

Index for Annexures

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Ministry of Youth Affairs and Sports
Government of India



File No.:01-28002/14/2023-HO - Events and Competition

Date: 01.11.2023

Sports Authority of India Invites Expression of Interest (EOI) for Engagement of Partners for Khelo India Para Games 2023, New Delhi

1. INTRODUCTION AND BACKGROUND:

Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an 'Event of National Importance' as on 2nd January, 2020 as per sub-section (1) of section 2 of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007. 1st Edition of Khelo India Para Games (KIPG), 2023 is going to be held from 10th Dec 2023 to 17th Dec 2023 in New Delhi with anticipated participation of all 36 States/UTs and more than 2000 athletes and officials. All the previous editions of Khelo India Games were telecasted live on Star Sports, affiliated channels and OTT platform, including the upcoming edition. The games have witnessed an average viewership of close to 100 million viewers.

1.1 Khelo India Para Games & Partnerships

With sports being an extremely important component for development in India, Khelo India aims to create the Khelo India Para Games as a self-sustaining model of excellence. A step ahead to this long-term aim can be achieved with the continuous support from various entities across different industries such as travel, food, beverage, media, etc. These businesses can extend their contribution to sports by coming on board as partners to optimize the potential of various products of Khelo India Para Games. Therefore, support is sought from entities known for their barter partnership. Such offerings will lead to improvement in athlete experience as well as increased outreach of the Games.

2. PARTNERSHIP CATEGORIES

The following table provides an indicative list of partners that may be considered for the Khelo India Para Games 2023 to be held in New Delhi.

SN	Category	Support to be extended
1	Travel	Helps with travel of athletes/technical officials during games
2	Radio	For advertisement of Games
3	Ed Tech	Help athletes with education

4	Nutrition & Wellness	Helps athletes with products of nutrition and wellness
5	Beverage	Provides water and other related beverages during games
6	Food	Provide food during games for athletes and other stakeholders

The above is indicative in nature and there are possibilities of having more partners. Any intended partner can file application indicating intention to partner with the Games. In exchange of such goods and services these entities may be allowed branding opportunity/ marketing activities through Khelo India athletes/ brand exposure at Field of Play (FOP) and venue of games or any other mutually agreed marketing activity. A fee of Rs10 lakh or support in kind to be decided by the constituted committee will be mandatory to join as a partner. As against that tent for kiosk for the product display or service would be made available.

3. ELIGIBILITY CRITERIA

The prospective bidders must fulfill the following minimum conditions:

S N	Criteria	Documents Required
1	Multiple organisations including multinational corporates, Indian corporates, government/semi government organisations, NGOs, PSUs, trusts, LLPs, foundations, educational bodies/foreign bodies sole proprietorships and any other entity which comes under the ambit of the MCA, Government of India can provide with such goods and services. The bodies (participants) from the countries sharing land border etc. with India will be allowed only if they are registered with the competent authority subject to the restriction from Govt. of India	A. Copy of Certificate of Incorporation, Partnership Deed with appropriate authority B. Copy of GST & IT (PAN) registration certificates

4. RESTRICTED PRODUCT CATEGORIES:

The following product categories shall be restricted for any kind of association with KIYG 2023:

S N	Category	S N	Category
1	Tobacco Products	18	Lottery
2	Weapons and Explosives	19	Multi-Level Marketing
3	Derogatory Personal, Political, and Religious Content	20	Over-the-Counter Drugs
4	Spy Cams and Surveillance Equipment	21	Payday and Short-Term Loans
5	Counterfeit Goods	22	Personal Loans

6	Fake Documents	23	Online Pharmacies
7	Adult Products and Services	24	Politics
8	Penny Auctions	25	Recreational Drugs
9	Alcohol	26	Prescription Drugs
10	Body Parts	27	Rehab
11	Cannabis	28	Reproductive Health
12	Dating	29	Spyware and Malware
13	Drug Tests and Exam-Taking Services	30	Subscription Services
14	Fake Followers Services	31	Unauthorized Set-Top Boxes
15	Gambling	32	Unsafe Supplements
16	Hacking and Surveillance	33	Binary Options
17	Illegal Automobile Modification Products	34	Any other category that MYAS/SAI on its sole discretion feels inappropriate to be included as Sponsor

5. APPLICATION PROCEDURE

The proposal shall be submitted to email id: procurement.kheloindia@gmail.com. The last date to submit the proposals would be 14th November 2023. Queries, if any may be sent on the above email Id by 7th Nov, 2023. The request can be processed any time after receipt of proposal based on its utility for SAI. The following will be mandatorily submitted:

- a. Name of the Organization.
- b. Registration/Incorporation date & Certificate.
- c. Name of Authorized signatory with Designation.
- d. Partnership Category.
- e. Support items.
- f. Type of Partnership proposed.
- g. Expectation from SAI.

It is the sole discretion of SAI to award partnership to more than 1 bidder belonging to same category.

Sports Authority of India (SAI) has the right to accept or reject or abort any proposal at any stage in its sole discretion.

Covering Letter on Letter Head along with EOI

To,
Deputy Director General,
Khelo India Secretariat,
JLN Complex, East Gate,
Lodhi Road
New Delhi-110003

Sub-Proposal for Partnership at Khelo India Para Games 2023

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 to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

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.

The following information is submitted:

- a. Name of the Organization.
- b. Registration/Incorporation date & Certificate.
- c. Name of Authorized signatory with Designation.
- d. Partnership Category.
- e. Support items.
- f. Type of Partnership proposed.
- g. Expectation from SAI.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

भारत सरकार

GOVERNMENT OF INDIA

Sports Authority of India (SAI)

DG-SAI

O/o E-Pathshala (HO)

SUBJECT

Main Category :
Sub Category :
Description : Engagement for Khelo India Games

OTHER DETAILS

Language : English
Remarks :
Previous References :
Later References :

Note # 1

Sub: Engagement of Advisor (Branding & Marketing) for Khelo India Games

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

- I. 1st edition of Khelo India Para Games (KIPG) in Delhi
- II. 6th edition of Khelo India Youth Games (KIYG) in Tamil Nadu
- III. 3rd edition of Khelo India Winter Games (KIWG) in Ladakh, Jammu & Kashmir
- IV. 4th edition of Khelo India University Games (KIUG) in Assam, North East region

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

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

4. In this regard, it is proposed to engage an Advisor - Branding & Marketing, with domain expertise and knowledge of media, publicity, advertising, branding and marketing of a sports event. The said resource shall be responsible for ensuring conceptualisation of branding guidelines and providing technical assistance and advice in formulation of promotional and marketing campaigns for the Khelo India Games. The said resource shall be deployed on a need basis for each of the upcoming edition of Khelo India Games.

5. In continuation of the above, the proposed terms of engagement of the Advisor - Branding & Marketing, are stated below:

- a. Requirement: 01 Advisor (Branding & Marketing) based in Sports Authority of India Head office in Delhi and travel to be different locations across India as per deployment on need basis.
- b. Essential Qualification: Graduate in any discipline from a recognized university.
- c. Essential Experience: 10 Years (In relevant field as mentioned in JD)
- d. Responsibilities/Job Description:
 - i. To ensure all marketing communication, adverts, collateral & templates are developed as per respective Khelo India Games marks, Khelo India marks, all logos of Government stakeholders and sponsors in the event.
 - ii. To formulate the brand guidelines and templates for various designs and creatives.
 - iii. To ensure the branding designs are vibrant, colourful, inspirational in visual design reflecting the event colour scheme and guidelines.
 - iv. Review and examination of draft designs and mock-ups of the branding elements.
 - v. Conceptualise and formulate plan for branding and city activation programs.
 - vi. Coordination with various stakeholders including Host Broadcaster, Event Management Agencies, etc. in formulating a well-integrated branding and design program of appropriate standard, ensuring look and feel as per the international standards.

- vii. Technical assistance and advice in formulation of promotional and marketing campaigns including Mascots, Theme Songs, Composite Logos, and other important look and feel elements.
- viii. Coordinate with media agency to integrate all stakeholder press & PR initiatives. Ensure tie ups with local/regional media for adequate coverage in local press.
- ix. Strategize the broadcast plan in liaison with the broadcast partner.
- e. Tenure: Engagement for a period of 06 months.
- f. Remuneration: Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
- g. Mode of Engagement: Scrutiny of applications followed by Interview of shortlisted candidates.

6. In view of the above, the approval of Secretary, Sports, MYAS and Chairperson, DPAC is solicited for the engagement of 01 Advisor - Branding & Marketing for the Khelo India Games as per the above terms and conditions.

Submitted for kind perusal and approval please .

27/10/2023 10:57 AM

सिबानंदा मिश्रा|**SIBANANDA MISHRA**
उप निदेशक|**DEPUTY DIRECTOR**

Note # 2

Reference above,

The engagement of advisor has been proposed for **6 months** with remuneration Rs. 10,000/- per diem with cap of Rs. 1.5 lacs /month amounting to the total expenditure of **09 lacs**.

2. The domain expertise in Branding & Marketing is essential for ensuring the appropriate branding in alignment with the Games. Hence, The proposal above may kindly be considered for approval please.

Submitted Please.

