



भारतीय खेल प्राधिकरण  
SPORTS AUTHORITY OF INDIA  
भारत सरकार / GOVERNMENT OF INDIA  
खेल विभाग / DEPARTMENT OF SPORTS  
(An Autonomous Body under Ministry of Youth Affairs and  
Sports)



(युवा कार्यक्रम और खेल मंत्रालय के तहत एक स्वायत्त निकाय)  
Policy Research and Innovation Division

SAI-Head Office Building  
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File No. 01-13004/2/2026-HO - Operation Division

Date: 24.06.2026

CIRCULAR

**Subject: Policy regarding Acceptance and Regulation of Third-Party / External Support by SAI Centres**

I am directed to convey the approval of the Competent Authority that, in order to ensure uniformity, transparency and adherence to Government financial and administrative norms in matters relating to acceptance of any third-party / external support by the Sports Authority of India (SAI), the following policy guidelines are hereby issued for strict compliance by all concerned with immediate effect:

2. The policy titled "SAI Policy on Acceptance and Regulation of Third-Party / External Support" shall be applicable to all SAI Centres, Regional Centres/Divisions and Academic Institutions of SAI.

3. This Policy shall apply to all forms of non-financial support, including sports equipment, sports science equipment, scientific/research support, training aids, infrastructure support, logistical assistance and any proposal involving display of third-party brands, logos, acknowledgements, publicity material, signage, naming rights or similar visibility arrangements.

4. Acceptance of any such support shall be subject to prior approval of the Competent Authority through the prescribed channel, as detailed below:

For SAI Centres and Academic Institutions:

**Centre In-Charge → Regional Centre → Operations Division, SAI Head Office → Sports Science Division (wherever applicable) → Operations Division, SAI Head Office → Director General, SAI.**

5. Operations Division, SAI Headquarters may obtain comments, observations or concurrence from any concerned Division(s) before submission of a proposal for approval of the Competent Authority, wherever considered necessary.

*S. Singh*

6. Prior to submission of any proposal for approval, the concerned Regional Centre/Institution shall undertake necessary due diligence of the supporting entity, including verification of its legal status, reputation, track record and any other aspect considered necessary to safeguard the interests and reputation of SAI and the Government of India.
7. All proposals for acceptance of third-party/external support shall clearly indicate the nature, scope and estimated value of support, duration, ownership of assets, branding or visibility implications, associated financial, legal or operational liabilities, maintenance responsibilities, and any recurring financial or operational obligations that may accrue to SAI.
8. Proposals involving foreign entities, foreign Governments, diplomatic missions, international organisations or multilateral agencies shall mandatorily require prior approval of the Ministry of Youth Affairs and Sports (MYAS). Further, any other proposal which, in the opinion of the Competent Authority or under extant Government instructions, warrants approval/concurrence of MYAS shall also be referred to MYAS on a case-to-case basis.
9. Any support accepted by SAI shall adhere to the principles of transparency, non-commercialisation, and absence of financial liability on SAI, with the welfare and development of athletes as the primary objective.
10. All accepted support shall be properly documented, and the assets so received shall be accounted for in accordance with the provisions of General Financial Rules (GFR) 2017 and other applicable Government guidelines. The Centre In-Charge/Stadia Administrator/Institution Head shall be responsible for: (a) Recording, accounting and Periodic physical verification of all assets received; (b) Reporting of loss, damage, obsolescence, or unserviceability, if any; and (c) Disposal of assets, wherever required, strictly in accordance with prescribed Government rules and procedures.
11. Operations Division, SAI Headquarters shall maintain a centralized database of all approved third-party/external support received across SAI Centres, and Academic Institutions
12. No branding, acknowledgement, or display of logos shall be permitted without prior approval of the Competent Authority. Any permitted acknowledgement shall not be construed as endorsement by SAI or Government of India.
14. Acceptance of support without prior approval, entering into unauthorised commitments, or engaging in any arrangement that may result in commercial promotion, advertising, or financial/legal liability for SAI shall not be permitted

*S. Anirudh*

under any circumstances. Any deviation from or violation of the above guidelines shall attract appropriate administrative action, as per extant Rules

Acceptance of support without prior approval of the competent authority, entry into unauthorised commitments, or participation in any arrangement that is likely to result in commercial promotion, advertising, endorsement, or any financial or legal liability upon SAI shall be strictly prohibited. Any deviation from, or violation of, these Guidelines shall invite appropriate administrative or disciplinary action in accordance with the applicable Rules and procedures in force.

*Shrinivas*  
*24/6/2026*  
**(Shrinivas Malekar)**

श्रीनिवास मालेकर / Shrinivas Malekar  
उप निदेशक / Deputy Director

भारतीय खेल प्राधिकरण / Sports Authority of India  
जवाहरलाल नेहरू स्टेडियम परिसर (पूर्वी द्वार)  
Jawaharlal Nehru Stadium Complex (East Gate)  
लोधी रोड, नई दिल्ली-3 / Lodhi Road, New Delhi-3

To:

1. All Regional Directors/ Heads of Divisions, SAI HO/ Academic Institutions of SAI

Copy to:

1. DD to DG, SAI
2. O/o Secretary SAI
3. O/o DDG (Operations), SAI HO
4. CSR Division, SAI HO
5. Office Copy
6. Master Folder

*Shrinivas*  
*24/6/2026*  
**(Shrinivas Malekar)**

**Deputy Director**

श्रीनिवास मालेकर / Shrinivas Malekar  
उप निदेशक / Deputy Director

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