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**SPORTS AUTHORITY OF INDIA
KHELO INDIA DIVISION**

Subject: Engagement of Production House covering Khelo India Games for the Sports Authority of India

The Sports Authority of India (SAI), under the Ministry of Youth Affairs & Sports (MoYAS), is responsible for implementing National level programme i.e., Khelo India across the country. In order to strengthen the Production quality of the Khelo India Games, there is requirement for the engagement of a qualified and experienced production house for end-to-end production, broadcast, and distribution of Khelo India Games across Television and Digital platforms, in accordance with the standards, scale, and obligations defined by Sports Authority of India (SAI).

2. It is observed that, as per the existing practice, the production and live streaming of the Khelo India Games are being undertaken by Prasar Bharati (Doordarshan). However, based on past experience, it is felt that engaging an alternative professional production agency with demonstrated expertise in large-scale sporting events, extensive national and international reach, and proven technical capabilities may further enhance the quality of production, outreach, and overall viewer engagement. Such an agency would also ensure wider visibility and accessibility of the Games through multi-platform dissemination, including digital and social media integration, along with support for multilingual broadcasts, thereby strengthening the brand image of the Khelo India Games.

S. No.	Event	No. of Days
1	Khelo India Youth Games (KIYG)	12
2	Khelo India University Games (KIUG)	12
3	Khelo India Para Games (KIPG)	7
4	Khelo India Winter Games (KIWG) (1 st Leg + 2 nd Leg)	11
5	Khelo India Games*	3
6	Khelo India Games*	6

*Note: In addition to the above four Games, a buffer provision of 3 days and 6 days for production of Khelo India Games has been kept within a financial year.

In view of the above and in order to maintain conformity and uphold the brand image of the Khelo India Games, a detailed scope of work has been prepared and annexed as **Annexure 'A'** for ready reference.

3. In connection with the scope of work detailed at **Annexure 'A'**, a market survey was conducted to assess prevailing market rates and identify competent service providers. Accordingly, quotations were received from two reputed production agencies, as detailed below:

Findings

S.No.	Name of agency	Price Quoted in INR (incl. of 18% GST)
1	M/s Flashfoxes Production House	18,12,48,000/-
2	M/s Sricam	18,85,05,000/-


Bhanu Pratap Singh Rathore
JC (Khelo India)


Himika Chaudhuri
Consultant, Media, SAI HO


Ashwani Thakur
YP, Finance (Khelo India)



**SPORTS AUTHORITY OF INDIA
KHELO INDIA DIVISION**

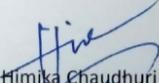
4. It is pertinent to mention that the prices quoted by both the agencies are closely comparable and reflect the prevailing market rates for the services envisaged in the scope of work. Since there is no significant variation in the financial bids submitted by both the agencies, it is proposed that the average of the prices quoted by the two agencies i.e., **INR 18,48,76,500/-** [$\text{INR}(18,12,48,000 + 18,85,05,000)/2$] may be adopted for the purpose of finalizing the estimated budget for engagement of a Production House for the Khelo India Games.

Adopting the average cost is expected to provide a fair and reasonable benchmark, ensuring value for money while maintaining transparency and financial prudence. The proposed estimated budget will serve as the basis for further administrative and financial approvals, as well as for initiating the subsequent procurement process in accordance with the relevant guidelines of the Government of India.

5. Accordingly, it is recommended to adopt the above approach with an estimated budget of **INR. 18,48,76,500/-** for the Engagement of Production House for Khelo India Games for the Sports Authority of India. The calculations are as below:

KHELO INDIA GAMES			
GAMES	Amount (INR) Quoted by M/s Flashfoxes Production House incl. 18% GST	Amount (INR) Quoted by M/s Sricam incl. 18% GST	Estimated Budget = C i.e., $C = (A+B)/2$
KHELO INDIA YOUTH GAMES - 12 DAYS	4,72,00,000	4,89,70,000	4,80,85,000
KHELO INDIA UNIVERSITY GAMES - 12 DAYS	4,72,00,000	4,89,70,000	4,80,85,000
KHELO INDIA WINTER GAMES - 11 DAYS (1 st Leg + 2 nd Leg)	3,24,50,000	3,36,30,000	3,30,40,000
KHELO INDIA PARA GAMES - 7 DAYS	2,32,46,000	2,41,90,000	2,37,18,000
KHELO INDIA GAMES - 6 DAYS	1,94,70,000	2,06,50,000	2,00,60,000
KHELO INDIA GAMES - 3 DAYS	1,16,82,000	1,20,95,000	1,18,88,500
TOTAL	18,12,48,000	18,85,05,000	18,48,76,500


Bhanu Pratap Singh Rathore
JC (Khelo India)


Himika Chaudhuri
Consultant, Media, SAI HO


Ashwani Thakur
YP, Finance (Khelo India)

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Annexure 'A'**SCOPE OF WORK (SoW)**

1. Objective

The objective of this Scope of Work is to appoint a qualified and experienced Production House ("Licensee") for end-to-end production, and feed distribution of Khelo India Games across Television and Digital platforms, in accordance with the standards, scale, and obligations defined by Sports Authority of India (SAI).

2. Events Covered & Duration

S. No.	Event	No. of Days
1	Khelo India Youth Games (KIYG)	12
2	Khelo India University Games (KIUG)	12
3	Khelo India Para Games (KIPG)	7
4	Khelo India Winter Games (KIWG)	11
5	Khelo India Games*	3
6	Khelo India Games*	6

*Note: In addition to the above 4 Games, there is a buffer for production of Khelo India Games with a duration of 3 days and 6 days within a financial year.

3. Production Scale & Live Coverage Requirements

3.1 Youth & University Games (KIYG & KIUG)

- Minimum 8 (Eight) Games Live per day from up to 3 Cities
- Additional 7-8 Games per day to be covered through ENG Programming
- Total Production Output: 7 Hours per Day with minimum 5 Hours Live

3.2 Other Khelo India Games: (KIPG, KIWG, KIBG & other KI Games)

- At least 50% Games Live from up to 2 Cities
- Remaining games to be covered through ENG Programming
- Total Production Output: 5 Hours per Day with minimum 4 Hours Live

Live-hour obligations apply only if equivalent live content is available on that day.

4. Production Kits & Deployment

4.1 Minimum Production Kits

KIYG & KIUG:

- 3 (Three) Full Production Kits
- 2 (Two) Roving ENG Kits

Other Games:

- 1 (One) Production Kit
- 1 (One) Crew per Event



4.2 Scheduling

- Production schedule to be mutually aligned with SAI and the Production Team based on venues and sport calendars.

5. Technical & Broadcast Specifications

5.1 Camera & Equipment

- 8 × 75X Lenses
- 8 × 40X Lenses
- 8 × 22X Lenses
- 8 × 14X Lenses
- 4 × Fisheye Cameras
- 3 × Super Slow Motion (SSM)
- 3 × 120X Cameras
- 1 × Drone
- 1 × Jimmy Jib
- **Minimum 24 Channel MGH Audio Setup**

5.2 Broadcast Infrastructure

- **2 EVS Machines (Athletes / Equivalent)**
- Feed delivery via Encoder to Broadcast Channel
- 1080i HD Production Output
- All production to be HD throughout the Contract Period

6. Production House Eligibility Criteria

6.1 The Production House must:

- Have minimum 3 years of Sports Production experience
- Demonstrated experience in Live National-level Sports Events
- Prior experience in Khelo India Games / Government Sports Properties
- Proven Television Broadcast experience

6.2 Capability to produce:

- Live Sports Broadcast
- Sports TVCs
- Ceremonies & Promotional Content

6.3 Project Leadership

- Dedicated Project Lead with proven experience of producing Live National Stature Sports Events



7. Grant of Media Rights

7.1 SAI grants the Licensee global, exclusive media rights for the term of the agreement to:

- Produce live and continuous broadcast feed of Events and Ceremonies
- Incorporate replays, graphics, titles, and slow motion
- Distribute content via:
 - Television (Free & Pay)
 - Digital & OTT Platforms
 - Social Media
- Live, Delayed, Highlights and Repeat Formats
- Content may be produced in English, Hindi and other Indian languages