27/10/2023 11:28 AM

MANIKANT SHARMA
REGIONAL DIRECTOR INCHARGE

Note # 3

Please refer preceding notes.

Proposal for engagement of Advisor (Branding and Marketing) for Khelo India Games for six months may please be considered for approval please.

Submitted please.

27/10/2023 02:25 PM

अमर ज्योति|**AMAR JYOTI**
निदेशक|**DIRECTOR**

Note # 4

Approval of Secretary, Sports, MYAS and Chairperson, DPAC is solicited for the engagement of 01 Advisor - Branding & Marketing for the Khelo India Games with terms and conditions as mentioned in Para 5 of note #1

27/10/2023 10:17 PM

Ekta Vishnoi
DEPUTY DIRECTOR GENERAL

Note # 5

we may get ratified in DPAC.

31/10/2023 06:15 PM

संदीप प्रधान|**SANDIP PRADHAN**
महानिदेशक|**DIRECTOR GENERAL**

Note # 6

01/11/2023 12:46 PM

Sujata Chaturvedi
SECRETARY SPORTS

Note # 7

01/11/2023 01:07 PM

संदीप प्रधान|**SANDIP PRADHAN**
महानिदेशक|**DIRECTOR GENERAL**

Note # 8

pl float advertisement asap

01/11/2023 02:48 PM

Ekta Vishnoi
DEPUTY DIRECTOR GENERAL

Note # 9

01/11/2023 02:55 PM

अमर ज्योति|**AMAR JYOTI**
निदेशक|**DIRECTOR**

Note # 10

For needful pl.

01/11/2023 03:36 PM

MANIKANT SHARMA
REGIONAL DIRECTOR INCHARGE

Note # 11

Submitted for further actions please.

01/11/2023 03:51 PM

सिबानंदा मिश्रा|**SIBANANDA MISHRA**
उप निदेशक|**DEPUTY DIRECTOR**

Note # 12

01/11/2023 03:55 PM

शरत चन्द्र यादव|Sarath Chandra Yadav
उप निदेशक|DEPUTY DIRECTOR

Note # 13

01/11/2023 04:16 PM

निधिन जोस|NIDHIN JOSE
सहायक निदेशक|ASSISTANT DIRECTOR

Note # 14

Ref. note above, in this regard, the advertisement for the post of Advisor (Branding & Management) has been published on SAI website and is placed at [Annexure-I](#).

A Scrutiny committee consisting of the following members is proposed to be constituted for evaluation of all the applications which will be received and submission of a detailed scrutiny report for shortlisting the candidates for interview:

1. Sh. Sibananda Mishra, Deputy Director, Khelo India
2. Sh. Bibhu Bhushan, Asstt. Director, Khelo India
3. Young Professional, Khelo India- to be co-opted by the committee

Submitted for kind perusal and approval of Secretary, SAI, please.

03/11/2023 01:22 PM

आकाश पुंडीर|Aakash Pundir
सहायक निदेशक|ASSISTANT DIRECTOR

Note # 15

Reference to note above, as per the approval of competent Authority vide note # 5 & 6, advertisement has been published as per the terms of engagement provided by Khelo India.

In view of above, the scrutiny committee proposed in pre-page submitted for approval of Secretary, SAI please.

03/11/2023 05:17 PM

शरत चन्द्र यादव|Sarath Chandra Yadav
उप निदेशक|DEPUTY DIRECTOR

Note # 16

Approved

04/11/2023 03:04 PM

विष्णु कांत तिवारी|Vishnu Kant Tiwari
सचिव|SECRETARY

Note # 17

04/11/2023 06:56 PM

शरत चन्द्र यादव|**Sarath Chandra Yadav**
उप निदेशक|**DEPUTY DIRECTOR**

Note # 18

Pls prepare the order for scrutiny committee to be issued.

07/11/2023 10:04 AM

आकाश पुंडीर|**Aakash Pundir**
सहायक निदेशक|**ASSISTANT DIRECTOR**



Sports Authority of India
RECRUITMENT CELL
(An Autonomous Organization under Ministry of Youth Affairs & Sports)
Jawaharlal Nehru Stadium Complex (East Gate)
Lodhi Road, New Delhi- 110 003

SAI/Pers/Recdt. Advisor (Branding & Marketing)/503

Date: 02.11.2023

Sub: Engagement of Advisor (Branding & Marketing) on contract basis in

Sports Authority of India

Sports Authority of India (SAI) is an autonomous organization under the administrative control of the Ministry of Youth Affairs and Sports with its Head office at Jawaharlal Nehru Sports Complex, Lodhi Road, New Delhi-110003.

2. SAI invites applications from eligible, qualified and motivated Indian Citizens for providing consultancy as **Advisor (Branding & Marketing)** (On a part-time basis) for a period of 06 Months to drive, support and manage its sport development terms of Media Strategy, communication and public relations.
3. **Requirement:** 01 Advisor (Branding & Marketing) based in Sports Authority of India HQ in New Delhi. Candidate need to travel different locations across India as per deployment on need basis.
4. **Essential Qualification:** Graduate in any discipline from a recognized university.
5. **Essential Experience:** 10 Years (In relevant field as mentioned in JD)
6. **Responsibilities/Job Description:**
 - i. To ensure all marketing communication, adverts, collateral & templates are developed as per respective Khelo India Games marks, Khelo India marks, all logos of Government stakeholders and sponsors in the event.
 - ii. To formulate the brand guidelines and templates for various designs and creatives.
 - iii. To ensure the branding designs are vibrant, colourful, inspirational in visual design reflecting the event colour scheme and guidelines.
 - iv. Review and examination of draft designs and mock-ups of the branding elements.
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 - vi. Coordination with various stakeholders including Host Broadcaster, Event Management Agencies, etc. in formulating a well-integrated branding and design program of appropriate standard, ensuring look and feel as per the international standards.
 - vii. Technical assistance and advice in formulation of promotional and marketing campaigns including Mascots, Theme Songs, Composite Logos, and other important look and feel elements.
 - viii. Coordinate with media agency to integrate all stakeholder press & PR initiatives. Ensure tie ups with local/regional media for adequate coverage in local press.
 - ix. Strategize the broadcast plan in liaison with the broadcast partner.
7. **Tenure:** Engagement for a period of 06 months.
8. **Remuneration:** Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
9. **Mode of Engagement:** Scrutiny of applications followed by Interview of shortlisted candidates.

List of Correspondences

Receipt No. / Issue No.	Subject	Type	Marked As	Attached On	Issued On	Pages	Remarks
E 213028/2023/HO - Personnel Division	Engagement for the post of Advisor Branding & Marketing on contract basis in SAI	Receipt		02/11/2023 12:39 PM		1-4	attachment



**Sports Authority of India
RECRUITMENT CELL**

**(An Autonomous Organization under Ministry of Youth Affairs & Sports)
Jawaharlal Nehru Stadium Complex (East Gate)
Lodhi Road, New Delhi- 110 003**

SAI/Pers/Recrt. Advisor (Branding & Marketing)/503

Date: 02.11.2023

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 - ix. Strategize the broadcast plan in liaison with the broadcast partner.
7. **Tenure:** Engagement for a period of 06 months.
8. **Remuneration:** Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
9. **Mode of Engagement:** Scrutiny of applications followed by Interview of shortlisted candidates.

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10. **How to Apply:** - The candidate has to apply only online through the link <https://sportsauthorityofindia.nic.in/saijobs>. Applications received through any other mode would not be accepted and summarily rejected.

ONLINE APPLICATION WILL BE AVAILABLE FROM : **02.11.2023 (05.00 PM)**

LAST DATE FOR RECEIPT OF APPLICATIONS : **18.11.2023 (till 05:00 PM).**

11. Documents:

- i. **DEGREE AND MARKSHEET:** The certificate must be one issued by the Competent Authority (i.e., University or other examining body) awarding the particular qualification.
- ii. **WORK EXPERIENCE:**

Documents claiming work experience must clearly mention the following:

- a. Name of the establishment
- b. Signature of competent authority/issuing authority clearly stating their position of authority in the organization.
- c. Duration of work experience (Date of joining and Date of relieving shall be mentioned).
- d. The field in which the candidate has worked or the post held in the establishment.

12. OTHER DOCUMENTS:

- a. Proof of Date of birth: Aadhar Card/10th class mark sheet/12th class mark sheet.
- b. One recent passport size colour photograph.

13. GENERAL INSTRUCTIONS: (All the instructions given below must be strictly followed or else the application is liable to be rejected)

1. Applications are invited only from Indian citizens who fulfill eligibility criteria of essential educational qualification and essential work
2. The responsibility of ensuring genuineness of the certificate lies completely on the candidate by self-attestation. SAI reserves the right to discard experience certificates which do not provide correct details as mentioned above. Website links could be provided to ascertain genuineness.
3. Candidates will be called for the interview on the criteria as mentioned above. Hence, fulfillment of eligibility criteria does not entail that candidate will be considered for the interview.
4. The Candidates should note that their candidature at all the stages will be purely provisional, subject to satisfying the prescribed eligibility conditions. If, on verification at any stage, before or after Interview, it is found that they do not fulfil any of the eligibility conditions; their candidature will be cancelled by SAI.
5. Selection of the candidate will be based on the interview for which no TA/DA will be paid.
6. The candidates will be called for the interview in the ratio 1:5. If the number of applications received is more than 5 times the number of vacancy advertised, a duly constituted selection committee shall scrutinize / shortlist the eligible candidates to be called for interview on the basis of suitable criteria.
7. **NOTE:** SELECTED CANDIDATES WILL BE REQUIRED TO PRODUCE THE ORIGINAL CERTIFICATES MENTIONED IN APPLICATION AT THE TIME OF JOINING. FAILING TO SUBMIT THE REQUIRED CERTIFICATES IN ORIGINAL AT THE TIME OF JOINING WILL LEAD TO CANCELLATION OF CANDIDATURE.

