



Basic Details

Organisation Chain	Sports Authority of India [HO,New Delhi] Equipment Support Division		
Tender Reference Number	01-34009(01)/3/2025-HO - FIT INDIA		
Tender ID	2025_SAI_809135_1		
Tender Type	EOI	Form of contract	EOI
Tender Category	Services	No. of Covers	1
Payment Mode	Not Applicable	Is Multi Currency Allowed For BOQ	No
Is Multi Currency Allowed For Fee	No		

Cover Details, No. Of Covers - 1

Cover No	Cover	Document Type	Description
1	Fee/PreQual/Technical/Finance	.pdf	EOI from Partners for Various Campaigns under FIT India Movement.

Tender Fee Details, [Total Fee in ₹ * - 0.00]

Tender Fee in ₹	0.00		
Fee Payable To	NA	Fee Payable At	NA
Tender Fee Exemption Allowed	NA		

EMD Fee Details

EMD Amount in ₹	0.00	EMD Exemption Allowed	NA
EMD Fee Type	NA	EMD Percentage	NA
EMD Payable To	NA	EMD Payable At	NA

Work / Item(s)

Title	EOI from Partners for various campaigns under FIT India Movement.				
Work Description	EOI from Partners for various campaigns under FIT India Movement.				
Pre Qualification Details	Please refer Tender Document.				
Tender Value in ₹		Product Category	Miscellaneous Services	Sub category	NA
Contract Type	Tender	Bid Validity(Days)	75	Period Of Work(Days)	365
Location	Khelo India, JLN Stadium.	Pincode	110003	Pre Bid Meeting Place	NA
Pre Bid Meeting Address	NA	Pre Bid Meeting Date	NA	Bid Opening Place	Khelo India, JLN Stadium, New Delhi

Critical Dates

Publish Date	14-Aug-2025 06:55 PM	Bid Opening Date	13-Aug-2026 12:00 PM
Document Download / Sale Start Date	14-Aug-2025 06:55 PM	Document Download / Sale End Date	13-Aug-2026 12:00 PM
Clarification Start Date	14-Aug-2025 06:55 PM	Clarification End Date	21-Aug-2025 06:00 PM
Bid Submission Start Date	14-Aug-2025 06:55 PM	Bid Submission End Date	13-Aug-2026 12:00 PM

Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)	
	1	Tendernotice_1.pdf	EOI from Partners for various campaigns under FIT India Movement.	307.04	
Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	Expression of Interest-Fit India.pdf	EOI from Partners for various campaigns under FIT India Movement.	307.04

Tender Inviting Authority

Name	DDG, Khelo India
Address	Ramp No. 5, Khelo India, Jawahar Lal Nehru Stadium, New Delhi

Tender Creator Details

Created By	Sarath Chandra Yadav
Designation	Assistant Director
Created Date	14-Aug-2025 05:51 PM

Invitation of Expression of Interest from Partners for various campaigns under Fit India Movement

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Invitation of Expression of Interest from Partners for various campaigns under Fit India Movement

1. About SAI

The Sports Authority of India (SAI), an autonomous body under the Ministry of Youth Affairs and Sports, invites Expressions of Interest (EOI) for entering into partnership with various organizations (companies/trust/societies/LLPs etc.) for expanding the reach & visibility of Fit India Campaign.

2. Overview of the Fit India Movement-

FIT INDIA Movement was launched on 29th August, 2019 by Hon'ble Prime Minister with a vision of "Hum Fit Toh India Fit" and with the slogan "Fitness ki Dose, Aadha Ghanta Roz".

The mission of the Movement is to bring about behavioural changes and move towards a more physically active lifestyle. Towards achieving this mission, Fit India proposes to undertake various initiatives and conduct events to achieve the following objectives;

- To promote fitness as easy, fun and free
- To spread awareness on fitness and various physical activities that promote fitness through focused campaigns
- To encourage indigenous sports
- To make fitness reach every school, college/university, panchayat/village, etc.
- To create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories
- To achieve policy convergence to promote the overall vision of the movement.

