.	Particular	<b>Existing Rate (₹)</b>	Proposed Rate as per OM (₹)	Remarks
1	Hotel Accommodation/ Guest House	4500	5625	
2	AC/ Taxi Charges	24	30	Up to 50 Km per day for travel within the city
3	Food bills	1000	1250	
4	Sitting Charges	2000	2000	Unchanged







6. The above rates are not applicable to Government or Semi Government officials / representatives, whose entitlements will be based on their existing pay scale in their organisations. The above expenditure is to be met from the head of Khelo India under the component Khelo India Talent Development.

Approval of the DPAC is solicited for the proposal mentioned above.







Agenda Item No	10
Agenda	Funding from Khelo India towards training of Khelo India Athletes in SAI NCOEs
Component	Sports Competitions & Talent
	Development

- 1. Khelo India Scheme through its various components aims to achieve the twin objectives of mass participation and excellence in sports. Through the Sports Competition and Talent Development component of Khelo India Scheme talents are identified and supported across various disciplines. As envisaged in the Gazette, elite talent development is carried out by identifying 3000 Khelo India Athletes (KIA) across 21 sports (including para sports). The Gazette (1.3.2) mandates following:
  - Para II, (iv) Talent Identification & Development Committee (TIDC) formed with representation from NSFs scout talent at National level and recommended athletes to be included in Khelo India accredited academies. The assessment camps are organized to identify and assess the scouted talent.
  - Para II, (v.c) Elite Talent development will be done through Khelo India Accredited Academies, which may be operated by SAI, State/UT Government or private entities.
- 2. Giving effect to above, multiple measures have been taken in convergence with the schemes run by Sports Authority of India, all in efforts towards Long Term Athlete Development. Some of them being:
  - 11th DPAC has approved the proposal for running National Centres of excellences under Khelo India Scheme
  - 12th DPAC started subsuming athletes as Khelo India Athletes. In this case,to begin with Junior Campers training in NCOEs deemed to be identified under Khelo India and funded under Khelo India
  - Constitution of sports wise TIDC and selection of Khelo India Athletes through Khelo India Games, National Championships and other Championships. The KIAs then are given option to join academy of their choice including SAI NCOE
  - Order has been issued on the subject "Norms for Expenditure under Khelo India Talent
    Development and Funding to National/ Regional/ State Academies" vide order No: 3(5)/
    Sectt/ KITD/ HPC/ 2018-19 dated 10.10.2019. The expenditure including diet,
    consumables, competition expenditure, educational allowance..etc amounting to Rs 5
    Lakh (Excluding OPA and Insurance) per Khelo India Athlete per annum for accredited
    academies. Currently, the fund is given only to private Khelo India Accredited
    Academies







- Order has been issued on the subject "Standard Operating Procedure (SOP) for providing access to Non- Residential Khelo India Athletes (KIAs) to services offered in National Centers of Excellence (NCOE) vide order no: 01-24005(03)/ 10/2023-HO -Khelo India Division, the NCOE provides sports science facilities, expert counselling, Rehabilitation and injury management to Khelo India athletes.
- Moreover, as part of continuous performance monitoring, induction/weeding out, Khelo India assessment camps are also organized at NCOEs. The funds for these are met through Khelo India for talent identification and performance assessment as part of the continuous monitoring.
- 3. Also, currently, the funding of Rs 5 lakh per athlete meant for the 3000 athletes is being utilized only for the athletes training in private KIAAs, which constitute close to 1/3<sup>rd</sup> of KIAs. This effects the full utilization of funds and support meant for Talent Development of KIAs. Considering NCOE being primary stakeholder along Talent Development pathway, it may be prudent to give effect to the mandate of scheme to support KIA through Rs 5 lakh per athlete per KIA.
- 4. In view of above efforts, as a convergence measure, for effective utilization of funds, to strengthen the efforts of SAI National centres of excellence (NCOE) in nurturing bench strength for Team India, proposal is placed for funding from Khelo India towards training of Khelo India Athletes in SAI NCOEs with effect from FY 2025-26. Any additional expenditure towards KIA to maintain uniformity vis a vis non Khelo India Athletes in NCOE, may be met out of SAI Block Grant.
- 5. The financial implication per annum is as below

Sl No	Current Number of Khelo India Athletes in NCOEs	Cost per Khelo India Athlete p.a (In INR)	Total Estimated Costs (In INR)
1	1000* (Approximately)	INR 5 Lacs	INR 50 Crores

<sup>\*</sup> The number of KIAs in NCOEs keeps varying and generally hovers around 1/3rd of total KIAs. However, the funding is proposed to be as per the actual strength of KIAs in NCOEs and as per the latest funding norms of KIAAs.

Approval of the DPAC is solicited for the above proposal.







