

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS AND SPORTS
(DEPARTMENT OF SPORTS)
RAJYA SABHA
UNSTARRED QUESTION NO. - 2396
ANSWERED ON 20/03/2025

CORPORATE CONTRIBUTION IN DEVELOPMENT AND PROMOTION OF SPORTS

2396. DR. K. LAXMAN:

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

- (a) the manner in which the Ministry plans to engage Public Sector Undertakings (PSUs) in meeting State-level sport's needs; and
- (b) the measures that will be adopted to evaluate the influence of corporate contributions on India's ambition to rank among the top five global sports performers by 2047?

ANSWER

THE MINISTER OF YOUTH AFFAIRS AND SPORTS

(DR. MANSUKH MANDAVIYA)

(a): 'Sports' being a State subject, the responsibility to promote and develop sports in the country rests primarily with the respective State/Union Territory Governments. The Central Government only supplements their efforts by running various sports promotional schemes across the country including National Sports Development Fund (NSDF), Target Olympic Podium Scheme (TOPS) and Khelo India Scheme. The Government has been regularly interacting with the PSUs and Corporates, requesting them to contribute to the NSDF and become active partners for the promotion of sports among youth. These contributions are aimed at fostering sports at various levels, including rural sports, nationally recognized sports, Paralympic sports and Olympic sports. As a result, many corporate organizations have come forward to join hands with NSDF by providing financial support for sports development in the country through CSR funding.

(b): Since the CSR funds received are given as support / assistance to sportspersons/ foundations/ academies etc. and for development of sports infrastructure, there are no specific performance indicators or matrix to assess its impact on India's ambition to rank among the top five global sports performers by 2047.