8. Highlights, Clips & Non-Live Coverage

8.1 Mandatory Deliverables:

- 30-minute Daily Highlights per match day
- 5 × 30-second highlights per game
- 10 × 60-second key moments clips per game
- Highlights to be produced in minimum 2 languages
- Non-live games to be covered via clips and inserted into live feeds
- Minimum 10-minute Opening Ceremony Feature to be included in Highlights

9. Ceremonies & Ancillary Content

9.1 The Licensee shall:

- Produce Opening & Closing Ceremonies of all Events
- Produce interviews, bites, promos, ad-films, and feature stories
- Have complete editorial and production responsibility

10. Branding, Logos & Compliance

- Mandatory insertion of Dynamic Logo (Top-Left)
 - Logo alternation between:
 - Composite Event Logo
 - Khelo India Logo
 - Only SAI-approved Composite Logos to be used
- No alteration or partial usage of Khelo India branding permitted

11. Prasar Bharati & National Importance Compliance

- Licensee must provide feed to Prasar Bharati / Doordarshan
- Event to be aired on DD Free Dish
- Clean feed and revenue-sharing mechanisms to be discussed in good faith

12. Sponsorship & Commercial Restrictions

- Broadcast Sponsorships must respect Event Sponsor categories
- Right of First Refusal (7 days) to Event Sponsors
- SAI to share Sponsor List at least 90 days prior to event



13. Access to Players & Data

13.1 SAI shall provide best-effort access to:

- Players for interviews, promotions, and ad shoots
- Training sessions and press conferences
- Use of player imagery and characteristics for promotion
- Fixtures, scores, statistics, and real-time data

14. Commentators & Presentation

- Panel of 6 Qualified Commentators (excluding backup)
- Minimum 5 years experience across multiple sports
- Commentators to be aligned and approved by SAI

14.1 SAI to provide:

- Training & Orientation (15 days prior)
- Rules docket & SOPs
- Expert / Coach support at BCR if required

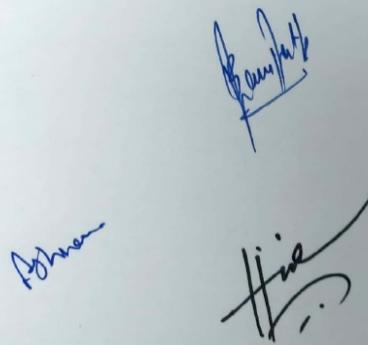
15. Additional Production

- Licensee may produce content beyond baseline obligations
- Additional production requested by SAI shall be compensated mutually
- SAI reserves right to produce additional feeds independently if required

16. End-to-End Responsibility

16.1 The selected Licensee shall provide:

- Complete end-to-end production solution
- Uplink, transmission, and delivery to broadcasters
- Compliance with all technical, editorial, and branding guidelines





QUOTATION FOR BROADCAST PRODUCTION SERVICES

Dear Sir

We take this opportunity to submit our commercial quotation for providing end-to-end broadcast production services for events under the Khelo India Programme. Our organization has extensive experience in managing large-scale, multi-venue sporting events and delivering broadcast outputs that meet national and international standards.

Proposed Events for Broadcast Coverage

The quotation is applicable for the broadcast production of the following Khelo India events:

- Khelo India University Games (KIUG)
- Khelo India Youth Games (KIYG)
- Khelo India Winter Games (KIWG)
- Khelo India Para Games (KIPG)
- Khelo India Games – 6 Days
- Khelo India Games – 3 Days

The scope includes **full HD live broadcast production**, technical crew deployment, and complete production infrastructure.

Commercial Summary

Event	Amount (₹)	GST @18% (₹)	Total (₹)
KIUG – 12 Days	4,15,00,000	74,70,000	4,89,70,000
KIYG – 12 Days	4,15,00,000	74,70,000	4,89,70,000
KIWG – 11 Days	2,85,00,000	51,30,000	3,36,30,000
KIPG – 7 Days	2,05,00,000	36,90,000	2,41,90,000
Khelo India Games – 6 Days	1,75,00,000	31,50,000	2,06,50,000
Khelo India Games – 3 Days	1,02,50,000	18,45,000	1,20,95,000
TOTAL	15,97,50,000	2,87,55,000	18,85,05,000

Inclusions

The above quotation is **all-inclusive** and covers: Complete Broadcast Kit with HD setup, Multi-camera HD production with high-end lenses, Drone camera operations On-air graphics & virtual elements, Anchor and commentary support Experienced technical manpower including: Camerapersons Director & Production Team Vision Switcher Audio & Video Engineers & ACT. All services will be delivered in accordance with broadcast norms prescribed for national sporting events.

Regards
Randhir Singh



Production House

+91-7754070002
GST-09NBTPS3509H1ZR
A12 Amrit Nagar , South Extension
Part-2, New Delhi ,110049

Date: 14.12.2025

TO WHOM SO EVER CONCERN

Dear Sir,

We are an experienced production house and would like to formally submit our proposal for the Broadcast Production of the Khelo India Program. The scope of this proposal covers the production of the following events:

Khelo India University Games

Khelo India Youth Games

Khelo India Winter Games

Khelo India Para Games

Two additional Khelo India events, comprising six (6) days and three (3) days of broadcast production respectively.

Our proposal outlines a comprehensive broadcast production plan, ensuring high-quality coverage in line with the standards and objectives of the Khelo India initiative. The detailed budget breakup for the above-mentioned production is provided below:

KIYG + KIUG + KIWG + KIPG + KIG (6 DAYS) + KIG (3 DAYS)			
EVENT	AMOUNT	GST (18%)	TOTAL
KIUG- 12 Days	4,00,00,000	72,00,000	4,72,00,000
KIYG- 12 Days	4,00,00,000	72,00,000	4,72,00,000
KIWG- 11 Days	2,75,00,000	49,50,000	3,24,50,000
KIPG- 7 Days	1,97,00,000	36,46,000	2,32,46,000
Khelo India- 6 Days	1,65,00,000	29,70,000	1,94,70,000
Khelo India- 3 Days	99,00,000	17,82,000	1,16,82,000
TOTAL	15,36,00,000	2,76,48,000	18,12,48,000

The above-mentioned budget includes Broadcast Kit, HD Production, High-End Lenses, Drone, Graphics, Anchor, Commentator, Manpower, experienced cameraperson, Director, Switcher, Audio & Video Engineer and all other essentials also the Accommodation, food and traveling of the crew.

Regards
Aayush Shukla



+91-7754070002



www.flashfoxes.com

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Delhi/Lucknow/Kanpur

ANNEXURE - II

Anthropometry

SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost (Rs)	Total Cost (Rs)
1	Arm span	1	₹ 1,50,000.00	₹ 1,50,000.00
2	Body composition Analyser	1	₹ 47,00,000.00	₹ 47,00,000.00
3	Portable Body composition Analyser	1	₹ 17,85,000.00	₹ 17,85,000.00
4	Anthropometric Kit	1	₹ 6,00,000.00	₹ 6,00,000.00
5	Anthropometric measuring tape	2	₹ 11,800.00	₹ 23,600.00
6	Stadiometer with BMI	2	₹ 1,60,000.00	₹ 3,20,000.00
7	Sitting height table	1	₹ 3,21,999.00	₹ 3,21,999.00
8	Segmometer	1	₹ 60,000.00	₹ 60,000.00
9	Anthropometer	1	₹ 5,00,000.00	₹ 5,00,000.00
10	Bod Pod	1	₹ 90,00,000.00	₹ 90,00,000.00
	Total			₹ 1,74,60,599.00

