

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

UNSTARRED QUESTION NO:3650
ANSWERED ON:11.08.2015
Promotion of Sports by Private Sector
Ninama Shri Manshankar

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

- (a) whether the Government has given impetus to the private sector for the development and management of various sports in the country;
- (b) if so, the details thereof;
- (c) whether the Government is providing some sort of assistance to the private sector for promoting sports; and
- (d) if so, the details thereof?

ANSWER

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE)
FOR YOUTH AFFAIRS AND SPORTS
(SHRI SARBANANDA SONOWAL)

(a) & (b): The Government instituted National Sports Development Fund (NSDF) in 1998 with a view to mobilizing resources from the Government as well as non-governmental sources, including the private/corporate sector and non-resident Indians. The Ministry received contributions from Board of Control for Cricket in India (BCCI), Steel Authority of India Limited (SAIL), Oil & Natural Gas Commission (ONGC), Jindal Steel & Power Ltd, Oriental Bank of Commerce, Videocon International Ltd, Powergrid Corporation of India, State Bank of India, Jaypee Sports International Limited, India Infrastructure Finance Company Limited (IIFCL) etc.

Training to promote rural sports, nationally recognized sports, paralympic sports and Olympic sports have been included in the schedule VII of the Companies Act, 2013, which would allow companies to spend on development of sports from the funds earmarked for Corporate Social Responsibility (CSR) related activities. Inclusion of sports in the CSR activities will give a boost to the promotion and development of sports in the country and the much needed funds from companies, both in public and private sector, will flow to the sports sector.

Further, the Ministry confers Rashtriya Khel Protsahan Puruskar on the corporate entities in recognition and appreciation of their contributions towards development of sports in the country.

Corporate Sector, both public and private, is involved in a big manner in promotion and development of sports in the country. Corporate houses are associated with the Leagues for various Sports such as Indian Premier league (IPL) for Cricket, Hockey India League for Hockey, Indian Super League for Football, Indian Football League and Pro-Kabaddi League.

Corporate Houses are also involved in giving financial support directly to sportspersons and sports academies.

Public Sector Undertakings such as Oil & Natural Gas Commission, Indian Oil Corporation, Steel Authority of India Limited, Air India and many other PSUs have set up Sports Promotion Boards and are giving financial support as well as employment to sportspersons.

(c) & (d): In order to encourage corporate entities, both public and private and individuals, for contributing to NSDF, 100% exemption from income tax is available on all contributions to National Sports Development fund (NSDF). Contributors to NSDF are free to assign the funds for specific purposes.
