

## **IMPLEMENTATION AGENCY BRIEF**

### **1.- GENERAL OUTLINE**

India will host the FIFA U-17 World Cup in 2017. The Local Organising Committee (LOC) is the entity in charge of organizing the said World Cup. The LOC is an organization within the All India Football Federation (AIFF) and acts through a mandate by FIFA to host the event.

Within that objective, the AIFF and the Local Organising Committee have created a Programme called MISSION ELEVEN MILLION (MXIM), that intends to impact 11 million school kids in the country through football in the run up of the Event. MXIM is going to be India's largest school contact programme.

In the objective of broadening the scope of MXIM, AIFF and LOC have approached the Government of India and State Governments of different States for their support towards the programme.

#### **1.1.- Description**

The objective is to invite offers from Event Management and National Outreach Companies, both in financial and technical terms, for providing the services specified in the current Brief.

#### **1.2.- Documents that regulate the Services.**

The Services will be executed in conformity with the following documents:

- Laws, ordinances and regulations and in general any applicable norm that applies to the Services.
- The current Brief.
- Norms related with personnel and working condition, safety measures and work standards.
- Internal bylaws of the AIFF.

#### **1.3.- Definitions.**

The following terms used in the current Brief, will mean as following:

- a) **“Brief”**: Is the current instrument and its annexes.
- b) **“Contract”**: The legal document agreed and signed between the Manager and the Provider of the Services.
- c) **“Contractor”**: The company whose offer will be accepted by the AIFF.
- d) **“Offer”**: The technical and financial offer that the Proponent gives the Manager in

conformity to what has been established in this Brief.

- e) **“Proponent”**: The company that presents an offer to the Manager for the implementation of the Services.
- f) **“Supervisor”**: Person designated by Contractor to direct and execute the Services.
- g) **“Administrator”**: The AIFF worker that has been designated as valid point of contact person with the Contractor to coordinate the implementation of the Services.
- h) **“Manager”**: The AIFF, for all the management of the current Services and the Contract that will be subscribed afterwards.
- i) **“Services”**: Those indicated in Clause 2 of the current Brief.
- j) **“Winner”**: The participant whose offer is selected for the Services.

#### **1.4.- Questions.**

There is a stage, after receiving the Brief and before the Offer, for any Proponent to ask the questions that they may deem necessary for a better interpretation of the current Brief, regarding the requirements and specifications that must be fulfilled during the implementation of the Services.

#### **1.5.- Schedule.**

The following schedule will be followed for the allotment of the Services:

Delivery of Brief	22-Nov-2016
Questions and Answers	25-Nov-2016
Offers Received	2-Dec-2016
Decision, Communication to Winner	6-Dec-2016
Start of Services	7-Dec-2016

### **2.- DESCRIPTION OF SERVICES**

#### **2.1- General Aspect**

MXIM, in its mission to create this mass movement for 11 million school children across the country to take up football, requires the services of an Event Management Company also called the Implementation Agency, particularly in this case to handle the execution of the various stages of MXIM programme in a number of cities identified. The timelines of the event are broadly confirmed and exact dates will be put down after a round of communication with the education boards.

#### **2.2.- Concept**

MXIM has been designed as one of the most ambitious projects taken up in sport. The vision is to make football as the sport of choice among India's youth. Through FIFA U-17 World Cup the benefits of the Programme in the long run will have a direct link with the AIFF. The whole objective of the programme is to engage and reward the kids for playing football.

The programme is broken down into 3 stages -

Stage 1 : Workshop for assistance in executing the programme

Stage 2 : In-school activities of the host city

Stage 3 : Football Festival

The organization structure is provided in Annexure 1. The concept details are in Annexure 2.

### **2.3.- Specific Aspects.**

The Services for the implementation will specifically include, without the following list being definitive, the following -

#### **2.3.1 Concept Visual Representation**

- a) Based on the Concept provided by the concept described in 2.2, the Agency must provide a Plan and a visual representation for the implementation of such Concept that must include the working details, timelines, branding of the location, etc.

