

## Meeting of the Departmental Project Approval Committee ("DPAC") on 12.10.2020

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## **Agenda Item No. 1: Hiring of Digital Media, Branding and Communication Agency**

Khelo India has twin objective of creating a culture of sports and promoting excellence in sports. Khelo India has widespread presence on the social media platforms including Facebook, You Tube, Instagram, Twitter etc. With the advent in technology and new shift towards highly active social media presence, SAI has envisaged to have a dedicated Social Media Team on board to be responsible to maximize reach of the content on the internet and other social media sites on the lines of My Gov portal. This would ensure last mile reach of the schemes, policies of Government relating to sports through various social media platforms on real time basis. The target audience would be athletes and sports loving audience of the country.

In this context it is pertinent to mention that the existing Social media Agency M/S Goldmine advertising Ltd. has deployed 5 people. The present contract was awarded for Rs 89 lakhs, exclusive of taxes, for one year. However, in view of the growing expanse of work, this being the Olympic year and also the expanded scope of work in Khelo India and Fit India verticals, it is proposed that a new agency with more manpower and creative capability may be hired. Accordingly, it is proposed that 24 resources may be deployed by the agency to be hired. The details regarding manpower to be deployed and cost estimation is placed at **Annexure- 'I'**.

It is proposed to appoint Digital Media, Branding and Communication Agency for the following Scope of Work: -

- i. Brand Planning and Management on Social media
- ii. Account Management
- iii. Social media Content production and management
- iv. Social Media marketing
- v. Online reputation management

For the appointment of such agency, an RFP is required to be floated. To arrive at the scope of work and estimated cost of RFP, a committee was constituted with all stakeholders as its members. Based on the recommendations of the committee, the scope of work, cost of the project, duration of the project and resource requirement is charted out. The detailed Scope of Work is placed at **Annexure- 'II'**.

The estimated cost of this RFP as recommended is INR 2,54,00,000/- plus applicable taxes and recoverable TA and DA, i.e. INR 3.19 Crores as baseline for 1 year. The contract period will be for a period of 2 years. Accordingly, the Project value for 2 year is estimated to be INR 6.4 Cr (including taxes) extendable by another two years to cover for entire Olympic cycle. The proposed agency would take care of the entire requirement of Ministry and SAI.

The recommendation of PAC is placed at **Annexure- 'III'**.

***DPAC is requested to approve the proposal of hiring of Digital Media, Branding and Communication Agency for 02 years at the estimated cost of Rs. 6.4 Crores(including taxes)***

**Agenda Item No.2 :Adoption of State/UT’s centres to Khelo India State Centre of Excellence**

The DPAC vide meeting dated 05.03.2020 decided that existing facilities in States should be upgraded as Khelo India State Centre of Excellence (KISCE) under the Khelo India Scheme. Assistance should be in the form of bridging the gaps in sports equipment, high performance managers, coaches, sports scientists, technical support, etc.

It was desired by the DPAC that project proposals be called from States to identify gaps and assessment done for converting the existing sports facilities into Excellence Centres. In this context, letter was sent to all States / UTs requesting for DPRs. So far, 27 States / UTs have responded with proposals, out of which DPAC vide its meeting held on 04.06.2020 approved proposals from 08 States / UTs and 06 States vide its meeting dated 04.09.2020 as KISCE’s. The DPRs from remaining 13 States/UT’s was put up for consideration of Project Appraisal Committee (PAC) of Khelo India out of which PAC has recommended proposals from 09 States / UTs for consideration by DPAC.

The list of 09 shortlisted centres based on past performance, Quality of infrastructure, management & sports culture in the State, etc. is as below:

SN	State	Proposal for Consideration
i	Andhra Pradesh	Dr. YSR Sports School, YSR District , Kadapa
ii	Chandigarh	Hockey Stadium, Sector – 42
iii	Chhattisgarh	Rajya Khel Prashikshan Kendra, Bilaspur
iv	Goa	SAG Sports Complex, Campal, Panaji
v	Haryana	Motilal Nehru School of Sports, Rai, Sonipat
vi	Himachal Pradesh	Indoor Stadium Luhnu Sports Complex, Bilaspur
vii	Jammu & Kashmir	i) Sheri-i-kashmir Indoor Sports Complex, Judo Academy, Srinagar ii) M.A. Stadium,FencingAcademy,Jammu iii) J & K Sports Council water Sports Academy, Srinagar iv) J & K Sports Council Football Academy, Srinagar
viii	Puducherry	Rajiv Gandhi School of Sports, Uppallam
ix	Tripura	Dasarath Dev State Sports Complex, Badharghat, Agartala

