

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

UNSTARRED QUESTION NO:971
ANSWERED ON:12.08.2013
COMMERCIALISATION OF SPORTS
Jeyadural Shri S. R.

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

- (a) whether a number of sports such as cricket, football, tennis, etc., are getting increasingly commercialized due to the large scale involvement of the corporate sector;
- (b) if so, the reaction of the Government thereto;
- (c) whether the Government has taken note of the involvement of unethical practices including doping and match fixing in certain games at international level;
- (d) if so, the reaction of the Government thereto; and
- (e) the steps taken to ensure that commercialization and unethical practices do not interfere with the professional conduct of the sports?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR YOUTH AFFAIRS AND SPORTS (SHRI JITENDRA SINGH)

(a) & (b) Madam, development and promotion of various disciplines of sport is the responsibility of the relevant National Sports Federations (NSFs) which are autonomous in their functioning. The Government only supplements the efforts of the NSFs by way of providing financial assistance for participation in international competitions abroad, holding international competition in India, conducting national championships, purchase of equipments, conduct of coaching camps, hiring of foreign coaches etc under the Scheme of "Assistance to the National Sports Federations."

As far as the involvement of the corporate sector in sports is concerned, the Government believes that the corporate sector can contribute a lot to the development of sports in the country. Such involvement should be healthy, transparent and ethical.

(c) Yes, Madam.

(d) & (e) Government of India is one of the Founder Members of the World Anti Doping Agency (WADA), which sets out standards in the fight against doping in sports. India is also one of the State parties that signed the Copenhagen Declaration on Anti Doping in December, 2004. As signatory to Copenhagen Declaration on Anti- Doping and UNESCO International Convention against Doping, National Anti Doping Agency (NADA) accepted the World Anti Doping Code on 7th March, 2008 and become fully functional from January, 2009. NADA is mandated for Dope-free sports in India. The primary objectives are to implement anti-doping rules as per WADA code, regulate dope control programme, to promote education and research and creating awareness about doping and its ill-effects. The Government has repeatedly announced zero tolerance for violation of the anti-doping regulations. NADA is taking stringent measures against doping in sports by conducting in-competition and out-of-competition dope tests on sportspersons. To achieve a better outreach and to reach the masses, NADA is coordinating with the Central Board of Secondary School (CBSE) and School Games Federation of India both at National and Regional levels for programs regarding anti-doping measures. Keeping special focus on rural sports centres, various Anti-Doping awareness Symposia and workshop have been conducted in the Sports Authority of India (SAI) Training Centres (STC) in rural areas.

Also, a preliminary draft of the Bill to discourage sports fraud including match-fixing in relation to national and international sporting events has been prepared by Ministry of Law and Justice and the said Ministry has sought the inputs from the Ministry of Youth Affairs & Sports. A revised draft, based on the observations of the Department of Sports has been sent to the Law Ministry.