

Agenda Items for the 53rd Departmental Project Approval Committee (DPAC)

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Agenda Item No	1
Agenda	Confirmation of the minutes of the 52 nd meeting of DPAC held on 26.09.2025

Detailed Description of Agenda:

The minutes of 52nd meeting of the DPAC were circulated to the members and so far, no objections have been received. Hence it is proposed that minutes circulated may be confirmed.

Agenda Item No	2
Agenda	Action Taken report on 52 nd meeting of DPAC

S.No.	Particulars	Decision Taken	Action Taken
1	Opening of District-wise Khelo India Centres (KICs) in the State/UT: Andaman & Nicobar, Andhra Pradesh, Gujarat, Haryana, Nagaland and Tamil Nadu	This proposal was approved	Notification Letter has been issued
2	Proposal for inclusion of Fencing discipline (30 Cadets) in AGSC, at ASI Pune	This proposal was approved	Communication sent to AGSC
3	Sanction of additional manpower for KISCE in the States of Kerala and Tripura	This proposal was approved	The approval has been conveyed to state, concerned RC
4	Revamp of Games Management System & Miscellaneous Requirements	This proposal was approved	The extension of existing resources for six months under GMS has been initiated
5	Allocation of Rs.36.00 Cr under Khelo India Scheme – Khelo India Centres and Sports Academies (Non- Recurring)	This proposal was approved	Compiled
6	Ratification: Appointment of Assistant Coaches in KISCE Telangana on Temporary basis	This proposal was approved	The approval has been conveyed to state, concerned RC
7	Ratification: Notification and Viability Gap Funding (VGF) for Khelo India State Centre of	This proposal was approved	The approval has been conveyed to state, concerned RC

	Excellence (KISCE) in the UT of Andaman & Nicobar		
8	Approval for non-consumable equipment for Operationalization of NCOE Naranpura under Non-Recurring Grant of Khelo India	This proposal was approved	Fund released has been initiated
9	Approval for Engagement of Strategic Advisors (for sports event planning) Consultancy	This proposal was approved	The proposal was approved in principle Presentation to be made
10	Approval of proposal for 1 st Khelo India College Sports League (CSL)	This proposal was approved	Modalities being finalized
11	Ratification: Release of Out-of-Pocket Allowance (OPA) for Khelo India Athletes in the disciplines of Archery, Athletics, Badminton, and Boxing	This proposal was approved	OPA for 04 disciplines has been released
12	Additional funds for Promotional Activities under Fit India for FY 2025-26	This proposal was approved	The fund is being utilized for various Fit India activities
13	Fit India Activities at SAI Regional Centres during F.Y. 2025-26	This proposal was approved	Funds have been released to Regional Centres
14	Engagement of Agency for Renting Bicycles for Fit India Division during F.Y. 2025-26	This proposal was approved	RFP initiated
15	Engagement of Consultants through an Agency for Media Management and Communications	This proposal was approved	RFP initiated
16	Ratification: Allocation of Funds for Celebration of National Sports Day (NSD) 2025 by States/UTs and SAI Regional Centres	This proposal was approved	Funds have been released to Regional Centres
17	Ratification: Media Activation Plan for Celebration of National Sports Day (NSD) 2025	This proposal was approved	Ads. were published in Print and YT, and amplification were done on print and social media during the duration of NSD
18	Ratification: Procurement of T-	This proposal was approved	T-shirts have been distributed to regional

	shirts for Fit India Movement		centres and all stakeholders
19	Proposal for hosting ASMITA League (Zonal & National) for FY 2025-26	This proposal was approved	Initiated
20	Proposal for promotion activities for ASMITA, Contest for creation of ASMITA Mascot, Tagline, Theme Song, and Logo of ASMITA League under Khelo India Scheme	This proposal was approved	Modalities being finalized
21	Proposal for hosting 720 ASMITA League at the City /District level under Khelo India Scheme in 16 Sports Discipline	This proposal was approved	Initiated
22	Proposal for a Launch event of SPANDAN and SOP for hosting a Tournament in different sports	This proposal was approved	Modalities being finalized
23	Proposal for Financial assistance at District Level Sports Competition in Border Districts of Punjab	This proposal was approved	Initiated
24	Proposal for Financial assistance at Football Tournament at Kangvai, Churachandpur District, Manipur (58 Bn CRPF)	This proposal was approved	Initiated
25	Approval of Revised budget for Khelo India Water Sports Festival 2025	This proposal was approved	Under Process
26	Proposal for coaches training, Judges training of Yogasana Sport through Yogasana Bharat	This proposal was approved	TEAMS, PRITG, is coordinating with Yogasana Bharat for conduct of program in 1 st week of December