Agenda Item No	11		
Agenda	Proposal for Sanction of Funds Towards ICT		
	and Infrastructure Enablement for Khelo India		
	Digitization		
Component	Sports Competitions & Talent		
	Development		

- 1. The digitization of the Khelo India Scheme is pivotal in operationalizing its vision of fostering grassroots participation and nurturing sporting excellence across the country. Technology-led interventions are instrumental in establishing a frictionless, integrated, transparent, and data-driven ecosystem, thereby facilitating real-time decision-making and the seamless execution of programmatic activities.
- 2. The 47th meeting of the DPAC convened on 20.09.2024(Agenda Item No. 09), resolved to undertake end-to-end digitization across all verticals and sub-modules under the Khelo India umbrella. To ensure secure, compliant, and scalable deployment of these digital assets, adherence to the Guidelines for Indian Government Websites (GIGW) and associated cybersecurity protocols prescribed by NIC is mandatory.
- 3. In this context, the following technical and infrastructural interventions are proposed to operationalize and sustain the digitization efforts:

S No	Requirement	Description	Estimated Expenditure	Period
1	SSL Certificates	Procurement of digital certificates to secure Khelo India and Fit India domains and ensure end-to-end encryption and mandatory as per NIC guidelines	₹50,000	Annual
2	Security Audit for Web Portals	Third-party vulnerability assessment and penetration testing (VAPT) for Khelo India Website, SLKIC/KISCE Website, Fit India Portals, NSRS Portals, Sports for Women, Dashboards, etc., as per NIC standards and guidelines	₹7,50,000	Annual







S No	Requirement	Description	Estimated Expenditure	Period
3	Android Mobile Devices	Cybersecurity audits and compliance testing for Khelo India, NSRS, and Fit India Android appsetc	₹2,50,000	One- time
4	iOS Mobile Devices	Compliance testing and auditing for iOS-based mobile apps of Khelo India, NSRS, and Fit Indiaetc	₹2,50,000	One- time
5	Tablets (iOS and Android)	Devices for QA, regression testing, and User Acceptance Testing (UAT) of various mobile applicationsetc	₹2,50,000	One- time
6	UAT Server	Deployment of a dedicated UAT environment for preproduction validation of applications.	₹7,50,000	One- time
7	Staging Server	In-house environment for continuous integration and development (CI/CD) for Khelo India digital assets.	₹5,00,000	One- time
8	Enterprise AI Applications	Integration of AI-driven modules for intelligent dashboards, analytics, user behavior prediction, and system optimization.	₹50,000	One- time
9	SMS Services from NIC	Bulk messaging infrastructure for event communication, OTP-based verifications, and stakeholder engagement (~10 lakh SMS/year).	₹1,10,000	Annual
10	Online Meeting Platform Subscription	Enterprise-grade video conferencing and virtual collaboration solution for engagement with 1000+ Khelo India Centres, federations, and all other stakeholders.	₹2,50,000	Annual







S No	Requirement	Description	Estimated Expenditure	Period
11.	Website Re design and integration	Currently, even though digitalization of verticals has happened, an integrated website for Khelo India is required.	5,00,000	One- time

**Total Estimated Cost: ₹37,10,000/-** (Rupees Thirty-seven Lacs Ten Thousand Only)

# Approval of the DPAC is solicited for:

Financial approval of Rs. ₹37.1 Lacs (Rupees Thirty-seven Lacs Ten Thousand Only) to ensure cyber-secure, standards-compliant, and stakeholder-centric deployment of digital platforms under the Khelo India ecosystem towards the proposed ICT infrastructure and software security initiatives.







Agenda Item No	12
Agenda	Budget Approval for Khelo India Water Sports Festival, Srinagar
Component	Sports Competitions& Talent Development