Kamna
Kamna Puri
Performance Analyst
SAI NRC Sonapat

Biomechanics				
SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost Per Unit	Total cost
1	Fixed Force plates with Dummy Plates	1	1,59,62,151	1,59,62,151
2	Isokinetic Dynamometer	1	1,24,03,106	1,24,03,106
3	Electronic Timing Gates (12 channel)	1	51,38,310	51,38,310
4	Isometric mid-thigh pull rack	1	4,14,180	4,14,180
5	3D motion capture system (12-16 cam)	1	5,03,06,661	5,03,06,661
6	2D video Cameras	2	1,78,200	3,56,400
7	2D Video Analysis Software	1	10,49,992	10,49,992
8	BMI Stadiometer	1	4,18,960	4,18,960
9	Pressure Plate	1	14,79,720	14,79,720
10	EMG 16 channel	1	45,66,712	45,66,712
Total Cost				9,20,96,192



NUTRITION

SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost (Rs)	Total Cost (Rs)
1.	Digital weighing scale(portable)	2	5,000/-per unit	10,000/-
2.	Precision Weighing Balance	1	60,000 /-	60000
3.	Food scale	1	11,000/-	11000
4.	Moisture Analyzer/ Moisture Balance	1	150,000/-	150000
5.	pH meter	1	15,000/-	15000
6.	Digital Refractometer	1	30,000/-	30000
7.	Bomb digital calorimeter	1	250,000 /-	250000
8.	Water purifier	1	30,000/-	30000
9.	Vaccum sealer	1	25,000/-	25000
10.	Induction hob	1	50,000 /-	50000
11.	Combi oven	1	₹600,000 /-	600000
12.	Air fryer	1	10,000/-	10000

13.	Instant Geyser	1	7,000 /-	7000
14.	Kitchen chimney	1	₹36,000 /-	36000
15.	Blast chiller	1	300,000	300,000
16.	Titration kits (acidity, salt,vitamin C)	1	10,000/-	10000
17.	Color printer & Scanner	1	50,000 /-	50000
18.	Kitchen Fire separation system	1	250,000 /-	250000
19.	Centrifuge	1	₹1,50,000 /-	150000
20.	Stainless prep table	1	22,000 /-	22000
21.	Stand mixture	1	10,000 /-	10000
22.	Sink with three compartments	1	40,000 /-	40000
23.	Handwash sink- sensor opreted (touchless)	1	30,000 /-	30000
24.	Knife Set for R & D kitchen	1	20,000 /-	20000
25.	Sous Vide Machine	1	20,000 /-	20000
26.	Color-coded board set (4-6 pcs)	1	4,000 /-	4000
27.	Nutrient Analysis Software	1	10,000	10,000
28.	camera for visual log	1	60,000 /-	60000
29.	Sensory testing zone (3-5 booths)	1	1,20,000 /-	120000
30.	Crockery set (24 pcs) for Food Sensory Testing	1	10,000 /-	10000
31.	Dishwasher	1	80,000 /-	80,000

32.	RMR machine			
	Total	1	23,00,000 /-	2,300,000
			47,70,000	47,70,000



HPA-Nutrition
SAL,NRC, Sonipat.

Physiology				
SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost	Total Cost
1	Cardiopulmonary exercise System (stationary)	1	₹ 35,00,000.00	₹ 35,00,000.00
2	Programmable treadmill for cardio- pulmonary exercise test	1	₹ 67,07,120.00	₹ 67,07,120.00
3	Safety harness for Existing Programmable treadmill	1	₹ 11,06,351.00	₹ 11,06,351.00
4	Rowing ergometer	1	₹ 2,00,000.00	₹ 2,00,000.00
5	Anaerobic bike for Upper limbs	2	₹ 19,75,320.00	₹ 39,50,640.00
6	Anaerobic bike for lower limbs	1	₹ 15,30,460.00	₹ 15,30,460.00
7	Lactate analyzer	2	₹ 4,16,540.00	₹ 8,33,080.00
8	Muscle Oximeter	2	₹ 19,15,288.00	₹ 38,30,576.96
9	Handgrip dynamometer	2	₹ 88,500.00	₹ 1,77,000.00
10	Back and leg dynamometer	2	₹ 1,71,100.00	₹ 3,42,200.00
11	Sit and Reach box	2	₹ 42,480.00	₹ 84,960.00
12	Desktop Spirometer	1	₹ 6,83,040.00	₹ 6,83,040.00

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13	Pulse Oximeter	4	₹ 52,640.00	₹ 2,10,560.00
14	Hypoxic Chamber	1	₹ 3,00,00,000.00	₹ 3,00,00,000.00
15	Portable Metabolic gas analyzer (breath by breath)	1	₹ 36,00,000.00	₹ 36,00,000.00
16	Bicycle Ergometer (programable)	1	₹ 28,00,000.00	₹ 28,00,000.00
17	Physiological Monitoring System (20 Sensors)	1	₹ 50,00,000.00	₹ 50,00,000.00
			Total	6,45,55,987.96 Six crore forty-five lakh fifty-five thousand nine hundred eighty-seven and ninety-six paise only.

Neha

Neha

Neha
HPA Physiology

PSYCHOLOGY

SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost (Rs)	Total Cost (Rs)
1	Computerized Psychomotor Assessment System	1	57,06,942.50	57,06,942.50
2	Computerized 3D Attention Training System	1	63,40,220.50	63,40,220.50
3	Cognitive Training System	1	39,18,751	39,18,751
4	Wearable Biofeedback Device System	4	1,98,766.66	7,95,066.66
5	Senaptic Sensory Station	1	43,78,345.25	43,78,345.25
6	Blaze Pod Reaction Training Platform	1	9,09,710	9,09,710
7	Peak Performance Suit Software	1	8,97,233.33	8,97,233.33
8	Neuropsychological Automated Test Battery	1	44,33,398.75	44,33,398.75
9	Hi-low bed with remote for relaxation	2	40,000	80,000
10	Recliner	2	40,000	80,000

Sukviti Anand
[HPA, Psychology]

11	Wooden beds with mattresses	6	20000	1,20,000
12	Projection screen with Ceiling mounted Projector	1	2,00,000	2,00,000
13	False ceiling (Artistic Type) Hue changing light, Sound Proof Room & Wall painting of relaxation room +counselling room	1	10,00,000	10,00,000
14	Wooden Shoe Racks	2	5,000	10,000
15	Home Theatre Sound System	1	60,000	60,000
16	Book Shelf	1	15,000	15,000
17	Decorative Items	15	30,000	30,000
18	Central Table	2	5,000	10,000
19	Leatherette Sofa	1	50,000	50,000
20	Bed Sheets with Pillow	12	1,000	12,000
Total				2,90,46,667.99

Sukriti Anand
[HPA, Psychology]

Physiotherapy				
SN	Equipment/Item name	Approved Quantity to be procured	Estimated Cost Per Unit	Total Cost
1	Pocket TENS and IFT	2	40,000	80,000
2	Manual Therapy Couches	10	100000	1000000
3	Oxygen Integrated Intermittent vacuum therapy for whole body	1	4200000	4200000
4	Sensor-Based knee assessment device with Digital Handheld Dynamometer.	1	1200000	1200000
5	Class 4 LASER 15W	1	2300000	2300000
6	Pneumatic compression therapy	2	75000	150000
7	Focused Shockwave therapy unit	1	3700000	3700000
8	Full body cryotherapy chamber	1	7500000	7500000
9	Mega Mat assessment tool	2	75000	150000
10	Combination Therapy	2	350000	700000
11	Agility Trainer- Interactive Rehabilitation System	2	150000	300000
12	Theraband Station	2	200000	400000
13	Motorized Treadmill	2	200000	400000
14	Stationary Bike	2	100000	200000
15	Stair Trainer	1	150000	150000
16	Leg Curl and Leg extension Machine	1	200000	200000
17	Z- Trolley	10	5000	50000
18	Leg press machine	1	175000	175000
19	Multi station Gym	1	500000	500000
Total Cost				23,355,000

[Signature]
ADYESH PRAJAPAT
 (HPA - PHYSIOTHERAPY)

[Signature]
SHINE MAHESHWARI
 (HPA - PHYSIOTHERAPY)

[Signature]
Kishor Dey
 (HPA-Physio.)

[Signature]
Kaykarni Smart
 Gr III Physio.

