



भारतीय खेल प्राधिकरण
Sports Authority of India

**111th Meeting of the
Finance Committee**

**Supplementary
Agenda Papers**

Date/Time: 24th February, 2023(Friday) 5.00 p.m.

**Venue : Chamber of Secretary (Sports)
Shastri Bhawan
New Delhi**

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111th Meeting of Finance Committee of SAI (24.02.2023)

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Supplementary Agenda Item No.1

Engagement of a Digital, Branding and Communication Agency

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. This would ensure last mile reach of the scheme, policies of the 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. Accordingly, the RFP was floated and the proposals were invited. A total of 12 bids were received. Subsequent to the completion of the evaluation process, the proposal to engage an agency was approved in the 94th meeting of the Finance Committee held on 5th January 2021 and recommended for approval of Governing Body. The proposal was approved in the 54th meeting of the Governing Body held on 27.01.2021. The Notification of Award was issued to M/s Tattva Creations Pvt. Ltd at an annual cost of INR 2,15,94,000/- inclusive of taxes for a period of one year starting 01.02.2021

2. As per the clause of extension mentioned in the contract, the engagement of the agency can be extended for a period of two years subject to the satisfactory performance. Accordingly, subsequent to the submission of the report of the review committee, the proposal to extend the contract of the agency was approved in the 32nd Meeting of the DPAC held on 14.02.2022. The contract was extended for a period of one year w.e.f 01.02.2022 and ending on 31.01.2023 with the same terms and conditions of the contract.

3. In this context it is pertinent to note that various initiatives have been undertaken in the Khelo India Scheme such as organization of Women Leagues, Events under Fit India such as Fit India Quiz, Coverage of achievements of Athletes in NCOEs, Fit India Dialogue, Fit India Healthy Hindustan series, etc., besides there are other major events in the coming financial year such as Asian Games. In view of this it is proposed that six additional resources may be deployed through the Agency during the extended period. In this context it may be noted that as per Clause 17.3 of the RFP additional resource may be deployed on request of SAI. Further as per same Clause the quantum of work permitted to increase up to 25% of the value of the project.

4. In view of the foregoing, the contract of the agency expired on 31.01.2023. As mentioned above, as per the Clause 4 (Period of Contract) of Annexure X (Terms of Reference) of the RFP, the contract of the agency can be extended for one more year after the extension granted on 01.02.2022. In order to evaluate the performance of the Agency, committees vide office order dated 20.02.2023 was constituted with the following members:

- | | | |
|-------|---|---------------|
| (i) | Deputy Director General (SAI) | : Chairperson |
| (ii) | Director (Khelo India Division) | : Member |
| (iii) | Director (Equipment & Support Division) | : Member |
| (iv) | CEO, Fit India | : Member |
| (v) | Head of Communication, Media | : Member |

5. The above committee had its the meeting on 20.02.2023 in which it recommended to extend the contract tenure of the agency for further one year.

6. It may be noted that the cumulative tender value is coming out to Rs. 6.88 cr. for the previous 02 years (Rs. 2.15 cr. each) and the current year (Rs. 2.58 cr.), which is beyond the delegated powers of DG SAI. Accordingly, it is proposed that the contract of M/s Tattva Creations Pvt. Ltd be extended for a period of 1 year w.e.f. 01.02.23 with the same terms and conditions of the contract at an estimated value of INR 2,58,18,400/- with financial implication of Rs. 35.99 lakhs for FY 22-23 and of Rs. 179.95 lakhs for FY 23-24 for the engagement of a Digital, Branding and Communication Agency (**Details enclosed as Annexure -1**).

Concurrence of Finance Committee is solicited for the extension of contract of M/s Tattva Creations Pvt. Ltd. for a period of 01 year w.e.f. 01/02/2023 with financial implication of Rs. 2,58,18,400/-.