Agenda Item No	3
Agenda	Opening of Khelo India Centres (KICs) in the State of Tripura
Component	Khelo India Centres and Sports Academies

Detailed Description of Agenda:

DPAC vide its 44th meeting dated 30.01.2024 approved allocation of 112 KICs, with bifurcation as under:

SN	Particulars	Number of KICs		
		Remaining	Consumed	Allotted
1	KICs for Districts which have none right now	21	35	56
2	KICs @ 2 per District in North-East/Hilly Region	14	27	41
3	KICs @ 5 per District for UT of Ladakh	7	0	7
4	KICs @ 3 per District in A&N, and L'dweep	0	8	8
	Total	42	70	112

Accordingly, proposals were invited for KICs in the prescribed format. The proposal from the State of Tripura for the purpose of opening of KIC has been received within the purview of the implementation guidelines for opening of Khelo India Centres. The brief of the proposal is given below:

S. N	State	Total Number of Districts	Number of Existing KICs	Number of New KICs Proposed by the State	Number of New KICs to be considered
1	Tripura	8	15 (13 New KICs + 02 Converted KIC)	03	03

List of Centres proposed for KICs in the State of Tripura:

SN	District	Centre Proposed Location	Discipline
1	Unakoti	Belkumbari HS School, Kailashahar, Unakoti	Judo
2	Sepahijala	Jampuijala HS School, Jampuijala, Sepahijala	Judo
3	South Tripura	Birchandra Manu SS VM HS School, BC Nagar, Santibazar, South Tripura	Judo

As of now, there are 1064 KICs across 768 districts in 36 States/UTs including out of which 976 KICs are operational.

The financial implication of the proposal is given below:

S.N	State/UT	One-Time Grant for First Year (₹ 5 Lacs per discipline per centre)	Recurring Grant for First Year F (₹ 2 # Lacs per discipline per centre & ₹ 1.5#Lacs for salary of PCA (₹ 2 + ₹ 1.5) FY 2025-2026
1	Tripura	₹ 5 Lacs x 3	₹3.5 Lacs x 3 Disciplines
	Total	₹ 15 Lacs	₹ 10.5 Lacs
	Grand Total	₹ 25.5 Lacs	

Salary of PCA has been considered only from Q3 to Q4 of Current FY 2025-26

* Year (₹ 2 Lacs per discipline per Centre & ₹1.5 Lacs for Salary of PCA = (₹2 lakh + ₹1.5 lakh)

If approved, the proposal will help to deepen the coverage of the scheme in States/UTs as per approval of DPAC vide 44th meeting dated 30.01.2024.

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:	
i.	Notifying 03 Khelo India Centres (KICs) in 03 districts (@02 per district) for the State of Tripura
ii.	The financial approval of budget estimate for expenditure of ₹ 25.5 (@ ₹15 Lacs as one-time grant under non - recurring head & ₹ 10.5 Lacs as recurring grant for 03 KICs) for the FY 2025-26

Agenda Item No	4
Agenda	Development of Sports Digital Ecosystem by NeGD
Component	Khelo India Centres and Sports Academies

Detailed Description of Agenda:

Subsequent to the meeting held under the chairmanship of DG-SAI on 26th September, 2025, the National e-Governance Division (NeGD) submitted a proposal dated 6th October, 2025 regarding the development of a Unified Sports Digital Ecosystem.

The proposal envisages the creation of a microservices-based federated architecture that will consolidate existing portals into four core digital pillars:

- Sports Management System covering athletes and coaches.
- Federation Administration System covering governance, compliance, and grants.
- Infrastructure Management System covering geo-tagged infrastructure mapping, booking, and IoT-based monitoring.
- Event Management System covering competition calendars, live results, and volunteer assignments.

