

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

UNSTARRED QUESTION NO:181
ANSWERED ON:23.02.2010
CORPORATE SPONSORSHIP FOR SPORTS
Ray Shri Rudramadhab

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

- (a) whether the Government has any proposal to encourage corporate sponsorship in various sports and sporting events including Hockey, Football and Basketball;
- (b) if so, the details thereof alongwith the sports which have received positive response from various corporate houses for sponsoring them, sports-wise indicating the name of such companies and amount pledged by them;
- (c) whether the Government proposes to provide various incentives including tax concessions to the corporate houses coming forward to sponsor various sports and sporting events; and
- (d) if so, the details thereof and the steps taken in this regard.

Answer

MINISTER OF THE STATE IN THE MINISTRY OF YOUTH AFFAIRS AND SPORTS (SHRI PRATIK PRAKASHBAPU PATIL)

- (a) The Government is maintaining a fund called National Sports Development Fund, which receives contributions from various sources, including corporate sponsorship. The fund was established with a view to mobilizing resources from the Government as well as non-governmental sources, including private/corporate sector and non-resident Indians. Government gives a matching contribution to the fund. The contributions received in the fund are used for providing financial assistance to elite players for their customized training. Reputed Institutes and organizations can also get financial assistance for creation of infrastructure, etc. As regards discipline specific sponsorship deals, the National Sports Federations sign these agreements directly with the sponsors. The Government has no role in those matters.
- (b) The details of funds received from various entities under NSDF are given at annexure.
- (c) & (d) The contributions to the fund get 100% exemption from income tax as per sub-section (2) (iii) of Clause (a) of the Section 80G of the Income Tax Act. The contributors also have the option to specify a particular player/discipline or project for utilization of their contribution.