

## Meeting of the Departmental Project Approval Committee ("DPAC") on 06.11.2020

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### **Agenda Item No. 1 - Funds disbursement to NSFs/NCOEs for Khelo India e-Pathshala**

Khelo India “e-Pathshala” is an e-learning platform (LMS) which aims to provide training to all sports enthusiasts in Phygital (Physical and Digital) mode. This programme aims to promote culture of sports in our country. The project is expected to impart level based multi-sports coaching to all enthusiasts & mentor PE (Physical Education) teachers irrespective of their geographical locations.

DPAC in its meeting dated 04.09.2020 approved the Khelo India e-Pathshala project in principle. The Committee approved a budget of INR 1,78,92,576 (approx. INR 1.8 crore) @ INR 60 lacs per sport discipline for 3 sport disciplines in the first phase of 18 months. In this context it needs to be mentioned that the budget per Sports Discipline is only an Indicative and approximate figure and the actual cost may vary according to the specific requirement of the concerned sports discipline

National Sports Federations (NSFs) have been recently re-recognized by MYA&S and accordingly the above proposal was taken up for discussion with NSFs and other stakeholders. The funds may be directly disbursed to the concerned NSFs.

As per the proposal received from Boxing Federation of India, the amount will be largely used for Content Creation, running the programme and hiring of Manpower. The Sports specific funds will be sanctioned/dispursed in favour of NSFs showing keenness and taking lead in the e-Pathshala project.

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

***Approval of the DPAC is solicited for release of funds to NSFs to run the Khelo India e-Pathshala project.***

**Agenda Item No. 02: Conduct of various promotional activities for Fit India out of the obligations of Media Partner as per License Agreement between SAI and STAR India (Media Partner).**

An RFP was floated on CPP Portal for selection of Media Partner for 5 Editions of Khelo India Events. In response to the RFP, single bid was received, and the bid was awarded to M/s Star India Pvt. Ltd. Pursuant to the announcement of successful bidder, a License Agreement was signed between SAI and Star India defining the obligations of both the parties. As on date, 3 Editions of Khelo India Events have been successfully conducted and 2 Editions are yet to be hosted.

Clause 6.4 of License Agreement between SAI and STAR India (Media Partner) is reproduced below:

*“In order to promote the Event, the Licensee shall undertake minimum promotional spend of Rs. 20 Crores (Rupees Twenty Crores) per Edition of the Event (“Promotional Spend”). Fifty percentage of the committed amount shall be spent on home network and the balance of 50% will have to be spent on 360-degree marketing activities outside of the network to be aligned with efforts of SAI.”*

As evident from above, as an obligation of Media Partner, INR 10.0 Crores is to be spent on promotion activities on Home Network of STAR India and INR 10.0 Crores to be spent on 360-degree marketing activities related to each edition of Khelo India Youth Games. Due to COVID-19 pandemic, the Fourth Edition of the Khelo India Events is planned to be hosted after the Olympics next year. To keep the brand “Khelo India” alive, and as Fit India is a part of Khelo India, the Media Partner has shown interest in conducting campaigns for Fit India Movement.

As a part of **Physical Fitness of School Going Children vertical of Khelo India Scheme**, to augment Fit India Campaign, it is proposed that various activities may be undertaken under the “Promotional Spend” head as defined in clause 6.4 of License Agreement which shall commence with immediate effect, coterminous with conclusion of Fourth Edition of Khelo India Event.

Few of the proposed activities are **Fit India Thematic Campaign** (to create high awareness about sports and fitness across India) and **Fit India Quiz** (one of its kind in Fitness and Sports genre to be organised keeping in mind school going children). Such activities shall be centred on physical fitness and awareness of sports and thus overall promotion of Khelo India.

STAR India shall submit the details of actual cost incurred for such activities to SAI post the Fourth Edition of Khelo India Events is over.