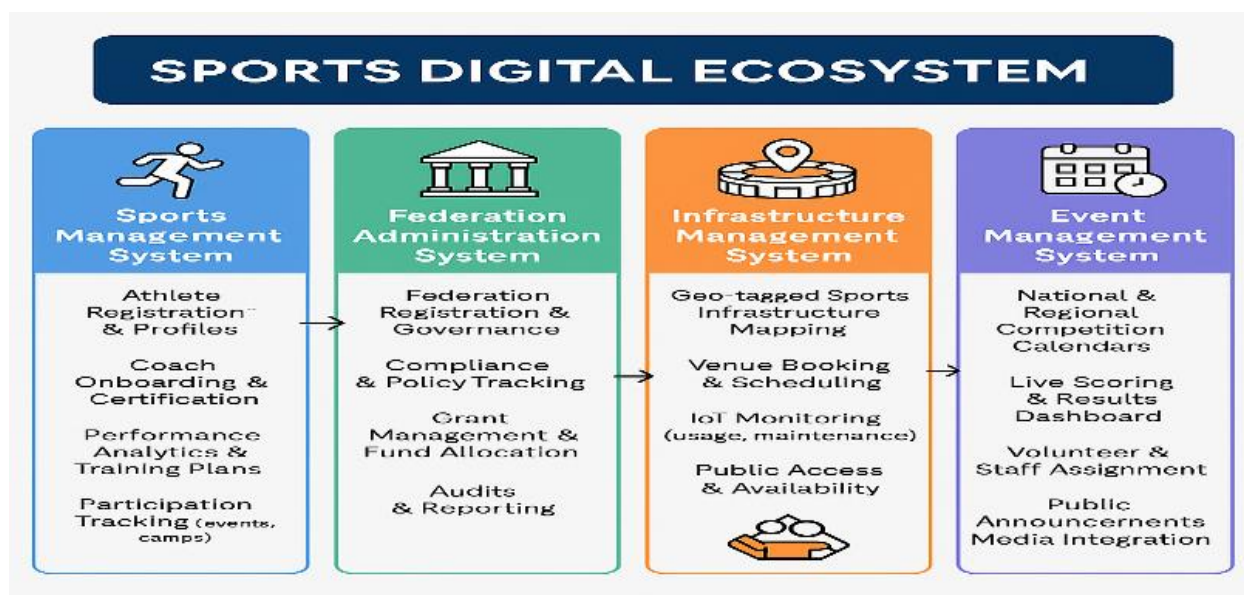


Fig1: Sports Digital Ecosystem

The initiative is proposed to be executed in phases over a period of five years, under the oversight of a dedicated Program Management Unit (PMU) and a Technical Team to be engaged by NeGD.

The platform will include the following features:

- Single Sign-On (SSO)** with Aadhaar/DigiLocker integration.
- Role-based dashboards** for athletes, coaches, federations, and officials.

- c. **Federated Registries** covering athletes, coaches, federations, events, and infrastructure.
- d. Real-time **analytics dashboards for monitoring and decision-making**.
- e. **AI/ML-enabled predictive analytics**, gamification, and talent identification.
- f. **Lifecycle**-based athlete journey tracking.
- g. A seamless **pathway for talent scouting** and initiative linkage, wherein talent identified through Fit India will transition into Khelo India, where a unique NSRS ID will be generated. Performance will then be tracked continuously to support Olympic readiness, thereby ensuring a transparent and lifecycle-driven pathway for every athlete.

The tentative cost of the project is estimated at ₹97.88 Crores over five years, with the first-year cost at ₹18.95 Crores. The year-wise breakup of costs as received from the proposal is as follows:

Costing Head	Year 1	Year 2	Year 3	Year 4	Year 5
	In Lakhs				
Manpower	1196.23	1707.89	1082.99	802.34	882.58
Subject Matter Expert	80.00	40.00	40.00	20.00	20.00
Federations Ops Team (50)	270.00	396.00	435.60	479.16	527.08
Seating	96.00	144.00	60.00	52.80	52.80
Tools (Code Repo, Code Assistant, Project Management)	32.40	48.96	21.24	21.10	21.10
Total	1676.46	2336.85	1639.83	1375.40	1503.55
NeGD Fees (5%)	83.73	116.84	81.99	68.77	75.18
Miscellaneous Expenses (3%)	50.24	70.11	49.19	41.26	45.11
Infra (As per Usage)	84.00	165.00	129.00	99.00	99.00
Total	1894.62	2688.80	1900.01	1584.43	1722.83
Grand Total	9788.68 (₹ Lakhs)				

Further, as per the proposal received from NeGD, an in-principle approval has been requested to initiate the process of hiring resources for the project. It is further proposed to constitute a Steering Committee and a Stakeholders Committee to monitor the progress of the Sports Digital Ecosystem and streamline inputs for evolving the scope of work.

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

- i. *Granting an in-principle approval to NeGD for the development of the Sports Digital Ecosystem.*
- ii. *Setting up of a Steering Committee for overall monitoring and Stakeholder Committees for monitoring the progress and provision of relevant inputs for current and evolving scope of work.*

Agenda Item No	5
Agenda	Budget approval for Khelo India Tribal Games 2025
Component	Sports Competitions & Talent Development

Detailed Description of Agenda:

Under the component of Sports Competitions and Talent Development under the Khelo India Scheme, the Ministry of Youth Affairs & Sports (MYAS) organizes National-level competitions, i.e., Khelo India Youth Games, Khelo India University Games, and Khelo India Winter Games to provide a platform for talented athletes to showcase their sporting and competitive skills. So far, 7 editions of the Khelo India Youth Games, 4 editions of the Khelo India University Games, 5 editions of the Khelo India Winter Games, 2 editions of the Khelo India Para Games, 1st Khelo India Beach Games and 1st edition of Khelo India Water Sports Festival have been successfully conducted with the participation of 36 States/UTs.