#### **2.3.2 Event Management**

- a) The Agency will be responsible for implementing, staging, producing, budgeting and supervising all the activities in connection with the MXIM detailed brief.
- b) The Agency will be in charge of supervising the correct implementation of all the activities in connection with the official brief shared by the MXIM representative.
- c) Design: adaptation of formats given by the MXIM team, sending originals to the vendors/contractors, approvals, MXIM promotional material design, posters, leaflets, banners, etc. The official image will be defined by MXIM and the AIFF.
- d) The Agency will be in charge of budgeting and maintaining the relationship with the vendors that may be necessary for each of the activations.
- e) The Agency will also have to work with the deputed representatives/coordinators of MXIM in the designated cities.

- f) Each city will have a certain number of schools that need to be included in the programme. This list will be shared by the MXIM team.

### **2.3.3 Coordination/Support Services**

- a) Establishing an overall Supervisor exclusively in charge of implementing the Services.
- b) To provide a dedicated resource/team available for the duration of the contract on a 24hr basis with the capability to supply information, coordinate logistics, confirm/modify/cancel any arrangements as instructed by the pre-identified authorized members from the MXIM team.
- c) To appoint a point person for the project to run the day to day and hour by hour activities of the event.
- d) To appoint regional coordinators if required.

### **2.3.4 Reporting**

- a) Provide all support documentation substantiating any additional charges.
- b) To prepare all documentation in compliance with the requirements of the finance department of the AIFF in order to facilitate the processing/clearance of invoices.
- c) Establish an efficient, detailed reporting system for the review by MXIM with softcopies of all documentation indexed in the correct order.

### **2.4.- Location.**

The Services will be provided in the locations defined by the Administrator in accordance to previous point 2.2. There is a list of 24 cities across the country (Capital cities and the Metros included) where this programme needs to be implemented in the schools. This list of the cities has been included in the detailed brief as an annexure though is subject to confirmation.

### **2.5 – Main Role and Responsibilities**

The main role of an Implementation Agency is, as its name describes, be in charge of the implementation of all the on ground activities to ensure a certain quality and that the deliverables are being met.

#### **Main Responsibilities:**

- Delivery of all the on ground activities, maintaining its consistency and quality across the country;
- Ensure the adequate implementation of workshops, in-school activities and festivals for MXIM;
- Setting up all the on ground implementation for the School Workshops, including coordination, operation, content creation, stationery and giveaways production;
- Following up with schools on a daily basis through a call center or other means to ensure their attendance to the Workshops;
- Procurement of the Technical Equipment to be given to schools during workshops and also to be utilized during the Festivals;
- Inventory management of the technical equipment to be given to schools during workshops and to be used during the Festivals;
- Full logistics and plan for rewards distribution twice during each 8-week window of the in-school activities;
- Complete logistics for the Festivals in each of the city, refurbishment of material between Festivals, transport of material between Festivals and storage of material between festivals;
- Complete delivery of the Festivals from set up to dismantling, including Registration Area, Skills Area, Competition Area, Commercial Affiliates Deliverables and others
- Handle the school registration for the Festivals, following up on a daily basis to ensure their attendance;
- Content creation at the Festivals (visual and audiovisual), for effective reporting to Head of MXIM, Government and other stakeholders;
- Full reporting to Head of MXIM of all variables of the on ground activation such as participation, deliverables, cost control, inventory management and others.

### **3.- TECHNICAL REQUIREMENTS FOR THE OFFERING COMPANY.**

The Offering Company must comply with the following requirements and documentary proof must accompany the bid:

### 3.1 Mandatory Requirements

- a) Have personnel that are duly authorized, instructed and capable of delivering the Services, as well as having the necessary implementation and equipment to provide the Services to the highest level.
- b) Have clean legal and commercial background.