- 1. Under the component of Sports Competitions and Talent Development of Khelo India Scheme, vide Gazette Notification dated 4 March 2022, it is mentioned that the Central Government will organize National-level competitions in respect of high-priority/priority sports disciplines. So far 19 editions of Khelo India Games have been successfully conducted including 7 editions of Khelo India Youth Games (KIYG), 4 editions of Khelo India University Games (KIUG), 5 editions of Khelo India Winter Games (KIWG), 2 editions of Khelo India Para Games (KIPG), & 1 edition of Khelo India Beach Games have been successfully conducted with the participation of over 55000 athletes from 36 States/UTs.
- 2. In the series of conducting Khelo India Games, the Govt. of India has decided to introduce a new initiative ie **Khelo India Water Sports Festival 2025, Dal Lake in J & K** to promote water sports in India. The Games shall be conducted in 5 Sports (3 Competitive and 2 Demo Sports).
- 3. The games are being planned to be organized independently by the UT of Jammu & Kashmir. For the conduct of the Khelo India Water Sports Festival 2025, Dal Lake in J & K (Earlier named as Dal Lake Water Festival) an amount of Rs 2.37 Cr was approved under the Sports for Peace and Development vertical of Khelo India Scheme. Out of the approved amount, an amount of Rs. 1.78 Cr (75% of the total approved cost of ₹ 2.37 Cr.,) has been released to the Jammu & Kashmir Sports Council.
- 4. It is pertinent to note that organizing the games ensures that the technical conduct is benchmarked to international standards. The use of technology-driven initiatives such as Online Registration through NSRS, Time Scoring and Result (TSR), Games Management System, Facial Recognition, and Certificates through Digi-Locker along with the best of the Accommodations, Transportation, Nutritious Food and Apparel ensure that the athletes are exposed to international standard exposure in a domestic environment. These Games help in promoting the culture of sports, and citizen engagement and provide a platform for talent identification.
- 5. Further, a meeting was held on 12 June 2025 along with the officials of UT of J & K and SAI wherein the officials of J &K requested SAI to finalize the modalities for the technical conduct of the Games as is followed in other edition of Khelo India Games. Accordingly, an additional budget may be approved as technical conduct which was not included in the approved budget of Rs 2.37 Cr (in the budget mentioned at para 3).
- 6. For the successful organization of the games and for maintaining the standard of the Games and the brand value of Khelo India a budget estimate has been prepared for the technical







conduct of the Games upcoming edition of **Khelo India Water Sports Festival 2025**, considering factors such as the *Number of Venues*, *Sports Disciplines*, *Participants including Athletes etc*. The details are as follows:

S.No	Functional Areas/Items of Expenditure	Khelo India Water Sports Festival 2025 Proposed Budget (Rs. Cr)
Α	Technical Conduct of the Games	0.90
	(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 & Travel of	
	State Contingent	
В	Administrative Expenditure	0.10
	(incl. TA/DA to the workforce, air &local	
	Travel, Boarding, Lodging, expenditure on the	
	conduct of meetings, stationary, miscellaneous,	
	etc.)	
	Total (Rs. Cr)	1.00

# Approval of the DPAC is solicited for:

- i. Approval for the estimated budget of Rs. 1 Cr towards Khelo India Water Sports Festival 2025, to be debited under the "Sports for Peace and Development" Vertical of Khelo India.
- ii. Authorizing DG to incur expenditures up to 10% above the approved budget and re-appropriate funds from one head to another head of expense within the approved budget.
- iii. Host State may re-appropriate Host State funds from one head to another head of expense within the approved budget if required







Agenda Item No	13
Agenda	Fit India Conference and Seminar for F.Y. 2025-26
Component	Fit India Movement

- 1. The **Fit India Movement**, launched on **August 29, 2019** by the Hon'ble Prime Minister of India, aims to inspire citizens to prioritize fitness and adopt healthier lifestyles. Since its inception, the Government has undertaken various initiatives to integrate fitness into the daily routines of individuals, institutions, and communities.
- 2. In continuation of this mission, Fit India proposes to organize a national-level Fit India Conference and Seminar. The event is envisioned as a strategic platform to deepen stakeholder engagement, assess progress, and define the way forward under the Fit India framework.
- 3. The proposed conference and seminar will serve the following key purposes:
  - Showcase best practices in fitness promotion across states, sectors, and institutions
  - Enable meaningful interaction among policymakers, fitness experts, educators, health professionals, and community leaders
  - Promote the incorporation of fitness programs into schools, workplaces, and public infrastructure
  - Foster enhanced collaboration between central and state governments for fitnessled initiatives
  - Align India's fitness agenda with its broader vision for preparation toward international sporting events, including the Olympics
- 4. The event will include interactive sessions, panel discussions, state presentations, and live fitness demonstrations, making it both informative and participative.
- 5. As part of the conference activities, the quarterly meetings of the Cycling Advisory Committee will also be convened. These meetings play a pivotal role in planning and promoting cycling as a sustainable, accessible, and inclusive mode of fitness under the Fit India Movement.
- 6. Provisions will be made for:
  - TA/DA for committee members participating in the meetings
  - Meeting arrangements, including venue, equipment, refreshments, and hospitality

Financial implication for the year 2025-26 is as follows:

S.No	Particulars	Amount (In Rs.)
1.	Lodging & boarding for delegates and CAC	10,00,000
	members	
2.	Miscellaneous (TA/DA, etc.))	10,00,000
	Total 20,00,000/-	







7. For the organization of the Fit India Conference and Seminar, including all necessary logistical and administrative arrangements, a budgetary allocation of ₹20,00,000 for the F.Y. 2025-26 is proposed as below to cover expenses related to venue, hospitality, event materials, publicity and promotional activities, as well as TA/DA and logistical arrangements for the quarterly meetings of the Cycling Advisory Committee, which will be held as part of the conference proceedings.