India has a sizable tribal population spread across more than 30 States / UTs. According to 2011 census, the tribal population makes up to 8.6% of country's overall population. The Ministry of Tribal Affairs (MoTA) has identified 177 districts as high-priority districts on the account of significant tribal population. It is essential to note the potential of sports can be harnessed for empowering youth, promoting inclusion as well as fostering development for these communities. In this view, it is intended to develop this ecosystem and promote tribal sports into the mainstream following the success of the various Khelo India Games.

In line with conducting various Khelo India Games, it has been decided to introduce a new initiative, **Khelo India Tribal Games**. It aims at creating a unified, structured and government-supported competition framework for grass root untapped athletes across India. The initiative is aligned with the Khelo India scheme and is envisaged to serve as a catalyst for grassroots talent identification by streamlining the competition format from district to national levels, the Games shall seek to provide a uniform and credible platform for young athletes.

The Games will witness an approximate participation of 1500+ athletes from various States and UTs. The Games shall be completed in 7-10 days. In order to start the Games, following competitive sports disciplines are proposed in the inaugural edition of Khelo India Tribal Games, along with demonstration sports to engage the local communities.

- **Competitive Sports Discipline (tentative):** Archery, Athletics, Hockey, Football, Kabaddi, & Swimming (6 sports).
- **Demonstration Sports (tentative):** Mallakhamb (1 Sport)

For the successful organization of the games and for maintaining the standard of the games and brand value, a budget estimate has been prepared for the first edition of Khelo India Tribal Games. The following factors such as the Number of Venues, Sports Disciplines, Participants, including Athletes, supports staff, Technical officials, etc. were considered.

The details of estimate is as follows:

Budget (Estimate):

S.No	Functional Areas/Items of Expenditure	Amount in INR Cr
Event Operations (Responsibility of Host State / UT with funding from MYAS / SAI)		
1	Ceremonies	0.50
2	Venue Operation (Manpower: Technical, Non-Technical, Labour, etc), Host City Activation	1.50
3	Venue Overlays (German Hanger, Pagoda, Table, Chair Generator, AC, Fan, Shamiana etc)	3.25
4	Sports Presentation	0.40
5	Spectator Engagement	0.20
6	State Coordination	0.25
9	Venue Branding	0.50
7	Design Agency	0.15
8	Media Operations	0.25
9	ICT Equipment; Invitations, Stationery, and Collaterals; Volunteers' Briefing & Post Games Operations, Accreditation	0.50
Sub-Total (A) (INR Cr.)		7.50
Event Operations (Responsibility of SAI)		
1	Games Technical Conduct (incl. Fee of Technical Officials (TOs), Competition Managers (CM) and Sports Specific Volunteers (SSVs), CMs/TOs Kit, procurement of stationery items, TA/DA to TOs/CMs & etc. including TSR, Travel Grants, etc.	4.00
2	Administrative Expenses & Miscellaneous	0.50
3	Sports Kit	1.00
4	Production and Broadcasting	2.00
Sub-Total (B) (INR Cr.)		7.50
Grand Total KITG (A+B) (INR Cr.)		15.00
NSF Grant for (Selection Trials) for 6 Sports		3.00
Grand Total KITG & State, National Events (INR Cr.)		18.00 Cr

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

- i. *The total budget of Rs. 18 crores for the conduct of KITG 2025 under the sports competition and talent development component/Peace and Development. Host state may re-appropriate from one head to other within approved budget if required.*
- ii. *Authorizing DG, SAI to incur expenditure up to **10% above** the approved budget and re-appropriate funds from one head to another head of expense within the approved budget.*

Agenda Item No	6
Agenda	Miscellaneous expenses for Fit India Division for F.Y. 2025-26
Component	Fit India Movement

Detailed description of Agenda

The Fit India Movement, launched on August 29, 2019, by the Hon'ble Prime Minister of India, aims to inspire citizens to prioritize fitness and adopt healthier lifestyles. Since its inception, the Government has undertaken various initiatives to integrate fitness into the daily routines of individuals, institutions, and communities.

As part of the miscellaneous expenses under the Fit India Movement, the following activities are envisaged:

- **Showcasing best practices** in fitness promotion across states, sectors, and institutions.
- **Support to various partners and stakeholders** for the promotion of Fit India activities.
- **Transportation support** for stakeholders participating in various Fit India events.
- Organizing **long-distance cycling expeditions** to promote the vision and mission of the Fit India Movement.
- Providing **logistics and vehicle support** to invited guests and Fit India staff during the **Sundays on Cycle** campaign.
- Covering **expenses**, including **cycle rentals** and **procurement of mementoes** for invited guests, officials, and athletes.
- Promoting the **incorporation of fitness programs** in educational institutions & workplaces.
- **Fostering collaboration** between Central and State Governments to implement fitness-led initiatives effectively.