#### Over All Scoring

Criteria	Marks
Technical Qualification	50
Strategy and Presentation	30
Financial Bid	20
Total	100

### 3.2 Technical Requirements

- a) The Contractor must provide three references with contact number, name and company where services were provided in the past three years.

#### Technical Score – Maximum Score 50 marks

No	Qualification criteria	Marks
1.	<b><u>COMPANY TURNOVER</u></b>  The turnover of the company in the past three years – to be supported by Income Tax returns and CA certificate. <ul style="list-style-type: none"><li>• Minimum 25 crores for the past three years (ending March'16) – 5 Marks</li><li>• Minimum 50 crores for the past three years (ending March'16) – 10 Marks</li></ul>	10
2.	<b><u>AVERAGE SIZE OF PROJECT HANDLED</u></b>  This pertains to a single project handled by the company with a value of 5 – 15 Cr. This needs to be substantiated by Work Order/completion certificate. <ul style="list-style-type: none"><li>• 2 projects over the value of over 10 crores - 5 marks</li><li>• 2 projects over the value of over 15 crores – 10 marks</li></ul>	10

3.	<p><b><u>EXPERIENCE IN OUTREACH PROGRAMS</u></b></p> <p>This pertains to major outreach / activation undertaken by the company to be substantiated by completion certificate –</p> <ul style="list-style-type: none"> <li>• Outreach of over 1000 locations / cities/ towns / villages in one financial year in a single project – 5 marks</li> <li>• Outreach of over 2000 locations / cities/ towns / villages in one financial year in a single project – 10 marks</li> </ul>	10
4.	<p><b><u>EXPERIENCE IN WORKING WITH CHILDREN</u></b></p> <p>This pertains to the company having undertaken a single project having a direct contact with children – to be substantiated by completion certificate –</p> <ul style="list-style-type: none"> <li>• Direct contact with 5,00,000 children in one financial year – 5 marks</li> <li>• Direct Contact with 10,00,000 Children in one financial year – 10 marks</li> </ul>	10
5.	<p><b><u>Campaigns Undertaken in the Field of Sports Activation</u></b></p> <p>This pertains to the company having undertaken an outreach / activation program for a sporting event / body / federation / sponsor. Needs to be substantiated by work order / case study and proof of completion-</p> <ul style="list-style-type: none"> <li>• One campaign in sports outreach / activation – 5 marks</li> <li>• Two campaigns in sports outreach / activation - 10 marks</li> </ul>	10

#### Bidding Conditions

1. No Consortium or Joint Venture is allowed.

2. The bid should be unconditional. In the case of any condition the bid shall be treated as non-responsive and be disqualified.
3. The company will need to share an undertaking on non-judicial stamp paper (duly Notarised) that the company or its directors have never been blacklisted by Sporting federation/ Central or State Government Department / Ministry or PSU.
4. The bidder will only qualify for the financial opening if the score in technical + strategy and presentation is over 70%.
5. The top two shortlisted companies may be called for final negotiations.
6. The decision of the evaluation committee will be final and binding.

#### **4.- OBLIGATIONS OF THE WINNING PROPOSER DURING THE CONTRACT FOR THE SERVICES.**

The Winning Proposer must comply with the following obligations while the contract is valid:

- a) Maintain up to date all the contracts with the personnel destined to work with MXIM, and also the labour and social security obligations that arise from those contracts.
- b) Give their personnel the appropriate equipment for development the Services contracted and oversee their adequate usage.
- c) Take responsibility for the safety of their workers, while they are executing the Services with MXIM, including, for that effect, the travel from their private homes to the place where the services are taking place and vice versa.
- d) Cover any additional personal expenses arising from the engagement of the personnel in the specified Service with MXIM.
- e) Direct, supervise, oversee, control, manage, coordinate, programme and technically execute the Services, having to oversee in a continuous, exclusive and permanent manner the execution of the Services through a Supervisor, whom, among other things, must supervise the correct, full and timely execution of the Services.
- f) Keep an updated personnel list of every person that will intervene in the Services provided to MXIM outside of the offices of the Winner, noting complete name, identity number, home address and function on the delivery of the Services. Only the previously authorized personnel will be able to enter the respective hotels. Said list must be given to the Administrator before implementing the Services and must be constantly updated. The Contractor must communicate the Administrator about any change or modification in said list, for which it must present a new list indicating in one or more explanatory notes the changes that the list has experimented.