In pursuit of the above objectives the Fit India Mission has undertaken various programs and campaigns like Sundays On Cycle, Fit India Carnival, Fit India School Week, Fit India Freedom Run, Fit India Quiz, National Sports Day, Fit India Freedom Rider Bikers Rally, etc.

3. Fit India Movement – Key Initiatives & Activities-

3.1 Sundays on Cycle

Launched on 17th December 2024, this initiative aims to create a sustainable and community-driven ecosystem to promote cycling as a daily mode of physical activity and a means to reduce environmental impact. Under this campaign, streets are designated as non-motorized zones every Sunday, exclusively open for cycling, walking, and group fitness activities. The program is implemented in coordination with local authorities, civil society organizations, and educational institutions.

Impact:

- Conducted in over 7,500+ locations
- Active participation by over 5 lakh citizens
- Registration of 16,000+ portal registration
- Promotes active mobility, community fitness, and eco-friendly practices

3.2 Fit India Carnival-

The Fit India Carnival, held on 16-18th March 2025, serves as a national platform integrating fitness, culture, innovation, and wellness. It is organized as a three-day annual celebration aimed at fostering dialogue and awareness around healthy lifestyles. Key components include mass fitness sessions, cultural performances, interactive wellness zones, indigenous games, and exhibitions by health-tech startups.

Impact:

- Participation by over 25,000 citizens in inaugural edition.
- Engagement from schools, corporates, fitness professionals, and youth groups
- Celebrity and Fit India Influencers' presence. Ayushmann Khurana declared as Fit India Icon.
- Strengthened convergence between public, private, and civil society stakeholders in wellness promotion.

3.3 Fit India Quiz-

The Fit India Quiz, launched in 2021, is the nation's first large-scale fitness and sports knowledge competition for school students. The initiative aims to enhance awareness about health, fitness, and India's sporting legacy. Conducted in three tiers—School, State, and National—the quiz fosters teamwork, competitive spirit, and curiosity around fitness. This is one of its kind national level quiz, that ensures representation of all states.

- Participation of over 4 lakh students from over 1 lakh schools in 3 editions
- Prize pool of ₹3.25 crore distributed among students and institutions
- Broadcast via national television and digital media to drive public engagement

3.4 Fit India Week

Organized annually during November–December, Fit India Week seeks to institutionalize fitness habits within the academic calendar of educational institutions. Activities include fitness challenges, athlete talks, assessments, and creative competitions designed to inculcate healthy routines among students, teachers, and parents.

Impact:

- 85 Lakhs+ students participated in the 2024 edition
- Involvement of 14 Lakhs+ schools nationwide across 3 years.

- Activities include fitness pledges, annual sports day, talent identification, quizzes, etc

3.5 Fit India Mobile App (FIMA)

Launched in 2021, the Fit India Mobile App offers citizens a digitally enabled, multilingual platform for real-time fitness assessment and tracking. It leverages AI-based nudges and personalized routines to promote consistent physical activity. The app also promotes sustainable mobility by tracking carbon footprint savings and is aligned for future integration with health devices.

Impact:

- 1.3 million+ downloads across user segments
- Available in 12 Indian languages
- Free customized Diet plan
- Cycling & running tech features
- Fitness tests based on age-appropriate fitness protocols.

3.6 National Sports Day

National Sports Day (NSD) celebrated every year on 29th August, commemorates the birth anniversary of the hockey legend Major Dhyan Chand. NSD 2024 was celebrated from 26th to 31st August 2024, marking an exciting and impactful week across India. From ministries and departments to schools, universities, training centres, and corporate groups, a wide range of stakeholders participated in making NSD 2024 a truly nationwide event. It wasn't just limited to official institutions; individuals, NGOs, and community clubs also contributed, demonstrating the power of collective participation in sports and fitness. A dedicated portal for registering the events was developed which is accessible from its website and Fit India Mobile App.

The National Sports Day 2024 has seen an impressive participation of over 24 lakhs citizens.