In this regard, it is proposed to allocate a budget of Rs. 1.00 Crore towards Miscellaneous expenses under **Fit India Division**, SAI HO.

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

Budget approval of Rs 1.00 Crore for various miscellaneous expenses under Fit India for F.Y. 2025-26.

Agenda Item No	7
Agenda	Ratification: Budget requirement of Rs.24 lakhs for the conduct of Fit India Freedom Run campaign at regional centres
Component	Fit India movement

Detailed Description of Agenda:

FIT India Freedom Run

The Fit India Freedom Run was launched in August 2020 to promote fitness during the pandemic, encouraging people to stay active while adhering to social distancing norms. Based on the concept of a virtual run — “Run Anywhere, Anytime” — the initiative allowed participants to choose their own route, time, and pace. The first edition, held from 15th August to 2nd October 2020, saw participation from over 5 crore people who collectively ran approximately 18 crore km. The second edition (13th August – 2nd October 2021), organized under Azadi ka Amrit Mahotsav, included 75 physical events at iconic locations and recorded participation from over 9 crore individuals, covering 20 crore km. The third edition (2nd – 31st October 2022) aligned with National Unity Day and had over 7 crore participants. The fourth edition (1st – 31st October 2023), themed “Swachh Bharat, Swasth Bharat,” saw over 4.5 crore participants. The fifth edition, held from 1st to 31st October 2024 under the same theme, recorded participation from more than 2.5 crore individuals.

2. The Sixth edition of the Freedom Run is proposed to be held from **2nd October to 31st October 2025**. This year’s campaign will continue to emphasize the dual themes of **fitness and cleanliness**, encouraging citizens to dedicate at least 30 minutes daily to physical activity while reinforcing the vision of a **Swachh and Swasth Bharat**. The campaign will commence with a **Plog Run in Delhi** on Gandhi Jayanti (2nd October 2025) and conclude with a **Unity Run on 31st October 2025** commemorating the birth anniversary of Sardar Vallabhbhai Patel.

3. To ensure active implementation at the grassroots, it is proposed that each of the 12 SAI Regional Centres (RCs) be allocated Rs.2,00,000/- (Rupees Two Lakh only) to organize the Fit India Freedom Run 6.0 during the campaign period. The financial implication for 12 Regional Centres will thus amount to Rs. 24,00,000/-. The funds are to be utilized for event organization, branding, participant engagement, T-shirts, outreach activities, and other related requirements.

4. The Financial implication is as follows:

S. No.	Regional Centre	Fund (In INR)
1	12 Regional Centres @Rs. 2,00,000/- per regional centre	2,00,000*12=24,00,000
Total		Rs. 24,00,000

5. Accordingly, approval of the Competent Authority (DG, SAI) was obtained on file for an amount of **Rs. 24,00,000/-** to be released to the 12 SAI Regional Centres for the conduct of **Fit India Freedom Run 6.0**.

The budget allocation may be made under Fit India component of Khelo India.

Ratification of the DPAC is solicited for-

*Budget approval of **Rs 24.00 Lakh.** for the conduct of Fit India Freedom Run 6.0 at SAI regional centres under Fit India Mission.*

Agenda Item No	8
Agenda	Proposal for hosting ASMITA League (Zonal & National) for FY 2025-26 for Yogasana
Component	Promotion of Inclusiveness through Sports (Sports for Women)

Detailed Description of Agenda:

Since its inception in F.Y. 2021, ASMITA Leagues has been organized across 29 disciplines with more than 1000 Sports competitions witnessing total participation of over 1.4 lakh women athletes. The DPAC, in its various meetings, had approved the organization of leagues in 29 disciplines.

The objectives of the proposed events are:

- To increase the participation of women in Sports by organizing various leagues
- To utilize the leagues as a platform for the Identification of new talents and the evaluation of existing Khelo India athletes.
- To provide competition exposure to women athletes of different age categories across the Country

For the year 2025-26, apart from the already approved ASMITA League (for City, District level), New ASMITA leagues for Zonal & National are proposed as follows-

- a) Disciplines which were approved in past DPACs for F.Y. 2021-24; however, the NSF's which has proposed the league for F.Y. 2025-26 is **Yogasana** with the following financial implications.

