

**GOVERNMENT OF INDIA  
MINISTRY OF YOUTH AFFAIRS & SPORTS  
(DEPARTMENT OF SPORTS)**

**LOK SABHA  
UNSTARRED QUESTION NO. 264  
TO BE ANSWERED ON 05.12.2023**

**Corporate Funds for Promotion of Sports**

**264. SHRI RITESH PANDEY:**

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

**(a) whether the Government has taken note of the low share of corporate funds being devoted to the promotion of sports in comparison to the overall Corporate Social Responsibility (CSR) spending and if so, the details thereof;**

**(b) the measures being taken by the Government to increase private sector contributions to the National Sports Development Fund through CSR initiatives;**

**(c) whether the Government plans to implement schemes like 'Adopt a Stadium' on the lines of 'Adopt a Heritage' to boost funding through Public-Private Partnerships; and**

**(d) if so, the details thereof and if not, the reasons therefor?**

**ANSWER**

**THE MINISTER OF YOUTH AFFAIRS AND SPORTS  
(SHRI ANURAG SINGH THAKUR)**

**(a) & (b): The share of corporate funds being devoted to the promotion of sports as a part of their Corporate Social Responsibility (CSR) spending has been steadily increasing in the recent years. 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) of the Ministry of Youth Affairs & Sports (MYAS), the 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. As a result, many corporate organisations have come forward to join hands with NSDF by providing financial support for sports development in the country through CSR funding. Some of such prominent organizations are: National Thermal Power Corporation Limited (NTPC) - Rs. 115 crore for a period of 5 years; Rural Electrification Corporation Limited (REC) – Rs. 100 crore for a period of 3 years; Coal India Ltd. (CIL) - Rs. 75 crore; India Infrastructure Finance Company Ltd. (IIFCL) – Rs. 30 crore; Indian Oil Corporation Limited (IOCL)- Rs. 7 crore; General Insurance Corporation of India (GIC) - Rs. 3.85 crore; Bharat Dynamic Limited (BDL) – Rs. 2.25 crore etc.**

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

**Detailed instructions have been issued by the Ministry of Corporate Affairs regarding CSR funding, and Sports is included in Schedule VII of the Companies Act, 2013. Item (vii) of the Schedule provides for "training to promote rural sports, nationally recognized 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) of the Clause (a) of the Section 80G of the Income Tax Act.**

**Further, a CSR Conclave was organized in September, 2023 by the Department of Public Enterprise. 40 PSUs and 4 Ministries were invited to participate. During the conclave, the authorities of MYAS-NSDF presented NSDF's journey and success stories since its inception and appealed to all the PSUs and Corporates for CSR contribution to NSDF for the development of Sports in the country.**

**(c) & (d): 'Sports' being a State subject, the responsibility for formulation and implementation of schemes 'Adopt a Stadium' on the lines of 'Adopt a Heritage' to boost funding through Public-Private Partnerships, rests primarily with the State Governments as most of the existing sports infrastructure fall within their respective jurisdictions.**

**However, under the CSR initiative of this Ministry, the following private organizations have entered into the agreement with the Sports Authority of India (SAI), an autonomous organisation under the MYAS for the purposes of providing training in specific sports:- Glenmark Aquatic Foundation (GAF), Trivandrum for Swimming; Dr. SPMSPC, New Delhi; Olympic Gold Quest (OGQ), I G Stadium, New Delhi for Cycling; Inspire Institute of Sports (IIS), Hisar for Athletics, Boxing & Wrestling; Simply Sports Foundation (SSF), Bangalore for Sports Science Programme and support in design of athletes' kitchen and fitness ecosystem.**

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