3.7 Fit India Freedom Run:

The Fit India Freedom Run, launched in 2020, has successfully completed five editions, promoting health and fitness through walking and running. The campaign is based on the concept of taking up running/jogging at a time and place of one's choosing. This year, the Freedom Run commenced on 2nd October 2024, to mark Gandhi Jayanti and the campaign culminated in the Unity Run on 31st October 2024 commemorating the birth anniversary of Sardar Vallabhbhai Patel. Similar to previous year, Fit India Freedom Run is being celebrated by various ministries and departments of Central and State government, SAI Training Centres, NCOEs, and many other stakeholders. The Campaign since 2020 has engaged 18.8 Cr participants.

3.8 FIT India Women's Week:

As part of International Women's Day celebrations, FIT India Women's Week was organized in collaboration with universities nationwide, various Union and State

Government ministries, NGOs, and Self-Help Groups, under the inspiring theme "*Stronger Her, Healthier Future*".

Throughout the week, women engaged in a wide array of activities—from self-defence training and yoga sessions to fun games, meditation classes, and career counselling across 250 + locations with a total participation of 75,000 +. *The festivities reached a grand finale with the vibrant "Pink Cyclothon" as part of the Sundays on Cycle campaign* that united more than 1 lakh women through cycling. (All activities are conducted in coordination with local institutions and are subject to respective safety norms and institutional policies.)

The Fit India Women's Week had actively engaged multiple partners like the University Grants Commission (UGC), Yogasana Bharat, Wako Kickboxing Federation and the Heartfulness Initiative to collaborate with various colleges and universities across the nation.

3.9 Fit India School Project

The Fit India School Project offers a certification framework to recognize and support schools in embedding fitness norms and health indicators within daily operations. Assessment covers physical activity, leadership involvement, fitness infrastructure, and curriculum integration. Schools are graded under Basic, 3-Star, and 5-Star categories. Impact:

- Over 50,000 schools enrolled in the certification process
- Encourages holistic involvement of school management, educators, students, and parents
- Facilitates inter-school fitness benchmarking and events

3.10 National Cycling Summit (Proposed, 2025)

The National Cycling Summit is envisaged as a first-of-its-kind, multi-stakeholder convention of our nation's cycling ecosystem, bringing together policymakers, civic authorities, citizens, private sector stakeholders, and fitness influencers. The summit will feature thematic sessions, exhibitions, city best practices, and collaborative program launches aimed at mainstreaming cycling culture.

Key Objectives:

- Strengthen the Fit India Cycling Ecosystem
- Promote urban mobility reform and cycling safety
- Facilitate cross-sector partnerships for infrastructure and behavioral change

3.11 Fit India Champions Podcast

The Fit India Champions Podcast, titled *Fitness Ki Baat Champions Ke Sath*, brings together celebrated athletes, para-athletes, and fitness enthusiasts to share their fitness journeys, routines, and tips.

Airing every 2nd and 4th Saturday on platforms like YouTube, Spotify, and Amazon Music, the podcast aims to inspire and motivate individuals to adopt a healthier, active lifestyle.

Notable episodes from 2024 features guests like Neeraj Chopra, Lovlina Borgohain equestrian Anush Agarwalla and Paralympian Sumit Antil, empowering listeners to make fitness a part of their daily lives.

***Please note:** The participation Figures and outcomes mentioned herein are estimates based on internal records and past campaigns and are subject to audit or revision. They do not constitute a guarantee of future program continuity or partnership obligations.*

4. Aims & Objectives-

In alignment with the objectives of the Fit India Movement, partnerships with various stakeholders are envisaged as a strategic lever to scale and deepen the outreach, impact, and sustainability of fitness-centric initiatives across the nation.

The following outlines the underlying rationale and intended outcomes of such collaborations:

- **Decentralized Outreach and Public Mobilization** Recognizing the vast demographic and geographical diversity of the country, the Mission seeks to leverage the presence, networks, and institutional capacities of credible external partners—such as Corporates/private, Non-Governmental Organizations, Educational Institutions, Media Platforms, and Startups—to enable last-mile fitness awareness and behavioral change.
- **Promotion of Innovation and Citizen-Centric Solutions** Partnerships are intended to foster co-creation and deployment of innovative solutions—digital tools, community-led campaigns, gamified content, or contextualized engagement models—that address fitness behaviors in a culturally resonant and scalable manner.
- **Enhanced Visibility and Public Engagement** Collaborative branding, influencer support, and access to wider communication channels through partner platforms shall contribute to raising national awareness, enhancing recall, and reinforcing the aspirational value of the Fit India identity.
- **Institutional Strengthening of the Movement** By forging structured, performance-based, and impact-oriented partnerships, the Mission aims to embed fitness values within institutions, workplaces, and educational campuses—thus creating durable behavioral change at scale.