#### **5.- WORK RESPONSIBILITY**

- a) The Contractor will be the sole responsible towards the Manager for the execution



of the Services.

- b) The personnel that the Contractor assigns for the execution of the Services will not be related in any shape or form with MXIM. For all legal effects, the workers will depend solely and exclusively of the Contractor. Therefore, the Contractor will be the sole and exclusive responsible of the payment obligations of salaries, per diems, insurances and other working obligations, of all the workers that it assigns for the execution of the Services, as well as fines, sanctions and band that may be applied by the authorities due to not fulfilling the aforementioned obligations, which should be paid in due time.
- c) In the event the Contractor cannot accredit the complete fulfillment of said work obligations, the Manager may freeze its payments for the Contractor.
- d) The Contractor must have all the civil and criminal responsibility for all and any damage produced by accidents and others that may occur during the execution of the Services and that affect third parties or the Manager.
- e) Likewise, the Manager may end immediately the Contract in the event the Contractor has any outstanding issues with its workers duly certified by the competent authorities.

## **6.- CONTRACT DURATION**

The Contract subscribed for the execution of the Services will start on **07<sup>th</sup> December, 2016** and will last until **31<sup>st</sup> October, 2017**.

## **7.- ISSUING OFFERS.**

The Offers must be issued by 2<sup>nd</sup> December, 2016, 22:00 to 'contact@mxim.in'.

The Offer must be presented in 3 parts, namely: (1) Proponent Background; (2) Technical Offer plus Strategy and Presentation and (3) Financial Offer; which must contain the information below:

### **A. PROPONENT BACKGROUND.**

- a) Identification of the Proponent and its legal representatives. Name, Tax ID Number, address, contact telephone, website and email.
- b) Financial Background
- c) Legal background
- d) Technical Background, highlighting its experience in the matter.

### **B. TECHNICAL OFFER**

- a) Description of the personnel that will be available for MXIM and its organizational chart.

- b) Graphic Representation of the Concept for the Launch.
- c) Work methodology proposed.
- d) Examples of the escalation process on queries.
- e) Resources, elements and support for the implementation of the Services.

### **C. FINANCIAL OFFER**

The Proponents must detail the charges for the Complete Operation with a budget, including their service/management fee as broken up in the 'Financial Offer' xl sheet delivered with this Brief.

### **8.- OFFERS EVALUATION.**

The Manager will make an evaluation of the Offers regarding the technical and financial matters, in accordance with the needs and reality of MXIM.

The Manager can disqualify an Offer that may have exclusions or conditions that set them apart from what has been established by the Brief. Likewise, it may ask for clarifications on a certain Offer, as well as complementary background or documents that may be deemed necessary.

The Manager will communicate in writing to all the Proponents the result of the Process, keeping the right to accept the one that thinks is the most convenient to MXIM, even though it may not be the lowest financial offer. Likewise, it can reject all the Offers in case none comply with the expectations of MXIM.