Bifurcation of funds required for engaging media agency

S. No.	Item Description	No. of Resources	Quarterly Lumpsum Quote (in INR)	Annually Lumpsum Quote (in INR)	FY- 2022-23	FY 2023-24
1.	Brand Planning and management	1	10,17,750	40,71,000	678500.00	3392500.00
2.	Account Management	1	20,65,000	82,60,000	1376666.66	6883333.30
3.	Content production and management	1	16,37,250	65,49,000	1091500.00	5457500.00
5.	Online Reputation management	1	6,78,500	27,14,000	452333.32	2261666.60
TOTAL		4	53,98,500	2,15,94,000	3598999.98 (say Rs. 35.99 lakh)	17994999.90 (say Rs. 179.95 lakh)

Requirement of additional 06 manpower resources

S. No.	Item Description	No. of Resources	Quarterly Lumpsum Quote (in INR)	Annually Lumpsum Quote (in INR)
1.	Content Production Expert	1	3,54,000	14,16,000
2.	Communication Expert, creative Expert	1	3,5,4000	14,16,000
3.	Project Manager	1	1,06,200	4,24,800
4.	Senior Content and Creative Developer	1	94,400	3,77,600
5.	Content Developer/Digital Script content writer/Researcher	1	70,800	2,83,200
6.	Graphic Designer	1	76,700	3,06,800
TOTAL		6	10,56,100	42,24,400

Supplementary Agenda Item No.2

Sponsorship for Khelo India Youth Games 2022

Proposal for inviting a limited RFP for Hiring of Sponsorship for Khelo India Youth Games for Five Editions – Commencing 2023 was concurred in the 110th Finance Committee meeting. Subsequently, with the approval of Hon’ble Minister of Youth Affairs and Sports, Chairman Governing Body, a limited RFP under the following three categories was invited from the empaneled agencies:

Sr No	Sponsorship Category	Minimum Amount
1	Principal Sponsor	INR 3 Crores
2	Powered by Sponsor	INR 2 Crores
3	Co – Powered by Sponsor	INR 1 Crores

However, no bid was received against the said RFP as on the scheduled opening date. Accordingly, a limited tender was invited again from the empaneled agencies with the timeline for opening of bid being 7 days and a single bid from M/s. SFA Sporting Services Private Limited was received against the RFP under “Powered by Sponsor” Category and subsequently, with approval of Hon’ble Minister of Youth Affairs and Sports, Chairman Governing Body, M/s. SFA Sporting Services Private Limited was awarded with the rights under “Powered by Sponsor” Category @ Rs 12,21,02,000/- **for five edition starting from KIYG 2022. However, no sponsorship for the Principal Sponsor and Co – Powered by Sponsor categories has been received.**

Further, to get sponsorship for the remaining categories, an Open RFP through offline mode was invited for the 5th edition of Khelo India Youth Games. A committee with the following members was constituted for recommendation of award based on the evaluation of bids by TBEC and PBEC committees:

- i. DG, SAI
- ii. JS & FA, MYAS
- iii. JS (Development), MYAS
- iv. Secretary, SAI
- v. Sr. Director, Khelo India
- vi. ED-Finance, SAI

Based on the recommendations of the Constituted committee and that the GB Meeting was not scheduled at the time, approval of the Hon’ble Minister, MYAS - Chairman – Governing Body of SAI was obtained on file for awarding the sponsorship right to:

- A. M/s. State Bank of India under Principal Sponsor Category for an amount of Rs. 3,00,00,000 (Rupees Three Crores only) for KIYG 2022 only.
- B. M/s. Sporta Technologies Private Limited under Co-Powered by Sponsor Category for an amount of Rs. 1,30,00,000 (Rupees One Crore Thirty Lakhs only) for KIYG 2022 only.

Submitted for kind information of Finance Committee.

Supplementary Agenda Item No.3

Hiring of Production and Media Rights partner for Khelo India University Games 2022

The proposal for floating an RFP for hiring media and broadcast partner for Khelo India University Games for Five Editions – Commencing 2022 edition was concurred in the 110th meeting of Finance Committee. Subsequently, with the approval of Hon'ble Minister of Youth Affairs and Sports, Chairman Governing Body, the RFP was floated on 14.12.2022 and the proposals were invited.

However, no bid was received against the said RFP within the prescribed time limit. Thereafter, with the approval of Hon'ble Minister of Youth Affairs and Sports, Chairman Governing Body, it was decided to approach Doordarshan for production and broadcast of the games and to invite EOI for engagement of broadcasters in order to ensure wider reach of the said games among the general public. Accordingly, a letter was sent to Doordarshan on 04.02.2023 for production and broadcast of the games. Further, the Expression of Interest (EOI) has been published on 17.02.2023 on CPP Portal, SAI and Khelo India website for broadcasting the Khelo India University Games 2022 on TV and/or OTT platforms on the basis of no cost to SAI. The published EOI is on the same line as to EOI invited last year for broadcasting the Khelo India University Games 2021.

Submitted for kind information of Finance Committee.