



# #SportForChange ROUND TABLE

• Bengaluru Edition •

## Policy into Action:

### Translating Vision into Impact Through Sport

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## Report



## Setting the Context: Policy into Action

The Sport for Change Roundtable series has been shaped as a journey - each conversation building on the last. Delhi opened the dialogue by locating sport firmly within the CSR policy landscape. Bengaluru, the second in the series, shifted the focus to what comes next: **turning policy into action**. The upcoming Mumbai roundtable will complete the arc by examining how action can translate into **measurable impact, with compliance** at its core.

Hosted on 11 December at the Bangalore International Centre, the Bengaluru roundtable brought together leaders from corporates, civil society, academia and the sports ecosystem. The central question guiding the discussion was straightforward yet urgent: *how do we move sport from policy intent into program that deliver real, scalable outcomes on the ground?*



## Moving Beyond Policy Recognition

Participants agreed that sport is increasingly visible in policy conversations - but execution remains the real challenge. Too often, sport continues to be seen through a narrow lens, limited to medals, elite performance or short-term initiatives. The Bengaluru discussion pushed for a broader view - positioning sport as a horizontal enabler that strengthens education, health, gender equity and community well-being.



Recent policy developments, including the National Education Policy 2020 and the evolving National Sports Bill, were referenced as important signals that sport's developmental role is gaining recognition. While policy itself was not the primary agenda in Bengaluru, these frameworks were seen as shaping CSR thinking. What remains critical is creating clear, practical pathways that allow institutions and communities to act on this vision.

## CSR: Bridging Policy and Action

CSR emerged as the most effective bridge between policy ambition and on-ground delivery. While CSR funding for sport has grown since its inclusion under Schedule VII, it continues to account for a small share of overall CSR spend.

Participants noted that this gap is driven less by lack of intent and more by the need for confidence and clarity. Corporates are looking for credible models, strong evidence and a clearer understanding of how sports-based program can deliver sustained value. Strengthening this bridge means reducing uncertainty - making it easier to move from interest to long-term investment.



A strong emphasis was placed on investing in research. Both longitudinal studies and shorter outcome-focused assessments were seen as essential - not only to demonstrate impact, but also to design better program and guide smarter CSR decisions.



## Integrating Sport with Education and Health

Discussions in Bengaluru placed particular emphasis on education systems as a key entry point for sports-led development. Participants explored how structured sports program, when embedded into the core of school life, can improve learning outcomes, strengthen physical and mental health and support social and emotional development.

Corporate leaders highlighted the importance of **multi-year partnerships**, supported by data and evidence. Research that clearly links sport to fitness indicators, learning outcomes and health metrics was seen as a key factor in helping program move beyond pilots and into sustained CSR commitments.



## Collaboration, Coalitions and Scale

A key insight from the roundtable was the opportunity to engage **mid-sized and smaller companies** more meaningfully in sports CSR. Collective and coalition-based approaches were discussed as practical mechanisms to pool resources, manage compliance, and unlock scale – particularly for grassroots and community-level interventions.

Participants also highlighted the role of **traditional and indigenous sports** in driving participation and cultural relevance. Integrating these formats into CSR and education programs was seen as a powerful way to align national policy goals with local contexts, while encouraging long-term engagement.



## Sustainability and Ecosystem Strength

Sustainability was discussed beyond program timelines. Participants reflected on whether sports interventions are genuinely strengthening the ecosystem - by building local capacity, fostering community ownership and reinforcing the social fabric over time.

Building NGO capacity emerged as a critical priority. This includes strengthening coaching capabilities, adopting gender-sensitive approaches, investing in community engagement and articulating outcomes clearly. Long-term partnerships - across corporates, NGOs, academic institutions and government stakeholders - were seen as essential to ensuring that sports-led interventions are not only implemented, but sustained and scaled.



## The Road Ahead: From Action to Impact

The Bengaluru roundtable marked the completion of the Policy into Action phase of the three-city dialogue. Insights from Delhi (Sport in CSR Policy), Bengaluru (Policy into Action) and the upcoming Mumbai roundtable (Action into Impact with Compliance) will together inform a consolidated national guidance framework for sports-led CSR.

Taken together, the conversations in Delhi and Bengaluru point to a growing coalition - one that recognises sport not just as a policy priority, but as a practical and scalable pathway to delivering meaningful impact across education, health and community development.





“ True impact emerges when sport strengthens ecosystems, creating lasting capacity, trust and continuity. ”

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