

**GOVERNMENT OF INDIA  
MINISTRY OF YOUTH AFFAIRS & SPORTS  
(DEPARTMENT OF SPORTS)  
RAJYA SABHA  
STARRED QUESTION NO. 123  
ANSWERED ON 28/07/2022**

**ADOPTION OF SPORTS BY CORPORATES**

123. Shri Niranjan Bishi:

Will the Minister of Youth Affairs and Sports be pleased to state:

- (a) the details of initiatives being taken to incentivize corporate sector to adopt specific sports and training and centres;
- (b) the details of steps being undertaken to attract corporates to donate for the National Sports Development Fund under their Corporate Social Responsibility (CSR) funding; and
- (c) the details of the measures being taken to promote the Aatmanirbhar Bharat policy in the country's sports goods manufacturing?

**ANSWER**

THE MINISTER OF YOUTH AFFAIRS AND SPORTS

(SHRI ANURAG SINGH THAKUR)

(a) to (c): A Statement is laid on the table of the House.

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STATEMENT REFERED TO IN REPLY TO PARTS (a) TO (c) OF THE RAJYA SABHA  
STARRED QUESTION NO. 123 TO BE ANSWERED ON 28.07.2022 ASKED BY SHRI  
NIRANJAN BISHI REGARDING ADOPTION OF SPORTS BY CORPORATES

(a) & (b): A number of initiatives have been taken by the Government to incentivize the Corporate sector to adopt specific sports and training centres. Under the National Sports Development Fund (NSDF), Government has been regularly interacting with the Corporate and Public Sector Undertakings requesting them to contribute to the NSDF and become active partners for promotion of sports in the country.

The PSUs or Private companies release CSR contribution / donation for the activities as per their own policies / priorities. Further, entities like Coal India Ltd., India Infrastructure Finance Company Limited (IIFCL), Spice Jet, DCM Shriram are represented on the Council of NSDF.

Further, detailed instructions have been issued by the Ministry of Corporate Affairs regarding CSR funding, and Sports is included in the Schedule VII of the Companies Act, 2013. Item (vii) of the Schedule provides for "training to promote rural sports, nationally recognised sports, Paralympic sports and Olympic sports."

The NSDF guidelines prescribe that the Fund shall accept contributions from statutory bodies created under the Acts of Parliament or of the State Legislatures, the United Nations and its associated bodies, other International Organizations, private and public corporate sectors, trusts, societies and individuals provided that the decision of the Council in case of acceptance or otherwise of money from an individual or an organization shall be final. All contributions to the NSDF have 100% tax exemption as per sub-section(2) (iii) the of Clause (a) of the Section 80 G of the Income Tax Act.

Under the CSR initiative, the following organizations have entered into the agreement with Sports Authority of India (SAI), an autonomous organisation under the Ministry of Youth Affairs & Sports:

- Glenmark Aquatic Foundation (GAF), Trivandrum for Swimming (November, 2021)
- Glenmark Aquatic Foundation (GAF), Dr. SPMSPC, New Delhi (April, 2021)
- Olympic Gold Quest (OGQ), I G Stadium, New Delhi for Cycling (November, 2021)
- Inspire Institute of Sports (IIS), Hisar for Athletics, Boxing & Wrestling (in June, 2021)
- Simply Sports Foundation (SSF), Bangalore for Sports Science Programme and support in design of athletes kitchen and fitness ecosystem. (February, 2022)

(c): To promote the Aatmanirbhar Bharat policy in the country's sports goods manufacturing, all the procurements undertaken by SAI, are in line with order issued for Public Procurement (Preference to Make in India) by Department of Promotion of Industry and Internal Trade (DPIIT), M/o Commerce and Industry, GoI.

Also, the Ministry of Micro, Small & Medium Enterprises (MSME) and the Start-Ups as recognized by DPIIT, who are manufacturer of Goods, are being given exemption from submission of the Earnest Money Deposit, Prior Work Experience and Annual Turnover Criteria.

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