Strength & Conditioning				
Sn	Equipment/Item Name	Approved Quantity To Be Procured	Estimated Cost (Rs)	Total Cost (Rs)
1	Power Rack	10	700000/-	7,000,000.00
2	Inserted Platform	10	600000/-	6,000,000.00
3	Weightlifting Platform	5	500000/-	2,500,000.00
4	Women Weightlifting Sets (Weightlifting Bar + Weight)	10 Barbell +5 Weight Plate Set	350,000	3,500,000.00
5	Men Weightlifting Sets (Weightlifting Bar + Weight)	10 Barbell +5 Weight Plate Set	325000	3,250,000.00
6	Exxentric K Pulley Go Kit	5	400000	2,000,000.00
7	K Box	5	800000	4,000,000.00
8	Velocity Based Device (Gym Aware) *Include Ipad To Work With (16)	8 Set	300000	2,400,000.00
9	Wattbike Trainer	2	525,000	1,050,000.00
10	Air Bike	4	200000	800,000.00
11	Ski Erg	2	3,12,700	625,400.00
12	Rower Standard (Concept 2)	2	1,90,000	380,000.00
13	Advanced High Speed Treadmill	4	700000/-	2,800,000.00
14	Skillmill Curved Treadmill	2	3,70,000	740,000.00
15	Ground Based Jammer	1	400000	400,000.00
16	Ghd	5	200000	1,000,000.00
17	Kieser Pulley Systems	2	500000	1,000,000.00
18	Kieser Squat Machines	2	600000/-	1,200,000.00
19	Sled	8	65000	520,000.00
20	Trap Bar	8	20000	160,000.00
21	Leg Press	2	3,80,000	760,000.00

22	Leg Extension	2	180,000	360,000.00
23	Leg Curl	2	150000	300,000.00
24	Technique/Warm Up/ Mobility Bar	10	1000	10,000.00
25	Flat Bench	10	45000	450,000.00
26	Adjustable Bench	10	80000	800,000.00
27	Seal Row Bench	5	180,000	900,000.00
28	Plyometric Boxes Various Heights (,30,45,60cm) (Plyosoft Company)	4set	90000	360,000.00
29	1kg-60kg Dumbell	2 Set	340,000	680,000.00
30	5kg- 30kg Kettlebell	2 Set	110,000	220,000.00
31	Jerk Blocks	2	67200	134,400.00
32	Chains (Various Weights)	4	17,917	71,668.00
33	Hurdles (6-12 Inch)	2 Set	30000	60,000.00
34	Bulgarian Bag(5-20kg)	1 Set	1,01,480	101,480.00
35	Db Storage Rack	2	50000	100000
36	Bb Storage Rack	2	61,360	122720
37	Tv Monitor Gym	2	50000	100000
38	Weight Jackets	10	3000	30000
39	Ez Bar	10	18000	180,000.00
40	Weight Belt	5	15000	75,000.00
41	Adjustable Aerobic Stepper	10	15000	150,000.00
42	Yoga Mat	10	3000/-	30,000.00
			Total	4,73,20,668

*Checked
HIPA (SR (ex part)
26-09-2025*



Tender Reference No.: GEM/2022/B/2369329/272

Dt: 02.12.2022

To,
M/s. Netprophets Cyberworks Private Limited
Technopolis 6th Floor, C-56A/12,
Sector 62, Noida-201301, Uttar Pradesh

Sub: Selection of Project Management Unit for providing Technical Support and Consultancy for IT Related Projects.

Sir,

I am directed to inform you that after evaluating the bid documents submitted by you against the above-mentioned Tender/ RFP No: GEM/2022/B/2369329, your offer has been accepted by the competent authority on the below mentioned price for the deliverables as detailed in the RFP.

Sl. No.	Description of Resources	Qty.	Duration of Deployment (in Months)			Monthly Rate per resource (Excl. of GST) in INR	Applicable Tax Amount (GST) @18% in INR	Monthly Rate per resource (incl. of Tax) in INR	Total Man-month Rate (incl. of Tax) in INR
			A	B	C				
1	Program Manager	1		36		174960	31492.8	206453	7432300.8
2	Technical Lead / Project Manager	11		36		94476.40	17005.752	111482	44146932.19
3	Senior Software Developer	2		36		60464.18	10883.5524	71348	5137036.773
4	UI/UX Developer	2		36		50386.48	9069.5664	59456	4280835.341
5	Quality Assurance Testing	2		36		44087.92	7935.8256	52024	3745709.683
6	Technical Lead / Project Manager Fit India Integration	6		8		94476.40	17005.752	111482	5351143.296
Total including GST for 03 years									7,00,93,958.04
Note: The quantity and time-period of engagement in the above table is indicative in nature. SAI reserves the right to create new position(s) or increase/decrease the quantity and/or time-period of engagement in the above-mentioned table, based on the actual requirements.									

This is to be considered as a letter of acceptance of your bid. Regular requirement of resources will be conveyed by IT Division.

02. The Notification of Award will constitute the formation of Contract. The prices quoted and accepted are firm and fixed. The scope of deliverables shall be as mentioned above. Notwithstanding any terms and conditions, applicable to this Contract, your attention is also invited to the following details and terms & conditions: -

A	Name of Purchaser:	Director General, Sports Authority of India, Jawaharlal Nehru Stadium Complex, Lodi Road, New Delhi-110003
B	Consignee/ Concerned Department	IT Division, SAI.
C	Method of Selection of Transaction Adviser	Quality and Cost Based Selection (QCBS)
D	Period of Contract	The term of association shall be for 36 months from the date of execution of contract/agreement, or until completion of all contractual obligations as per RFP whichever is later. SAI reserves the right to renew/extend the contract in writing for a period of 24 months on same terms and conditions subject to successful implementation of the tasks and deliverables of the agency. SAI reserves the right to increase (at approved rates) or decrease the manpower strength during the contract period with a prior notice of 21 days to the successful bidder.

V. Sharma
02/12/22

भारतीय खेल प्राधिकरण (युवा कार्यक्रम एवं खेल मंत्रालय)
जवाहरलाल नेहरू स्टेडियम परिसर, पूर्वी द्वार, लोधी रोड, नई दिल्ली-110003
SPORTS AUTHORITY OF INDIA (Ministry of Youth Affairs & Sports)
Jawaharlal Nehru Stadium Complex, East Gate, Lodhi Road, New Delhi - 110003
Website : www.sportsauthorityofindia.nic.in

E	Performance Security:	The performance security for an amount equal to 03% of the total item value i.e. Rs. 21,02,819.00 /- (Rupees Twenty-One Lakh Two Thousand Eight Hundred and Nineteen Only) in favour of Secretary, SAI has been received on 25.11.2022. The performance security should be valid for 60 days from the date of expiry of all contractual obligations (i.e., for a period of 38 Months). The performance guarantee shall be revalidated and replenished immediately upon invocation by SAI.
f	Timeline & Deliverables	The timelines and deliverables are as defined in clause I below and as detailed in Annexure 'I' Terms of Reference for consultancy services (TOR)
G	Paying Authority:	DDO, Sports Authority of India, Jawaharlal Nehru Stadium, Lodhi Road, New Delhi-110003.
H	Payment Terms:	Payment will be made as mentioned in clause 19, "Terms of Payment" of the RFP.
I	Prices:	The prices quoted by the Bidder/finalised by the authority shall remain firm and fixed during the currency of the Contract and will not be subject to variation on any account.
J	Cost Debit-able to the Head:	SAI Block Grant
K	Penalties/ SLAs	As defined in Clause 21 of RFP
L	Conditions of Contract:	General Conditions of Contract as per Clause 16-33 of RFP enclosed and specific conditions contained herein shall apply to this contract.

3. Please sign & return one copy of this Notification of Award along with duly signed contract form in token of your acceptance of the same within 03 days.

4. This is issued with the Approval of Competent Authority.

Yours faithfully,

V. Sharm
02/12/22
(Vishnubhatla Sharma)
Assistant Director (ES)
Sports Authority of India

Encl:

- (i) Annexure- 'A' – Annexure I, Terms of Reference of above-mentioned RFP
(ii) Annexure- 'B' – General Conditions of Contract.

