

Meeting of the Departmental Project Approval Committee
("DPAC") on 15.12.2020

S.No.	Particulars	Vertical	Page No.
1	<u>Agenda Item No 1 :</u> Opening of district wise Khelo India Centers (KICs) in State/UT of Jammu & Kashmir, Ladakh and Nagaland a. Opening 40 Khelo India Centres in 20 dsistricts of Jammu & Kashmir b. Opening Khelo India Centres in State/UT Ladakh and Nagaland c. Re-conversion of Gurukul Archery Academy, Meerut from Khelo India Centre to SAI Extension Centre	SLKIC	3
2	<u>Agenda Item No 2:</u> Khelo India University Games 2020, Bhubaneswar Expenditure/Reimbursement to Government of Odisha.		6
3	<u>Agenda Item No 3:</u> Conduct of Khelo India Youth Games, Haryana 2021 A) Division of Roles and Responsibilities (Functional Area-Wise) between SAI, Host State and NSFs. B) Number of Age Categories for Khelo India Youth Games- 2021 C) Inclusion of Indigenous Games in Khelo India Youth Games -2021	ASC	7
4	<u>Agenda Item No 4:</u> Corporate Social Responsibility (CSR) contribution for Khelo India Scheme		11
5	<u>Agenda Item No 5:</u> <u>Reimbursement of Khelo India academies for the lockdown period</u>		12
6	<u>Agenda Item No. 6:</u> Financial Assistance to Swimming Federation of India (SFI) for the procurement of Swimming equipment for TOPS NCOE.		13
7	<u>Agenda Item No. 7 –</u> Financial Assistance to Indian Weightlifting Federation (IWLF) for the procurement of Weightlifting equipment.		14
8	<u>Agenda Item No. 8 –</u> Financial Assistance to Cycling Federation of India (CFI) for the procurement of Cycling equipment. a. Grant for the procurement of equipment for Cycling NCOEs approved in the ACTC minutes 2019-20.	Support to Academies	15

S.No.	Particulars	Vertical	Page No.
	b. Grant for the procurement of equipment for Cycling NCOEs approved in the ACTC minutes 2020-21.		
9	<u>Agenda Item No. 9</u> – Hiring of Media Partner for KheloIndia University Games	ASC	16
10	<u>Agenda Item 10-</u> Standard Branding Guidelines for Centre's and Academies considered under Khelo India		17

Agenda Item No 1: Opening of district wise Khelo India Centers (KICs) in State/UT of Jammu & Kashmir, Ladakh and Nagaland

DPAC vide its meeting dated 04.06.2020 decided to establish 1,000 Khelo India Centres over a period of 4 years, out of which in the current Financial year, 100 KICs in the States/UTs of J&K, Ladakh, Andaman & Nicobar Islands, Dadra Nagar Haveli and Daman & Diu, Lakshadweep and North East Region are planned to be supported.

1(a) - Opening 40 Khelo India Centres in 20 districts of Jammu & Kashmir

Jammu & Kashmir Government forwarded the proposals for 40 State-run Government Centres @ 03 sports disciplines in 20 districts (*Annexure –IA*). Three priority disciplines - Fencing (OSOG), Judo and Rowing.

A Khelo India Centre can be opened in 14 Priority Olympics Disciplines, Football and indigenous sports. However, J&K Government has requested KICs to be opened in popular sports in the UT like Handball, Korfball, Karate, Pencak Silat, Rugby, Taekwondo, Volleyball, and Wushu. As a special exemption for the UT of J&K, these additional disciplines may be approved keeping in mind the objective to involve as many youth of J&K in the field of sports.

Budget estimation for 40 centres x 03 disciplines each (Total disciplines – 120) in 20 districts of UT J&K for the financial year 2020-2021 and subsequent years is given below:

Budget Estimate for KICs in UT of J & K				
Financial year	Number of sports disciplines	Recurring Grant per year per sports discipline	One-time initial grant per sports discipline	Total Amount
1 st Year	120	@ Rs. 5.00/- lac per discipline. Funds to be released on pro-rata basis	@ Rs 5.00/- lac Per discipline	Rs. 12.00/ Crore
2 nd Year onwards	120	@ Rs. 5.00/- lac per discipline	NIL	Rs. 6.00/- Crore

Note: For the current Financial Year 2020-21, the expenditure is likely to be restricted in view of limited time available.

