

## 2<sup>nd</sup> Meeting of the Departmental Project Approval Committee (“DPAC”) of various verticals of Khelo India Scheme

Date: 07.03.2019

Venue: Shastri Bhawan

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Ministry of Youth Affairs and Sports  
Government of India



### **Agenda Item No. 1**

#### ***The media plan for promotion of the Khelo India Mobile Application and other initiatives under Khelo India .***

In the last few years SAI has achieved several milestones through implementation of Khelo India scheme, which had a positive and far-reaching impact on the public in general, and the youth in particular. Schemes like the Khelo India Youth Games, Khelo India Mobile App, TOPS have helped to create a robust sporting ecosystem in the country.

A brief about the most prominent schemes of SAI are as under:

- **KHELO INDIA TALENT IDENTIFICATION AND DEVELOPMENT (KITD)**
  - 2000 young athletes are receive annual scholarship of Rs.5 lacs for a period of 8 years, including Rs 10,000 per month as direct cash benefit for out-of-pocket expenses. Financial support for education, boarding, lodging, training and equipment to all selected athletes.
  - Athletes trained at 100+ central and state academies, and private accredited academies across the country
- **Khelo India Mobile APP**

A first-of-its-kind sports app to create awareness about fitness and sports among India's youth.

Key features of the app:

  1. Making pan-India playfield data accessible
  2. Offering knowledge on rules and basic skills of 18 games through animation capsules
  3. Assessing the fitness levels of all school going children in the country, through 8 simple and effective tests recommended by experts
- **Khelo India Youth Games (KIYG)**

World-class annual sporting competition for athletes Under-21 and Under-17.

  - 10000 participants including 6000 players competing in 18 disciplines from across the country.
  - Top performers identified and nurtured under the Khelo India Talent Development scheme.
- **TARGET OLYMPIC PODIUM SCHEME (TOPS)**

Support for elite athletes to excel at key international events with a focus on Olympics

  - Holistic development of elite athletes through top-of-line training
  - Focussed athlete management system
  - Use of sports science and extensive research to help athletes achieve podium finish

Rewarding meritorious coaches:

  - Salary of coaches increased by 100 percent to match industry standards.
  - Training of community coaches to enhance talent identification and encourage sports in schools

It is therefore felt, that in order to promote the application and other prominent schemes of SAI among the general public/athletes, who are the end-users of these schemes, there is a need to create a media and publicity campaign.

A full-page advertisement promoting all prominent schemes of SAI and the Khelo India App is being published pan-India on March 7, 2019. The objective of the advertisement is to make the general public and athletes aware of all the schemes that they can avail to take up sports, thereby creating a stronger sporting ecosystem in the country.

The media plan will be implemented through DAVP/BOC (plan enclosed as **Annexure A**) and the estimated budget would be approx. Rs. 3 crores, for printing advertisement in around 193 newspapers, which will be debited from the allocated budget of 'Physical fitness of school going children'.

**Approval of DPAC is solicited for grant of expenditure of Rs. 3 crores for the above-mentioned media plan from the budget of component 'Physical fitness of school going children'.**

**Agenda Item No.2**

***Deferred agenda items of last DPAC meeting held on 22.2.19 pertaining to funding of STC/SAG under State Level Khelo India Centre.***

Vide Agenda Item No.1 of the agenda for the meeting of DPAC held on 22.02.19 (Copy enclosed), the matter is placed before the DPAC for kind perusal and approval.