Copy to:-

1. Director (Finance), SAI-HO
2. DD (IT), SAI, HO
3. DD to DG, SAI
4. SO to Secretary, SAI

विष्णुभट्टला शर्मा / VISHNUBHATLA SHARMA
सहायक निदेशक (संस्कार प्रशासन प्रभाग) / Assistant Director (ES)
भारतीय खेल प्राधिकरण / Sports Authority of India
जवाहरलाल नेहरू स्टेडियम परिसर (पूर्व द्वार)
Jawaharlal Nehru Stadium Complex (East Gate)
लोदी रोड, नई दिल्ली-3 / Lodhi Road, New Delhi-3

विष्णु कान्त तिवारी, भा.रे.ले.से.
सचिव
Vishnu Kant Tiwari, IRAS
Secretary



No. 2/7/Coord./62nd GB/2025-26

31st December, 2025

Sub: **62nd Meeting of the Governing Body of Sports Authority of India (SAI) - Circulation of Minutes thereof - Reg.**

Please find enclosed the Minutes of the 62nd Meeting of the Governing Body of Sports Authority of India (SAI) held on 22nd December, 2025 under the Chairmanship of Dr. Mansukh Mandaviya, Hon'ble Minister for YA & Sports and Labour & Employment for your kind perusal.

Encl: As above.


(Vishnu Kant Tiwari)
Secretary, SAI &
Member-Secretary, Governing Body

To

The Hon'ble Members of the Governing Body of SAI

Copy to: -

- 1) PS to Hon'ble Minister for YA & Sports and Labour & Employment
- 2) PS to Hon'ble Minister of State for Youth Affairs & Sports
- 3) Sr. PPS to Secretary (Sports), MYA&S
- 4) The Heads of SAI Regional Centres/ Academic Institutions
- 5) All Officers upto the level of Director and above at SAI Head Office/SAI Stadia Administrators
- 6) OSD to DG, SAI

SPORTS AUTHORITY OF INDIA

MINUTES OF THE 62nd MEETING OF THE GOVERNING BODY OF SPORTS AUTHORITY OF INDIA (SAI) HELD ON 22ND DECEMBER, 2025

The 62nd Meeting of the Governing Body (GB) of Sports Authority of India (SAI) was held on 22.12.2025 at 02.00 PM under the Chairmanship of Dr. Mansukh Mandaviya, Hon'ble Minister for Youth Affairs & Sports.

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

At the outset, DG, SAI welcomed the Chairman and all the Members of the Governing Body. The Chairman, Governing Body in his opening remarks extended a warm welcome to all the Members and requested for their valuable contribution.

Thereafter, the Member Secretary and Secretary, SAI with the permission of the Chair, the Agenda Items were taken up for discussion.

Agenda Item No. 1

Confirmation of Minutes of the 61st meeting of the Governing Body Meeting of SAI held on 8th May, 2025

The Minutes of the 61st meeting of the Governing Body of SAI were confirmed.

Agenda Item No. 2

Action Taken Report on the Decisions taken in the 61st Meeting of the Governing Body of Sports Authority of India (SAI) held on 08th May, 2025

Action Taken Report of the 61st meeting of the Governing Body of SAI was noted.

Agenda Item No. 3

Shifting of SAI Training Centre (STC) Kurnool to S.V. University, Tirupati

The proposal was approved.

Agenda Item No. 4

Renaming of SAI Training Centre, Port Blair to SAI Training Centre, Sri Vijaya Puram

The proposal was approved.

Agenda Item No. 5

Renewal of MoU between Sports Authority of India (SAI) and Department of Sports and Youth Affairs, Govt. of Haryana for Lease for the National Centre of Excellence, Rohtak

The proposal was approved.

Agenda Item No. 6

Proposal for Formulation of Policy Framework for establishment of New Centres under SAI Sports Promotional Schemes

The proposal was approved. Hon'ble Chairman directed to prepare policy for supporting Private Sports Academies especially those owned/run by Past Athletes.

Agenda Item No. 7

Handing over of the Sports Facilities at Chitrakoot Stadium to Jaipur Development Authority, Rajasthan

The proposal was approved.

Agenda Item No. 8

Revision of Financial Norms for National Centre of Excellence (NCoE) and SAI Training Centres (STC)

The proposal was approved. Secretary (Sports) & DG, SAI informed that the revision of financial norms will be revised periodically i.e. after every 3 years based on the inflation as suggested in the Finance Committee of SAI in its earlier meeting. Secretary, SAI further informed that after the approval of the Governing Body, the proposal will be further submitted to Department of Expenditure, Ministry of Finance.



Agenda Item No. 9

Establishment of High-Performance Centre at SAI NSSC, Bangalore

The proposal was approved.

Agenda Item No. 10

Proposals of infrastructure projects in North Eastern Regional Centres of SAI under PM-DeVine Scheme

The proposal was approved.

Agenda Item No. 11

Amendment in Recruitment Rules (RRs) for Promotion to the Post of Section Officer.

The proposal was approved. HMYAS also directed to explore if the promotions from SO to AD can also be facilitated similarly.

Agenda Item No. 12

Revision of Recruitment Rules 2022 of Coaching and Sports Science Cadre and Service Bye-Laws 1992 of Sports Authority of India

The proposal was approved.

Agenda Item No. 13

Engagement of Lead Research and Athlete Relationship Manager for Khelo India Talent Development

The proposal was approved. HMYAS suggested that the remuneration may be kept higher to attract best talent even if the number of resources are to be kept lower.

Agenda Item No. 14

Engagement of NeGD for development of a Unified Sports Ecosystem

The proposal was approved. HMYAS directed that the Athlete Data Policy should also be finalised simultaneously.



Agenda Item No. 15

Procurement of Sports Science Equipment for NCSSR

The proposal was approved. Hon'ble Chairman advised to also work on innovative policies to promote "Domestic Manufacturing".

Agenda Item No. 16

Revision of Norms & Tariff for Booking of SAI Stadia (Sports & Non-Sports Events)

The proposal was Ratified.

Agenda Item No. 17

Waiver of Cancellation Charges and Refund of Booking Amounts for Events Cancelled at SAI Stadia, Delhi

The proposal was Ratified.

Agenda Item No. 18

Approval of Annual Report of Sports Authority of India (SAI) for the year 2024-25

The proposal was Ratified.

Agenda Item No. 19

Approval of Annual Accounts and Financial Statement of Sports Authority of India (SAI) for the financial year 2024-25

The proposal was Ratified. The Hon'ble Chairman advised for timely disposal of Audit Paras.

Agenda Item No. 20

Construction of the Multi-Purpose Hall (60 m × 40 m × 12.5 m) at SAI NCOE Chhatrapati Sambhajinagar

The proposal was Ratified.



Agenda Item No. 21

Relaying of Hockey Turf with allied works at SAI NSSC, Bangalore

The proposal was Ratified.

Agenda Item No. 22

Laying of Synthetic Athletic Track with allied works at SAI CRC, Bhopal

The proposal was Ratified.

Agenda Item No. 23

Construction of 400M 8-Lane Synthetic Athletic Track (Sandwich Type) at SAI STC, Jalpaiguri, Kolkata

The proposal was Ratified.

Agenda Item No. 24

Construction of Multi-Purpose Hall (40 m x 20 m x 9 m) at SAI LNCPE, Trivandrum, Kerala

The proposal was Ratified.

Agenda Item No. 25

Construction of Multi-Purpose Hall (Air Conditioned) (60 m x 40 m x 12.50 m) at SAI NS NIS, Patiala

The proposal was Ratified.

Agenda Item No. 26

Establishment of a Fitness Centre/Gym Building at Warm-up Athletic Track within JLN Stadium Complex, New Delhi

The proposal was Ratified.

Agenda Item No. 27

Fixing of Chairs for VIP Enclosure and General Seating at JLN Stadium, New Delhi

The proposal was Ratified.



Agenda Item No. 28

Contractual Engagement of Dr. G. Kishore as Principal, Lakshmibai National College of Physical Education (LNCPE), Trivandrum, on Nomination Basis (Pay Minus Pension) Until the appointment of a regular incumbent

The proposal was Ratified.