Once approved, J&K Government will hire past Champion Athletes/NIS certification/diploma holders for providing coaching services at these KICs as per the approved norms.

The recommendation of PAC is placed at *Annexure- 11*'.

Approval of DPAC is solicited for:

i) Designating 40 centres (03 disciplines each) in 20 districts of the UT of Jammu & Kashmir as Khelo India Centres

ii) Special approval to the UT of J&K for including popular disciplines - Handball, Korfball, Karate, Pencak Silat, Rugby, Taekwondo, Volleyball, and Wushu in the approved Khelo India Centres

iii) Grant of Rs. 12 crores for F.Y. 20-21 and Rs. 6 crores for subsequent years for these 40 Khelo India Centres.

1(b) - Opening Khelo India Centres in State/UT Ladakh and Nagaland

- i) **Ladakh** - Ladakh Government forwarded the proposals for 02 State-run Government centres @ 03 sports disciplines each in 02 districts.
Three priority disciplines - Archery (OSOG), Athletics and Boxing.
- ii) **Nagaland** - Nagaland Government forwarded 10 proposals for Khelo India Centres, out of which PAC recommended 04 centres @ 03 sports disciplines each in 02 districts.
Three priority disciplines - Wrestling (OSOG), Archery and Boxing.

Proposed Khelo India Centres in Ladakh & Nagaland are given below:

SN	State / UT	Name of District	Name of Proponent	Category	Sports Disciplines
1	Ladakh	Leh	DYSSO Leh, Lamdon Sr. Sec. School	Organisation	i. Archery ii. Boxing iii. Table Tennis
2	Ladakh	Kargil	DYSSO Kargil, KSC Sports Stadium	Organisation	i. Archery ii. Badminton iii. Table Tennis
3	Nagaland	Dimapur	Greenwood School, Vill Kuda, Nagarjan, Dimapur	Organisation	i. Football ii. Badminton iii. Table Tennis
4	Nagaland	Dimapur	Aries Rifle & Pistol Shooting Academy, NSTC Colony, Dimapur	Organisation	i. Shooting
5	Nagaland	Zunhebota	Olympic Higher Secondary School	Organisation	i. Badminton
6	Nagaland	Zunhebota	Step by Step School, Zunhebota	Organisation	i. Table Tennis

Budget estimation for 06 Khelo India Centres in Ladakh and Nagaland (total disciplines: 12) for the financial year 2020-2021 and subsequent years is given below:

Budget Estimate for KICs in Nagaland				
Financial year	Number of sports disciplines	Recurring Grant per year per sports discipline	One-time initial grant per sports discipline	Total Amount
1 st Year	12	@ Rs. 5.00/- lac per discipline. Funds to be released on pro-rata basis	@ Rs 5.00/- lac Per discipline	Rs. 1.20/- crores
2 nd Year onwards	12	@ Rs. 5.00/- lac per discipline	NIL	Rs. 60.00/- lakhs

Note: For the current Financial Year 2020-21, the expenditure is likely to be restricted in view of limited time available.

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

In view of the above, the approval of DPAC is solicited for

i) Designating the following 02 centres in 02 districts of the UT of Ladakh as Khelo India Centre as pilot project:

- *DYSSO Leh, Lamdon Sr. Sec. School*
- *DYSSO Kargil, KSC Sports Stadium*

ii) Designating the following 04 centres in 02 districts of the State of Nagaland as Khelo India Centre as pilot project:

- Greenwood School, VillKuda, Nagarjan, Dimapur*
- Aries Rifle & Pistol Shooting Academy, NSTC Colony, Dimapur*
- Olympic Higher Secondary School, Zunhebota*
- Step by Step School, Zunhebota*

iii) Grant of Rs. 1.20/- crores for F.Y. 20-21 and Rs. 60 lakhs for subsequent years for 06 Khelo India Centres.

Agenda Item No 1 (c): Re-conversion of Gurukul Archery Academy, Meerut from Khelo India Centre to SAI Extension Centre

Gurukul Archery Academy was a SAI Extension Centre and had provided its consent to be converted to a Khelo India Centre based on which the centre was notified as a Khelo India Centre vide notification dated 11.08.2020. Subsequently, the list of SAI Extension Centres converted to Khelo India Centres was placed for information before DPAC vide its meeting dated 12.10.2020.