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

***In principle approval of DPAC is solicited for conducting various promotional activities for Fit India Movement out of the obligations of Media Partner (promotional spend) as per License Agreement executed between SAI and STAR India.***

**Agenda Item No. 03: Budget allocation for the production of 3<sup>rd</sup> Series of Fit India indigenous games videos**

Under the aegis of Ek Bharat Shrestha Bharat, an initiative was undertaken by the Fit India Division to produce videos/capsules showcasing and promoting the indigenous games. So far 15 videos on indigenous games have been produced through the multimedia agency engaged by SAI and streamed on various social media channels as a part of the 1<sup>st</sup> and 2<sup>nd</sup> series of the capsules.

In this context, proposals have been received from the state of Mizoram, Nagaland, Puducherry and Goa regarding promotion of indigenous games of their respective states/UTs. In view of this, it is proposed to produce a fresh series of five episodes highlighting and showcasing the indigenous games namely Langadi and Lagori (Goa), Silambham (Puducherry), Hekko (Nagaland), Ibean, Inarpathai, Insuknwar and Inhawngbi (Mizoram). The total financial implication for production of 5 video is Rs.17.70 lacs.

In view of the above, it is proposed that the approval may be given for the production of 5 indigenous games videos with financial implication of Rs.17.70 lacs and the budget may be allotted under Physical fitness of School Going Children vertical of Khelo India Scheme.

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

***Approval of DPAC is solicited for production of 3<sup>rd</sup> series of Fit India indigenous games videos and budget allocation of Rs.17.70 lacs***

**Agenda No. 4: Financial Assistance to Fencing Association of India (FAI) for the procurement of Fencing equipment.**

**a. Grant for the procurement of equipment for 02 High Performance Centers (HPCs)**

As per the Para 3.5 of ACTC minutes (Copy enclosed at **Annexure II**) for the discipline Fencing for the period ending June 2021, it was decided that the 3 High Performance Centres (HPC), i.e. NIS Patiala, ASI Pune and SAG Centre Nadiad will be established and an amount of Rs. 3.00 crores for each centre will be provided from Khelo India.

Accordingly, a detailed gap analysis was carried out by a designated committee at NCOE Patiala comprising members of SAI and Fencing Association of India (FAI). The committee was then asked to finalize the list of equipment with detailed specification and cost of the required items. It was discovered that the total cost for procurement of the consumable and non-consumable items was amounting to Rs. 2,31,66,200 (Two Crore Thirty-One Lakhs Sixty-Six Thousand Two Hundred Rupees).

Further, it may be noted that the procurement of Sports Equipment for Fencing for SAI NCOEs (NCOE Patiala, NCOE Aurangabad, NCOE Guwahati, NCOE Trivandrum and NCOE Imphal) at a total estimated cost of Rs. 5.07 Crores (approx.) was approved by the DPAC in its meeting dated 04.09.2020 vide Agenda Item No. 12, which is inclusive of the budgetary requirement for procurement of Sports Equipment at NCOE Patiala at an estimated cost of Rs. 2.31 Crores (approx.). Furthermore, it was also decided that the funds may be given to the National Sports Federations (NSFs) for procurement of equipment, wherever required. When a situation arises where an NSF is not in a position to carry out the procurement, SAI may procure equipment for respective NSF.

However, in view of the ongoing pandemic situation the process of procurement of Sports Equipment for the 03 HPCs could not be completed by FAI till March, 2020.

Subsequently, Fencing Association of India vide its letter number FAI/2020-21/P/300 dated 8<sup>th</sup> September 2020 (**copy enclosed at Annexure III**), has requested that the procurement of equipment shall be done by FAI and an amount of Rs. 8.486 crores may be sanctioned to them. Considering an amount of Rs 2.31 crores (approx.) was already sanctioned for procurement of Fencing equipment for NCOE Patiala, the actual amount to be sanctioned would stand at Rs. 6.169 crores. It is pertinent to mention that SAI attempted to procure the Sports Equipment of Fencing for SAI NCOEs vide tender notice No. SAI/TOPS/POD/Fencing/Equipment/2020-21 dated 17.07.2020. However, the tender was inconclusive since only one bid was received, and the bidder was technically non-responsive on the basis of not being either the Class I or Class II local supplier.