It is pertinent to bring to the notice of the DPAC, that for the UT of J&K, 04 proposals have been received by the J&K Sports Council in the disciplines of Fencing, Football, Judo and Water Sports Academies. Also, KISCE’s are being supported in either of the 14 priority Olympics disciplines, and Football is not amongst this list of 14 disciplines. As a special exemption for the UT of J&K, it is proposed that KISCE’s may be approved for all the above-mentioned four academies, where-in sports specific support will be provided to

a maximum of 03 sports disciplines and sports science support will be provided at any 02 (01 in Jammu & 01 in Kashmir) of the 04 proposed KISCE's.

The proposals of all the 13 States/UT's are listed at *Annexure 'IV'* *and* the recommendation of PAC is placed at *Annexure- 'III'*.

**The approval of DPAC is sought for:**

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| <ul style="list-style-type: none"><li>i) <i>Designating the 08 centers of States as Khelo India State Centre of Excellence.</i></li><li>ii) <i>As a special exemption, designating 04 KISCE's in the UT of Jammu &amp; Kashmir</i></li></ul> |
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**Agenda Item No. 3-Budget approval for constituting prize money for the Fit India Quiz.**

The above agenda was approved in principle by DPAC vide Agenda No. 21 in its meeting dated 4.09.2020. The proposal for organizing Fit India quiz for schools will comprise of various regional and zonal rounds culminating in a Grand Finale at the National Level. Further, deliberations have been held in SAI & MYAS regarding prize money to be awarded to the winners of various levels. It has been proposed that prize money may be given in the form of grant as detailed below:

<b>Prize money for states. (In the form of grant)</b>	
State with maximum participation in category A, B & C will get Rs.5 crore each. <b>The total budget requirement for prize money for schools is 3 X Rs. 5 Crore = Rs. 15 Crore.</b>	
States will be divided into three categories as follows:	
<ol style="list-style-type: none"> <li>1. Category A- Less than 5,000 schools.</li> <li>2. Category B – 5000 to 50000 schools.</li> <li>3. Category C- More than 50000 schools.</li> </ol>	

<b>Prize money for schools. (In the form of grant)</b>				
S.No	Category	Prize Money	No. of winners	Total Amount (In Rs.)
1.	National Champion	1,00,00,000/-	1	1,00,00,000/-
2.	1 <sup>st</sup> Runners-up	50,00,000/-	1	50,00,000/-
3.	2 <sup>nd</sup> Runners-up	25,00,000/-	1	25,00,000/-
4.	Each State/UT champion	10,00,000/-	36	3,60,00,000
5.	Each State/UT Runners-Up	5,00,000/-	36	1,80,00,000/-
<b>Total</b>				<b>7,15,00,000/-</b>

The total budget requirement for constituting prize money for the Fit India Quiz program will be Rs. 22.15 Cr.

The recommendation of PAC is placed at *Annexure- 'III'*.

***Approval of DPAC is solicited for budget allocation of Rs. 22.15 crore for constituting prize money for the Fit India Quiz winners***

#### **Agendas Item No.4 - Standardized Models for Construction of Multipurpose Halls**

It was decided in DPAC meeting held on 5.10.2020 to have standardized programme and specifications for construction of multipurpose Indoor halls under the Khelo India Scheme. The estimate Committee of Khelo India also advised standardisation in construction of all sports infrastructures.

SAI was entrusted with the work of creating various model designs for construction of the sports infrastructures. Accordingly at the first instance model design for M.P.Hall have been prepared taking into account various types of requirements.

M.P.Hall with a built-up area of 2335 Sq.m with G+1 configuration has been proposed for a bigger requirement. The total estimate cost shall be Rs.3.90 Crore based on market rate analysis and CPWD plinth area rate for Delhi NCR Region which needs to be adjusted for factor 1 to 1.5 times based on the location. The cost shall be exclusive of Sports and Fitness Equipment's, ScoreBoards/AV Systems, Back-up Generators and Air Conditioner. The designs have two options to be used depending on the land parcels available. The detailed technical specifications and the Cost Estimates is placed at **Annexure – 'V'**

However, in order to fully operationalize the Hall it is proposed that Rs. 4.5 Crore may be approved to cater for equipment, contingencies and other facilities.