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

- i. Organization of the Fit India Cycling Advisory Committee meetings, Conference and Seminar
- *ii.* Budget approval of ₹20.00 Lacs for F.Y. 25-26 for the seminar and conference conducted under the Fit India Movement







Agenda Item No	14
Agenda	Engagement of Celebrities for Fit India Movement
Component	Fit India Movement

- 1. The **Fit India Cycling Drive** was launched by the Hon'ble Union Minister of Youth Affairs and Sports at the **Major Dhyan Chand National Stadium** on **17th December 2024**. Since then, the initiative has evolved into a nationwide movement titled "Sundays On Cycle", now held in over **7,500 locations** across India, with participation from more than **4 lakh cyclists**.
- 2. This campaign has gained widespread recognition and was notably acknowledged by the Hon'ble Prime Minister during the 117th episode of 'Mann Ki Baat', where he emphasized its role in promoting a healthier and more active lifestyle. In response to his clarion call to fight obesity and encourage physical activity, cycling has emerged as an inclusive, eco-friendly, and effective fitness practice aligned with the goals of the Fit India Movement.
- 3. To further enhance the visibility, public engagement, and mass appeal of the Sundays On Cycle campaign, it is proposed to **invite celebrities from sports, cinema, influencers etc.** to participate in selected events. The presence of well-known public figures is expected to:
  - Draw larger public attention and media coverage,
  - Inspire youth to adopt a physically active lifestyle,
  - Reinforce the core message of fitness and health for all.
- 4. It is pertinent to mention the participation of Ayushmann Khurrana in the Fit India Carnival, and Ms. Sharvari, Mr. Amit Sial, Ms. Madhurima Tuli, among others, in various Sundays On Cycle campaigns has attracted lots of public & media attention to the events. This necessitates expenditures to manage and accommodate the celebrities.
- 5. In this regard, it is proposed to allocate an amount of **Rs. 60.00 Lacs** towards engagement of **celebrities** in the Sundays On Cycle campaign, including reimbursement of their TA/DA **and** lodging/boarding expenses as admissible to a Joint Secretary to the Govt. of India.

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

Budget approval Rs. 60 lacs for engagement of celebrities from sports, cinema, influencers etc. in the Sundays On Cycle campaign from the budget of Fit India.

The budget allocation may be made under Fit India vertical of Khelo India.







Agenda Item No	15
Agenda	Ratification: Fit India Regional-level Events for FY 2024-25
Component	Fit India Movement

- 1. The Regional Centres of the Sports Authority of India, located at 12 locations across the country, are crucial for strengthening the Fit India Movement at the grassroots level. It is imperative to organize various regional-level events/campaigns. These will ensure local participation, media amplification, and enthusiasm among citizens, thereby helping to popularize the Fit India Movement.
- 2. Accordingly, the list of activities taken up in the proposal as follows:
  - Yoga Session/Training: Simple sessions, with segments for seniors and differently-abled individuals.
  - **Self-Defense Workshops**: Teach basic techniques for women and teens, emphasizing fitness benefits.
  - Traditional Sports Revival: Promote traditional Indian games as fitness activities.
  - **Fit Families Challenge**: Family teams compete in tasks like tug-of-war, relay races, and obstacle courses.
  - Senior Citizen Wellness Day: Chair yoga, nature walks, and seated games tailored for seniors.
  - Park Olympics: Mini-Olympics with activities for all ages, including adapted games for kids and seniors.
  - **Fit India Flash Mob**: Pre-planned flash mob with simple moves and fitness demos, shared online.
  - **Health & Wellness Fair**: Health check-ups, nutrition stalls, and wellness demos.
  - **Photo Zones**: Booth with props for social media sharing using fitness hashtags.
  - **Fitness Ribbons**: Hand out colorful ribbons with motivational messages.
- 3. In view of the above, it was proposed that the SAI Regional Centres in their respective states conduct the Fit India Regional Events, as per financial implications as below:

S.No.	Description	Amount (In
		INR)
1.	Estimated cost for one Regional Centre (including	15,00,000
	conduct of activities, branding, procurement of T-	
	Shirt etc.)	
Total I	Estimated Cost for 12 Centres	15,00,000*12=
		1,80,00,000/-







- 4. The total estimated cost projected for 12 Regional Centres was Rs. 15,00,000 \* 12 = Rs. 1,80,00,000/-.
- 5. In this regard, approval of Secretary, Sports cum Chairperson, DPAC was obtained on file for the release of Rs. 15,00,000/- towards the conduct of Fit India Regional Events for each Regional Centre, amounting to a total of **Rs. 1,80,00,000**/-.
- 6. Accordingly, the Fit India Regional Events were conducted by various centres including Fit India Coastal events, celebration of indigenous events, community engagements at parks, malls etc. The regional events have encouraged people to celebrate fitness as a way of life.