Subsequently, letter dated 29.10.2020 was received from Director, Gurukul Archery Academy, Meerut requesting re-conversion to SAI Extension Centre. The request has been examined and based on its merits, it is recommended to de-notify Gurukul Archery Academy, Meerut as a Khelo India Centre and re-conversion into SAI Extension Centre.

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

The above matter is placed before DPAC for information.

Agenda Item No. 2 - Khelo India University Games 2020, Bhubaneswar Expenditure/Reimbursement to Government of Odisha.

The 1st edition of Khelo India University Games (KIUG) was successfully conducted in Bhubaneswar, Odisha from 22nd February to 1st March 2020.

A budget estimate of Rs. 42 Crores (approximately) was approved by Secretary (Sports), Chairman DPAC on file dated 10.12.2019. *(Copy of Approved Budget is placed at Annexure-2 A)*

Secretary (Sports) had initiated a Note to Secretary (MHRD), stating that the budget may be divided equally ($\frac{1}{3}$ in proportion) amongst Khelo India Division/SAI, Government of Odisha & Ministry of Human Resource Development (HRD) and accordingly Secretary, Ministry of Higher Education was sent a letter with a request to provide 1/3rd of the expenditure *(Copy of the Note and Letter placed at Annexure '2A')*.

However, no funds were received from the Ministry of Human Resource Development (HRD) after due deliberation. *(Copy of the letters placed at Annexure '2B')*

SAI has released Rs. 13,51,30,000/- to the Govt. of Odisha to fulfil the roles and responsibilities assigned to them w.r.t the KIUG-2020. State Govt. of Odisha (GoO) vide letter dated 14.12.2020 has intimated to SAI that they have spent Rs. 28,30,37,073/- and requested for reimbursement of Rs. 11.48 Crore. *(Copy of the Letter is placed at Annexure-'2C')*.

In this context, following may be noted: -

- i. Total KIUG 2020 Budget Expenditure – INR 43.74 Crores (Copy of detailed Expenditure is placed at *Annexure '2D'*)
- ii. Total funding by Govt. of India (MYAS)– INR 28.94 Crores
- iii. Total expenditure by Govt. of Odisha – INR 14.80 Crores (The same can also be arrived at by subtracting the sanctioned amount of Rs.13.5 by GoI to GoO from their overall Expenditure of Rs.28.30 Cr.

Govt. of Odisha is seeking financial reimbursement to the tune of **Rs. 11.48 Crores** out of Rs. 14.80 Crores spent by them exclusive of funds sanctioned by GoI (MYAS), thereby limiting their overall expenditure to Rs. 3.32 Crores

The recommendation of PAC is placed at *Annexure- '11'*.

The above matter is placed before DPAC for necessary directions on releasing the balance amount of Rs. 11.48 Cr. to Govt. of Odisha.

Agenda Item No.3: Conduct of Khelo India Youth Games, Haryana 2021

A) Division of Roles and Responsibilities (Functional Area-Wise) between SAI, Host State and NSFs.

The 4th edition of Khelo India Youth Games (KIYG) is planned to be held in Panchkula (Haryana) which is already approved on file by Hon'ble MoS (I/C), YA&S. (Copy of the Approval is placed at **Annexure-3A**).

The preparations for Khelo India Youth Games-2021 have already started. A communication regarding the formation of important committees and information about the readiness w.r.t Khelo India Games have been shared with the Host State.

The following roles and responsibilities are proposed to be allocated and assigned to various stakeholders i.e. Sports Authority of India (Khelo India Division), Host State and National Sports Federations (NSFs) for the conduct of the Khelo India Youth Games 2021:

S. No.	Roles and Responsibilities/ Functional Area	Implementing Agency for KIYG Gawahati, 2020	Implementing Agency for KIYG Haryana, 2021 (proposed)	Remarks
1.	Coordination	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
2.	Protocol	HOST STATE	HOST STATE	To be approved by SAI/MYAS after taking recommendations of Host State into account
3.	Venue Operations	HOST STATE	HOST STATE	
4.	Venue Overlays	HOST STATE	HOST STATE	
5.	Accommodation and Catering	HOST STATE	HOST STATE	
6.	State Coordination	HOST STATE	HOST STATE	
7.	Transportation	HOST STATE	HOST STATE	
8.	Volunteers	HOST STATE	HOST STATE	
9.	Spectator Engagement	HOST STATE	HOST STATE	
10.	Medical Services	HOST STATE	HOST STATE	
11.	Sports Equipment	HOST STATE	HOST STATE	Gap Analysis of Equipment for various sports disciplines to be carried out in consultation with GTCC Team
12.	Sports Presentations	Jointly by SAI (KHELO INDIA) and HOST STATE	Jointly by SAI (KHELO INDIA) and HOST STATE	