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14. Terms and Conditions (For Contractual engagement):

Tenure: The engagement will be for a period of 06 months. The tenure can be terminated by giving a 30 days' Notice period by either party, ie. SAI or the employee. The SAI can terminate the contract at any time, without prior notice and without providing any reason for it.

Candidates should note that only the Date of Birth as recorded in the Matriculation/ Secondary Examination will be accepted. The maximum age limit will be calculated as on the last date of applications of this notification.

Tax Deduction at Source: The Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment, for which the SAI will issue TDS /Service Tax Certificates, as applicable.

Other Allowances: No TA/DA shall be admissible for joining the assignment or on its completion. No other facilities like DA, Accommodation, Residential Phone, Conveyance /Transport, Personal Staff, Medical reimbursement, HRA and LTC etc. would be admissible.

Extension: Performance of the selected candidates would be continuously reviewed and their extension will be considered on the basis of periodic review / requirement.

Police Verification: Police verification of the individual Consultants shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of individual consultant shall cease to exist with immediate effect without any notice.

Relaxation: DG, SAI where DG, SAI is of the opinion that, it is necessary or expedient so to do, it may by order and for reasons to be recorded in writing, relax any of the provisions of these rules

15. Confidentiality:

- a. Selected persons will not be allowed to publish a book or a compilation of articles or participate in a radio broadcast or contribute an article or anonymously or pseudonymously in the name of any other person, if such book, article, broadcast, uses any information that he/she may gather as part of this assignment.
- b. During the period of engagement, Employee would be subject to the provisions of the Indian Official Secret Act, 1923 and will not divulge any information gathered by him/her during the period of his/her engagement to anyone who is not authorized to know.
- c. The Selected personnel at no instance can represent or give opinion or advice to others in any matter, which is adverse to the interest of the Government.

16. Other Conditions:

- a. In case he/she is required to proceed outstation from the place of posting on tour for official duty, he/she will be entitled to TA/DA as admissible under the rules.
- b. In case the performance of Candidate is not found satisfactory, his/her services will be discontinued after giving one-month notice.
- c. Without any prejudice to the above condition, the candidate will be terminated from his services with immediate effect without any obligations, in case the candidate is found guilty of violating any of the conditions contained in the terms of employment or is guilty of any misconduct including negligence of duties, unauthorized absence, etc.
- d. Decision of SAI in all matters regarding eligibility, selection and posting would be final and binding upon all candidates. No representation or correspondence will be entertained by SAI in this regard.
- e. SAI reserves the right to cancel the advertisement and/or the selection process at any stage without assigning any reason.
- f. The DG SAI shall be the final authority in case of any dispute.

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213028/2023/HO - Personnel Division

- g. The appointment will be purely on contract basis and does not confer any right to claim to permanent employment in SAI.
- h. Any litigation matters pertaining to employment at SAI shall be restricted to the jurisdiction of the Delhi courts.
- i. Owing to the requirement in SAI, a panel shall be drawn which will be valid for a period of one Year and can be utilized by any Scheme/project funded by Government of India along with SAI. SAI reserve the right to cancel the panel without assigning any reason.


02/11/2023
Dy. Director (Recruitment)
Sports Authority of India



Sports Authority of India
RECRUITMENT CELL
 (An Autonomous Organization under Ministry of Youth Affairs & Sports)
 Jawaharlal Nehru Stadium Complex (East Gate)
 Lodhi Road, New Delhi- 110 003

SAI/Pers/Recdt. Advisor (Branding & Marketing)/503

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7. **Tenure:** Engagement for a period of 06 months.
8. **Remuneration:** Rs. 10,000/- per diem with the cap of Rs. 1.5 Lakh/month.
9. **Mode of Engagement:** Scrutiny of applications followed by Interview of shortlisted candidates.

Sarali

10. **How to Apply:** - The candidate has to apply only online through the link <https://sportsauthorityofindia.nic.in/saijobs>. Applications received through any other mode would not be accepted and summarily rejected.

ONLINE APPLICATION WILL BE AVAILABLE FROM : 02.11.2023 (05.00 PM)

LAST DATE FOR RECEIPT OF APPLICATIONS : 18.11.2023 (till 05:00 PM).

11. Documents:

- i. **DEGREE AND MARKSHEET:** The certificate must be one issued by the Competent Authority (i.e., University or other examining body) awarding the particular qualification.
- ii. **WORK EXPERIENCE:**

Documents claiming work experience must clearly mention the following:

- a. Name of the establishment
- b. Signature of competent authority/issuing authority clearly stating their position of authority in the organization.
- c. Duration of work experience (Date of joining and Date of relieving shall be mentioned).
- d. The field in which the candidate has worked or the post held in the establishment.

12. OTHER DOCUMENTS:

- a. Proof of Date of birth: Aadhar Card/10th class mark sheet/12th class mark sheet.
- b. One recent passport size colour photograph.

13. GENERAL INSTRUCTIONS: (All the instructions given below must be strictly followed or else the application is liable to be rejected)

1. Applications are invited only from Indian citizens who fulfill eligibility criteria of essential educational qualification and essential work
2. The responsibility of ensuring genuineness of the certificate lies completely on the candidate by self-attestation. SAI reserves the right to discard experience certificates which do not provide correct details as mentioned above. Website links could be provided to ascertain genuineness.
3. Candidates will be called for the interview on the criteria as mentioned above. Hence, fulfillment of eligibility criteria does not entail that candidate will be considered for the interview.
4. The Candidates should note that their candidature at all the stages will be purely provisional, subject to satisfying the prescribed eligibility conditions. If, on verification at any stage, before or after Interview, it is found that they do not fulfil any of the eligibility conditions; their candidature will be cancelled by SAI.
5. Selection of the candidate will be based on the interview for which no TA/DA will be paid.
6. The candidates will be called for the interview in the ratio 1:5. If the number of applications received is more than 5 times the number of vacancy advertised, a duly constituted selection committee shall scrutinize / shortlist the eligible candidates to be called for interview on the basis of suitable criteria.
7. **NOTE:** SELECTED CANDIDATES WILL BE REQUIRED TO PRODUCE THE ORIGINAL CERTIFICATES MENTIONED IN APPLICATION AT THE TIME OF JOINING. FAILING TO SUBMIT THE REQUIRED CERTIFICATES IN ORIGINAL AT THE TIME OF JOINING WILL LEAD TO CANCELLATION OF CANDIDATURE.

Savali

14. Terms and Conditions (For Contractual engagement):

Tenure: The engagement will be for a period of 06 months. The tenure can be terminated by giving a 30 days' Notice period by either party, ie. SAI or the employee. The SAI can terminate the contract at any time, without prior notice and without providing any reason for it.

Candidates should note that only the Date of Birth as recorded in the Matriculation/ Secondary Examination will be accepted. The maximum age limit will be calculated as on the last date of applications of this notification.

Tax Deduction at Source: The Income Tax or any other tax liable to be deducted, as per the prevailing rules will be deducted at source before effecting the payment, for which the SAI will issue TDS /Service Tax Certificates, as applicable.

Other Allowances: No TA/DA shall be admissible for joining the assignment or on its completion. No other facilities like DA, Accommodation, Residential Phone, Conveyance /Transport, Personal Staff, Medical reimbursement, HRA and LTC etc. would be admissible.

Extension: Performance of the selected candidates would be continuously reviewed and their extension will be considered on the basis of periodic review / requirement.

Police Verification: Police verification of the individual Consultants shall be done as per the latest instructions issued by MHA. In case the police verification is received as negative, the contract of individual consultant shall cease to exist with immediate effect without any notice.

Relaxation: DG, SAI where DG, SAI is of the opinion that, it is necessary or expedient so to do, it may by order and for reasons to be recorded in writing, relax any of the provisions of these rules

15. Confidentiality:

- a. Selected persons will not be allowed to publish a book or a compilation of articles or participate in a radio broadcast or contribute an article or anonymously or pseudonymously in the name of any other person, if such book, article, broadcast, uses any information that he/she may gather as part of this assignment.
- b. During the period of engagement, Employee would be subject to the provisions of the Indian Official Secret Act, 1923 and will not divulge any information gathered by him/her during the period of his/her engagement to anyone who is not authorized to know.
- c. The Selected personnel at no instance can represent or give opinion or advice to others in any matter, which is adverse to the interest of the Government.