***In view of the above, approval of DPAC is solicited for the sanction of Rs. 6.169 Crores to Fencing Association of India (FAI) for procurement of Sports Equipment of Fencing for 02 HPCs, i.e. ASI Pune and SAG Centre Nadiad from the budget under the component 'Support to National/Regional/State Sports Academies'.***

**b. Grant for the procurement of equipment for District Centres as 50 Intermediate Performance Centres (IPCs)**

As per the Para 3.5 of ACTC minutes for the discipline Fencing for the period ending June 2021, it was stated that the FAI would submit the names of 50 District Centres as Intermediate Performance Centres (IPCs), for which Rs. 5.00 lakh for each centre will be provided for the procurement of equipment from Khelo India. Further, it was also decided that the list of centres shall be submitted by 31<sup>st</sup> January 2020.

However, in view of the ongoing pandemic situation the process of listing the 50 district centres and procurement of Sports Equipment for these centres could not be completed by FAI till March, 2020.

Subsequently, FAI has submitted the list of 50 District Centres vide its letter dated 11.06.2020 (*enclosed at Annexure IV*).

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

***In view of the above, approval of DPAC is hereby solicited for sanction of an amount of Rs. 2.50 Crores to Fencing Association of India (FAI) from the budget under component 'Support to National/Regional/State Sports Academies' for the procurement of equipment for 50 IPCs.***

### **Agenda Item No. 5: Hiring of Digital, Branding and Communication Agency**

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

In this context it is pertinent to mention that the existing Agency M/S Goldmine advertising Ltd's work is limited to content and account management. The present contract was awarded for Rs 89 lakhs, exclusive of taxes, for one year. However, in view of the growing expanse of work, this being the Olympic year and also the expanded scope of work in Khelo India and Fit India verticals and work related to MYAS, it is proposed that a new agency with higher capability may be hired.

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

- i. Brand Planning and Management
- ii. Account Management
- iii. Content production and management
- iv. Online reputation management

To arrive at the scope of work and estimated cost, a committee was constituted with all relevant stakeholders as its members. Based on the recommendations of the committee, the scope of work, cost of the project, duration of the project and resource requirement is charted out. The detailed Scope of Work is placed at **Annexure- 'V'**.

As advised by DPAC, the effort and time estimation were again revisited. The estimated cost as recommended is INR 1,99,90,800/- plus applicable taxes. The contract period will be for a period of 1 year which may be extendable by another two years to cover for entire Olympic cycle and subject to satisfactory performance at the end of year 1. It is to be noted that rates for resources are based on NITI Aayog's recent recruitment circular for contractual employment wherein the contract rates are defined and the SAI's recruitment rates for contractual hiring, whichever is lower. The detailed cost estimation is placed at **Annexure- 'VI'**.

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

***DPAC is requested to approve the proposal of hiring of Digital, Branding and Communication Agency for 01 year at the estimated cost of Rs. 2.33 Crores (including taxes) extendable by another two years***

**Agenda Item No 6: Viability Gap Funding for Khelo India State Centre of Excellence (KISCE)**

Khelo India State Centre of Excellence is a project which is part of India's pursuit for excellence in Olympics and endeavour is to scale up State's best academies to world standard. The DPAC vide its meeting held on 04.09.2020 approved the following 06 centres as the Khelo India State Centre of Excellence (KISCE):