S. No.	Roles and Responsibilities/ Functional Area	Implementing Agency for KIYG Gawahati, 2020	Implementing Agency for KIYG Haryana, 2021 (proposed)	Remarks
13.	Opening Ceremony	Jointly by SAI (KHELO INDIA) and HOST STATE	HOST STATE**	To be approved by MYAS after taking recommendations of Host State into account
14.	Branding	SAI (KHELO INDIA)	HOST STATE**	To be approved by SAI/MYAS after taking recommendations of Host State into account
15.	Marketing	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
16.	Accreditation		SAI (KHELO INDIA)	
17.	Media and Communication	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
18.	Talent Identification	Jointly by SAI (KHELO INDIA) and NSF*s*	Jointly by SAI (KHELO INDIA) and NSF*s*	
19.	Design Agency	SAI (KHELO INDIA)	HOST STATE**	To be approved by SAI/MYAS after taking recommendations of Host State into account
20.	Sports Kits	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
21.	Timing, Scoring and Results (TSR)	NSFs	NSFs	
22.	Dope Control and Medical.	NADA	NADA	
23.	Preparation of Games Schedule for the Khelo India Youth Games 2020	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
24.	Nomination Criteria and handling of Khelo India portal	SAI (KHELO INDIA)	SAI (KHELO INDIA)	
25.	Nomination of athletes	NSFs	NSFs/SGFI	
26.	Provisioning of Technical Officials and Competition Managers and conduct of the Games.	NSFs	NSFs	
27.	Provision of Sports specific volunteers and management thereof.	NSFs	NSFs	

S. No.	Roles and Responsibilities/ Functional Area	Implementing Agency for KIYG Gawahati, 2020	Implementing Agency for KIYG Haryana, 2021 (proposed)	Remarks
28.	Ascertainment of kits sizes of all Athletes/Technical Officials/Competition Managers.	NSFs	NSFs	
29.	Sports Infrastructure	-	HOST STATE	

***Although Design Agency, Opening Ceremony and Branding Functional Area will be the responsibility of Host State, but all the approvals pertaining to it are required to be obtained from Sports Authority of India/ MYA&S.*

B) Number of Age Categories for Khelo India Youth Games- 2021

As per para 1.3.4.1 of Khelo India Gazette, under the component Annual Sports Competition, there is a provision for conduct of National Level competitions i.e., Khelo India School Games and Khelo India University Games.

The 1st edition of Khelo India Games was introduced in 2018. Khelo India School Games New Delhi, 2018 was conducted in 16 Sports Disciplines with one age category i.e., Under-17.

As Khelo India University games could not be conducted in 2019, 2nd edition of Khelo India Games were renamed as “Khelo India Youth Games (KIYG) Pune, 2019, which included 2 age categories i.e. Under-17 and Under -21

3rd edition Khelo India Games-were already announced as Khelo India Youth games, Guwahati, 2020 in 2 Age categories i.e. U-17 & 21 before the finalization of 1st edition of Khelo India University Games-2020.

As per the guidelines of World University Games at University level 1st edition of Khelo India University Games (KIUG) was conducted in Bhubaneswar in 2020 in Under-25 age category.

Therefore, 4th Edition of Khelo India Youth Games is proposed to be conducted in only one age category. Accordingly, the age category for KIYG-2021 may be finalized in consultation of Games Technical Conduct Committee (GTCC) consisting of members from respective NSFs.

C) Inclusion of Indigenous Games in Khelo India Youth Games -2021

As per para 1.3.12.1 of Gazette Notification of Khelo India Scheme annual games shall be held annually under the Khelo India scheme in rural and indigenous/tribal games alternately. However, no separate Games for rural or indigenous/tribal have been conducted so far.

