

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

UNSTARRED QUESTION NO:5554  
ANSWERED ON:28.04.2015  
INVESTMENT IN SPORTS  
Ahlawat Smt. Santosh

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

- (a) the details of investment made by the private sector in the field of sports during each of the last three years and the current year, sector-wise;
- (b) whether regular business concerns have been floating subsidiaries to enter in the field of sports to form teams in various games and sports;
- (c) if so, the details thereof and the amount invested therein along with the profit made by them during the said period;
- (d) whether their entry has promoted sports and games in the country or it has promoted very undesirable trends in both sports and business; and
- (e) if so, the details thereof?

**Answer**

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

- (a) The Ministry of Youth Affairs & Sports does not maintain details of the investment made by the private sector in the field of sports as part of their corporate social responsibility or otherwise. However, as regards investment made by the private sector during last three years, Jaypee Sports International Limited has contributed Rs.10.00 crores each in 2012-2013 and 2013-14 to the National Sports Development Fund, instituted by the Government in 1998, to mobilize resources from the Government as well as from non-governmental sources, including private / corporate sector and for promotion and development of sports and games in the country.
- (b)&(c) The Ministry of Youth Affairs & Sports does not maintain data about the regular business concerns floating subsidiaries to enter the field of sports to form teams in various games and sports. However, it is true that the corporate sector, both public and private, is involved 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 Sports League for Football, Pro Kabaddi League for Kabaddi, etc.
- (d)&(e) Involvement of corporate sector in the sports will give a boost to the promotion and development of sports in the country as much needed funds will flow in the sports sector. Any undesirable trends, if any, emerging from involvement of corporate sector, can be dealt with in accordance with the relevant Acts and provisions.