Agenda Item No. 29

Ratification and Approval regarding Recruitment to the Post of Executive Director (ED) (Pay Level-13A as per 7th CPC) on deputation basis in SAI

The proposal was Ratified.

Agenda Item No. 30

Reallocation and Approval regarding Deputation-based Recruitment for Director (Infrastructure) in SAI

The proposal was Ratified. However, the proposal to create 2 out of 8 posts specifically for Director (Infrastructure) may be kept in abeyance for the time being.

Agenda Item No. 31

Proposal for Recruitment of Assistant Coaches on Regular Basis, finalization of the methodology of recruitment and the modalities therein and adoption of 33% Horizontal Reservation for female candidates.

The proposal was Ratified.

Agenda Item No. 32

Engagement of 06 Junior Translation Officers (JTOs) in SAI through SSC Combined Hindi Translator Examination - Public Disclosure List (PDL-2024)

The proposal was Ratified.

Agenda Item No. 33

Renaming of NCoE Aurangabad to NCoE Chhatrapati Sambhajinagar

The proposal was Ratified.



Agenda Item No. 34

Upgradation of Shooting Ranges at Dr. KSSR, New Delhi

The proposal was Ratified.

Agenda Item No. 35

Establishment of Project Management Unit (PMU) for SAI, HQ

The proposal was Ratified.

Agenda Item No. 36

Establishment of Project Management Unit (PMU) for Engineering Wing, SAI, HQ

The proposal was Ratified.

Agenda Item No. 37

Procurement of various equipment for setting up the Rehabilitation Gym and 3D Biomechanics Lab

The proposal was Ratified.

Agenda Item No. 38

Ratification of Administrative Action regarding Recruitment to 08 Posts of Junior Engineer (JE) through SSC PDL-2023 and Approval for Filling Additional 12 Posts (08 Civil & 04 Electrical) through SSC PDL-2024

The proposal was Ratified.

Agenda Item No. 39

Engagement of Consultants through an Agency for Media Management & Communications.

The proposal was Ratified.



Agenda Item No. 40

Incorporation of clause regarding Exemption from the rule of Immediate Absorption in the Recruitment Rules of SAI.

The proposal was Ratified.

Agenda Item No. 41

Extension of Deputation beyond 7 years (8th and 9th year) in respect of Sh. Mohd. Ali, Assistant Taekwondo Coach and Sh. Ghulam Mustafa, Assistant Boxing Coach, posted at STC Kargil

The proposal was Ratified.

After the detailed discussion on the Agenda, the floor was opened for discussion by Hon'ble Members present in the meeting to discuss any other issues, in which the following points were discussed: -

- (a) The representative of FICCI emphasized the need for developing a "Volunteer Eco System", as has been done in Paris Olympics, keeping in mind that India is gearing up for hosting a number of International Events in India like Commonwealth Games, 2030 etc.
- (b) Representative of CII informed that due to new tariff plan for Stadiums and new categorization of Tariff for Private and Govt. agencies, Private Universities who wants to hold various sports events face financial constraints.
- (c) Representative of DAV College Management Committee, suggested that the members of the Governing Body of SAI may be allowed to visit various sports facilities of SAI.
- (d) Mr. Kamlesh Mehta appreciated the efforts of SAI for creating the posts of Lead Research and Athlete Relations Manager (ARM) as was done for TOPS Division. He also emphasized the need to convert the Non-AC Multi-purpose Halls into AC Multi-purpose Halls for the better performance of the athletes.



- (e) Dr. Piyush Jain emphasized the need to create a Physical Education Division in SAI & MYAS. He also suggested that final year students of Physical Education Degree may be associated as 'Interns' with SAI in order to become well-versed with the sports ecosystem.

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


(Vishnu Kant Tiwari)
Secretary, SAI & Member-Secretary,
Governing Body of SAI



Annexure

A. In Attendance (In Person)

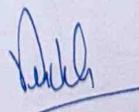
(i)	Shri Mansukh Mandaviya, Hon'ble Minister for YA & Sports -	In Chair
(ii)	Shri Hari Ranjan Rao, Secretary (Sports) & DG SAI	- Member
(iii)	Dr. Pallavi Jain Govil, Secretary (Youth Affairs)	- Member
(iv)	Shri Kunal, Joint Secretary (Sports), MYA&S	- Member
(v)	Shri Ashwani Kumar, ADG (Civil), Rep. of DG, CPWD	- Member
(vi)	Dr. Amit Bhalla, Representative of FICCI	- Member
(vii)	Shri Sunil Kumar Misra, Representative of CII	- Member
(viii)	Shri Kamlesh Mehta, Arjuna Awardee (Table Tennis)	- Member
(ix)	Smt. Oinam Bembem Devi, Arjuna Awardee (Football)	- Member
(x)	Shri Akhil Kumar, Arjuna Awardee (Boxing)	- Member
(xi)	Shri Girraj Singh, Arjuna Awardee (Paralympics)	- Member
(xii)	Dr. V. Singh, Director (PS), DAV College Management Committee -	Member
(xiii)	Dr. S. Lakshmi Kandiaan, Rep. of Morarji Desai National Institute Of Yoga	- Member
(xiv)	Dr. Piyush Jain, Physical Education Foundation of India (PEFI) -	Member
(xv)	Shri Gaurav Bhardwaj	- Member
(xvi)	Shri Vishnu Kant Tiwari, Secretary, SAI	- Member Secretary

B. Others

1. Shri Shailesh Rajan, Executive Director (Finance), SAI
2. Brig. Bibu Kalyan Nayak, Director (NCCSR), SAI
3. Shri Onkar Nath Yadav, Director (HRD), SAI
4. Dr. Geeta Parasher, Director (Coord.), SAI
5. Ms. Hima Bindu, Dy. Director (Khelo India), SAI
6. Shri Aditya Raman, Dy. Director (IT), SAI

C. Could not Attend

1. Smt. Raksha Nikhil Khadse, MoS YA & Sports
2. Shri Mansoor Hasan Khan, JS & FA, MYAS
3. Dr. (Mrs.) Pankaj Mittal, Secretary General, AIU
4. Representative of Ministry of Finance
5. Representative of IOA
6. Representative of Deptt. Of Higher Education
7. Representative of Ministry of External Affairs



8. Ms. Sania Mirza, Arjuna Awardee (Tennis) - Member
9. Ms. Lajja Goswami, Arjuna Awardee (Shooting) - Member
10. Ms. Neelam Satti Laxmi, Arjuna Awardee (Weightlifting) - Member
11. Ms. Shiny Wilson, Arjuna Awardee (Athletics) - Member

ANNEXURE - V

S. No.	Particulars	Amount (₹)
1	Wrestling arena arrangement	3,00,000
2	Prize (including cash prizes, trophies, medals and citations)	3,00,000
3.	Referee hiring	1,00,000
4.	Medical / First Aid Kit	20,000
5.	Competition materials	50,000
6.	Sound and lights	50,000
7.	Volunteers	50,000
8.	VIP hospitality	50,000
9.	Publicity	30,000
10.	Transportation	10,000
11.	Miscellaneous	50,000
Estimated Expenditure (₹)		10,10,000/-

Proposed Manpower: Fit India – Regional Centers Support Personnel

The Consultant (FIT India) shall be responsible for supporting planning and execution of FIT India initiatives, including ideation and strategy inputs, coordination with internal teams, SAI centres and stakeholders, support to ambassadors and outreach programs, operational and administrative assistance for events and campaigns, and facilitation of digital and ICT-related activities to ensure smooth implementation.

