

**GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA**

UNSTARRED QUESTION NO:7077

ANSWERED ON:14.05.2002

PARTNERSHIP BETWEEN SAI AND FICCI

A. VENKATESH NAIK;ASHOK NAMDEORAO MOHOL;RAMSHETH THAKUR

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether the Sports Authority of India (SAI) and the Federation of Indian Chambers of Commerce and Industry (FICCI) have signed a Memorandum of Understanding to identify opportunities to increase partnership between the industry and the sports bodies;

(b) if so, the details thereof;

(c) whether there is any proposal to establish sports academies with the help of FICCI in the country; and

(d) if so, the details thereof, State-wise?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF YOUTH AFFAIRS & SPORTS (SHRI PON. RADHAKIRISHNAN)

(a) & (b): Yes, Sir. A Memorandum of Understanding (MOU) between Sports Authority of India (SAI) and Federation of Indian Chambers of Commerce & Industry (FICCI) was signed on 24th April, 2002 which aims to augment and supplement Government of India's efforts for achieving excellence in sports by raising resources through corporate sponsorships and channelising it to/through Sports Authority of India to optimize its utilization.

Under the MOU, both FICCI and SAI will:

1. Identify opportunities to increase partnership between the Indian industry and the sports administration.
2. Encourage sports federations to market their respective sports and events to Indian industry to increase private participation in Indian sports.
3. Help industry participation in sports to optimize their investments in sports sponsorships.

Towards this end, both FICCI & SAI will jointly:

- Identify short term and long term partnership opportunities
- Conduct seminars/workshops/roundtables to increase awareness and modalities of enhancing partnership between sports administration and Federations on one hand and Indian industry on the other.

(c) & (d): No, Sir.