# Ratification of the DPAC is solicited for:

Approval for conducting Fit India Regional Events by the Regional Centres of SAI for a total expenditure of Rs 1.8 Crore (i.e Rs 15 lac per RC)

The expenditure to be incurred under the Fit India vertical of the Khelo India Scheme.







Agenda Item No	16
Agenda	Ratification: Expenditure towards conduct of Chintan Shivir 2025
Component	Fit India Movement

- 1. With a strategic vision for the 2028 Los Angeles Olympics and India's ambitious bid to host the 2036 Summer Games, Union Minister of Youth Affairs & Sports and Labour & Employment, Dr. Mansukh Mandaviya, had chaired a high-level meeting Chintan Shivir in Hyderabad on March 7-8, 2025. The two-day brainstorming session, hosted at Kanha Shanti Vanam, Hyderabad brought together sports ministers from various States/UTs, senior sports administrators, key government officials, and domain experts to exchange ideas and craft a roadmap for India's emergence as a global sports powerhouse. The deliberations focused on enhancing sports governance, grassroots talent identification, infrastructure development, inclusivity, and fostering collaborations.
- 2. Representatives from over 30 states included state sports ministries, senior officials from state sports departments, members of various committees, officials of SAI, representatives of IOA, Elite athletes, members from sports promotion boards had taken part and deliberated for two (02) days on various pertinent issues for development of sports in the country. For the conduct of the Chintan Shivir at Kanha Shanti Vanam, an amount of Rs 1.80 Cr was approved on file by Hon'ble Minister, MYAS. In addition to the above approved amount, Rs. 23,35,000 was spent by SAI RC, Bengaluru as per the requirement for smooth conduct of the event, including fitness kits, Sundays on Cycle event, branding, etc.
- 3. Accordingly, the approval of Secretary (Sports) cum Chairperson DPAC was obtained on file for release of Rs. 23,35,000/- to RC Bengaluru for Chintan Shivir under promotional activities of Fit India.

#### Ratification of the DPAC is solicited for-

Expenditure of Rs. 2,03,35,000/- towards conduct of Chintan Shivir and same may be booked under Fit India Movement.







Agenda Item No	17
Agenda	Ratification: Additional Expenditure in conduct of Fit India Carnival 2025
Component	Fit India Movement

- 1. The Fit India Carnival 2025 is a three-day-long fitness and wellness festival aimed at celebrating and encouraging a healthy and active lifestyle among individuals of all ages held at Jawaharlal Nehru Stadium (JLN Stadium), New Delhi, from 16th March to 18th March 2025. The agenda for organising the Fit India Carnival was ratified in the 50<sup>th</sup> DPAC.
- 2. The 1<sup>st</sup> of its kind Fitness Carnival was launched by the Hon'ble Union Minister of Youth Affairs and Sports, along with Ayushmann Khurana and other fitness celebrities. The Fit India Carnival included three days of diverse fitness, health, and wellness activities, engaging citizens from various age groups and witnessing a footfall of over 25000 individuals.

#### 3. Setup at JLN Stadium

- a) **Stage Setup**: Central stage for launch, performances, and fitness demonstrations.
- b) **Activity Zone**: Group activities including Yoga, Zumba, Aerobics, and interactive fitness challenges.
- c) **Demonstration Zone**: Self-defense training sessions and expert-led fitness workshops.
- d) **Fun Sports Zone**: Mini sports courts (badminton, volleyball) and a section for traditional Indian sports (Kabaddi, Kho-Kho, Tug of War), Human size board Games.
- e) **Nutrition & Wellness Zone**: BMI assessment, nutrition consultation, mental wellness workshops, and hydration stations.
- f) **Experience Zone for Games**: Showcasing Fit India Activities and Campaigns, FIMA digital setup for experience, etc.
- g) **Entertainment & Engagement**: Live music, Folk dance activities, and flash mobs etc, to ensure a celebratory atmosphere.
- 4. In this regard, a tender was floated through the CPP Portal under Tender ID No. 2025\_SAI\_851666\_1, dated 04.03.2025 and M/s Hyperlink Brand Solutions Pvt. Ltd was identified as H1 bidder for a total cost of Rs. 1,24,96,200.00 (Rupees One crore twenty-four lakh ninety-six thousand two hundred only) inclusive of GST.
- 5. Further, pursuant to the review meeting on 15.03.2025 and on-site recce, additional requirements from the Scope of Work arose out of the elaborate setup of Sports Science stall including Fit India Mobile Application, stalls for various companies were prepared to make the carnival more interactive and engaging. Additionally, the additional requirement of the furniture items and overlays items in making the Carnival accessible for divyang, have also led to the increased items in the requirements.
- 6. Furthermore, reference is invited to the Para 20 of the RFP for Fit India Carnival wherein it is stated that "The scope of work as indicated is tentative and the requirements may evolve over







time, SAI reserves the right to increase or decrease the quantity/work as per the requirement without any change in the unit price and other terms & conditions quoted by the bidder during the period of contract subject to a variation of 25% of the total cost of the tender."