Component	Eligibility / Requirement	Roles & Responsibilities
Position Title	Consultant / Junior Consultant (Fit India – Regional Centres)	Support implementation, coordination, communication, and expansion of Fit India initiatives at SAI Regional Centres
Educational Qualification	Postgraduate degree in any discipline or BE/B. Tech or 2 years PG Diploma in Management or MBBS or LLB or CA or ICWA or possessing any professional Degree earned after a study of 4 years or more acquired after 10 +2.	Apply academic knowledge to planning, coordination, documentation, and outreach related to Fit India activities
Desirable Qualification	Diploma / Certification in Sports Management, Event Management, Communication, Public Policy, Fitness or Wellness- or allied discipline from a recognized University	Strengthen professional handling of fitness programs, events, and stakeholder engagement
Experience	1–3 years of relevant experience in government schemes, sports administration, fitness programs, youth engagement, communication, or project management (freshers with strong profiles may be considered)	Assist in execution of Fit India programmes; coordinate with SAI RCs, State bodies, MY Bharat, schools, institutions, and stakeholders
Age Limit	Preferably below 35 years (as per prevailing SAI norms)	Ensure energetic field-level coordination, frequent travel, and multitasking
Skill Set (Essential)	Good communication skills; proficiency in MS Office; coordination and reporting ability	Draft reports, briefs, success stories, activity summaries; maintain records and dashboards
Skill Set (Desirable)	Social media/digital outreach understanding; event coordination experience; data compilation skills	Support communication, visibility, outreach campaigns, and awareness drives
Nature of Engagement	Contractual (as per prevailing SAI norms)	Deliver time-bound outputs aligned with Fit India objectives
Place of Posting	SAI Regional Centres across India	Act as nodal support at RC level for Fit India Mission
Reporting	Regional Director / Designated Officer, SAI RC	Ensure alignment between HQ guidelines and field-level execution

Proposed Manpower: Media – Regional Centers Support Personnel

The Consultant (Media) shall be responsible for media coordination and outreach, supporting branding and communication strategies, liaising with print, electronic and digital media, assisting in content development and campaign publicity, coordinating media coverage for FIT India and khelo India events and initiatives, and ensuring effective dissemination of information across platforms.

Component	Eligibility / Requirement	Roles & Responsibilities
Position Title	Media Consultant / Junior Consultant (Media)	Support media, communication, branding, and visibility of Fit India initiatives at SAI Regional Centres
Educational Qualification	Postgraduate degree in Journalism / Mass Communication / Media Studies / Public Relations / Advertising / Digital Media or any other allied media-related discipline from a recognized University	Apply media and communication expertise to enhance outreach and public visibility of Fit India activities
Desirable Qualification	Diploma / Certification in Digital Marketing, Social Media Management, Content Creation, Graphic Design, Video Production, or Sports Communication	Strengthen professional handling of digital media, branding, and creative communication
Experience	1–3 years of relevant experience in media, communications, public relations, digital content creation, social media management, or communication support in government / reputed organizations (freshers with strong portfolios may be considered)	<ul style="list-style-type: none"> • Support planning and execution of media and communication activities • Coordinate media coverage of Fit India events
Age Limit	Preferably below 35 years (as per prevailing SAI norms)	Ensure flexibility, creativity, and ability to meet time-bound communication requirements
Skill Set (Essential)	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Content writing and editing • Social media handling • Basic photo/video documentation • Proficiency in MS Office 	<ul style="list-style-type: none"> • Draft press releases, captions, briefs, reports, and communication material • Manage and support social media communication for Fit India initiatives
Skill Set (Desirable)	<ul style="list-style-type: none"> • Knowledge of graphic design tools (Canva/Adobe) • Video editing and basic photography/videography • Understanding of social media analytics 	<ul style="list-style-type: none"> • Create creatives, short videos, posters, and digital content • Improve outreach through data-driven media strategies
Nature of Engagement	Contractual (as per prevailing SAI norms)	Deliver media and communication outputs aligned with Fit India Mission objectives
Place of Posting	SAI Regional Centres across India	Act as media and communication support at RC level for Fit India
Reporting	Regional Director / Designated Officer, SAI RC	Ensure consistency of messaging and alignment with Fit India and SAI communication guidelines

Scope for Fit India PMU

The **Project Management Unit (PMU)** for the **Fit India Movement** will act as a multidisciplinary body responsible for ideating, strategizing, implementing, and managing various initiatives to promote fitness and wellness across India. The unit will operate across key functional areas such as ideation, strategy, marketing, partnerships, on-ground operations, and technological innovations. It will also undertake any other incidental work to achieve the objectives of the Fit India Movement. The scope of service shall not be limited to FIT India division only but may extend to other components of Khelo India as well, implemented through SAI.

1. Ideation & Strategy

Objective: To develop innovative, scalable strategies and actionable plans that embed fitness into daily life across diverse demographics and geographies, with a focus on systems, standardization, and scale.

Responsibilities:

- Develop an Annual Operating Plan (AOP) for 5 years including short-term and long-term strategies, target cohorts, state segmentation, and a month-wise national calendar.
- Design and upgrade Fit India initiatives across schools, colleges, workplaces, communities, and special cohorts, including clear implementation models.
- Develop standardized playbooks, SOPs, checklists, templates, and guidelines to enable uniform, plug-and-play execution by states/ districts/ partners.
- Undertake research and analysis of global best practices; perform user research and analyze trends, demographic data, and feedback to refine strategies.
- Support policy advocacy and institutional integration of fitness practices in schools, workplaces, and public spaces through recommendations and guideline drafts.
- Explore responsible sustainability/revenue models, including sponsored programs/challenges and merchandise, subject to applicable approvals and guidelines.
- Package initiatives into CSR-ready program bundles with clear outputs, outcomes, and reporting structures.
- Implement continuous improvement mechanisms by tracking emerging fitness trends/technologies and recommending relevant upgrades.
- Support institutionalization of recurring programs through standard operating models and fixed calendars within schools, workplaces, and communities.
- Ensure cross-functional alignment with marketing, operations, partnerships, technology, and M&E functions.
- Define and operationalize KPI framework covering programs, campaigns, partnerships, and app performance.
- Perform any other incidental tasks required to strengthen strategic outputs and respond to emergent priorities.

2. Marketing, Branding & Partnerships

Objective: To strengthen Fit India as a recognizable and aspirational national movement through consistent brand governance, high-quality storytelling, and measurable campaigns that drive participation and retention.

Responsibilities:

- **Integrated National Campaigns:** Plan and execute integrated national campaigns across digital, traditional, and grassroots channels; maintain an always-on communication presence supplemented by high-impact campaign bursts aligned to the annual program calendar.
- **Brand Governance and Consistency:** Maintain brand consistency in messaging, visual identity, tone, and storytelling across all communications, partner assets, and state implementations; ensure compliance with Fit India brand guidelines across platforms and on-ground properties
- **Fit India Podcast (New Initiative):** Conceptualize, launch, and manage a Fit India Podcast series (audio/video as applicable) featuring credible and high-impact guests such as renowned athletes, coaches, nutritionists, doctors, sports scientists, fitness influencers, and community leaders to promote fitness awareness, behavioral adoption, and key Fit India messages.
- **Influencer and Personality-Led Amplification:** Onboard and activate influencers, famous personalities, athletes, and community champions (including cycling leaders/clubs where relevant) to create authentic advocacy and drive participation in Fit India initiatives and flagship programs.
- **PR and Media Enablement:** Provide PR and media enablement including press notes, press kits, media outreach support, and visibility plans for major events and state activations; support proactive media engagement and regional media dissemination.
- **Identify, engage, and onboard partners** including corporates, CSR foundations, NGOs, RWAs, educational institutions, technology platforms, and fitness brands.
- **Provide partner visibility and impact reporting** in standardized formats suitable for CSR compliance and partner communications.
- **Performance Tracking and Optimization:** Track campaign performance through defined KPIs (reach, engagement, participation conversions, app funnel metrics where applicable) and undertake periodic optimization of creatives, messaging, channel mix, and influencer strategy to improve effectiveness.

3. On-Ground Liaison

Objective: To ensure seamless implementation of Fit India programs at national, state, district, and grassroots levels through standardized operations, effective coordination, and rapid troubleshooting.

Responsibilities:

- **Coordinate and manage rollout** of Fit India initiatives as per the national calendar, including school, workplace, community, and special drives.
- **Establish structured coordination mechanisms** with regional/state/district stakeholders to enable customization while maintaining national standards.

