

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

UNSTARRED QUESTION NO:6200

ANSWERED ON:04.05.2010

COMMERCIALISATION OF SPORTS

Kumar Shri Vishwa Mohan;Premajibhai Dr. Solanki Kiritbhai;Ram Shri Purnmasi;Saroj Smt. Sushila

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

(a) whether the shorter version of the game of cricket i.e. T20 being promoted through events like the Indian Premier League have led to the commercialisation of the sport and the manipulation of the rules governing the administration of the said sport;

(b) if so, the details thereof and the reaction of the Government thereto;

(c) whether the commercialising of popular sports like cricket besides adversely impacting professionalism and sporting ethos in other sports is also encouraging corruption; and

(d) if so, the steps being taken by the Government in this regard ?

**Answer**

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

(a) & (b): T-20 version of cricket has the approval of International Cricket Council (ICC). The Indian Premier League (IPL), is a Twenty/20 Intercity Tournament and a new concept introduced in India on the lines of English Premier Football League played in England. The teams are used by Franchises and each Franchisees has in his teams contracted Indian and Foreign players. A large number of sports such as cricket, football, golf and tennis have got commercialized internationally due to large scale involvement of corporate sponsors. Commercialisation of sports in India is mainly confined to cricket & golf. So long as the spirit and format of the game is not distorted, commercialization of sports does not interfere with the professional conduct of the sport.

(c) : No, Madam.

(d) : Does not arise.