5. Terms of Reference/ Scope of Engagement –

5.1 For Corporate/ Private Entities (CSR or Corporate Wellness Partners)

Scope of Engagement- The corporate/Private entity shall engage with the Fit India Mission to implement fitness-centric initiatives through its Corporate Social Responsibility (CSR) framework and employee wellness programs.

The partner shall:

- Facilitate large-scale employee participation in fitness challenges, webinars, and wellness assessments.
- Collaborate in Fit India events and digital campaigns with measurable KPIs.
- Support community-level interventions, especially in aspirational districts, through support, volunteering, and resource mobilization.
- Submit reports on outreach, engagement levels, and health impact indicators.

5.2 For Non-Governmental Organizations (NGOs)

Scope of Engagement- The NGO partner shall undertake community mobilization and grassroots-level awareness aligned with the objectives of the Fit India Mission. The organization will be expected to:

- Conduct regular fitness awareness campaigns, fitness drives, and door-to-door outreach in underserved areas.
- Identify, train, and deploy community fitness champions, with specific focus on women, youth, and marginalized groups.
- Liaise with local governance bodies and schools to embed fitness values in community culture.
- Provide detailed documentation of program impact, photographs, and participant data at defined intervals.

5.3 For Educational Institutions (Schools, Colleges, Universities)

Scope of Engagement The institution shall integrate fitness and well-being into its daily schedule and promote Fit India protocols among students and staff.

The expected areas of engagement include:

- Observance of “Fitness Hour” or equivalent activities within the academic timetable.
- Organization of inter-class, inter-school, or inter-college fitness competitions.
- Engagement of parent and alumni networks through open fitness sessions or pledge drives.
- Nomination of institutional Fit India Coordinators and submission of monthly progress updates.

- Regular fitness assessment of students & involving parents in their child's fitness journey.
- Participate regularly in various Fit India Campaigns and activities.

5.4 For Startups / Innovators in Health-Tech & Wellness

Scope of Engagement The selected startup shall contribute to the Fit India Mission through innovative digital or community-led solutions that promote active lifestyles and behavioral change.

The engagement will cover:

- Development or deployment of apps, gamified modules, or wearable tech to track citizen fitness engagement, etc.
- Pilot implementation of scalable fitness interventions in collaboration with public authorities.
- Generation of anonymized health metrics and behavior change data to aid policy development.
- Compliance with all data protection and government ICT regulations.

5.5 Barter-Based Contribution Proposal-

- Detailed description of proposed non-monetary (in-kind) support, such as:
 - Digital infrastructure, media bandwidth, software or tech platforms
 - Hospitality services, merchandise, event production inputs, hydration and wellness supplies, etc.
- Estimated monetary value of the proposed barter support, along with calculation methodology or basis for valuation.
- Articulation of expectations regarding branding visibility—such as logo placement, speaking slots, signage presence, digital mentions, and other acknowledgments—linked to the nature and extent of barter contribution

The EOI is being issued on broad-based guidelines and this EOI is issued without any commitments (financial/otherwise) from the side of Fit India. Further to clarify, shortlisting as a partner under this EOI does not create any form of contractual or legal obligation unless a formal agreement (MoU/Contract) is executed.

The partner shall provide such services at no cost and will only be provided the right to be designated as the “FIT INDIA” partner.