The Multipurpose halls mentioned above shall have facilities such as changing room, first aid/Physiotherapy room, juice bar, equipment store, Lobbys and Circulation Spaces, Indoor hall, yoga and meditation Hall & Admin Area etc.

The recommendation of PAC is placed at **Annexure- 'IX'**.

***The DPAC is requested to approve the design and specifications placed at Annexure III to be adopted for construction of Multipurpose Halls and release of funds to SAI and for further release to States and other eligible entities.***

**Agenda-5: Fund Requirement for Upgradation and renovation Works at Various SAI NCOEs**

The Gazette Notification of Khelo India scheme, published on 16th October 2017, made provision of supporting academies under the vertical of “Support to National/ Regional & State Academies”. Under the vertical there is provision of INR 20 crore as non-recurring expenditures for meeting critical infrastructure gaps, including equipment. Sports Authority of India (SAI) is an eligible entity for support under this vertical. SAI currently operates 23 NCOEs for training of athletes.

In view of the above, requirement of upgradation and renovation Works to be undertaken in various NCOEs has been assessed in consultation with various experts and accordingly projects have been identified on the basis of their importance.

Proposals were received from EDs/RDs for funding under Khelo India. The total Cost of upgradation and renovation works is estimated to be Rs, 53.00 Crores. These costs of Upgradation and renovation has been arrived at, by SAI Infra Division after consulting various agencies. However, for the current year, INR 20 cr is required for upgradation and renovation works in various NCOEs. ***(Details of Fund requirement and projects is placed at Annexure-‘VI’)***. These works are essential for ensuring a fully functional and conducive environment for imparting effective training to Elite and Khelo India Athletes at various NCOEs.

The recommendation of PAC is placed at ***Annexure- ‘IX’***.

***DPAC is requested to approve the above proposal and release INR 20 cr to SAI for the current year under the vertical of “Support to National/ Regional & State Academies”.***

## **Agenda No.6: Talent Identification: Zonal Committees**

Talent Identification and Development vertical of Khelo India aims at identification and nurturing of talents. The scheme is implemented through a three-tier structure, comprising of the Talent Identification & Development Committee (TIDC) for each Sports Discipline, the Talent Screening Committee (TSC), and the High-Powered Committee (HPC).

As a matter of policy, it has been decided to broad base the talent identification. The identification of talent will be done both at Grass root and Developmental level. In pursuance of these objectives Zonal Committees will be constituted for each Sports Discipline.

Zonal Committee will comprise of Eminent Athletes and other Stakeholders after wider consultation with concerned stakeholders. The Salient features of the proposed mechanism is as follows

- a) 5-6 Committees per discipline. A total of 100 committees
- b) The talent identification will be implemented at State level with active involvement of State Associations and State Governments.
- c) The Regional Centres of SAI will coordinate with and facilitate the Zonal committees.

The number of Zonal Committees and Structure will vary from discipline to discipline depending on the level of development of concerned Sports discipline. The Financial norms for talent identification, the talent identification secretariat and finalised zonal committees will be formulated and placed before DPAC for approval in due course.

The recommendation of PAC is placed at ***Annexure- 'IX'***.



**Agenda Item No. 7– Conversion of STCs extension Centres into Khelo India Centres**

The Departmental Project Approval Committee (DPAC) meeting held on dated 05.03.2020 & 04.06.2020 has approved the conversion of STCs extension centres into Khelo India Centres (KICs) based on their consent provided by them.

At present out of 90 SAI extension centres 61 centres has given their consent to convert into Khelo India Centre (KICs). The financial support may be released to 61 centres as per KIC norms & guidelines.

The name of 61 extension centres that have opted and have been converted into Khelo India Centres (KICs) are enclosed as *Annexure – “VII”*

The recommendation of PAC is placed at *Annexure- ‘III’*.

*The agenda is placed before DPAC for information*

### **Agenda Item No.8- Engagement of Knowledge Partner for Khelo India Scheme**

Sports Authority of India (“SAI”), under the aegis of the Department of Sports, Ministry of Youth Affairs and Sports (“MYAS”), has been entrusted with the implementation of various verticals of the Khelo India Scheme.