16. Other Conditions:

- a. In case he/she is required to proceed outstation from the place of posting on tour for official duty, he/she will be entitled to TA/DA as admissible under the rules.
- b. In case the performance of Candidate is not found satisfactory, his/her services will be discontinued after giving one-month notice.
- c. Without any prejudice to the above condition, the candidate will be terminated from his services with immediate effect without any obligations, in case the candidate is found guilty of violating any of the conditions contained in the terms of employment or is guilty of any misconduct including negligence of duties, unauthorized absence, etc.
- d. Decision of SAI in all matters regarding eligibility, selection and posting would be final and binding upon all candidates. No representation or correspondence will be entertained by SAI in this regard.
- e. SAI reserves the right to cancel the advertisement and/or the selection process at any stage without assigning any reason.
- f. The DG SAI shall be the final authority in case of any dispute.

- g. The appointment will be purely on contract basis and does not confer any right to claim to permanent employment in SAI.
- h. Any litigation matters pertaining to employment at SAI shall be restricted to the jurisdiction of the Delhi courts.
- i. Owing to the requirement in SAI, a panel shall be drawn which will be valid for a period of one Year and can be utilized by any Scheme/project funded by Government of India along with SAI. SAI reserve the right to cancel the panel without assigning any reason.


02/11/2023
Dy. Director (Recruitment)
Sports Authority of India

13/11/2023 11:12 AM

MANIKANT SHARMA
REGIONAL DIRECTOR INCHARGE

Note # 20

Reference to Note #16 above regarding EOI for the telecast/broadcast of Khelo India Para Games 2023, the draft EOI is placed at DFA/16304. It is proposed that the EOI may be placed before the Finance Committee and Governing Body.

Submitted for the approval of the Hon'ble Minister of Youth Affairs and Sports please.

13/11/2023 01:10 PM

अमर ज्योति|AMAR JYOTI
निदेशक|DIRECTOR

Note # 21

Approval of Chairman, GB is sought for publishing EOI for engagement of broadcasting partner for Khelo India Para Games. Before finalisation, it will be put up before FC and GB.

13/11/2023 04:07 PM

Ekta Vishnoi
DEPUTY DIRECTOR GENERAL

Note # 22

15/11/2023 10:49 AM

संदीप प्रधान|SANDIP PRADHAN
महानिदेशक|DIRECTOR GENERAL

Note # 23

16/11/2023 10:55 AM

Sujata Chaturvedi
SECRETARY SPORTS

MYAS
13/11
Secy (Sports)



SPORTS AUTHORITY OF INDIA
Khelo India Division

Corrigendum-1

Tender ID: 2023_SAI_734358_1

Dated: 23.11.2023

Sub: Corrigendum No. 1 to the above referred Tender ID: 2023_SAI_734358_1 for the Expression Of Interest (EOI) for Broadcast of Khelo India Para Games 2023 Edition

The following changes are incorporated to EOI document:

S.No.	Reference	Clause as per EOI	Amended Clause
1	Date of Submission	Last day for submission of application is (24.11.2023) The proposals shall be submitted to email mentioned below: procurement.kheloindia@gmail.com	Last day for submission of application is (01.12.2023 till 1600 Hrs) The proposals shall be submitted to email mentioned below: procurement.kheloindia@gmail.com

All other terms and conditions mentioned in EOI document will remain unchanged.


23.11.23

File No.: 01-28/6/2023-HO - Events and Competition-Part (4)

Date: 15.11.2023

**EXPRESSION OF INTEREST (EOD) BROADCAST OF KHELO INDIA
PARA GAMES 2023 EDITION**

INTRODUCTION AND BACKGROUND:

Khelo India programme aims at strengthening the entire sports ecosystem to promote the twin objectives of mass participation and promotion of excellence in sports. It has been introduced to revive the sports culture in India at the grass-root level by building a framework for all sports played in our country and establish India as a great sporting nation. Khelo India Games is declared as an 'Event of National Importance'. Khelo India Para Games (KIPG), 2023 is scheduled to be held from 10th to 17th December 2023 in New Delhi with participation of 27 States 9 Union Territories' and about 1455 athletes.

In order to telecast the **Khelo India Para Games (KIPG), 2023** and take it to the masses, it is proposed to engage partner(s) for live telecast of the games. The clean feed for the purpose will be provided to the potential partners by the production agency.

The applicant telecasting be in the business of Satellite television/OTT having prior experience in telecasting of live events on Television / OTT preferably sporting events. The services of Telecast Partner(s) will thus be required in many areas including following: -

1. Promotion of **Khelo India Para Games 2023** on their platforms (TV channels/ OTT / websites/Social Media accounts, etc.) including build-up prior to the commencement of the games
2. Live telecast of the **Khelo India Para Games 2023** including Opening & Closing Ceremony and any other ancillary event pertaining to the games
3. Generating awareness for the games for the public with promotions and other initiatives/ elements like thematic campaign, anthem, tune in promos, special programming with focus on hero building, consumer contest etc.
4. Game day presentation ceremonies, award ceremonies, interviews with coaches and athletes and other programs pertaining to the games to be conducted by the partner.

The above-mentioned activities are only indicative and not exhaustive of works to be assigned to the Partner. The partner shall provide such services at no cost and will only be provided the right to be designated as the "**KIPG 2023 Broadcast Partner(s)**".

Partner entitlements are listed below:

1. Telecast rights for KIPG 2023 across TV channel and OTT platforms.
2. Mention as '**Broadcast Partner**' across all promotions and creatives of that event / promotion.



3. Rights for usage of KIPG 2023 content free of cost for tune in promos
4. Right to exploit commercial inventory / commercial breaks during the LIVE and repeattelecast for generating revenue for themselves.
5. Right to re-run the telecast, highlights package and any special programming.
6. Mention as '**Broadcast Partner**' in Press release.
7. Partner logo presence across all creative and promotional elements (wherever applicable)
8. Right to use partner status across their brand campaigns and promotions up until the end of KIPG 2023

Eligibility Criteria

SN	Criteria	Documents required
1	<p>A. Applicant should be a registered legal entity recognized under the legal statute of India including any Company, Partnership firms/LLP for more than 5 years on the date of submission of bid.</p> <p><i>Note: JV/Consortium/Sub contracting is not allowed.</i></p> <p>B. Registered with the Income Tax (PAN) and GST (GSTN) Authorities in India with active status.</p>	<p>A. Copy of Certificate of Incorporation, Partnership Deed etc.</p> <p>B. Copy of Registration Certificates with the GST & IT (PAN) Authorities.</p>
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
3	The Applicant should have an average annual turnover of at least INR 5 Cr. over last three financial years ending FY 2022-23.	Certificate by Statutory Auditor/ Chartered Accountant stating turnover in required financial years as per Annexure- B for FY 2020-21, FY 2021-22 & FY 2022-23
4	Fit and Proper Person	Self-certificate and/or Letter of Undertaking regarding Fit and Proper Person
5	The Applicant should have their own Broadcast & OTT Platforms	Copies of necessary licenses
6	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 up to date which are applicable on the applicant for the said work.	Letter of Undertaking on the letter head.

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) may take the indicative criteria mentioned below:



- a. Financial integrity of the Applicant;
- b. Ability of the Applicant to undertake all obligations set out under this EOI;
- c. Absence of convictions or civil liabilities against the Applicant from any courts of competent jurisdiction in India;
- d. Absence of any previous debarment of the Applicant, in accordance with the General Financial Rules, 2017, provided such debarment is still existing;
- e. Absence of any disqualification as specified below:
 - o Conviction 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 or fraud or any offence under the Prevention of Corruption Act, 1988 or the Indian Penal Code, or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract;
 - o 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;
 - o 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;
 - o 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;
 - o 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;
 - o 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, and the bar subsists as on the date of the Proposal.

Evaluation Criteria: The bidder will be decided based on technical capacity. Accordingly, a presentation is required to be made to the Committee covering the strategy for the telecast and promotion of the games but not limited to the following:

SN	Evaluation Criteria	Marks
1	Promotion of Khelo India Para Games 2023 on their platforms (TV channels/ OTT / websites etc.) including buildup prior to the commencement of the games	25
2	Viewership reach of the television channel(s) and OTT Platform on which the Event shall broadcast	10
3	Any other telecast strategy by the applicant	15



All the Applicants who will score more than 50% will be awarded the rights to telecast. The applications shall be accompanied by the Covering Letter as Annexure – A. The proposals shall be submitted to emailed mentioned below:

procurement.kheloindia@gmail.com

Queries, if any, may be sent in writing to Khelo India Secretariat at above E-mail Address latest by **20.11.2023**.

Last day for submission of application is (24.11.2023).

Sports Authority of India (SAI) being the competent authority has the right to accept or reject or abort any proposal at any stage in its sole discretion. That any decision made by the competent authority in this regard shall be final.



Annexure-A

Covering Letter on letterhead along with EOI

To,
Deputy Director General,
Sports Authority of India
JLN Stadium, East Gate,
Lodhi Road, New Delhi-110003

Sub-Proposal for Partner under Khelo India Para Games 2023

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 to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be rejected from the EOI.

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.