SN	State / UT	Proposal
1	Assam	States Sports Academy, Sarusajai
2	Meghalaya	J N S Complex, Shillong, Meghalaya
3	Dadra & Nagar Haveli Daman & Diu	New Sports Complex Silvassa
4	Madhya Pradesh	MP State Academy
5	Maharashtra	Shree Shivchhatrapati Sports Complex, Balewadi, Pune
6	Sikkim	Paljor Stadium, Gangtok

2. SAI conducted multiple deliberations through Video Conferencing meeting with the State/UT Sports department and State Government officials of these 06 States/UTs to assess the critical gaps. During the discussions with the States/UTs it is observed that sports equipment currently in use is very old except for sports focus States like Madhya Pradesh and Maharashtra. For other States like Assam, where recently Khelo India Youth Games has been organized, new equipment was procured recently. Accordingly, sports equipment which has been recently procured has been suitably adjusted while finalizing the viability gap funding.

3. Similarly, 04 KISCEs, i.e. Assam, Dadra Nagar Haveli and Daman & Diu, Meghalaya and Sikkim out of the above mentioned 06 KISCE's do not have the basic necessary set of sports science equipment except for few Gymnasium equipment and some of the basic physiotherapy items. In the first phase, it is proposed that adequate Strength & conditioning and Physiotherapy equipment must be provided to such centres along with adequate support staff.

4. The sports specific support has been assessed for a maximum of 03 priority disciplines out of the 14 Identified Sports disciplines for Excellence in Olympic (ISEO). Assistance for sports science and allied fields could be extended for athletes of other sports disciplines as they are also being run within the same KISCE or in the vicinity.

5. Accordingly the budget requirement for 04 KISCE's (Assam, Dadra Nagar Haveli and Daman & Diu, Meghalaya and Sikkim) has been assessed keeping in mind the importance of developing the centres as Khelo India State Centre of Excellence and is placed at **Annexure – VII A**. The detailed costing sheet for the same is placed at **Annexure VIII-A to VIII-D**. The consolidated budget estimate amounts to Rs. 10.80 crores for F.Y. 2020-21 for the above-mentioned 04 States/UTs and Rs. 6.70 crores as recurring grant for subsequent years.

6. The justification of budget estimate for the States of Madhya Pradesh & Maharashtra is as under:

**6.1.** As per Khelo India academy norms, an amount of approximately Rs. 5 lakhs per Khelo India Athlete p.a. (Norms placed at **Annexure IX**) is provided to the accredited academy, out of which Rs. 2.2 lakhs is spent on the following components:

SN	Particulars	Amount (per KIA p.a.)
1	coaching, sports science & management, asset utilization charges, minor injuries management, etc.	1,50,000
2	Kitting – general sports training kit	20,000
3	Recurring expenses for consumable equipment ( <b>Annexure X A/B</b> )	50,000
	<b>Grand Total</b>	<b>2,20,000</b>

In order to avoid dual funding to the same institution under the Khelo India scheme, it is proposed that KISCE's which are also functioning as Khelo India accredited academies, the amount of Rs. 2.2 lakhs is proposed to be withdrawn since these components are being covered under the viability gap assessment for KISCE. As and when this amount is exhausted by the State, requirement of additional grant will be placed before DPAC for approval.

### **6.2 Madhya Pradesh:**

M.P. Academy is one of the premier Government sports academies functioning in the country and has produced many international players and has been accredited as Khelo India accredited academy. There are currently 40 Khelo India Athletes training in multiple centres under MP Academy. Madhya Pradesh won 31 medals during KIYG Pune 2019 games and 46 medals in the KIYG 2020 Guwahati games. The improvement in their performance is due to

the vast expansion of the sports facilities across the State and by setting various sports academies. To further improve the facilities provided to athletes under Khelo India State Centre of Excellence, the State has demanded **Rs. 28.73** crores non-recurring items and **Rs.9.09** crores for recurring items. The break-up of the same is placed at **Annexure VII B**.