- 7. Against the increased requirements, M/s Hyperlink Brand Solutions Private Limited had submitted an <u>estimate of Rs. 26.62 Lakhs</u> (inclusive of GST), which is 21.3% increase in the overall cost of the tender value.
- 8. In this regard, approval of Secretary, Sports cum Chairperson, DPAC was obtained on file for approving the increased work at a cost of Rs. 26.62 Lakhs (inclusive of the GST), amounting to a sanction of total of Rs. 1,51,58,280/- towards the conduct of Fit India Carnival from 16th to 18th March 2025.

The expenditure is to incurred under the Fit India Component of Khelo India Scheme.

# Ratification of the DPAC is solicited for-

Approving the additional work at a cost of Rs. 26.62 Lakhs (inclusive of taxes), amounting to a sanction of total of Rs. 1,51,58,280/- (inc. taxes) towards the conduct of Fit India Carnival from 16th to 18th March 2025.

The expenditure is to incurred under the Fit India Component of Khelo India Scheme.







Agenda Item No	18
Agenda	Ratification: Fit India Promotional Activities FY 2025-26
Vertical	Fit India Movement

- 1. In order to achieve the objective of promoting fitness to the masses, various activities are being organized by the Fit India Mission, such as Sundays on Cycle, Fit India Quiz, Fit India Freedom Run, Fit India Week, National Sports Day, etc. However, it is felt that there is a need to strengthen the promotional activities conducted under the Fit India Mission to improve visibility and reinforce the Fit India brand. For FY 2025-26, the activities planned as part of the promotional activities under Fit India are as follows:
  - Engagements with various Fit India influencers and other personalities as part of the broader promotion of the Fit India brand and any other activities to be held during the year.
  - Promotional materials like T-shirts, stationaries, mementoes, etc for Fit India Cycling Drive, and other campaigns, etc.
  - Promotional gift hampers for winners of 7 Days, 7 Resolution, challenges being held on FIMA, etc.
  - Security upgrades/audit of the Fit India website, Fit India Mobile App, and other miscellaneous expenses.
  - The Regional Centres of SAI are active implementation agencies and provide operational support to various campaigns and events of the Fit India Mission. Eventspecific branding may be done in states under their jurisdictions. Fit India promotional activities are also being carried out during the visits of Hon'ble Ministers, Members of Parliament, and Members of Legislative Assemblies.
  - Fit India Regional events like Beach games, Indigenous sports, etc to be conducted by the Regional Centres of SAI on similar lines as last year.
  - Placing branding elements of Fit India at various vantage points of SAI Stadia, SAI
    Regional Centres, SAI NCOEs, SAI STCs, etc, State Bhawans in New Delhi,
    Archaeological Survey of India sites, etc., to improve the visibility of the Fit India
    brand as well as the Fit India Mobile Application.
  - Any other expenses of Fit India.
- 2. In this regard, it is submitted that the 47th DPAC had approved an amount of Rs. 75 Lakhs for the promotion of Fit India activities for the year 2024-25. However, due to an increase in the number of campaigns, the addition of new activities such as Sundays on Cycle, Chintan Shivir, Regional events, and the celebration of Women's Day, the expenditure incurred has exceeded the approved funds. Accordingly, the 50th DPAC had ratified an additional fund of Rs 75 lacs for Fit India Promotional Expenses for FY 2024-25. As against this approved amount of Rs. 1.50 Cr for 2024-25, Rs. 1.06 Cr. was spent in 2024-25 and the committed liabilities on 31.03.2025 stood of Rs. 35 lacs.







3. Considering the previous year's expenditures and activities planned in FY 2025-26, Rs. 1.5 Crores has been projected for Fit India promotional activities. Accordingly, approval of the Secretary (Sports) cum Chairperson, DPAC was obtained on file for **Rs. 1.5 Crore** for Fit India Promotional Activities for F.Y. 2025-26.