Thanks

Name:

Title:

Signature:

SIGNATURE WITH SEAL

ANNEXURE 'B' | Annual Turnover

S. NO.	FINANCIAL YEAR	ANNUAL TURNOVER (INR)
1.	2020-21	
2.	2021-22	
3.	2022-23	

Certificate from the Statutory Auditor/Chartered Accountant

This is to certify that the average turnover of the Applicant in the last three years is Rs. _____ . (In words)

Name of the Audit firm:

Seal of the Audit firm

Date:

(Signature, name and designation of the Authorized Signatory)

Note:

- In case the Applicant does not have a Statutory Auditor, it shall provide the certificate from its Chartered Accountant (CA) that ordinarily audits the annual accounts of the Applicant.
- In case audit of the firm is pending for the FY 2022-23, provisional accounts certified by CA may be considered

Agenda Item No	8
Agenda	<i>Budget Estimate for Khelo India Games</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda:

Under the component of Sports Competitions and Talent Development of Khelo India Scheme mentioned in the Gazette Notification dated 4 March 2022. It is mentioned that the Central Government will organize National-level competitions, i.e., **Khelo India Youth Games and Khelo India University Games**, in respect of high priority/priority sports disciplines. So far 8 editions of Khelo India Youth and University Games and 3 editions of Winter Games have been successfully conducted so far. Further, the next edition of Khelo India Youth Games (KIYG), is scheduled to be held in the State of Tamil Nadu and the next edition of Khelo India University Games (KIUG) is scheduled to be held in the State of Assam, whereas the next edition of Khelo India Winter Games 2024 is scheduled to be held in the UTs of J & K and Ladakh. Furthermore, the 1st edition of the Khelo India Para Games is planned to be conducted in Delhi in 2023 in 7 Sports disciplines.

2. In the above context it is pertinent to note that in organizing the games it is ensured 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, Certificates through DigiLocker 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 helps in promoting the culture of sports, and citizen engagement and also provide a platform for talent identification.

3. For the successful organization of the games and for maintaining the standard of the games and brand value an estimate has been prepared for the Khelo India Games which also takes into account the factors such as Number of Venues, Sports Disciplines, Participants including Athletes etc. The details are as follows:

S. No	Functional Areas/Items of Expenditure	Estimate budget for KIYG 2023 (INR in Cr)	Estimate budget for KIUG 2023 (INR in Cr)	Estimate budget for KIWG 2024 (INR in Cr)	Estimate budget for KIPG 2023 (INR in Cr)	Total (INR in Cr)
	SAI & Host State				SAI	
1	Operations	4.85	1.14	1.14	3.09	10.22
	Total (A)	4.85	1.14	1.14	3.09	10.22
	<i>Point 1: Distributed among the Host State and SAI, DG SAI may be authorized to decide the ratio</i>				<i>Point 1: May be released to SAI</i>	
	Host State				SAI	
2	Venue Overlays,	14.74	12.94	2.88	2.50	33.06

S. No	Functional Areas/Items of Expenditure	Estimate budget for KIYG 2023 (INR in Cr)	Estimate budget for KIUG 2023 (INR in Cr)	Estimate budget for KIWG 2024 (INR in Cr)	Estimate budget for KIPG 2023 (INR in Cr)	Total (INR in Cr)
	Sports Presentations, Spectator Engagement, State Coordination, Venue Branding, Design Agency & Media Operations					
3	ICT Equipment, Post Games Operations, Volunteer Management, & Others	0.97	0.71	0.37	0.63	2.68
4	Accommodation, Catering & Transport (ACT) and ACT Management	NA	NA	3.83	6.07	9.9
	Total (B)	15.71	13.65	7.08	9.20	45.64
	<i>Points 2,3: May be released to Host State</i>				<i>Point 2,3: May be released to SAI</i>	
	SAI				SAI	
4	Games Technical Conduct Committee (GTCC)	15.24	13.41	5.3	8.59	42.54
5	Administrative & Miscellaneous Expenses	0.70	0.30	0.799	0.10	1.90
6	Broadcasting and Production	0	0	0	3.50	3.50
	Total (C)	15.94	13.71	6.099	12.19	47.94
	<i>Points 4,5: May be released to SAI</i>				<i>Point 4,5: May be released to SAI</i>	
	Total (A+B+C)	36.5	28.50	14.319	24.48	103.8

4. It may also be noted that **Rs 65 Cr** was approved for KIYG 2023 and KIUG 2023 both in the **39th DPAC** meeting dated **27.7.2023**. Further, the Head-wise expenditure is proposed in the above-mentioned table (*Columns 3 & 4*).

5. It is submitted that preparing the estimate of Khelo India Winter Games 7 sports have been taken into consideration, however if the number of sports discipline gets reduced the estimate will also reduce accordingly and the same shall be placed before DPAC for its information. Further, the estimated budget for Khelo India Winter Games also includes likely expenditure to be incurred on Accommodation, Catering & Transport.

6. In view of the above, the following are placed before DPAC for necessary direction
- Broadcasting and Production along with monetizing rights may be given to the Host State in case of Khelo India Youth, University, & and Winter Games. Accordingly, the estimated expenditure will get reduced.
 - **KIWG 2024** : The Financial liability for the Khelo India Winter Games may be distributed among the Host State and SAI. Host UTs may be asked to bear the expenditure for Accommodation, Catering & Transport and in that case the estimated expenditure will also get reduced accordingly.

Approval of the DPAC is solicited for:

- Approval for the estimated budget of Rs. 103.8 crores towards Khelo India Games (KIYG 2023, KIUG 2023, KIPG 2023, KIWG 2024) to be debited under the "Sports Competition and Talent Development" Vertical of Khelo India.*
- Authorizing DG for incurring expenditures upto 10% above the approved budget and re-appropriate funds from one head to another head of expense within the approved budget.*

NO. 01-24004(01)/1/2023-HO-Khelo India Division

Dated: 11.10.2023

Subject: Minutes of 41st Departmental Project Approval Committee (DPAC) meeting held on 06.10.2023.

Please find enclosed the Minutes of 41st meeting of Departmental Project Approval Committee (DPAC) for various components of Khelo India Scheme held on 06.10.2023 under the Chairmanship of Smt. Sujata Chaturvedi, Secretary (Sports) MYAS for your kind perusal please.


Sibananda Mishra
Dy. Director (Khelo India)

Encl: As above

To,

The Members of the Departmental Project Approval Committee of Khelo India.

Copy to:

1. DDG, SAI (Khelo India)
2. DDG, SAI (Ops.)
3. ED, Khelo India
4. Director, Fit India
5. Director, KI Events
6. DD, IT
7. DD to DG SAI
8. AD, SFW
9. PA to DDG, SAI

**Minutes of the 41st meeting of the Departmental Project Approval Committee (DPAC)
held on 06.10.2023**

The 41st meeting of the DPAC was held on 06.10.2023 at 11:30 am under the Chairmanship of Secretary (Sports) Govt. of India.

The list of the participants is placed at *Annexure I*.

Agenda No.	Agenda Item	Minutes of the Meeting
1.	Confirmation of the minutes of the 40th meeting of DPAC held on 23.08.2023	Confirmed.
2.	Action Taken report on 40th meeting of DPAC held on 23.08.2023	Confirmed. With respect to Item No. 3, DPAC observed the following: i. It was observed that there has been less registration so far for the Fit India Quiz, hence it was decided that government schools (both Central and State) may be exempted from the requirement of paying registration fees to encourage wider participation and more registration. Approval of chairman may be sought at once on this recommendation.
3.	Engagement of 100 Professionals for implementation & monitoring of Khelo India scheme	DPAC approved Rs. 10 crore for a maximum of 100 resources for a period upto 31.03.2026. The modalities and process of engaging 100 resources may be finalized at the level of DG SAI.
4.	Capacity Building of Past Champion Athletes (PCAs) hired in Khelo India Centres (KICs)	DPAC approved the proposal with a direction to place the proposal to waive-off the course fee for refresher & certificate course before the Governing Body of SAI. Accordingly, Rs. 57.61 lakh. has been approved for 1,067 PCA towards travelling, lodging & boarding cost. Further, on the basis of similar norms the capacity building program may be conducted for another 250 PCAs for the 250 KICs to be set up, as and when they are engaged and the same shall be placed before DPAC for information.
5.	Viability Gap Funding (VGF) for Khelo India State Centre of Excellence (KISCE) in the State/UT of Bihar	The Proposal was approved with the observation that the funds shall be released on the basis of progress in implementation.



6.	Notification and Viability Gap Funding (VGF) for Khelo India State Centre of Excellence (KISCE) in the UT of Ladakh	The Proposal was approved.
7.	Support to Sports Academies under NCOEs	The proposal was approved.
8.	Budget Estimate for Khelo India Games	Total Rs. 85 crores for Khelo India Games was approved (Rs. 30 cr. for Youth Games, Rs. 25 cr. for University Games, Rs. 20 cr. for Para Games and Rs. 10 cr. for Winter Games).

The meeting ended with a vote of thanks to the chair.