6. **Partner Entitlements under the Fit India Mission-**

Subject to the guidelines issued by the Ministry of Youth Affairs and Sports, and subject to due approval by the competent authority, the designated Fit India Partner shall be entitled to the following benefits:

- **Conditional usage rights for the Fit India logo** for a period of one (1) year, solely for promotion of Fit India-aligned events and activities, subject to prior written consent of the Standing Committee.
- **Designation as a 'Fit India Partner'** in all communication, marketing, and creative material related to events or campaigns carried out under the ambit of this engagement.
- **Authorization to establish a dedicated partner-branded zone** at Fit India events, enabling participant engagement and experiential branding, subject to event-specific approvals.
- **Access to interactions with identified Fit India influencers** for co-branded digital content dissemination on the Partner's official platforms, as per mutual agreement.
- **Permission to collaborate via official Fit India digital assets**, including the Fit India App and social media handles, to maximize outreach and citizen engagement.
- **Inclusion of partner's name and role in official newsletters and press releases**, issued periodically by the Fit India Mission or its authorized agencies.
- **Mention across official Fit India social media posts**, highlighting the Partner's contribution and participation in initiatives or campaigns.
- **Display of the Partner's logo** across creative collaterals, promotional banners, and digital creatives—wherever applicable and in accordance with branding guidelines prescribed by the Mission.
- **Right to refer to Fit India partnership status** across the Partner's proprietary campaigns and promotional communications until the conclusion of each respective event or campaign.
- **Receipt of two (2) special passes** to officially represent the Partner at designated Fit India flagship events, offering opportunities for visibility, recognition, and stakeholder interaction.

Disclaimer:

All entitlements are subject to prior written approval by SAI, alignment with campaign objectives, and compliance with applicable guidelines. No entitlement shall create any exclusive rights, endorsement, or financial obligation on the part of SAI. The designation as a 'Fit India Partner' is revocable, non-

transferable, and event-specific. This engagement shall not give rise to any claim for reimbursement, costs, or honorarium, and shall be undertaken entirely at the partner's own expense.

7. **Eligibility Criteria-**

Entities intending to submit an Expression of Interest (EOI) under this initiative must satisfy the following eligibility conditions:

- **Legal Status:** The applicant must be a legally registered entity incorporated and operating in India, such as a Company registered under the Companies Act, a Trust, Society, Section 8 Company, Limited Liability Partnership (LLP), or a recognized Startup registered with relevant government authorities or Foreign-registered entities with Indian Subsidiaries are also eligible
- **Relevant Experience:** The applicant must have a demonstrable track record of at least one (1) to two (2) years in executing activities related to educational, marketing, event management, public outreach, or Corporate Social Responsibility (CSR) initiatives.
- **Experience in CSR Initiatives:** Preference will be given to applicants who have previously undertaken, supported, or partnered in CSR-related interventions at the community, institutional, or national level.
- **Financial Standing:** The applicant must be financially sound and capable of undertaking the proposed engagement. Audited financial statements for the last three (03) financial year must be provided.
- **Domain Capability (Applicable only for Media Partners):** In case of OTT/Streaming/Satellite TV partners, the entity must possess requisite broadcasting rights and technical infrastructure for content streaming, and must agree to the no-cost clause for dissemination of the program.

The prospective partner must fulfil the following minimum conditions:

S.N.	Criteria	Documents required
1	Applicant should be a registered legal entity recognized under the applicable legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid. Note: JV/Consortium/Sub contracting is not allowed. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status.	Copy of Certificate of Incorporation, Partnership Deed etc. Copy of Registration Certificates with the GST & IT (PAN) Authorities.
2	Must have the necessary licenses and approvals under Applicable Laws to uplink, downlink, broadcast and stream the Feed on Television and Digital Platforms;	Copies of necessary licenses as sought by the SAI
3	Fit and Proper Person*	Duly notarized Affidavit and declaration form and Letter of Undertaking regarding Fit and Proper Person
4	The applicant shall also issue an undertaking that they have been and will comply with all the broadcasting or telecasting laws & rules prevailing in India as amended upto date which are applicable on the applicant for the said work.	Letter of Undertaking on the letter head. Indemnity Bond
5.	Must have the necessary licenses and approvals to operate in India under Applicable Laws including banking laws, FEMA, SEBI etc.	Copies of necessary licenses as sought by SAI

Conditions for Fit and Proper Person: For the purpose of determining whether an Applicant is a 'Fit and Proper Person', Sports Authority of India (SAI) shall assess the Applicant's eligibility based on the following indicative criteria mentioned below:

- Financial integrity of the Applicant;
- Ability of the Applicant to undertake all obligations set out under this EOI;
- Absence of convictions or civil liabilities against the Applicant from any courts of competent jurisdiction in India;
- Absence of any previous debarment/ blacklisting of the Applicant in respect of any government tender, contract, etc., in accordance with the General Financial Rules, 2017, or any other applicable laws, rules, regulations etc. provided such debarment is still existing;

e. Absence of any disqualification as specified below:

- Conviction / investigation / inquiry of the Applicant or any of its respective directors, partners, executives or key managerial personnel by any judicial body for any offence involving moral turpitude, economic offence, securities laws, companies act or fraud or any offence under any law for the time being in force,;
- Admission of an application for winding up or liquidation under the Insolvency and Bankruptcy Code, 2016 (IBC) or any Applicable Laws against the Applicant or any of its or their respective directors and partners;
- Any action or proceeding being initiated under the Insolvency and Bankruptcy Laws under the Applicable Law, including but not limited to declaration of Insolvency or Bankruptcy, disqualification or de-recognition by any professional body being initiated against the Applicant;
- Any action or proceeding under any applicable laws initiated against the Applicant which may result in change of the management / key managerial persons of the Applicant.
- Current or previous banning of the Applicant or its respective directors, partners, executives or key managerial personnel by the governing body of any sport from involvement in the administration of or any form of participation in such sport, for any reason;
- Default by the Applicant or any of its or their respective directors, partners, executives or key managerial personnel of any of its obligations to a financial institution or has defaulted on any of its obligations to a financial institution in the last 3 (three) financial years;
- The Applicant should not have been barred by the Central Government, any State Government, a statutory authority, or a public sector undertaking, as the case may be, from participating in any project, tender, etc., and the bar subsists as on the date of the Proposal.

Please note: SAI reserves the right to seek additional declarations, documents, or clarifications in relation to any of the criteria above, and to reject any proposal based on its sole discretion if it reasonably believes that the Applicant does not meet the 'Fit and Proper' conditions.

8. Documents Required-

All interested entities are required to submit a duly compiled proposal along with the following documents, without which the application shall be deemed incomplete and liable for rejection and no further opportunity for rectification shall be provided post-submission, except the sole discretion of SAI:

Legal Documentation

- Certificate of Incorporation/Registration establishing the legal status of the applicant (Company/Trust/Society/LLP/Startup as applicable)
- PAN and GST registration certificates (where applicable)
- Startup recognition certificate (if the applicant is a Startup recognized under Government of India guidelines)

Technical Documentation

- Comprehensive Company/Organization Profile including but not limited to vision, organizational structure, service portfolio, and operational geography.
- Documentary evidence of relevant past experience in event management, CSR initiatives, marketing, digital outreach, etc.
- ***Proposal/Plan of Action detailing intended engagement with the Fit India Mission, including planned deliverables, timelines, approach, collaboration area (geographic location), type of support proposed, and expectations from SAI. Submission of a Proposal/Plan of Action shall not be construed as binding upon SAI to enter into a partnership on such proposed terms.***
- At least one (1) referral letter or certificate from a previous client, partner, or collaborator, preferably in relation to public health, fitness, or community engagement, is preferable. Absence of a referral letter shall not result in disqualification but may affect evaluation under relevant criteria.

Financial Documentation

- Copy of Chartered Accountant's (CA) certificate verifying average annual turnover over the last three (03) financial years
- Audited financial statements for the last three (03) financial years (Balance Sheet, Income & Expenditure Statement, and Audit Report)
- Declaration of financial stability, duly signed and stamped by an authorized signatory

9. Data Sheet

Objective of the consulting assignment	Invitation of Express of Interest (EOI) for Inviting Partners for Fit India Mission
Date of Issuance of the EOI	14.08.2025
Start Date for Submission of Proposal	14.08 .2025
Declaration of Short-listed Firms	To be informed later
Proposal shall be submitted to the following email addresses	partnership.fitindia@gmail.com contact@fitindia.gov.in
Contact Person	Bibhubhusan Behura Deputy Director, Fit India (8585957826)
Alternate Contact Person	J.P. Shani Assistant Director, Fit India (7982479234)

This advertisement is for a standing Expression of Interest. The duration of engagement will be decided based on the viability of the proposal. The EOIs received will be taken up for scrutiny on monthly basis. However, the request can be processed any time after receipt of the proposal based on its utility for SAI.