The 4th Edition of Khelo India Youth Games is planned to be conducted in Haryana in 2021 in only 1 age category, which will result in reduction of athlete participation. Thus, it is proposed to include 5 Indigenous Sports Disciplines in Khelo India Youth Games (KIYG) Haryana, 2021. Khelo India

Youth games will be telecast live on Star which will help in fulfilling the mandate of development of rural and indigenous/tribal games under Khelo India Scheme.

In view of the above it is proposed to include 5 Indigenous Sports Disciplines in KIYG-2021 as follows: -

S. No.	Indigeneous Sports	Reason for Inclusion
1	Gatka	These Games are already supported under “Promotion of Rural Indigenous and Tribal games vertical of Khelo India Scheme”.
2	Kalaripayattu	
3	Thangta	
4	Mallakhamba	
5	Yogasana	Federation of Yogasana has been recently recognized by Ministry of Youth Affairs and Sports

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

Approval of the DPAC is hereby solicited for the following:

- a. Allocation and distribution of roles and responsibilities (functional areas-wise) between SAI, Host State and National Sports Federations of respective sports disciplines.*
- b. Conduct of Khelo India Youth Games – 2020 in only one age category.*
- c. Inclusion of 5 Indigenous Games in Khelo India Youth Games - 2021*

Agenda Item No. 4 – Corporate Social Responsibility (CSR) contribution for Khelo India Scheme

As mentioned in the Gazette Notification dated 09.10.2017 for Khelo India Scheme, it provides for convergence with Corporate Social Responsibility (CSR) activities.

Corporate Social Responsibility (CSR) not only strengthens the overall mission of creating a sports ecosystem but also fulfils the goal of making India adapt the sports culture. In 2016, the obligations under CSR for sports was expanded from Paralympic sports, Olympics sports, and training to promote rural sports, nationally recognized sports to construction, renovation, maintenance of stadiums, gymnasiums and sports science support including rehabilitation centers as permissible CSR activities. CSR initiatives by companies will help athletes in achieving success in national and international level sports, access to better sports equipments and gadgets, taking up research and development projects to promote sports development in the country.

Khelo India therefore intends to invite well established and developed organizations and Corporate Social Responsibility (“CSR”) bodies to offer detailed proposals to provide one or more of the specified service verticals to the Khelo India scheme. The intended CSR partner is expected to bring expertise and know-how in the provision of the service verticals while ensuring state of the art quality and standards.

The draft EOI is placed opposite at ***Annexure -4A and*** the recommendation of PAC is placed at ***Annexure- ‘II’***.

Approval of DPAC is hereby solicited to authorize DG, SAI to enter into a CSR partnership under Khelo India Scheme.

Agenda Item No. 05 – Reimbursement of Khelo India academies for the lockdown period.

Due to the lockdown announced by the Central Govt, the training of athletes at SAI accredited Khelo India Academies were directed to follow respective state Govt. Directions. It is submitted that though training was given break the academies have provided salary to the coaches and other staff engaged with them. As KI funds are released based on the number of athletes training at an academy, it is technically difficult to release funds for the period when there was no training. Many academies have requested for release of funds for payment made towards their Coaches and Support Staff as it claimed by the academies that the coaches were involved in regular monitoring of trainees like providing Online training, Athlete-Coach Education program etc.

In this regard it is proposed that academies may be reimbursed on actual basis on producing of UC towards payment of coaching, Sports Science Support and Administrative Support Heads under KI expenditure norms for the Qtr1 and Qtr 2 of FY 2020-21 i.e, the period where in Lockdown was under progress/no sporting activity was allowed. Further, the academies may be asked to submit the bills and vouchers along with UCs duly signed by CA (Chartered Accountant) towards payment of Salary to coaches and Support Staff.

Academies have supported athletes who could not be shifted to their hometown during the Lockdown. In such scenario, funds may be released on actual basis as per Khelo India expenditure norms on submission of UCs (Utilisation Certificates).

The recommendation of PAC is placed at *Annexure- '11'*.

Approval of the DPAC is hereby solicited for:

i. Academies may be reimbursed on actual basis for Q1 and Q2 of FY 2020-21

ii. Reimbursing the academies on actual basis for providing support to athletes during Lockdown period.

Agenda Item No. 06: Financial Assistance to Swimming Federation of India (SFI) for the procurement of Swimming equipment for TOPS NCOE.

