

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

UNSTARRED QUESTION NO:2189
ANSWERED ON:23.11.2010
REVENUE THROUGH MERCHANDISING LICENCE
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Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

- (a) the target set by the Commonwealth Games Organising Committee to earn revenue through merchandising licence;
- (b) whether the said target has been achieved;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

Answer

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

- (a) Rs. 50.00 crore was expected to be generated by the Organizing Committee(OC) through merchandising licence.
- (b) No, Madam.
- (c) Does not arise.
- (d) OC has reported that the delayed launch of the programme and adverse publicity of the Games resulted in fall of the projected amount.