Annexure I

The following members were present in the meeting:

1. Sh. Sandip Pradhan, Director General, SAI
2. Sh. Prem Kumar Jha, Joint Secretary (Development), MYAS
3. Sh. Sanjay Rastogi, AS & FA, MYAS
4. Sh. Shailesh Rajan, ED (Finance), SAI
5. Sh. Harshit Mishra, NITI Aayog representative

The following officers were also present:

1. Ms. Ekta Vishnoi, DDG, SAI
2. Sh. Sibananda Mishra, Deputy Director, Khelo India

Annexure VII

Activity : Media Estimate Date 30.11.2023



S.NO	Particulars	Specifications	Quantity	Amount (in INR) as per annexure	GST	Total Amount (in INR)
1	OOH Bus Q Shelters	OOH Branding at Bus Q shelters for 15 Days	40	2315000	416700	2731700
2	OOH NDMC Toilets	OOH Branding at NDMC Toilets for 15 Days	30	1185000	213300	1398300
3	OOH Unipoles	OOH Branding at Unipoles (Both Sides)	188	5410000	973800	6383800
4	OOH- OTC Bus branding	OOH Branding at 200 DTC Buses for 15 Days	200	1521000	273780	1794780
5	Cost of Printing/Installation (approx)			As per approved CBC rates		
6	Digital/social media promotion			1250000	225000	1475000
7	Full Page Newspaper ad in 5 Newspapers a day before event i.e. 10/12/2023. (GST@ 5%)			1929203	96460	2025663
Total (in INR)				13610203	2199040	15809243

Bus Queue Shelters

S.No	Concession	Area	Citilights	Stop Name	Road Name	Towards	Size (In SQFT)	DAVP Display Rate/Month (exc GST)	DAVP Display 15 days (exc GST)
1	NDMC	Central	BQS	Gurudwara Bangla Sahib	Baba Kharak Singh Marg	Gole dakkhana	113	150000	75000
2	NDMC	Central	BQS	RML Hospital	Baba Kharak Singh Marg	Mother Teresa Crescent	113	150000	75000
3	NDMC	Central	BQS	Max Mueller Bhawan	K G Marg	India Gate circle	113	150000	75000
4	NDMC	Central	BQS	Patiala House	Tilak Marg	ITO	113	150000	75000
5	NDMC	Central	BQS	SJ Airport	Aurobindo Marg	S J Madarsa	113	150000	75000
6	NDMC	Central	BQS	Laxmi Bai Nagar	Brig Hoshiyar Singh Marg	Leela Hotel	113	150000	75000
7	NDMC	Central	BQS	Jaipur House	Dr Zakir Hussain Marg	Nizamuddin	113	150000	75000
8	NDMC	Central	BQS	Lodhi Colony	Jor Bagh Road	P S Lodhi Colony	113	150000	75000
9	NDMC	Central	BQS	Bharti Nagar	Maharishi Raman Marg	Khan Mkt	113	150000	75000
10	NDMC	Central	BQS	Bapu Dham	Sardar Patel Marg	Dhaura Kuan	113	150000	75000
11	NDMC	Central	BQS	Bhartiya Sadhu Samaj	Sardar Patel Marg	Mother Teresa Crescent	113	150000	75000
12	NDMC	Central	BQS	Moti Bagh I	Shanti Path	Mahatma Gandhi Marg (Ring road)	113	150000	75000
13	NDMC	Central	BQS	Teen Murti	South Avenue	Teen Murti	113	150000	75000
14	NDMC	Central	BQS	PS Tuglak Road	Tuglak Road	Mahatma Gandhi Marg (Ring road)	113	150000	75000
15	NDMC	Central	BQS	Windsor Place	Janpath	Rajesh pilot Marg	113	150000	75000
16	MCD	South	BQS	Nehru Place	Ho Chin Minh Marg	Chirag Delhi	113	100000	50000
17	MCD	South	BQS	Paras Cinema	Ho Chin Minh Marg	Paras Cinema	113	100000	50000
18	MCD	South	BQS	Savitri Cinema	Ho Chin Minh Marg	Nehru Place	113	100000	50000
19	MCD	South	BQS	Masjid Moth	Ho Chin Minh Marg	Chirag Delhi	113	100000	50000
20	MCD	South	BQS	ISTM	Olof Palme Marg	IIT	113	100000	50000
21	MCD	South	BQS	Munirka	Olof Palme Marg	IIT	113	100000	50000
22	MCD	South	BQS	Sector 5, R K Puram	Olof Palme Marg	IIT	113	100000	50000
23	MCD	South	BQS	Shanti Niketan Rao Tula Ram Marg	Rao Tularam Marg	Vasant Vihar	113	100000	50000
24	MCD	Dwarka	BQS	Palam More (CGDA)	Airport Road	Dhaura Kuan	113	100000	50000
25	MCD	Central	TOPLINE BQS A	Pragati Maidan	Bhairon Marg	ISBT	260	100000	50000
26	MCD	East	TOPLINE BQS A	Sarai Kale Khan	Mahatma Gandhi Marg	Ashram	260	100000	50000
27	MCD	South	TOPLINE BQS B	Arjun Path	Rao Tularam Marg	IIT	250	100000	50000
28	MCD	South	TOPLINE BQS A	Gurudwara Bala Sahib	Mahatma Gandhi Marg	Ashram	260	100000	50000
29	MCD	South	TOPLINE BQS B	Lajpat Nagar	Mahatma Gandhi Marg	Ashram	250	100000	50000
30	MCD	South	TOPLINE BQS B	AIIMS	Mahatma Gandhi Marg	Ashram	250	100000	50000
31	MCD	South	TOPLINE BQS A	Nauroji Nagar	Mahatma Gandhi Marg	AIIMS	260	100000	50000
32	MCD	South	TOPLINE BQS A	R K Puram Sec 12	Mahatma Gandhi Marg	Dhaura Kuan	260	100000	50000
33	MCD	South	TOPLINE BQS A	South Moti Bagh	Mahatma Gandhi Marg	Dhaura Kuan	260	100000	50000
34	MCD	South	TOPLINE BQS B	Arjun Path	Rao Tularam Marg	Airport	250	100000	50000
35	MCD	South 1	TOPLINE BQS B	South Extension (in front of Yes Bank)	Mahatma Gandhi Marg	AIIMS	250	100000	50000
36	MCD	South	BQS	Zoo	Mathura Road	Red Fort	113	100000	50000
37	MCD	Central	BQS	Supreme Court	Mathura Road	Ashram	113	100000	50000
38	MCD	South	BQS	R R Hospital	NH -8	Gurgaon	113	100000	50000
39	MCD	West	BQS	Dhaura Kuan		Domestic Airport	113	100000	50000
40	MCD	South	BQS	National Stadium	Mathura Rd	Ashram	113	100000	50000
							TOTAL	4,750,000.00	2375000

Flex Installation and Mounting Charges-Rs 30/Sqft

Note

All sites are subject to availability at the time of booking confirmation , please check the availability before the final booking confirmation

NDMC (PUBLIC UTILITY)							
Sr. No.	Locations	Category	W	H	SQ.FT.	DAVP Approved Rate P.M. (exc GST)	DAVP Approve Rate 15 days (exc GST)
1	Safdar Hasmi (Near Himachal Bhawan)	A	23	10	230	150000	75000
2	RK Ashram Marg	A	19	10	190	150000	75000
3	Jantar Mantar	A	20	9	180	150000	75000
4	College Lane	A	28	8	224	150000	75000
5	95 Dairy , Kali Bari Marg	A	20	9	180	150000	75000
6	Baba Kharak Singh Marg Opp. Hanuman Mandir	A	28	8	224	150000	75000
7	OLd RK Ashram Marg	A	28	8	224	150000	75000
8	Swati Hostel (Mandir Marg)	A	20	12	240	150000	75000
9	North Avenue	B	19	9	171	100000	50000
10	Campa Cola Factory Opp. Mayur Bhawan	B	26	10	260	100000	50000
11	Uco Bank, Mahadev Marg	B	20	9	180	100000	50000
12	Parking at Rail Museum	B	28	8	224	100000	50000
13	Opp. kali Mandir, (Bangla Sahib)	B	24	8	192	100000	50000
14	Tilak Lane SCK Mkt. ITO TO India Gate	B	25	8	200	100000	50000
15	Bapa Nagar, Zakir Hussain Marg	B	29	8	232	100000	50000
16	Farid Kot House Lane	C	20	10	200	50000	25000
17	Sangli Mess Lane	C	13'6" x 9'6" + 15' x 9'6"		270	50000	25000
18	Janpath Lane Near Aditya Sadan	C	15	10	150	50000	25000
19	Lane Behind Narula's	C	15	10	150	50000	25000
20	Children Park 1	C	45	6	270	50000	25000
21	Children Park 2	C	30	7	210	50000	25000
22	Near NP Girls School.	C	6' x 11' + 7' x 11'		150	50000	25000
23	Mayur Bhawan (CP)	C	5'10" x 8' + 9' x 8'		140	50000	25000
24	Baired Lane Market - 1	D	9'4" x 8'10" + 4' x 8'10"		120	30000	15000
25	Baired Lane Market - 2	D	10	10	100	30000	15000
26	Park Lane	D	8	10	80	30000	15000
27	Lane Behind Le-Meridian Hotel	D	14	10	140	30000	15000
28	G-Point Kali Bari Marg	D	7'6" x 7'4" + 4'7" x 5'10"		100	30000	15000
29	LTG Auditorium Near Mandi House	D	6'3" x 9' + 9'6" x 9'		142	30000	15000
30	Baired Lane - 3	D	11	10	110	30000	15000
						2510000	1255000