## Ratification of the DPAC is solicited for-

Approval for Rs. 1.5 Crore for Fit India Promotional Activities for F.Y. 2025-26

The expenses are to be incurred under Fit India Component of Khelo India Scheme







Agenda Item No	19
	Ratification: Approval for conducting Fit India activities including Sundays on Cycle campaign at New Delhi and at Regional Centres of SAI
Component	Fit India Movement

- 1. The Fit India Mission, launched in 2019 by the Hon'ble Prime Minister of India, aims to make fitness a daily part of every Indian's lifestyle. In continuation of this objective, the **Fit India Cycling Drive** was initiated by the Hon'ble Union Minister of Youth Affairs & Sports on 17th December 2024 at Major Dhyan Chand National Stadium, New Delhi. During this, the **Sundays on Cycle (SoC)** campaign was launched, encouraging citizens to cycle every Sunday to promote fitness, eco-friendliness, and community engagement.
- 2. The campaign has seen wide participation across India and is being conducted by stakeholders including SAI Regional Centres, Khelo India Centres, NGOs, and citizen groups. The events have included cycling drives, yoga, self-defense workshops, Fit Families Challenges, and revival of traditional games.

In 2025-26, following has been undertaken:

#### • Fit India Activities at SAI Regional Centres-

3. To strengthen the movement at the grassroots level, the 12 SAI Regional Centres conduct a series of Fit India Activities including Sundays on Cycle campaigns, fitness workshops, and wellness challenges.

Description	Amount (INR)
Estimated cost per Regional Centre (SoC and other Fit India events, branding, T-Shirts etc.)	₹20,00,000
Total for 12 Regional Centres	₹2,40,00,000

## • Sundays on Cycle Campaign at Regional Centres-

4. Additionally, to ensure focused implementation of the Sundays on Cycle campaign across the 12 SAI Regional Centres, dedicated funding has been proposed:

Description	Amount (INR)
Estimated cost per Regional Centre (SoC-specific activities)	₹10,00,000
<b>Total for 12 Regional Centres</b>	₹1,20,00,000







## • Sundays on Cycle Campaign at New Delhi-

5. Thematic events on every Sunday have been conducted in New Delhi in which various stakeholders from across different sections of the society have collaborated to spread the message of fitness and fight obesity-

S.No.	Date of SOC	Partner Groups	Approved Amount (INR)
1	6th April 2025	STATE POLICE	₹17,00,000
2	13th April 2025	Resident Welfare Associations	₹15,00,000
3	20th April 2025	MYBHARAT	₹14,96,900
4	27 <sup>th</sup> April 2025	Cancelled (In solidarity with the victims of extremism in Pahalgam)	-
5	4th May 2025	Teacher	₹11,00,000
6	11th May 2025	Lawyers	₹11,00,000
7	18th May 2025	Indirect Taxes & Customs	₹11,00,000
8	25th May 2025	Journalists	₹11,00,000
9	1st June 2025	World Bicycle Day	₹16,50,000
10	8th June 2025	Indian Railways	₹15,00,000
11	15.06.2025 – 13.07.2025 (weekly events)	Various groups	₹50,00,000 (est.)
	Total	₹1,72,46,900	

# • RFP for Sundays on Cycle for 52 weeks/1 Year-

In addition to the above, to derive the benefit of economy of scale, standard uniformity, a proposal to float RFP for engaging agency for Sundays on Cycle for 52 Weeks/01 year (which ever is later) for an estimated amount of Rs. 3.90 Cr. has been taken up. The same has been approved by Secretary (Sports) cum Chairman, DPAC on file.

## • Total Financial Implication submitted for ratification:

Activity	Amount (INR)
Fit India Activities at 12 Regional Centres	₹2,40,00,000/-
Sundays on Cycle at 12 Regional Centres	₹1,20,00,000/-
Sundays on Cycle in New Delhi (April 2025 to 13.07.2025)	₹1,72,46,900/-
Engagement of agency for 52 Weeks/ 01 year)	₹ 3,90,00,000/-
Total	₹ 9,22,46,900/-







The expenditure shall be booked under the Fit India Component of the Khelo India Scheme.

# Ratification of DPAC is Solicited For:

Total budget of **₹9,22,46,900/-** to be incurred under the **Fit India Vertical** for Fit India activites enumerated above.

The expenditure shall be booked under the Fit India Component of the Khelo India Scheme







Agenda Item No	20
	Ratification: Approval for engagement of Project Management Unit (PMU) for FIT India Movement
Component	Fit India Movement