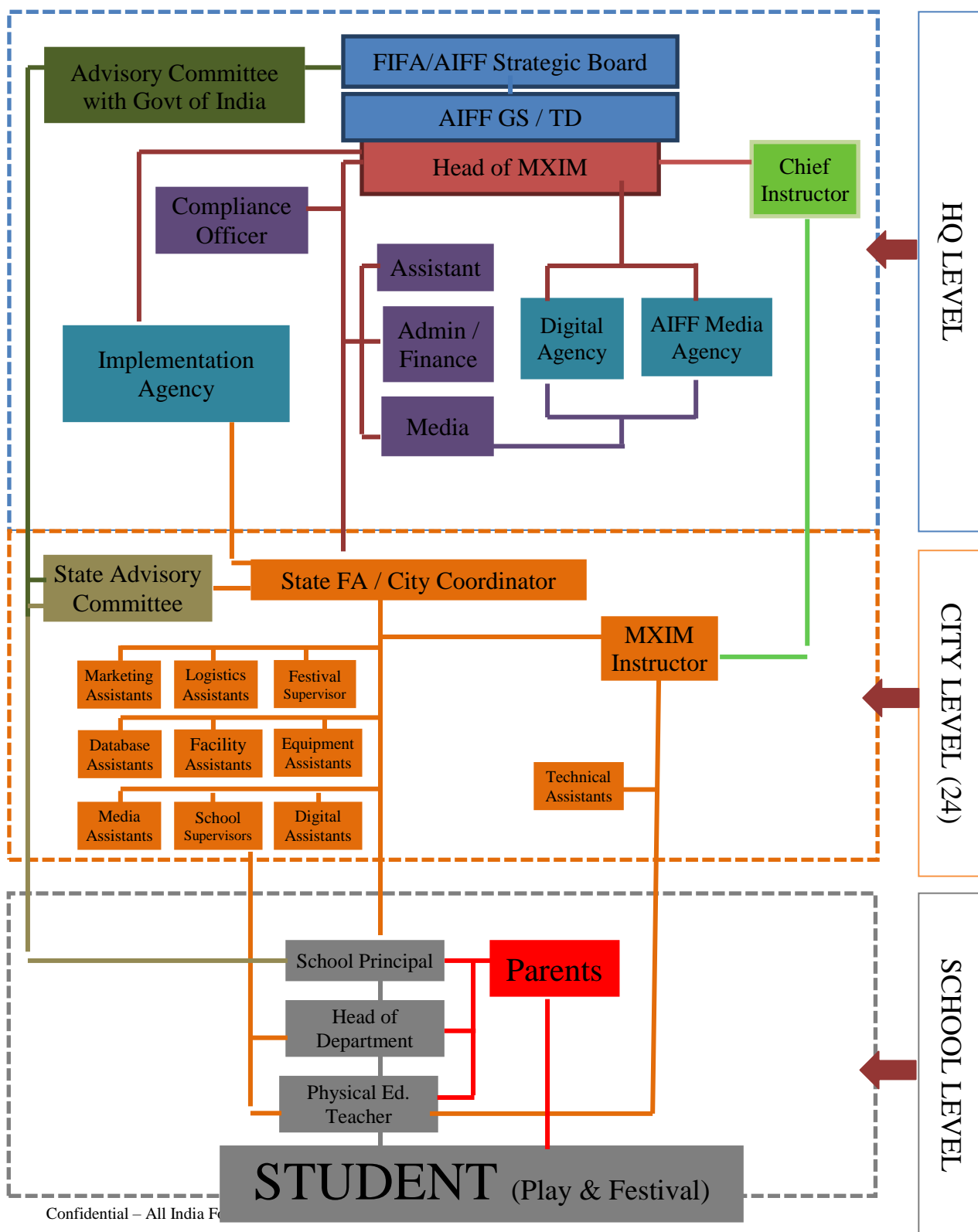
The Manager keeps the rights to disqualify those Proponents that are currently undergoing bankruptcy, debts or any lack of financial or technical capacity.

### **9.- CONFIDENTIALITY.**

The Proponents and the Winner should maintain absolute confidentiality about the terms and conditions of the current Brief and all the information that was given by the Manager.

## Annexure 1 Organizational Structure

Organizational Chart (All HQ level and city level staffing are managed and budgeted by AIFF)



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## Annexure 2

### Concept: Mission XI Million

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#### What is Mission XI Million?