- Develop and deploy operational SOPs, event manuals, checklists, and templates; ensure quality assurance for consistent delivery.
- Plan and coordinate logistics and resource allocation including timely dissemination of promotional materials and operational tools.
- Coordinate travel, hospitality, and accommodation arrangements for invited celebrity guests and dignitaries, including itineraries, local transfers, and protocol coordination for Fit India Events as required.
- Design and deliver capacity building/training modules for nodal officers, PE teachers, volunteers, community leaders, and partners.
- Track execution through activity logs, documentation, and periodic progress updates; ensure evidence-based reporting.
- Incorporate on-ground feedback for continuous improvement of workflows and SOPs.
- Perform any other incidental operational tasks as required.

4. Technology: Enhancing the Fit India Mobile Application

Objective: Position the Fit India Mobile Application as a leading tool for promoting fitness and wellness through innovative and user-friendly features by giving insights, ideas, course-correction measures to the development team for the Fit India Mobile Application. This is to be carried out in consideration with other stakeholders agencies engaged by Khelo India for related work.

Responsibilities:

- Recommend and operationalize engagement and gamification features (challenges, streaks, missions, rewards, leaderboards) aimed at sustained retention.
- Enable personalization through cohort-based routines and wellness recommendations using data-driven/AI-supported logic, subject to approved technical constraints.
- Introduce community features such as moderated forums/groups, virtual communities, and live sessions.
- Enhance wearable/device integrations for activity tracking and health metrics compatibility.
- Support end-to-end event technology enablement including registration, QR check-in, participation verification, certificates/badges, results, and leaderboards.
- Implement analytics and experimentation (funnels, cohort retention, A/B testing) and recommend course-corrections based on insights.
- Perform any other incidental technology tasks aligned to Fit India objectives.

Key Deliverables

1. Strategic plans and actionable frameworks to expand the movement's reach and impact.
2. Seamless execution of marketing campaigns, on-ground programs, and technological advancements.
3. A best-in-class Fit India Mobile Application with high user engagement and retention.
4. Robust partnerships and funding models to sustain and scale the movement.
5. Comprehensive monitoring systems to track progress and assess impact.

6. Flexibility to address any incidental tasks that arise during the project lifecycle.

Constitution of the Team/ Minimum Proposed Manpower Deployment

- The project would essentially require a definitive team consisting of Following Team members will be the part of strategic consultancy and will be deployed for full-time onsite support:

S. No	Position	No.	Minimum Experience & Qualification	Skills Required
1	Project Manager	1	<ul style="list-style-type: none"> • Should have minimum 10 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Oversee and manage project execution, timelines, and deliverables. • Coordinate with internal and external stakeholders. • Monitor project budgets and risks. • Ensure alignment with organizational goals and vision. • Generate progress reports and recommend solutions to challenges.
2	Senior Consultant (Ideation & Strategy)	2	<ul style="list-style-type: none"> • Should have minimum 7 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Develop strategic frameworks and execution roadmaps for Fit India initiatives, translating broader strategy into clear, actionable plans. • Draft high-quality concept notes, guidelines, and implementation documents grounded in strong analytical and critical thinking. • Lead stakeholder engagement and alignment across partners, ensuring shared objectives, roles, and delivery timelines. • Conduct feasibility assessments for new ideas and monitor post-implementation impact, using insights to refine and scale successful initiatives.
3	Senior Consultant (Operations)	2	<ul style="list-style-type: none"> • Should have minimum 7 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • National calendar execution; SOP creation for all the functional areas for the event • Capacity building oversight Troubleshooting and quality assurance. • Coordinate with MyGov and MyBharat to implement and manage all Fit India activities on their portals, ensuring timely setup, updates, and smooth execution.
4	Consultant (Policy & Partnerships)	1	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Conduct research and synthesize information from multiple sources to create clear, decision-ready insights. • Interpret quantitative and qualitative data to identify trends, gaps, and implications for program/policy decisions. • Prepare high-quality writing and presentations, policy notes, and stakeholder-ready decks—to communicate findings effectively. • Relationship management with partner activation planning; coordination with NGOs/ corporates/

				cycling clubs; partner deliverable tracking and reporting support.
5	Consultant (Media & PR)	1	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Strong process management skills. • Spokesperson coordination • Oversee communication and media plans across regional and national media platforms, ensuring consistency and engagement. • Planning & measurement of media outcomes
6	Consultant (ICT)	1	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ MCA / Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Design and enable data-driven, AI-supported personalization for user cohorts, including routines and wellness recommendations within approved technical constraints. • Strengthen wearable and device integrations to ensure seamless activity tracking and compatibility for key health metrics. • Lead end-to-end event technology enablement - registrations, QR check-ins, participation verification, digital certificates/badges, results, and leaderboards.
7	Consultant (Data & Analytics)	1	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Dashboarding and KPI tracking through Excel/Tableau/Power BI; funnel/cohort analysis • Data quality checks with insights for campaign and program optimization • Reporting automation support.
8	Consultant (Operations)	3	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • State/district coordination • Training planning and delivery support • Toolkit dissemination and tracking compliance; on-ground feedback capture and workflow improvements.
9	Consultant (Event Management)	3	<ul style="list-style-type: none"> • Should have minimum 4 years of experience • Should have MBA in Sport Management/ Post Graduate qualification / B Tech or equivalent 	<ul style="list-style-type: none"> • Weekly execution support and on-ground coordination with participants, volunteers, and city stakeholders • Documentation and evidence collection for events and activities • Celebrity guest and dignitary travel, hospitality, accommodation, itinerary, movement, and protocol coordination • Secretariat and administrative support including scheduling, MoMs, correspondence, repository management, inventory, dispatch, and ad-hoc tasks

Estimate

S. No	Role	Experience	No.	Monthly Remuneration	Annual Remuneration in Crores	Estimated Budget (in Rs Cr) - with provision for 7% Increase Year on Year based on Performance				
						Year 1	Year 2	Year 3	Year 4	Year 5
1	Project Manager	10 Years	1	₹ 2,50,000	₹ 0.30	₹ 0.30	₹ 0.32	₹ 0.34	₹ 0.37	₹ 0.39
2	Senior Consultant (Ideation & Strategy)	7 Years	2	₹ 2,00,000	₹ 0.24	₹ 0.48	₹ 0.51	₹ 0.55	₹ 0.59	₹ 0.63
3	Senior Consultant (Operations)	7 Years	2	₹ 2,00,000	₹ 0.24	₹ 0.48	₹ 0.51	₹ 0.55	₹ 0.59	₹ 0.63
4	Consultant (Policy & Partnerships)	4 Years	1	₹ 1,20,000	₹ 0.14	₹ 0.14	₹ 0.15	₹ 0.16	₹ 0.18	₹ 0.19
5	Consultant (Media & PR)	4 Years	1	₹ 1,20,000	₹ 0.14	₹ 0.14	₹ 0.15	₹ 0.16	₹ 0.18	₹ 0.19
6	Consultant (ICT)	4 Years	1	₹ 1,20,000	₹ 0.14	₹ 0.14	₹ 0.15	₹ 0.16	₹ 0.18	₹ 0.19
7	Consultant (Data & Analytics)	4 Years	1	₹ 1,20,000	₹ 0.14	₹ 0.14	₹ 0.15	₹ 0.16	₹ 0.18	₹ 0.19
8	Consultant (Operations)	4 Years	3	₹ 1,20,000	₹ 0.14	₹ 0.43	₹ 0.46	₹ 0.49	₹ 0.53	₹ 0.57
9	Consultant (Event Management)	4 Years	3	₹ 1,20,000	₹ 0.14	₹ 0.43	₹ 0.46	₹ 0.49	₹ 0.53	₹ 0.57
Total			15			₹ 2.70	₹ 2.89	₹ 3.09	₹ 3.31	₹ 3.54
Taxes						₹ 0.49	₹ 0.52	₹ 0.56	₹ 0.60	₹ 0.64
Total inclusive of taxes						₹ 3.19	₹ 3.41	₹ 3.65	₹ 3.90	₹ 4.18
Grand Total for 5 years										₹ 18.32