- 1. The Fit India Movement was launched on 29th August 2019 with the objective of promoting health and fitness among the citizens of our country. In order to strengthen the Fit India Movement through ongoing initiatives such as Sundays on cycle, cycling drives with social cause are conducted regularly at various locations including SAI RCs, NCOEs, KICs etc, in collaboration with stakeholders like CFI, Cycling Groups etc, that requires greater coordination with states, RCs, other stakeholders.
- 2. Also, various upcoming and ongoing campaigns like formation of Namo Fit India Clubs, Ideas on My Bharat Initiatives, Increasing Fit India outreach, Fit India Events and Campaigns, 7 days 7 Resolutions, etc necessitates additional manpower for various campaigns under Fit India Mission. Accordingly, an RFP was issued inviting Online Bids from qualified Firms to associate with SAI as Agency to provide professionals for Fit India.
- 3. The **Project Management Unit (PMU)** for the **Fit India Movement** will act as a multidisciplinary body responsible for ideating, strategizing, implementing, and managing various initiatives to promote fitness and wellness across India. The unit will operate across key functional areas such as ideation, strategy, marketing, partnerships, on-ground operations, and technological innovations. It will also undertake any other incidental work to achieve the objectives of the Fit India Movement.
- 4. The project would require a definitive team consisting of Team members who will be the part of strategic consultancy and will be deployed for full-time onsite support. Accordingly, 10 resources including Project Manager, Senior Consultants, Consultants, Managers, etc were to be engaged.
- 5. The estimated financial implication for the engagement of this manpower is ₹1,95,40,821/-, inclusive of taxes. Further, the RFP includes a 25% increase clause over the initial estimate permissible for contingency or scaling purposes. Therefore, the total sanction sought, including the 25% headroom amounts to ₹2,44,26,027/-.

#### Ratification of DPAC is solicited for the following proposal:

Approval for the engagement of a Project Management Unit (PMU) under the Fit India Movement with Financial implications of  $\gtrless$ 2,44,26,027/- (inclusive of 25% escalation provision in the contract)







Agenda Item No	21	
Agenda	Proposal for hosting ASMITA League at City/District level under Khelo India Scheme	
Component	Promotion of Inclusiveness through Sports (Sports for Women)	

- 1. Vide Khelo India Gazette notification dated 4th March 2022, as per Para 1.3.5. (IV) (i) While all the components of the Khelo India Scheme are gender neutral and afford opportunities to women too for participating in sporting activities and development of sports, competitions, leagues and tournaments for women, as well as other disadvantaged groups may be organized in different disciplines at various levels.
- 2. The organization of regular competitions is a crucial aspect of fostering a strong sporting culture. To drive a sustainable sports ecosystem and expand the reach of the ASMITA League across the country, NSF/other stakeholders in consultation with various stakeholders such as SAI, State Governments, and Local Authorities— will identify popular pockets for targeted disciplines across India to host sports competitions during the financial year 2025-2026.
- 3. It is submitted that the ASMITA League was approved in the 39th, 40th, 47th and 49th DPAC. In which more than 1280 ASMITA League in 30 Sports Disciplines with the participation of over 1,36,000 women athletes. The overwhelming response to the women leagues has been inspiring.
- 4. In response to the overwhelming demand, it is proposed to conduct 852 ASMITA League competitions at the City/District level across the country in 15 sports disciplines (All Recognized by the Ministry of Youth Affairs & Sports) [refer Annexure V] for the financial year 2025-26. The City/District level ASMITA League is designed to strengthen grassroots participation, providing a competitive platform for athletes across diverse disciplines. With a focus on inclusivity and structured engagement, these leagues will enhance sporting opportunities at the foundational level.
- 5. Subsequently, ASMITA Zonal and National Leagues will be organized for a few Sports Disciplines in the financial year 2025-26, further elevating competitive exposure and fostering talent progression at higher levels.
- 6. This expansion will create new opportunities for countless talented women athletes, enabling them to showcase their prowess. Additionally, efforts will be made to reach untapped regions of the country to foster inclusivity and broader participation in competitive sports.
- 7. Wherever the NSF is not in position to conduct league, SAI will coordinate for the league with the help of various stakeholders like State Govt., Universities, State Associations, KICs, SLKICs, KIAAs, private clubs, Armed forces, etc.







8. **Financial Implication for ASMITA League (City/District)**: The budget for each discipline for each city/District will be as follows –

Particulars	Cost (In
	INR)
Administrative	Rs 75,000/-
Expense	(As Approved by
Technical	Secretary, Sports, GoI)
Conduct	
Branding	

- 9. 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. It is proposed that the Organizing unit 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 "ASMITA League" and the rights may be used as "Sponsored By / Powered By/ Co-Sponsored By/ Co-Powered By" etc.
- 10. DG SAI, may be authorized to decide no. of disciplines and no. of cities as per viability, feasibility and interested entities.
- 11. 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 the DPAC is solicited for:

- (i) Financial Approval for 2025-26 of Rs. 75, 000/- per league towards the conduct of 852 ASMITA League at City/ Districts in Kickboxing, Wushu, Weightlifting, Judo, Yogasana, Football, Badminton, Rugby, Taekwondo, Penchak Silat, Cycling (Road), Kayaking and Canoeing, Squash, Swimming & Athletics with an estimate of Rs. 6,39,00,000/- (75,000\*852 leagues)
- (ii) Director General, SAI may be authorized to allow expenditure up to 10% beyond the approved amount for leagues approved for 2025-26 and the nature of expenditure as well.