It may be appreciated that analysis and research are key to real time and efficient assessment and evaluation of a scheme so as to monitor its outcomes against the short term and long-term targets. For the proper, effective and efficient planning, organization, conduct, management, execution of various mandates under the Khelo India scheme, it is proposed to engage a Knowledge Partner. The services of Knowledge Partner(s) will be required in many areas including following: -

1. To conduct elaborate research and analysis in the field of Sports to help implement best practices followed around the globe in Khelo India Scheme.
2. To collect and process raw data pertaining to the various verticals of Khelo India and suggest Standard Operating Procedures (SOP) to deliver the tasks in most efficient manner.
3. To periodically evaluate and assess the outcomes of various verticals of Khelo India and suggest changes in approach and modalities for better realization of the objectives of Khelo India.
4. Post the conclusion of the Khelo India Events, the Knowledge Partner will formulate a Knowledge Manual for the conduct and execution of respective core area for future reference and records.

The above-mentioned activities is only indicative and not exhaustive of works to be assigned to the Knowledge Partner. The Knowledge Partner shall provide such services at no cost and will only be provided the right to be designated as the “Knowledge Partner(s) for Khelo India”.

In view of the above DG, SAI may be authorized to engage a Knowledge Partner at **no cost to SAI**.

The recommendation of PAC is placed at ***Annexure- ‘III’***.

***Approval of DPAC is solicited to authorise DG, SAI for engagement of Knowledge Partner(s) for Khelo India at no cost to SAI.***

**Agenda Item No. 9: Engagement of BYJU's as a Knowledge Partner for the e-KheloPathshala Project.**

e-KheloPathshala is a project conceptualized to provide multi-sports level-based e-learning online platform for various stakeholders such as young athletes/ learners at grassroots level PETs, community coaches and Trainers.

In this context multiple deliberation have been held with various stakeholders to explore the possibility of an E Learning initiative which is user friendly with wider outreach and high-quality content. "BYJU's-The Learning App", one of the leading agencies in Edtech/Distance Education/m-Learning sector with an outreach of more than 40 million users, has shown their keenness to voluntarily associate with e-KheloPathshala. This proposal of BYJUs has been accepted.

As a knowledge Partner BYJU's is expected to provide its expertise in ensuring the following key deliverables:

- i. Providing expert guidance and assistance in Content Development: creation of content, storyboarding, content structuring, standardized templates.
- ii. Assistance in platform development and Training plan of stakeholders and structuring.
- iii. Formulation, implementation and execution of an effective strategy tailored for the needs of the target audience and in tune with the broader objectives of the e-KheloPathshala project.

The recommendation of PAC is placed at ***Annexure- 'III'***.

***In view of the above, the engagement of BYJU's as knowledge partner for e-KheloPathshala project is submitted for information of DPAC.***



**Agenda Item No 10: Memorandum of Understanding (MoU) for Khelo India State Centre of Excellence (KISCE)**

In the DPAC Meeting held on 04.09.2020 it was decided that a PPT on MOU will be presented. Accordingly, PPT is enclosed at *Annexure-VIII*.

## **Supplementary Agenda Item: Budget allocation for Preparation of Tableau for Republic Day Celebration 2021**

Ministry of Defence (MoD) has invited proposals from State Governments/UT Administrations/Central Ministries/Departments for their participation in the Republic Day Celebration 2021 through Tableaux, along with brief write-ups on the proposed theme of the Tableau. With the approval of Competent Authority of Department of Sports, willingness for participation with the theme of Tableau i.e. “Fit India” has been sent to Ministry of Defence. MoD will soon convene its first meeting of Tableau Selection Committee wherein interested Ministry/Department will have to show their draft sketches on theme of Tableau.

In view of the above, it has been decided to showcase a very dynamic, state-of-the-art, Tableau design with technology elements for the republic day 2021. The tableau has to be designed with structured theme, technology to showcase Fit India offerings and initiatives and have world class and creative production elements. Initial market research done by the Fit India Mission has suggested that Tableau design and fabrication costs have been up to Rs 2 Cr for other Ministries, which has helped them procure better creative and production elements for their tableaux. Therefore, Rs. 1.5 crore may be provisioned as estimated expenditure for the stated turnkey project. Accordingly, after due approval from Competent Authority, a tender document has been floated on CPP portal for selecting the agency to deliver end-to-end the design and production of Fit India tableau to be showcased during the Republic Day Parade, 2021 for Fit India Mission/SAI with an estimated cost of Rs.1.5 Cr.

Therefore, it is proposed that Rs.1.5 Cr may be approved for the budgetary requirement for Preparation of Tableau with the theme ‘FIT INDIA’ for Republic Day Celebration 2021

***The approval of DPAC is solicited for budget allocation of Rs.1.5 Cr for preparation of Tableau with the theme ‘FIT INDIA’ for the Republic Day Celebration 2021***