As per para 3 of the minutes of the ACTC meeting dated 17th November,2020 for Swimming for the year 2020-21, the grant of **Rs. 44, 65,000/-** (Rs. Forty-Four Lakh & Sixty-Five Thousand only) will be provided from Khelo India for the procurement of Consumables & Non-Consumable equipment's for NCOEs.

(Copy of the minutes is enclosed at Annexure '6A').

Accordingly, the list of equipment to be procured by SFI at a total estimated cost of **Rs. 44, 65,000/-** is placed as **Annexure – 6 B and** the recommendation of PAC is placed at **Annexure- '11'**.

Approval of DPAC is solicited for:-

Sanction of Rs. 44,65,000/- to SFI for the procurement of Consumables & Non-Consumable equipment's for NCOEs from the budget head of the Component "Support to National /Regional/ State Sports academies.

Agenda Item No. 07 : Financial Assistance to Indian Weightlifting Federation (IWLF) for the procurement of Weightlifting equipment.

a. Grant for the procurement of equipment for 02 National Centre of Excellence (NCOE)

It was decided to procure necessary equipment for training at TOPS NCOEs namely NCOE Patiala and Aurangabad.

Accordingly, it was decided to procure the consumable and non-consumable equipment at an estimated total cost of Rs. 1,48,20,447/- after a detailed gap analysis was carried by a designated committee at the respective centres comprising members of SAI and Indian Weightlifting Federation (IWLF).

In addition, during the ACTC meeting for Weightlifting discipline, it was approved that IWLF will procure consumables equipment, i.e. Weightlifting Shoes and Web based ranking system amounting to Rs. 25,00,00/- (approx.) for athletes at NCOE Patiala and NCOE Aurangabad. Detailed list at 'Annexure-7A' .

The recommendation of PAC is placed at *Annexure- '11'*.

*Approval of DPAC is solicited for:-
Sanction of Rs. 1.73 Crores to IWLF for procurement of Sports Equipment of Weightlifting for 02 NCOE's, i.e. NCOE Patiala and NCOE Aurangabad from the budget of the component 'Support to National/Regional/State Sports Academies'.*

b. Grant for the procurement of equipment for 30 State Associations respective centres.

IWLF during the discussion held for ACTC meeting for Weightlifting have requested to procure 100 training platforms for its State Associations for popularization of the sport at state and district level.

The recommendation of PAC is placed at *Annexure- '11'*.

Approval of DPAC is hereby solicited for sanction of an amount of Rs. 0.71 Crores to Indian Weightlifting Federation from the budget of component 'Support to National/Regional/State Sports Academies' for the procurement of equipment for 30 State Associations.

Agenda Item No. 8 – Financial Assistance to Cycling Federation of India (CFI) for the procurement of Cycling equipment.

a. Grant for the procurement of equipment for Cycling NCOEs approved in the ACTC minutes 2019-20.

As per the para 5.1 (b) of the minutes of the ACTC meeting for Sports discipline ‘Cycling’ for the year 2019-20 dated 31.05.2019 (**Copy of the minutes enclosed at Annexure 8‘A’**), grant of Rs. 3 Crores will be provided from Khelo India for the procurement of Consumable equipment and talent scouting.

It may be noted that CFI procured the equipment and submitted the utilization certificate for an amount of Rs. 2.38 Crores (approx.) as per the decision taken in ACTC Meeting.

Further, Cycling Federation of India has submitted a proposal to procure Track Competition Bikes and Carbon Disc wheels for the endurance group of National Campers for the balance amount of Rs. 61,34,631/-.

The recommendation of PAC is placed at *Annexure- ‘11’*.

Approval of DPAC is hereby solicited for:

Sanction of the remaining amount of Rs. 61,34,631/- out of overall approved amount of Rs. 3 Crores as approved in ACTC meeting 2019-20 for procurement of equipment from the budget head of the component ‘Support to National/Regional/State Sports Academies’ during current year.

b. Grant for the procurement of equipment for Cycling NCOEs approved in the ACTC 2020-21.

As per the Para 8 of the minutes of ACTC meeting (Copy of the minutes is enclosed at **Annexure ‘8 B’**) for the discipline of Cycling for the year 2020-21, it was stated that that the grant of Rs. 2,67,50,000/- (Rupees Two Crores Sixty-Seven Lakhs Fifty Thousand only) will be provided from Khelo India for the procurement of Non-Consumable equipment (Road Bikes, Track Bikes, MTB Bikes, Rollers and Watt Bikes) for NCOE Imphal & NCOE Patiala and Gym equipments for NCOE Trivandrum and NCOE Guwahati.