Note

All sites are subject to availability at te time of booking confirmation , please check the availability before the final booking confirmation

Flex Installation and Mounting Charges-Rs 20/Sqft

UNIPOLE & BILLBOARD											
Sr. No.	Locality		Location	Media	Size (W x H)		Sqft	No. of Units	DAVP Approve Rate Per Month(exc GST)	DAVP Approve Rate 15 days (exc GST)	
1	Minto Bridge	1	Minto Road Xing towards Connaught Place	Unipole	20	10	200	1	61,000	30500	
2		2	Minto Road Xing towards Connaught Place (RHS)	Unipole	20	10	200	1	52,200	26100	
3	Shivaji Park	4	Minto Road towards Civic Centre	Unipole	20	10	200	1	61,000	30500	
4		5	Shivaji Park, towards Civic Centre Round About	Unipole	20	10	200	1	61,000	30500	
5		6	Shivaji Park, towards Connaught place	Unipole	20	10	200	1	61,000	30500	
6		7	Near Minto Road Traffic coming from Civic Center	Unipole	20	10	200	1	61,000	30500	
7	Kamla Market	8	Outside Girdhari Lal Maternity Hospital traffic Coming from Ramleela Maidan	Unipole	20	10	200	1	61,000	30500	
8		9	New Delhi Railway Station Facing Round About	Unipole	20	10	200	1	61,000	30500	
9		10	Kamla Market towards Paharganj / Ajmeri Gate	Unipole	20	10	200	1	61,000	30500	
10		12	Ajmeri Gate Chowk Traffic Coming from Paharganj	Unipole	20	10	200	1	61,000	30500	
11		13	Opp. Food Plaza , Kamla Market towards Civic Centre	Unipole	20	10	200	1	61,000	30500	
12		14	Opp. Girdhari Lal Maternity Hospital towards Ramleela Maidan	Unipole	20	10	200	1	61,000	30500	
13		15	Opp. Kamla Market Police Station towards Ramleela Maidan	Unipole	20	10	200	1	61,000	30500	
14	New Delhi Railway Station	16	Minto Road Xing towards New Delhi Railway Station	Unipole	20	10	200	1	43,500	21750	
15		17	Minto Road Bus Terminal towards New Delhi Railway Station	Unipole	20	10	200	1	61,000	30500	
16		18	Outside Premium Car Parking New Delhi Railway Station	Unipole	20	10	200	1	43,500	21750	
17		19	Main Entry Gate New Delhi Railway Station	Unipole	20	10	200	1	61,000	30500	
18		21	Bus Terminal NDLS facing Connaught Place	Unipole	20	10	200	1	52,200	26100	
19		22	Exit Gate New Delhi Rly Station towards Ajmeri Gate	Unipole	20	10	200	1	61,000	30500	
20	Ramleela Maidan	25	New Delhi Railway Station towards Vivekanand Marg	Unipole	20	10	200	1	43,500	21750	
21		27	Outside Ramleela Ground towards Delhi Gate	Unipole	20	10	200	1	61,000	30500	
22	Zakir Hussain College	28	Outside Ramleela Ground towards Delhi Gate	Unipole	20	10	200	1	61,000	30500	
23		30	Outside Zakir Hussain College towards NDLS	Unipole	20	10	200	1	61,000	30500	
24	Ranjit Singh Marg	31	Outside CNG Petrol Pump towards NDLS	Unipole	20	10	200	1	61,000	30500	
25		32	Ramleela Maidan towards Barakhamba / CP	Unipole	20	10	200	1	43,500	21750	
26		33	Ranjit Singh Flyover toward Ramleela Maidan / Asaf Ali Road	Unipole	20	10	200	1	43,500	21750	
27	Asaf Ali Road	34	Ranjit Singh Flyover toward Ramleela Maidan / Asaf Ali Road	Unipole	20	10	200	1	38,300	19150	
28		35	CP / Barakhamba toward Ramleela Maidan	Unipole	20	10	200	1	61,000	30500	
29	Delhi Gate	38	Delhi Stock Exchange towards Delhi Gate	Unipole	20	10	200	1	52,200	26100	
30		39	Opp. Delight Cinema towards Delhi Gate	Unipole	20	10	200	1	43,500	21750	
31		40	Outside Oriental House towards Ring Road/ Rajghat	Unipole	20	10	200	1	61,000	30500	
32		41	Outside MTNL Office Delhi Gate	Unipole	20	10	200	1	61,000	30500	
33	JLN Marg	44	Delhi Gate, towards Daryaganj	Unipole	20	10	200	1	52,200	26100	
34		45	Outside Erwin Hospital Facing Delhi Gate Red Light	Unipole	20	10	200	1	43,500	21750	
35	DDU Marg	46	Outside LNJP Hospital towards Ramleela Maidan	Unipole	20	10	200	1	43,500	21750	
36		47	Outside GB Pant Hospital towards Ramleela Maidan	Unipole	20	10	200	1	43,500	21750	
37		48	Kali Mata Mandir towards Bal Bhawan / ITO	Unipole	20	10	200	1	52,200	26100	
38		52	Opp. BJP Head Office towards ITO	Unipole	20	10	200	1	61,000	30500	
39		53	DDU Public Park towards Bal Bhawan / ITO	Unipole	20	10	200	1	52,200	26100	
40		55	District Court Rouse Avenue towards Bal Bhawan / ITO	Unipole	20	10	200	1	52,200	26100	
41		56	JLN Rashtriya Yuva Kendra DDU Marg towards Minto Road	Unipole	20	10	200	1	61,000	30500	
42		57	Opp. CAG Office towards Minto Road	Unipole	20	10	200	1	52,200	26100	
43	58	Sarvodaya Bal Vidyalaya towards NDLS/CP	Unipole	20	10	200	1	52,200	26100		
44	Bal Bhawan	60	Near Minto Road Kali Mata Mandir towards NDLS / CP	Unipole	20	10	200	1	61,000	30500	
45		62	Infront of Maulana Azad Medical College (Bal Bhawan)	Unipole	20	10	200	1	52,200	26100	
46	Bahadur Sah Zaffar Marg	64	Opp. Times of India Building , traffic coming from ITO	Unipole	20	10	200	1	52,200	26100	
47		65	Outside Express Building.	Unipole	20	10	200	1	61,000	30500	
48		66	Maulana Azad Medical College towards Ambedkar Stadium	Unipole	20	10	200	1	52,200	26100	
49		67	Maulana Azad Medical College towards Ambedkar Stadium	Unipole	20	10	200	1	61,000	30500	
50		68	Delhi Gate Metro Station Gate No. 1 towards Delhi Gate	Unipole	20	10	200	1	52,200	26100	
51	Ring Road	70	Ambedkar Stadium Xing towards Delhi Gate	Unipole	20	10	200	1	52,200	26100	
52		Rind Road 1	71	Shanti Van Xing	Unipole	20	10	200	1	61,000	30500
53		73	Shanti Van, Ring Road	Unipole	20	10	200	1	61,000	30500	
54		74	Smriti Sthal, Ring Road Facig Shanti Van	Unipole	20	10	200	1	52,200	26100	
55		77	Vijay Ghat, Towards Lutian Bridge	Unipole	20	10	200	1	61,000	30500	
56		80	Hanuman Mandir, Ring Road traffic going towards ISBT	Unipole	20	10	200	1	52,200	26100	
57		81	Hanuman Mandir, Ring Road traffic going towards ISBT	Unipole	20	10	200	1	52,200	26100	
58		82	Subhash Park towards Jama Masjid	Unipole	20	10	200	1	52,200	26100	
59		83	Jama Masjid Metro Station Gate No. 2, towards Chandni Chowk	Unipole	20	10	200	1	61,000	30500	
60		84	Near Meena Bazar Lal Quila towards Chandni Chowk	Unipole	20	10	200	1	61,000	30500	
61	Lal Quila	86	Opp. Lal Quila towards GPO	Unipole	20	10	200	1	52,200	26100	
62		87	Lal Quila Metro Station Gate No. 2 towards Kodia Pull	Unipole	20	10	200	1	61,000	30500	
63		88	Bhagirath Palace towards GPO, Old Delhi	Unipole	20	10	200	1	61,000	30500	
64		92	Opp Bhagirath Place towards Daryaganj	Unipole	20	10	200	1	52,200	26100	
65		93	Outside Dushera Ground Red Fort towards Daryaganj	Unipole	20	10	200	1	61,000	30500	
66		95	Jama Masjid Metro Station, Lal Quila to Daryaganj	Unipole	20	10	200	1	61,000	30500	
67		96	Before Daryaganj Red Light towards Daryaganj	Unipole	20	10	200	1	52,200	26100	
68	Daryaganj	97	Daryaganj, Nr Golcha Cinema towards Jama Masjid/ Lal Quila	Unipole	20	10	200	1	61,000	30500	
69	Kodia Pull	99	Jamna Bazar traffic coming from Ring Road	Unipole	20	10	200	1	52,200	26100	
70		100	Kodia Pull xing towards Old Delhi	Unipole	20	10	200	1	43,500	21750	
71		101	Kodia Pull xing towards Old Delhi Railway Station	Unipole	20	10	200	1	43,500	21750	
72		102	Old Delhi Railway Station to Kodia Pull	Unipole	20	10	200	1	43,500	21750	