##### The Vision

- Be the driving force in making **football the sport of choice** among India's youth.

##### The Mission

- Leave a **lasting legacy** through the FIFA U-17 World Cup India 2017, that will enable **11 million Indian kids** to embrace football.

##### The Objective

- **Engage and reward 11 million kids** through on ground and online activities.

#### The Approach

Mission XI Million uses the school network and facilities around the country to encourage children to play the game and gain healthy habits and fine motor skills and learn important life lessons in teamwork and sportsman spirit.

The approach is to work with school principals and sports teachers and encourage and incentivize them to make children play regular football games. The kinds of games to be played have been created and developed by FIFA, and can be adapted to different field sizes and conditions.

The children are given various online and tangible rewards for playing, and children from each school are selected for a football festival where many other schools in the city will participate.

The football festival will have a series of games and other skill platforms and also information and entertainment for all the attending schools.

All this will be backed by a strong online platform that will register and record all the children and schools. It will also have quizzes, contests and other skills competitions and opportunities for rewards for all participating children.

#### On Line Support

There will be a website/mobile-site that teachers, parents and children can use to record details, upload original content and interact with other children and us with suggestions and thoughts.

### Implementation Stages

- 1) Workshops for School Administration
- 2) In School Programme
- 3) Football Festival

## Modules

### Workshop

- School principals + HOD + PE coaches to attend
- Introduction of school program & festival

### In-School Program

- 8 Weeks school activity per term
- Content creation
- Shortlisting of winners for the football festival

### Festival

- Competition matches
- Winners felicitation
- Content creation

## Engagement 1: Workshops

⌘ **Venue:** School halls/Sports complex Auditoriums

⌘ **Attendees:**

- ⌘ Principals
- ⌘ HOD
- ⌘ P.E/Football Coach

⌘ **No of attendees:** 3 per school

⌘ **No of participating schools per workshop:** 70+

⌘ **Total no of attendees per workshop:** 192

⌘ **No of workshops to be conducted per day:** 3-4 Workshops

### REACH

**11,000+**

**SCHOOLS**

**170+**

**WORKSHOPS**

**35,000+**

**ATTENDEES**

### Implementation Agency responsibilities at workshops

Setting up all the on ground implementation for the School Workshops, this includes but not restricted to the following:

- A standard branding kit designed, implemented and executed as per the communication and clearance from MXIM team.
- A standard equipment list comprising of – Screen/Projector/Sound system with at least 3 cordless mikes.
- Staffing at Workshops – approximately 10 staff.
- Venue to be organized by MXIM Team. The agency has to ensure the necessary permissions for use of areas is taken, additional cost if any, furniture, lights, console for sound and other related facilities to be checked and accessed as per the standards.
- Refreshments for participants.
- Content capture.

- Devise a system for smooth registration and coordination with schools and their reps.
- Chief Guest Coordination and special giveaways if any.
- Handle stationery and Giveaways and other items for participants.
- Procurement and inventory management of the technical equipment (2 footballs per school) to be given to schools during workshops.

## Engagement 2: School Programs

- ⌘ **Venue:** School grounds
- ⌘ **Total schools:** 11,000+
- ⌘ **Attendees:** School students
- ⌘ **No of students participating per school:** 960 approx.
- ⌘ **Total students contacted :** 11,000,000+
- ⌘ **Categories:**
  - ⌘ **Boys**
    - ⌘ 2, Grades (5-7 & 8-10)
  - ⌘ **Girls**
    - ⌘ 2, Grades (5-7 & 8-10)

### REACH

**11,000+**  
SCHOOLS

**11,000+**  
SCHOOL PRG.

**11+ Mil**  
KIDS

## In-School Activity Breakdown

Week of Implementation	Activity	Variation	Description
Week 1-8	4 v 4 Game	No Goalkeeper	4 players in each team. No goalkeeper defending the goal.