S.N.	Discipline	FY 2025-26						
		Format	Age Categories	All Zonals		National		Total Amount (In Rs.)
				Conduct Cost (In Rs.)	Prize Money (In Rs.)	Conduct Cost (In Rs.)	Prize Money (In Rs.)	
1	Yogasana	4 Zonal & 1 National Event	Junior & Senior	1,20,00,000/-	29,44,000/-	34,00,000/-	11,84,000/-	1,95,28,000/-
Total					Rs. 1,95,28,000/-			

- b) Prize money will be awarded to Medal winners in Zonal and National in each event of two age groups (Junior & Senior) have been proposed.

- c) SAI will provide Branding templates to the federation. The NSF will arrange required resources through its own resources, or they can raise sponsorship.

Efforts are being made to attract sponsorship for the ASMITA league through CSR. If any CSR Fund is received, the financial implications will be reduced accordingly.

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

- i. *Funds for Conducting tournaments in Yogasana disciplines with the financial limit – Rs. 1,95,28,000/-*
- ii. *Director General, SAI may be authorized to allow expenditure up to 10% beyond the approved amount for the league approved for 2025-26.*

Agenda Item No	9
Agenda	Budget Proposal to engage manpower (Lead Research & Athlete Relation Manager) for KITD
Sub - Component	Talent Identification & Development

Detailed Description of Agenda

The Khelo India Scheme, a flagship Central Sector Scheme of the Ministry of Youth Affairs & Sports, aims to inculcate a sporting culture and achieve excellence in sports across the country. Under the “Sports Competitions and Talent Development” component, the "Talent Identification and Development (TID)" component is dedicated to discovering and developing sporting talent at both grassroots and elite levels, thereby building a robust sports ecosystem nationwide.

2. As per Para (ii) of the Gazette Notification dated 04.03.2022, the Talent Identification and Development process outlines a systematic approach to identify talent at the grassroots level. The KITD-HPAC Division is entrusted with managing this component, which involves the formation and periodic review of TIDC, HPMs, and HPDs, identifying relevant tournaments, and creating/updating protocols across 21 sports disciplines including para disciplines. Responsibilities include post-competition performance analysis, success story documentation, creation and maintain the athlete profile and media amplification.

3. KITD also conducts Athlete Verification Tests (AVTs), facilitates athlete induction and weeding out, and manages onboarding through NSRS tagging, verification, and insurance enrolment. The division processes ₹36 crore in OPA disbursements annually for approx. 3,000 KIAs, oversees TA/DA disbursement, and conducts biannual assessment camps, induction, monitoring, weeding Out of NCOE athletes. Furthermore, it handles the inspection and onboarding of academies, documentation, data management and coordinates High-Powered Committee (HPC) meetings. At the grassroots level, talent identification is carried out through collaboration with DSOs, regional camps, and long-term athlete monitoring. Digital learning initiatives like e-Khel Pathshala also support athlete development.

4. With the expansion of responsibilities—particularly following the outcomes of “Manthan Shivir 2023”—the scope and scale of KITD operations have increased significantly.

A) Lead Researchers (LRs) – KITD-HPAC:

- Creating individual athlete profile for development monitoring.
- Draft and revise sport-specific protocols and KIA/NCOE induction or weed-out criteria.
- Track and analyze performance of ~7,000 athletes (KIAs and NCOEs).
- Maintain athlete data and performance benchmarks in the NSRS portal.
- Conduct and document TIDC meetings.
- Organising assessment camps, data management of new and old athletes.
- Support grassroot talent identification and new initiatives under SAI and Khelo India.
- Generate inputs for RTIs, PG cases, Parliamentary Questions, and performance MIS.
- Liaisoning with other divisions..etc

B) Athlete Relationship Managers (ARMs) – KITD-HPAC:

- Manage media amplification of KIA/NCOE athlete achievements in coordination with the Media Division.
- Conduct monthly athlete meetings and grievance redressal.
- Serve as athlete focal points for transfers, AVTs, and communication of key updates.
- Coordinate with SAI call centre for enhanced athlete support for regular issues such as OPA, transfers, etc.
- Assist LRs in data collection and athlete outreach.

5. In view of the increased workload and time-bound deliverables, it is proposed to hire additional manpower for a period of three years to ensure smooth operations of the KITD Division. This additional manpower will reduce the workload of the current staff and also take up additional responsibilities like:

- Data management and analysis,
- Athlete profile maintenance,
- Camp visits and coach assistance in data assessment,
- Ground-level coordination during athlete selections and AVTs.

6. They will work in tandem with existing staff to strengthen core areas such as grassroots identification, performance tracking, insurance processing, induction and weed-out operations, and e-Khel Pathshala. A key focus of PMU personnel will be data creation, accuracy, and maintenance, alongside any other responsibilities aligned with KITD-HPAC objectives.