In the budget review meeting held on 09.09.2020 under the Chairmanship of Hon'ble Minister (I/c) MYAS, decision has been taken to allocate funds to the extent of Rs. 5 crores to Khelo India State Centre of Excellence. Accordingly, it is proposed to allocate Rs. 5 crores for non-recurring components and Rs. 3.5 crores for recurring components. As and when this amount is exhausted by the State, requirement of additional grant will be placed before DPAC for consideration.

### **6.3 Maharashtra**

Krida Prabhodini Academy at Shree Shivchhatrapati Sports Complex, Balewadi, Pune has been established over an area of 100 acres and has been developed as the leading sports facilities which have erstwhile hosted Commonwealth Youth Games 2007 and Khelo India Youth Games in 2019. The centre is also a Khelo India accredited academy with 05 Khelo India athletes at present and receives funds under Khelo India budget. To further improve the facilities provided to athletes under Khelo India State Centre of Excellence, the State has demanded Rs.14.17 crores non-recurring items and Rs.9.69 crores for recurring items. The break-up of the same is placed at **Annexure VII B**.

In the budget review meeting held on 09.09.2020 under the Chairmanship of Hon'ble Minister (I/c) MYAS, decision has been taken to allocate funds to the extent of Rs. 5 crores to Khelo India State Centre of Excellence. Accordingly, it is proposed to allocate Rs. 5 crores for non-recurring components and Rs. 2.75 crores for recurring components. As and when this amount is exhausted by the State, requirement of additional grant will be placed before DPAC for consideration.

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

**The approval of DPAC is sought for**

- i) Financial approval to the tune of Rs. 10.80 crores for F.Y. 2020-21 and Rs. 6.70 crores as recurring grant for subsequent years for the 08 KISCE's in the States/UT of Assam, Dadra & Nagar Haveli and Daman & Diu, Meghalaya and Sikkim.**

(Amt in INR in lakhs)		Recurring Grant		Non-recurring Grant		One-time Grant		TOTAL	
S N	State	Budget for F.Y.20-21	Annual Budget for Subsequent Years	Budget for F.Y.20-21	Annual Budget for Subsequent Years	Budget for F.Y.20-21	Annual Budget for Subsequent Years	Budget for F.Y.20-21	Annual Budget for Subsequent Years
1	Assam	76.59	156.69	191.28	-	25.00	-	292.87	156.69
2	DNH & DD	96.43	165.62	151.38	-	25.00	-	272.81	165.62
3	Meghalaya	88.49	181.19	143.23	-	25.00	-	256.72	181.19
4	Sikkim	77.89	166.09	154.26	-	25.00	-	257.15	166.09
<b>Grand Total</b>		<b>339.40</b>	<b>669.59</b>	<b>640.15</b>	<b>-</b>	<b>100.00</b>	<b>-</b>	<b>1079.55</b>	<b>1375.97</b>

- ii) Funding of Rs. 5 crores for non-recurring items and Rs. 3.5 crores for recurring items for KISCE Madhya Pradesh  
Funding of Rs. 5 crores for non-recurring items and Rs. 2.75 crores for recurring items for KISCE Maharashtra**
- iii) To avoid duplication of funding, non-release of Rs. 2.2 lakhs under Khelo India Talent Development for Khelo India accredited academies notified as KISCE**

**Agenda Item No 7: Engagement of Human Resource for SLKIC vertical under Khelo India scheme**

State Level Khelo India Centre (SLKIC) vertical is currently managing Khelo India State Centre of Excellence and Khelo India Centres in close coordination with States/UTs. At-least 01 KISCE in each State/UT is planned to be supported, thereby entailing a minimum of 36 KISCE's to be managed for analyzing DPRs, settlement of Utilisation Certificates, sports science and technical supervision, ensuring quality equipment is procured timely, doing viability gap assessment, finalizing equipment procurement, manpower deployment, regular monitoring, liaison with States, etc. is required to be done. The approximate budget estimate for KISCE's is estimated as:

Total estimate non-recurring budget	36 KISCE x Rs. 5 crores each	Rs. 210 crores
Total estimated recurring budget	36 KISCE x Rs. 2 crores each	Rs. 72 crores
	<b>TOTAL</b>	<b>Rs. 282 crores</b>

2. Accordingly, for smooth implementation of the key projects under SLKIC vertical, adequate manpower is required. The consolidated annual manpower budget amounts to Rs. 146.40 lakhs, which is roughly 0.5% of the total budget requirement for 36 KISCEs. The details are as per **Annexure – XI**.