### Implementation Agency responsibilities during in-school activity

Includes but not restricted to the following:

- Local coordination with MXIM Chief Instructor/ MXIM Local Coordinator.
- Assistance in handing over material to schools / students and any additional activity planned in the city in continuation with MXIM plans.
- Sharing /updating on schools related information.
- Full logistics and plan for rewards distribution twice during each 8-week window of the in-school activities.

## Engagement 3: Football Festivals

- ⌘ **Venue:** School Grounds/Sports complexes
- ⌘ **Total schools participating in festivals:** 11,000+
- ⌘ **Total festivals pan India:** 70+
- ⌘ **Attendees:** Shortlisted winners from school program
- ⌘ **Categories:**
  - ⌘ Boys
    - ⌘ 2, Grades (5-7 & 8-10)
  - ⌘ Girls
    - ⌘ 2, Grades (5-7 & 8-10)
- ⌘ A live **extravaganza** featuring a host of stars:
  - ⌘ Celebrities, renowned music bands, national football players (current and former), other sporting legends, ministers and other senior Government officials
- ⌘ Official **World Cup Mascot** to be present during festivals

### REACH

**11,000+**  
SCHOOLS

**70+**  
FESTIVALS

**3.5+ Mil**  
KIDS

### Implementation Agency responsibilities at festivals

The football festivals will be a simple setup of minimum 15 small pitches on which students can play 4v4 games. Apart from the small pitches, there will be areas on field that can be used for fun activities for other students to engage in.

Agency is responsible for setting up all the on ground implementation for the Festivals, this includes but not restricted to the following:

- Handle the school registration for the Festivals, following up on a daily basis to ensure their attendance.



- All branding related items within the venue i.e.- Entry arch, side boards, flags, registration booth, medical booth, etc.
- Maintaining its consistency and quality across the country.
- Complete staffing – Emcee/Ball kids/Volunteers/Football Coordinators/Medics/etc. Approximately 60 staff.
- Staff uniforms.
- Refreshments for staff and participants.
- Procurement and Inventory management of the technical equipment (Footballs/Bibs/Cones/Markers/etc.) to be used during the Festivals. Approximately 160 footballs are required per festival.
- Complete logistics for the Festivals in each of the cities, refurbishment of material between Festivals, transport of material between Festivals and storage of material between festivals.
- Share a complete plan for efficient set-up of the field, a day prior to the event.
- System to train and brief the staff on the day that assists in execution of the field activities.
- Ensure a system for smooth movement of students in batches going in and out of field after registration.
- Complete delivery of the Festivals from set up to dismantling, including Registration Area, Skills Area, Competition Area, Commercial Affiliates Deliverables and any covered area if required.
- Ensuring handing over giveaways, prizes, certificates and related items.
- Content creation at the Festivals (visual and audiovisual), for effective reporting to Head of MXIM, Commercial Affiliates, Government and other stakeholders.
- MXIM team to approve any suggested branding material or idea wherever suggested to check the quality, look and feel after checking a physical sample.

## Target Audience & Geography

The programme will be targeting boys and girls between the ages of 10 and 18.

In most areas, students from Class V to X will be involved. In states where XI and XII classes are a part of the school, they will also be allowed to participate.

There will be a strong effort to also integrate disadvantaged and differently abled children.

## Expected Programme Reach

Cities: 24

Total Number of Workshops: 175

Total Number of Festivals: 80

Division of workshops and festivals in each city will depend on confirmation of attendees during each stage.