7. Accordingly, a requirement of 45 additional resources has been estimated, in conjunction with existing manpower, for the efficient functioning of the KITD Division. The estimated cost and proposed manpower are as below:

S No	Resource	Number	Monthly Remuneration (in Rs)	Estimated Budget (in Rs Cr) - with provision for 7% Increase Year on Year based on Performance				
				Year 1 (in Rs Cr)	Year 2 (in Rs Cr)	Year 3 (in Rs Cr)	Year 4 (in Rs Cr)	Year 5 (in Rs Cr)
1	Lead Research (LR)	15	60,000	1.08	1.16	1.24	1.32	1.42
2	Athlete Relationship Manager (ARM)	30	50,000	1.80	1.93	2.06	2.21	2.36
Total (Excluding Charges)				2.88	3.08	3.30	3.53	3.78
Total (including Service Charge of 7% and GST)				3.64	3.89	4.16	4.45	4.77
Total Budget Estimate (For 5 Years)				20.91				

8. The assessment has been made by considering the expansion of operations across 22 sports disciplines, increased volume of athlete data, growing number of assessment and selection camps, enhanced compliance and monitoring needs, and the requirement for round-the-clock athlete support and data handling. The projected number also accounts for the discipline-specific workload, ensuring equitable distribution of resources based on the intensity and scale of each sport's ecosystem.

PAC has recommended for engaging of manpower through agency for an initial period of 3 years and extendable by 2 years to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

- i. *Approval for the budget estimate of Rs.20.91 crores for engaging manpower (LR-15 & ARM – 30) through an agency for an initial period of 3 years and extendable by 2 years.*
- ii. *Authorizing DG, SAI to incur expenditure up to 15% above the approved budget in alignment with GFR provisions for additional amount in services.*

Agenda Item No	10
Agenda	Matters pertaining to Digital Branding & Communication Agency – Engagements and Payments thereof
Component	Fit India Movement

Detailed Description of Agenda

1. **M/s Tattva Creations Pvt. Ltd.** was initially engaged through **open tender (GEM/2023/B/4387144 dated 22.12.2023)** as the **Digital, Branding & Communication Agency** for the Sports Authority of India (SAI) for the duration from 24.03.2024 – 22.03.2025 to manage creative design, digital communication, social media strategy, campaign amplification, and event branding across components including *Fit India* and *Khelo India*.

2. The agency since been engaged on a **nomination basis Starting from** 28.03.2025 – 27.06.2025 then in subsequent quarters, and period there for to ensure continuity of work and avoid disruption in nationwide campaigns during the transitional phase of appointing a new long-term agency.

3. The assignments executed under this arrangement have covered high-impact national initiatives such as:

- Khelo India Para Games (Mar 2025)
- Khelo India Youth Games (Apr 2025)
- Khelo India Beach Games, Water Sports etc
- ASMITA Leagues (10+ disciplines)
- Fit India Activities like Sundays on Cycle (weekly Fit India event), Fit India Freedom

Run 6.0, etc

- National Sports Day 2025

- World Para Athletics Championship (WPAC) 2025, and Amplification of preparation of digital build-up campaigns for Asian Games 2026 and Commonwealth Games.

4. The continuity of these campaigns was critical to SAI's media and outreach efforts. Therefore, the engagement of M/s Tattva Creations Pvt. Ltd. was approved on a **quarterly/short-term nomination basis** as follows:

Summary of Engagements & Approvals:

Period	Nature of Approval	Amount (₹)	Budget Head
28.03.2025 – 27.06.2025	Engagement on nomination basis for 3 months	69,73,800 (incl. GST)	ANSF Scheme later shifted to <i>Fit India Promotional Activity</i>
28.06.2025 – 27.09.2025	Quarterly continuation (Digital Branding, Communication	69,73,800 (incl. GST)	Fit India – Promotional Activity

Period	Nature of Approval	Amount (₹)	Budget Head
	& Creative Services)		
28.09.2025 – 27.10.2025	One-month extension on nomination basis	23,24,600 (incl. GST)	Fit India – Promotional Activity
28.09.2025 – 12.10.2025	WPAC 2025 – Media & PR Deployment (38 resources)	36,34,400 (incl. GST)	Fit India – Promotional Activity

5. All engagements were undertaken under **Rule 194 and Rule 204 of GFR 2017**, considering exceptional circumstances where continuity of services was essential to maintain national-level communication and event execution. Performance during each period was verified / will be verified by the **Media Division** through completion certificates and review of deliverables, which were found / will be found **satisfactory**. Relevant **Performance Bank Guarantees** were obtained and verified / will be verified as per GFR provisions. All payments were made / will be made against valid invoices and deliverables, duly vetted by Finance and approved by the Competent Authority.