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

***The approval of DPAC is sought for –  
Engagement of manpower for SLKIC vertical with the annual financial implication amounting to Rs. 146.40 lakhs.***

### **Agenda Item No.8 - Strategy for identification of potential grass-root talent from fitness assessment of school going children**

Khelo India, a National Programme for development of sports in India, was introduced in December 2017 by Ministry of Sports, Govt. of India to revive the sports culture in India and to identify the talent at grass-root level by building a strong framework. Physical Fitness of School going Children under Khelo India scheme was launched with twin objectives of

- a) Assessment of all school going children from Class-I to XII (i.e. 5 - 18 years) and
- b) To identify raw potential sports talent from the pool of fittest students. The assessment of students was conducted on Khelo India Fitness App (KIFA) and till date more than 22 lakhs students have been assessed. The assessment has been graded based on the performance scores on various fitness parameters in the form of percentile to obtain the list of students based on performance.

#### **Pedagogy for identification of raw potential talent:**

1. **Removal of outliers:** There is a likelihood that some outbound data is in the system as the fitness assessment tests were conducted by the Physical Education Teachers (PETs) of various schools. Hence, an algorithm has been integrated in KIFA mobile app to segregate the out-of-the-bound data (upper and lower limit) based on the recommendations of the Committee of Experts. The good data so obtained can be extracted in graded manner based on the fitness assessment parameters.
2. **Filtration of Data:** The mobile app shall provide the access to various states sports departments or designated agency (such as school) or any stake holder to view and extract the pool of students in order of merit (such as top 100 or top 1000) based on various test parameters, gender, period of assessment etc. Stake holders as per their requirement may get the list of students to conduct the retest of fitness parameters through mobile app to revalidate the fitness data. The stake holders may admit the validated students in their respective schemes/school/academics etc.
3. **Grass root talent identification parameters:** The mobile app shall provide a panel of fixed sports talent identification parameters and facility for adding additional test parameters based on the requirement. These parameters shall help to prepare a list of sports potential talent.
4. **Conduct of test:** Each state sports department/designated nodal agency will have a dashboard where an event for retest or test for talent identification will be created. It will provide the facility for nomination of experts (such as Coaches/PETs) to conduct the test as per the requirement.

**Communication:** At various stages communication regarding retest/test for identification shall be made through email/portal/sms

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

*The above agenda is submitted for the information of DPAC*

## **Agenda Item No. 9 – Gradation and Incentivisation of academies not supported under KITD**

### **1. Introduction**

The Gazette Notification of Khelo India scheme, published on 16<sup>th</sup> October 2017, made provision of supporting talented athletes and the academies where they are training under the verticals “Talent Identification and Development (TID)” & “Support to National/ Regional & State Academies” It also mandates the evolution of system for rating of the academy. For the structured implementation of the aforementioned verticals, a mechanism of accreditation of the academies was devised and the same is being implemented. Also, under State Level Khelo India Centres, notification has been issued to support 1,000 centres with funding of Rs 5 lac per year. This vertical will be implemented through State Govt & most of the small centres having infrastructure (mainly State) will be benefited.

Talented athletes identified under Khelo India are given an option of joining one of the aforementioned accredited academies for their respective discipline. Accredited academies which train Khelo India Athletes (KIAs), are supported as per the KITD norms, File No: 3(5)/Sectt./KITD/HPC/2018-19 dated 10<sup>th</sup> October 2019 (*Copy of the Norms is placed at Annexure XI*).