10. Restricted Product Categories-

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

SN	Category	SN	Category
1	Tobacco Products	12	Unsafe Supplements
2	Weapons and Explosives	13	Lottery
3	Derogatory Personal, Political, and Religious Content	14	Multi-Level Marketing
4	Spy Cams and Surveillance Equipment	15	Over-the-Counter Drugs
5	Counterfeit Goods	16	Spyware and Malware
6	Adult Products and Services	17	Personal Loans
7	Alcohol	18	Online Pharmacies
8	Dating	19	Politics
9	Gambling	20	Recreational Drugs
10	Hacking and Surveillance	21	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor
11	Prescription Drugs		

Annexure 1 – Fit India Outreach in India

S.no	Events & Campaign	Penetration in India
1	Fit India Sundays on Cycle (SOC)	5,00,000+ Participation 7500+ Location Covered 16,000+ Portal Registration Across 45+ Channel 1.4 Bn + Social media Impression 415+ Print articles 375+ Electronic media Coverage
2	Fit India Quiz (3 editions)	Over 4 Lakh student participation across 1 lakh schools
3	Fit India Carnival	Over 25,000 Footfall
4	Fit India Women Week	Across 250+ Locations Over 75,000 women participation 1 Lakh + Joining Pink Cyclothon
5	National Sports Day 2024	Pan India Participants of over 25 Lakhs citizens
6	Fit India Freedom Run	18.8 Cr+ Cumulative Participation over 5 years
7	Fit India Week	85 Lakhs + Participation Across 27,856 Educational Institution
8	Fit India School Project	Over 50,000 schools enrolled
Digital & Tech Media		
9	Fit India App	13 Lakhs + Downloads
10	Newsletter	Distribution across 1500 + Location to SAI Key stakeholders, partners, and dignitaries

Annexure 2 – Fit India Partner Deliverables

S. No.	Entitlement	Description
1	Fit India Logo Usage Rights	Permission to use the Fit India logo for a period of one (1) year for promotional activities, subject to prior approval of the Standing Committee.
2	Designation as 'Fit India Partner'	The Partner shall be designated as an official 'Fit India Partner' in all event-related creatives and promotional collateral.
3	Partner Branded Zone at Events	Rights to set up a branded interaction zone at Fit India events, subject to approval and space availability.
4	Influencer Engagement Rights	Authorized usage of Fit India influencer interactions on the Partner's social media platforms, as mutually agreed.
5	Access to Fit India Digital Platforms	Collaboration opportunities via the official Fit India App, social media handles, and digital campaigns for outreach amplification.
6	Visibility in Newsletters & Press Releases	Acknowledgment of Partner's contribution in official newsletters and press releases issued by the Fit India Mission.
7	Social Media Mentions	Promotion of Partner's name and initiatives across official Fit India social media channels, in accordance with campaign timelines.
8	Creative Collateral Branding	Placement of Partner's logo across relevant creative materials, backdrops, banners, and digital content, as applicable.
9	Co-branding Rights on Partner Campaigns	Right to reference 'Fit India Partner' status across the Partner's own marketing and outreach campaigns for the duration of the engagement.
10	Exclusive Event Invitations	Allotment of two (2) invitations for official Fit India flagship events to ensure networking, recognition, and visibility among key stakeholders.

Annexure 3- COVERING LETTER ON LETTERHEAD ALONG WITH EOI

To,
The Director
Fit India Division
JLN Complex, East Gate, Lodhi Road

New Delhi-110003

Sub- Proposal for collaborating with Fit India as a partner for XXXXXX campaign (s) under Fit India Movement

Dear Sir/Madam,

We the undersigned offer to provide our services and are hereby submitting our proposal against the Expression of Interest and its Terms of Reference.

We understand Sports Authority of India (SAI) is not bound to accept any proposal received by us.

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

We have fully understood the Terms of Reference provided herein.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

With regards,

Name:

Designation:

Date:

Signature:

SIGNATURE WITH SEAL