Financial Implications (Cumulative)

Period	Duration	Amount (₹)	Remarks
March–June 2025	3 months	69,73,800	Nomination basis; approved by DG SAI
June–September 2025	3 months	69,73,800	Payment to be released after satisfactory verification
September–October 2025	1 month	23,24,600	Extension for immediate activities
WPAC 2025 (PR Deployment)	15 days	36,34,400	For event-specific Media & PR manpower
Total Financial Outlay	—	₹1,99,06,600/- (inclusive of GST)	Under <i>Fit India Promotional Activities</i>

Approval of DPAC is solicited for the following:

1. **Ratification** of the approval accorded for engagement of M/s Tattva Creations Pvt. Ltd. on nomination basis for Digital, Branding & Communication services for the period 28.03.2025 to 27.06.2025, at a cost of ₹ 69,73,800 (inclusive of GST @ 18%), to be debited from the budget of Promotional Activity under Fit India .
2. **Ratification** of the approval accorded for extension of work to M/s Tattva Creations Pvt. Ltd. for a period of one month (from 28.09.2025 to 27.10.2025) on nomination basis for Digital, Branding and Communication services, at a cost of ₹ 23,24,600/- (inclusive of 18% GST), to be debited from the budget under Promotional Activities – Fit India component of Khelo India.
3. **Ratification** of the sanction of budget amounting to ₹36,34,400/- (incl. of taxes) for the engagement of M/s Tattva Creations Pvt. Ltd. on nomination basis for Media & PR activities of World Para Athletics Championship (WPAC) 2025, under the Promotional Activities – Fit India component, as approved by the Competent Authority.
4. **Approval** for release of payment of ₹69,73,800/- to M/s Tattva Creations Pvt. Ltd. for services rendered during 28.06.2025 to 27.09.2025, subject to the verification of satisfactory completion certificate by the Division.

Agenda Item No	11
Agenda	Engagement of Digital, Branding & Communication Agency for the period from 28.10.2025 to 27.12.2025
Component	Fit India Movement

Detailed Description of Agenda

M/s Tattva Creations Pvt. Ltd. was engaged on nomination basis as the Digital, Branding & Communication for the period from 28.09.2025 to 27.10.2025 at a cost of Rs. 23,24,600/-, subject to satisfactory completion with the approval of competent authority.

Furthermore, it is pertinent to mention that it has been decided to award no further work to any agency shall be approved on nomination basis, and, henceforth, the engagement of any agency for such work shall be carried out through tender/enquiry in accordance with GFR provisions.

The Digital, Branding & Communication work for SAI covering initiatives under Fit India, Khelo India, and other components is a multifaceted and high-priority assignment requiring uninterrupted execution. Given the upcoming 2025-26 sports calendar, multiple flagship events and campaigns will necessitate robust media, digital, and design support, such as:

- Khelo India University Games (KIUG)
- Khelo India Tribal Games
- Various activities under FIT India, such as the weekly Sunday on Cycle campaign, Fit India Freedom Run, etc.
- Ongoing ASMITA Leagues (in more than 10+ disciplines), and promotion of numerous ongoing/upcoming ASMITA Leagues in more than 10+ disciplines
- Preparation of Indian teams for Asian Games 2026 & Commonwealth Games and amplification of the efforts of Govt. of India towards the same
- Designing & creation of content across various components of SAI/MYAS
- Preparation of Plan for Digital Branding & communication

Further, the expected date for onboarding the new agency is in the first week of December 2025. Therefore, for the interim period (28.10.2025 till 15 days from onboarding of the new agency), it is proposed to engage an agency with similar scope of work to ensure seamless continuity of digital, branding, and communication activities.

The Last Purchase Price (LPP) for the current agency stands at a quarterly retainership fee of ₹69,73,800/-, inclusive of taxes. Accordingly, the estimated cost for procurement of similar services for a period of two months shall be ₹46,49,200/-, inclusive of taxes.

In view of the above, it is proposed that through a tender enquiry, an agency may be hired, in accordance with the provisions of the GFR 2017, which shall work with the SAI Media Division for the interim period. The expenditure shall be booked under the Fit India Promotional Activities budget head.

Financial Implication (For the period: 28.10.2025–27.12.2025):

Particulars	Amount (₹)	Remarks
Estimated cost	₹ 46,49,200/-	As per last purchase price available
Budget Heads	-	Promotional Activity under Fit India
Payment Conditions	-	Post receipt & verification of Satisfactory Completion Certificate, valid PBG (as per GFR & earlier contract terms), and compliance with tax invoices

The proposal was recommended by PAC to be placed before DPAC for approval.

Approval of the DPAC is solicited for:

To engage a Digital, Branding & Communication agency for the interim period from 28.10.2025 to 27.12.2025 at an estimated cost of ₹46,49,200/-, with expenditure to be booked under Fit India Promotional Activities.