



ASSESSMENT & AUDIT OF SOCIAL & RECREATIONAL CLUBS

Maximize Potential | Minimum Risk

SUPPORTED BY



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UNVEILING SPORTS ASSESSMENT AND AUDIT BOARD

About CSRI

WHO WE ARE

The Sports Assessment and Audit Board (SAAB) emerges as a pivotal initiative within the realm of sports management, aiming to elevate the standards and credibility of sporting organizations worldwide. At its core, SAAB is dedicated to enhancing the image and reputation of its clients through meticulous processes of assessment and audit. By implementing standardised methodologies, SAAB endeavors to not only attract a wider audience but also to foster confidence and trust among stakeholders.

In this exposition, we delve into the foundational principles, methodologies, and the overarching impact of SAAB within the sports industry, shedding light on its pivotal role in shaping a more transparent, safe, accountable, and prosperous future for sports organizations worldwide. CSRI is an industry organisation managed by experts having more than 25 years of experience in training, assessment and audit of individual skills to institutions.

WHAT WE DO!

- ✓ 1. SAAB will offer an opportunity to bring social and recreational clubs to the best global standards.
- ✓ 2. An exercise which has not been conducted before and will be a huge boost for the stakeholders.
- ✓ 3. The audit will be conducted on the basis of star rating with the best outlets receiving a five star rating.



Purpose of Audit and Assessment of Social and Recreational Clubs/Institutions:

Highlighting grades and ratings serves to establish credibility through visual confirmation. This is demonstrated following by audits and assessments of sports infrastructures and personnel within social and recreational clubs. By conducting evaluations and audits based on uniform standards, a positive image is cultivated, ultimately leading to the enhancement of market share.

Why Assess Clubs:

Despite the abundance of social and recreational clubs in India offering sports facilities, there lacks a systematic evaluation and grading system. Consequently, minor deficiencies often tarnish the overall perception. The quality and accessibility of sporting infrastructure are pivotal in setting clubs apart and attracting athletes and users. To date, there hasn't been a standardized platform to gauge the ground-level status of these social and recreational clubs. Globally, such assessments are commonly conducted by industry associations or private entities. Hence, the Sports Assessment and Audit Board (SAAB), an initiative of the Confederation of Sports and Recreation Industry (CSRI), has introduced a pioneering certified audit system, utilizing a star rating scale from 1 to 5. This system not only assesses social and recreational clubs but also incorporates safety and hygiene parameters, ensuring a comprehensive sports ecosystem.

In addition to others, Star rating and certification also include safety and hygiene parameters to ensure a holistic sports ecosystem.



Process of Assessment & Audit

Questionnaire to be filled by the participating Social and Recreational Clubs/Institutions or the nominee of CSRI. Photographs and necessary supplementary documentation to be submitted.

Who all are eligible:

- i) Social and Recreational Institutions based in India
- ii) Clubs offering sports and fitness activities
- iii) Hotels offering sports and recreational facilities.

Star Rating criteria

- ✓ What facilities are available
- ✓ Quality of facilities
- ✓ Safety measures in and around the facilities
- ✓ Location of the Social and Recreational Clubs/Institutions
- ✓ Cleanliness and hygiene measures
- ✓ Qualification of Instructors and Coaches
- ✓ Compliances from authorities
- ✓ Certification from regulatory bodies



Benefits and Objectives

- ✓ Excellent brand building exercise which improves reputation and branding
- ✓ Helps in bringing all the stakeholders on a common standard, thereby easy to understand by the clients
- ✓ Driving more membership and earning higher revenues
- ✓ Motivation to earn a higher star rating by carrying out improvements on the basis of the audit.
- ✓ A better understanding of social and recreational clubs about their existing assets. What they have and what more they need. Also will enable a proper assessment of how and where money can be utilised for improvement.
- ✓ Attracting more customers on the basis of a higher star rating
- ✓ Bringing social and recreational clubs/institutions up to international standards
- ✓ Attracting the best coaches and trainers on the basis of star rating
- ✓ Facilitate significant and sensible information
- ✓ Applicable and suitable solutions to business problems

Participant Fees

For individual Social and Recreational Clubs/Institutions (size) for two Years:

Less than 25,000 square feet	Rs. 25,000/- (+Taxes, if applicable)
Between 25,000-50,000 square feet	Rs. 40,000/- (+Taxes, if applicable)
More than 50,000 square feet	Rs. 50,000/- (+Taxes, if applicable)

For chains and Affiliated Complex/Institutions:

2-5 outlets	20% discount
6-10 outlets	30% discount
More than 10 outlets	40% discount

Re-Evaluation Fees

If within 6 months to a year, any Social and Recreational Clubs / Institutions wants a re-evaluation of their rating due to improvement or upgradation, it will be done upon submission of 50% of the original fees.

Rating criteria:

- What facilities are available
- Quality of facilities
- Safety measures in and around the facilities
- Location of the Clubs/Institutions
- Cleanliness and hygiene measures
- Qualification of Instructors and Coaches
- Compliances from authorities
- Certification from regulatory bodies

Star Ratings

Less than 3 star
3 Star
4 Star
5 Star





"There was a time when audit was seen with suspicion and fear. But today mindset has changed. Today audit is considered an important part of value addition."

Narendra Modi
Prime Minister of India



"An audit will aim to allow consumers the ability to make an informed choice/decision pertaining to the facility they want to use by aiming to improve their hygiene and standards"

Quality Council of India



India has taken several steps forward towards becoming a fit and healthy nation. This has resulted in more and more people taking up memberships of clubs especially those with sports facilities. Moreover they also enroll their children into these clubs so that they can inculcate a healthy lifestyle from a young age. It is therefore imperative that a robust audit system is in place for Social and Recreational Clubs offering sports facilities. This will not just serve as a source of encouragement for external customers but also help in boosting revenues and market share.

Sudhir Setia
Executive Director, Skills and Development, SAAB



"Social and recreational clubs provide a prominent platform for people of all age groups to engage in fitness activities. The quality of sports infrastructure is crucial in assessing the caliber of these clubs. Third-party certification through a thorough audit and assessment serves as a key USP for expanding club membership. Conducting this audit will not only enhance sports facilities but also improve revenues and market share. CSRI is pleased to collaborate with SAAB in this important endeavor."

Rajpal Singh
Director-General, CSRI



ABOUT CSRI AND SAAB

CSRI is the only Apex Industry Association and business entity in India, which deals in sports and also connects the complete eco-system of the sports Sector i.e. Sports, Physical Education, Fitness and Leisure.

SAAB is an independent initiative of CSRI, supported by AICPE (All India Council for Physical Education) & Society for International Development (Rome, Delhi Chapter). SAAB focusses on certification of facilities and services through assessments and audits. Certification and star rating leads to improvement of the image and reputation to attract more customers and build confidence. It also ensures the quality, safety and reliability of products and services in accordance with prevalent international standards (IS).



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