This requirement was presented by CFI after a detailed gap analysis at NCOE Imphal & NCOE Patiala for the requirement of Non-Consumables Equipment and Gym equipments for NCOE Trivandrum and NCOE Guwahati. The list of the items to be procured is placed at Annexures of ACTC Minutes at Annexure **‘8 B’**.

The recommendation of PAC is placed at *Annexure- ‘11’*.

Approval of DPAC is hereby solicited for:

i. Sanction of Rs. 2.675 Crores as approved in ACTC meeting to CFI for procurement of equipment from the budget head of the component ‘Support to National/Regional/State Sports Academies’.

Agenda Item No. 9 – Hiring of Media Partner for Khelo India University Games

Khelo India Youth Games (KIYG) has partnered with Star India for broadcast, production and media rights wherein promotional, marketing activities and media rights is covered in the license agreement signed between SAI and Star India for five (5) editions which has commenced from 2017. The Scope of Work contains the following:

- (a) Production of the Event as per the international standards.
- (b) Broadcast of the Event on their popular channels.
- (c) Promote the Event through promotional spend, INR 10 crores to be spent on home network and INR 10 crores to be spent on 360 degree marketing activities outside their home network for each Edition of the Event.(Total promotional spend INR 20 Crore per Edition)
- (d) The Media Partner has also committed to pay Licensee Fee as per the following:

First Edition	INR 1 Crore
Second Edition	INR 2 Crores
Third Edition	INR 3 Crores
Fourth Edition	INR 4 Crores
Fifth Edition	INR 5 Crores

As of now, 3 Editions of KIYG have taken place. It is to be noted here that such arrangement is only limited to Khelo India Youth Games (KIYG) and Khelo India University Games (KIUG) are not included in this agreement.

To help increase the popularity of KIUG, it is imperative to bring in the Media Partner for KIUG as well. In this context, an RFP is proposed to be floated on the same lines to bring official media partner for KIUG for five (5) editions commencing from KIUG-2021.

In view of the above, it is proposed to hire official Media Partner for the following scope of work -

- 1) Produce and Broadcast the entire event as per the specifications described in the RFP
- 2) To undertake Marketing Activities to promote the event as described in the RFP
- 3) The Media Partner will be awarded exclusive media rights for the entire event against the receipt of Media rights fee as quoted by the successful bidder against the RFP for the period of five (5) editions of KIUG.
- 4) It is also proposed that in place of fixing the “promotional spend” component (that was overall INR 20 crores per edition in KIYG) may be kept as variable and be part of evaluation criteria this time to ensure maximum participation.

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

Approval of DPAC is hereby solicited to float the RFP for Media Rights Partner for five (5) editions of Khelo India University Games.

Agenda Item No. 10 – Standard Branding Guidelines for Centre’s and Academies considered under Khelo India

To promote and give wider publicity to various initiatives under the aegis of Khelo India scheme there is a need to do Khelo India Branding in various Centre’s and Academies supported and accredited under Khelo India Scheme. Branding of Khelo India will strengthen the scheme and ensure wider outreach.

A standard branding guideline for Khelo India State Centre of Excellence, Khelo India Centre, Khelo India Accredited Academies (including TOPS NCoE) are therefore designed and is divided into two categories –

1. Mandatory branding elements must be incorporated in all centres:
 - Brass plate highlighting the center name and location
 - KI logo and KI nomenclature (Khelo India Centre, Khelo India State Centre of Excellence, Khelo India academies) must be on the centre website
 - KI logo on T-shirt, Track Suit (if provided) and KI logo on letter head

Additionally, for Khelo India State Centre of Excellence and Khelo India Academies signage board at the main entrance gate must be placed.

2. The optional branding elements (Field of play (FOP), acrylic sandwich board, hostel and dining board, and merchandises) can be used subject to the Centre’s requirement.

The detailed Presentation of Branding Guidelines is placed at ***Annexure- 10-A*** for reference.

The recommendation of PAC is placed at ***Annexure- ‘11’***.

Approval of DPAC is solicited for implementation of the branding guidelines in Khelo India State Centre of Excellence, Khelo India Centre, Khelo India Academies (including TOPS NCoE).