Sr. No.	City Name (Subject to confirmation)	State Name	Workshop Month	In-School Program Months	Festival Month
1	Agartala	Tripura	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
2	Ahmedabad	Gujarat	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
3	Aizawl	Mizoram	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
4	Bengaluru	Karnataka	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
5	Bhopal	Madhya Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
6	Bhubaneswar	Odisha	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
7	Chandigarh	Haryana	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
8	Chennai	Tamil Nadu	Nov'16,	Jan'17 to	Jul'17 /

			Dec'16, Jan'17	Jul'17	Aug'17
9	Dehradun	Uttarakhand	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Apr'17 / May'17
10	Gangtok	Sikkim	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
11	Hyderabad	Telangana	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
12	Imphal	Manipur	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
13	Itanagar	Arunachal Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
14	Jaipur	Rajasthan	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
15	Kohima	Nagaland	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
16	Lucknow	Uttar Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Apr'17 / May'17
17	Patna	Bihar	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
18	Raipur	Chhattisgarh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
19	Ranchi	Jharkhand	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17
20	Shillong	Meghalaya	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	May'17 / Jun'17
21	Shimla	Himachal Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Apr'17 / May'17
22	Srinagar	J&K	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Apr'17 / May'17
23	Varanasi	Uttar Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Apr'17 / May'17
24	Vizag	Andhra Pradesh	Nov'16, Dec'16, Jan'17	Jan'17 to Jul'17	Jul'17 / Aug'17

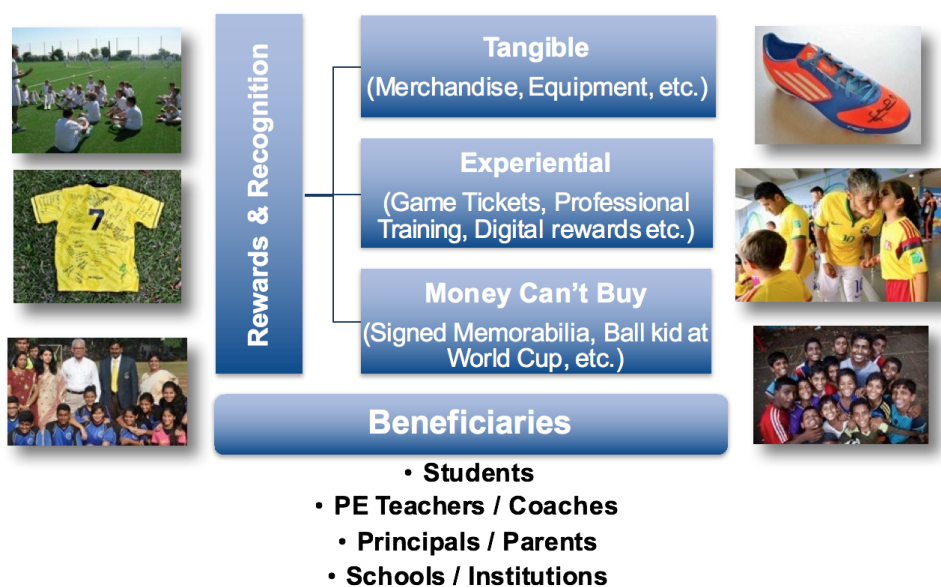
\*Details subject to change

## Mission XI Million Rewards

The success of Mission XI Million will be heavily influenced by the rewards that the kids and schools can win. There are three categories of rewards:

- **Social:** The opportunity to look good and fit in with your peers and other students. Personalized Virtual Badges which can be flaunted either virtually or printed and stuck on to bags, desks or geometry boxes. They display achievement; they show Progression and they keep the child involved.
- **Experiential:** These are rewards that money cannot buy, a chance to interact or participate in activities that can only be achieved by being part of Mission XI Million. Examples of this are being a player escort at the FIFA U-17 World Cup, photos with star players, chance to be a part of the FIFA U-17 World Cup video, try out for the National Squad, etc.
- **Tangible:** Prizes that have a definite financial value, they are the measurable benefits of Mission XI Million. Examples of this are match balls used in the Tournament, tickets for FIFA U-17 World Cup matches, tickets for ISL and I-League Matches, gifts from Mission XI Million sponsors, discounts on sponsor products, etc.

## Reward Structure



# Engagement & Outcome