73	Old Delhi Rly St.	104	Outside Old Delhi Railway Station facing Azad Market	Unipole	20	10	200	1	52,200	26100
74		105	Opp. Old Delhi Railway Station facing Kodia Pull	Unipole	20	10	200	1	61,000	30500
75		106	Outside National Club facing Station	Unipole	20	10	200	1	52,200	26100
76	Pelli Kothi	107	Near Church Mission Road towards Old Delhi Rly St.	Unipole	20	10	200	1	43,500	21750
77		109	SP Mukherjee Marg Nr. Novelty Cinema traffic coming from Mori Gate	Unipole	20	10	200	1	43,500	21750
78	Mithai Pull	110	Azad Market / Pul Mithai towards Old Delhi Railway Station	Unipole	20	10	200	1	43,500	21750
79		110-A	Novelty Cinema towards Pul Mithai / Azad Market	Unipole	20	10	200	1	43,500	21750
80	Fawara Chowk	111	HC Sen Marg towards Sheeshganj Gurudwara (Near Jubilee Cinema)	Unipole	20	10	200	1	52,200	26100
81	Chandni Chowk	113	HC Sen Marg Chowk towards Old Delhi Railway Station (Nerar Omaxe G	Unipole	20	10	200	1	52,200	26100
82	Ajmeri Gate	120	Ajmeri Gate towards Chawri Bazar	Unipole	20	10	200	1	43,500	21750
83		123	Chawri Bazaar towards Ajmeri Gate	Unipole	20	10	200	1	43,500	21750
84		123-A	Ajmeri Gate towards Chawri Bazar	Unipole	20	10	200	1	43,500	21750
85	Sradhanand Marg	124	Ajmeri Gate towards Lahori gate	Unipole	20	10	200	1	43,500	21750
86		125	Lahori gate xing traffic coming from Ajmeri Gate	Unipole	20	10	200	1	43,500	21750
87		126	Lahori Gate xing towards Sadar Bazar	Unipole	20	10	200	1	52,200	26100
88	Naya Bazaar	127	Lahori Gate xing towards Pili Kothi	Unipole	20	10	200	1	43,500	21750
89	Khari Baoli	128	Fatehpuri towards Sadar	Unipole	20	10	200	1	52,200	26100
90	Chawari Bazar Metro St.	129	Chawri Bazar towards Fatehpuri	Unipole	20	10	200	1	52,200	26100
91		131	Chawri Bazaar traffic coming from Jama Masjid	Unipole	20	10	200	1	43,500	21750
92	Minto Bridge		Minto Road Xing towards CP/NDLS/Civic Centre	Billboard	50	15	750	1	228,750	114375
93			Minto Road Xing towards CP/NDLS/Civic Centre	Billboard	30	15	450	1	137,250	68625
94			Minto Road Xing traffic coming from NDLS/ Civic Centre towards CP	Billboard	75	15	1125	1	293,625	146813
TOTAL							20525		5,530,225	2,765,113

Note

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Flex Installation and Mounting Charges-Rs 20/Sqft

Bus Wrap Up

Transit Media	Tata AC Buses	Bus Wrap	90.5	670	16000 per month each (exc GST)
	Ashok Layland AC Buses	Bus Wrap		302	16500 per month each (exc GST)

Breakup for fex/Vinyl Printing And Mounting

S.no	Details	Area	Quantity	Total Area	Amount	Total
1	Bus Q shelt	6087	1	6087	30	182610
2	Unipoles	200	188	37600	20	752000
3	NDMC Toile	5483	1	5483	30	164490
3	DTC Buses	90.5	200	18100	45	814500
	Total					1913600

Media Plan for Khelo India Para Games 2023

1 message

Abhishek Dubey <abhishekubey1975@gmail.com>

Wed, Oct 25, 2023 at 1:14 PM

To: gtcc.kipg@gmail.com, kheloindiaevents@gmail.com

Cc: CEO Prasar Bharati <ceo@prasarbharati.gov.in>, SAI DG <dg-sai@gov.in>, abhishek agrawal

<abhiagra31@gmail.com>, ekta vishnoi <ektavishnoi@gmail.com>, DDSports Doordarshan <dgddsports@gmail.com>

To,
The Deputy Director,
Khelo India Events,
New Delhi-1.

Dear Sir,

The mail pertains to the media plan related to the coverage and telecast of the upcoming Khelo India Para Games in Delhi. Subsequent to the letter received from the Sports Authority of India for the production and telecast of the games, DD Sports team did the recce of the different venues as per the proposed schedule of the event as shared by your team.

Accordingly, the media plan with the following broader cantour is being proposed:-

1. DD Sports received a proposal from the Sports Authority of India wherein it requested for the coverage of the inaugural edition of the Khelo India Para Games in New Delhi. The Games are scheduled in the three different venues of Delhi from 10th December to 17th December, 2023. After the approval of the CEO:PB, the following officials and staffs of the DD Sports did the recce of the different venues. As some of the officials were busy with the Asian Games in Hangzhou, in their place they were replaced by others as the part of the recce team :-

1. JLN Stadium New Delhi- Powerlifting, Archery, Athletics: track & field on two separate venues and football (1 OB Van and 1 MCU)- for powerlifting/ athletics/ football
(1 ENG Unit- for Archery)

2) IG Stadium New Delhi- Badminton and Table Tennis
(1 OB Van) which will first do Badminton and then Table Tennis

iii) KSSR New Delhi- Shooting
(1MCU)

3) For the smooth execution of the deliverables DD Sports, the channel will need the following from the Sports Authority of India in terms of the overlays:-

- 1 commentator's booth for generating commentary from different venues from where the broadcast is planned

- DD Sports will require raisers in the venue for placing the cameras. The specification of the raisers will be as follows:

A) Gymnastic Hall- IG Stadium:-

Two Risers- 15 Feet

Two Risers- 10 Feet

** These risers will be planned as per the center table for which DD team need to be contacted before placement.

B) JLN Stadium Football Ground
Two Raiser- 15 Feet

C) JLN Stadium Archery Ground
Two Raiser- 12 Feet

D) JLN Stadium – For Throw events
Three Raiser- 8 Feet

4. Power backup- Standby genset 62.5 KVA. (Silent) at each venue

5. Internet: Dedicated line 100 mbps at OB Van Site.

6. 1 Broadcast AC room of 12X12 feet with keys to keep the loose equipment suit of OB Vans.

7. 1 AC room for editing Facilities feet to set up an editing suite with internet and power back up facility.

The events will be telecast on DD Sports with graphics and english/hindi commentary feed. If desired, the feed will be curated with the sign language commentary as well. All the feeds generated will be livestreamed on Prasar Bharati Sports You Tube Channel and any other platforms earmarked by the Sports Authority of India.

Prasar Bharati Sports would like to get the fund confirmation of Rs 2 crores plus GST to move ahead with the coverage plan. Please feel free to call for any further confirmation on this. The mail goes further to the approval of the competent authority.

Regards,
Abhishek Dubey
Channel Manager, Prasar Bharati Sports
9871097775

**Roles and Responsibilities for
Host State/UT of Jammu & Kashmir and Ladakh for KIWG 2024**

Sr. No	Particulars	Responsibilities
1.	Protocol	HOST STATE/UT
2.	Opening and other Ceremonies	HOST STATE/UT
3.	Venue Operation	HOST STATE/UT
4.	Venue overlays	HOST STATE/UT
5.	Accommodation and Catering	HOST STATE/UT
6.	Transportation	HOST STATE/UT
7.	General Volunteers	HOST STATE/UT
8.	Spectator Engagement	HOST STATE/UT
9.	Medical Services	HOST STATE/UT
10.	Security Services	HOST STATE/UT
11.	Sports Equipment	HOST STATE/UT
12.	Sports Infrastructure	HOST STATE/UT
13.	State Coordination	HOST STATE/UT
14.	Event Insurance	HOST STATE/UT
15.	Design Agency	HOST STATE/UT
16.	Media and Communication	HOST STATE/UT
17.	Branding & Marketing	HOST STATE/UT
18.	Sports Presentation	Jointly by SAI and HOST STATE/UT
19.	Coordination	SAI
20.	Accreditation	SAI
21.	Sports Kits	SAI
22.	Preparation of Games Schedule	SAI
23.	Nomination Criteria and Handling of Khelo India Portal	SAI
24.	Talent Identification	Jointly by SAI and NSF's
25.	Timing Scoring and Results (TSR)	NSF's
26.	Nomination of Athletes	NSF's
27.	Provisioning of Technical Officials and Competition Managers and conduct of the Games	NSF's
28.	Provision of Sports specific volunteers and management thereof	NSF's
29.	Ascertainment of kits sizes of all Athletes / Technical Officials/ Competition Managers.	NSF's
30.	Dope Control	NADA