

**Government of India  
Ministry of Youth Affairs & Sports  
Department of Sports**

**LOK SABHA  
UNSTARRED QUESTION NO. 314  
TO BE ANSWERED ON 05.12.2023**

**Brand Ambassador**

**314. SHRI MOHANBHAI KALYANJI KUNDARIYA:**

**SHRI DIPSINH SHANKARSINH RATHOD:**

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

**(a) whether by considering the significant accomplishments of Indian para athletes in the Asian Para Games, the Government is contemplating the appointment of these athletes as brand ambassadors to offer them wider recognition and serve as inspiration for others;**

**(b) if so, the details thereof; and**

**(c) if not, the reasons therefor?**

**ANSWER**

**THE MINISTER OF YOUTH AFFAIRS AND SPORTS  
[SHRI ANURAG SINGH THAKUR]**

**(a) to (c) There is no such proposal under consideration in the Ministry. However, Government acknowledges the achievements of the Indian para athletes who have won medals in the Asian Para Games and has felicitated the athletes and honoured them by giving cash awards under the 'Scheme of Cash Awards to Medal Winners in International Sports events and their Coaches'.**

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