However, there are many small to large private training centres (academies) which train the athletes who subsequently migrate to accredited academies. Such incubation centres are working on their own to create talent pool at the grassroot level. Even accredited academies who do not have sufficient athletes under KITD are not provided any financial support under Khelo India, despite having invested in the infrastructure, human resources etc. Hence, it is proposed to implement an incentivisation model for all private academies (Govt/ PSU/ Khelo India accredited academies included) to encourage them to continue/ improve the level of training they provide.

### **2. Gradation of academies and determination of incentives**

As a first step in development of incentivisation model, academies shall be graded into the different categories such as National, Regional, State level academies/centres. (TOPS NCOE, other Khelo India accredited academies would be included in these)

SAI will hold discussion with NSF & together will develop categorisation of the centres based on criteria such as (but not limited to) –

- a. Quality/ achievement of players trained by the academy
- b. Level of coaches available (achievement as player & coach and qualification)
- c. Availability and quality of FOP and allied infrastructure
- d. Availability of Sports Science facilities and staff

Keeping in view the gradation of academies, SAI, in collaboration with respective NSF will devise a funding mechanism and determine the components for supporting the academies - viability gap funding will be provided accordingly. Preference will be given to support sports science set up its operation. Incentivisation model for international level ex-athletes (who want to coach on full-time basis) may also be considered.

### **3. Eligible disciplines**

The 14 priority disciplines identified for excellence in 2028 Olympics will be eligible for receiving support under the incentivisation model in phase I.

### **4. Number of supported academies**

500 academies will be supported in total over the next 4 years starting FY 2020-21 (This will be in addition to the setting up of 1000 Khelo India Small Centres & Khelo India State Centres of Excellence).

The number of academies and quantum of funding under each discipline will be determined by an objective evaluation of the need for investment and each NSF's capabilities to leverage the incentivisation model and promote excellence in Olympics in their respective discipline. While deciding on funding to the NSF (who in turn will fund the academies), NSF will be evaluated on parameters like Coach Development Plan, extensiveness and efficacy of Competition Structure, ability of NSF to efficiently utilise funding, medal target & planning for 2028 & beyond.

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

***The approval of the Committee is sought for further design and implementation of the Incentivisation Model for private academies***

**Supplementary Agenda Item No.1: Development of Fit India Mobile App and Fit India website management.**

The proposal for engagement of an agency for the development and maintenance of Fit India Mobile Application and augmentation and maintenance of Fit India Web was approved in principle by DPAC in its meeting dated 04.09.2020. The tentative budget requirement for the same during the current Financial year was estimated at Rs. 2.5 Crores.

Subsequently, a request for Proposal (RFP) was floated for service provider for development, operations, augmentation and management of Fit India app & maintenance and augmentation of Fit India website portal was floated on CPP portal.

As per evaluation criterion defined in RFP, M/s Sequoia Fitness and Sports Tech. Pvt. Ltd. was finalized as the agency for the above purpose with a total financial implication of Rs. 3,29,99,880/-. It is submitted that the cost of 3,29,99,880/- is divided into two parts i.e. lump sum fees for first 6 months plus compulsory maintenance cost of three months (Total 9 months) totaling to Rs.1,66,80,480/- and maintenance cost for further 15 months amounting to Rs. 1,63,19,400/-.

It is decided that initially the work should be awarded for Rs.1,66,80,480/- for a period of 1 year instead of 9 months. This expenditure of Rs.1,66,80,480/- will be incurred over a period of 2 years (F.Y 2020-21 and 2021-22)

**In view of the above proposal, approval of DPAC is sought for allocation of Budget of Rs. 1,66,80,480/- under the Physical Fitness of School Going Children Vertical of Khelo India Scheme for implementation of the project.**