



# ASSESSMENT & AUDIT OF SPORTS COMPLEXES & STADIA

Maximize Potential | Minimum Risk

SUPPORTED BY



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### About SAAB

## WHO WE ARE

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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 standardized 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 organisations worldwide. CSRI is an industry organization managed by experts having more than 25 years of experience in training, assessment and audit of individual skills to institutions.

## WHAT WE DO!

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- ✓ CSRI with its independent initiative offers an opportunity to bring Sports Complexes & Stadia to the best global standards
- ✓ An initiative which has not been done before and is a huge boost for the stakeholders like the Proprietors and customers of the facilities
- ✓ Audit conducted on the basis of a star rating with the best facility receiving a five star rating certificate and display collateral





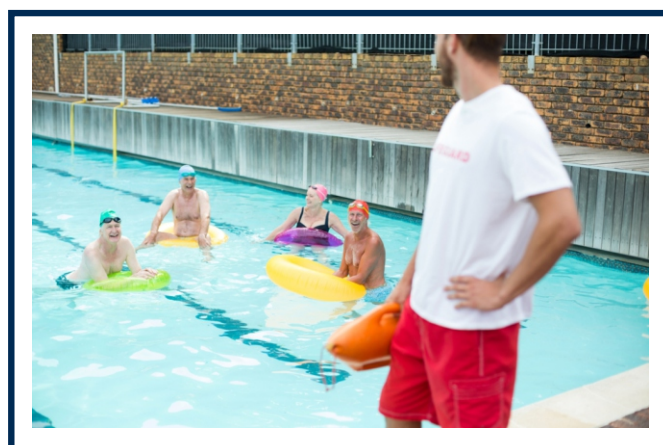
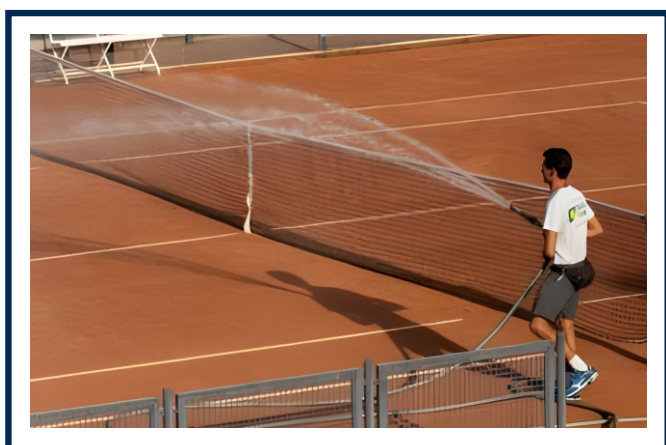
## **Purpose of Audit and Assessment of** **SPORT COMPLEXES & STADIA**

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 sports complexes and stadia. By conducting evaluations and audits based on uniform standards, a positive image is cultivated, ultimately leading to the enhancement of market share.

# Why Assess Sports Complexes

Despite the abundance of sports complexes in India, 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 complexes apart and attracting athletes and users. To date, there hasn't been a standardized platform to gauge the ground-level status of these complexes. 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 sports complexes 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 Sports Complex or the nominee of CSRI. Photographs and necessary supplementary documentation to be enclosed.

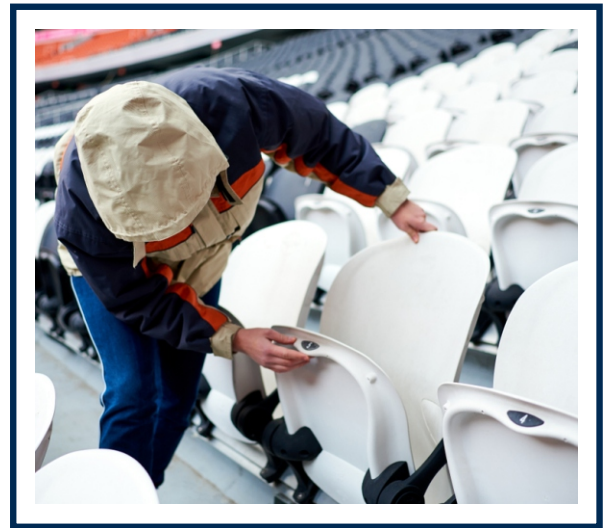
### Star Ratings

Less than 3 star  
3 Star  
4 Star  
5 Star



# Star Rating criteria

- ✓ Availability of facilities
- ✓ Quality of facilities
- ✓ Safety measures in and around the facilities
- ✓ Location of the Complex
- ✓ Cleanliness and hygiene measures
- ✓ Qualification of Instructors and Coaches
- ✓ Compliance with authorities
- ✓ Certification from regulatory bodies



## Benefits and Objectives

- ✓ Improving the reputation and branding of Sports Complexes.
- ✓ Achieving a higher star rating to enhance the overall image.
- ✓ Attract and motivate citizens to use sports infrastructure.
- ✓ Motivating entities to strive for a higher star rating by implementing improvements based on audit findings.
- ✓ Attracting more users and athletes to the sports complex through a higher star rating.
- ✓ Increased usage leads to greater opportunities for elite player development.
- ✓ Providing Sports Complexes with a comprehensive understanding of their current assets and identifying areas for improvement, facilitating effective allocation of resources
- ✓ A knowledge-building exercise for Sports Complexes.
- ✓ Connecting various stakeholders of the Sports industry
- ✓ Attracting top coaches and instructors based on higher ratings.

# Participant Fees

## For individual Sports Complexes and Stadia (size).

Valid for two (2) Years:

Single sports facility	Rs. 15,000/- (+Taxes, if applicable)
Multiple sports facility	Rs. 10,000/- per facility (+Taxes, if applicable)
Stadium with sports facilities (area up to 5 acres)	Rs. 50,000/- (+Taxes, if applicable)
Stadium with sports facilities (an area more than 5 acres)	Rs. 75,000/- (+Taxes, if applicable)

## For chains and Affiliated Complex/Institutions:

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

# Re-Evaluation Fees

If a Sports Complex requests a re-evaluation of its rating within 6 months to a year due to improvements or upgrades, it will be conducted upon submission of 50% of the original fees.

# Who all are eligible

- Sports Complexes and Stadia owned by central government
- Sports Complexes and Stadia owned by State governments
- Sports Complexes and Stadia owned by public sector organizations
- Sports Complexes and Stadia owned by private sector organizations
- Sports Complexes and Stadia run/owned by education or social organizations



*"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**



*"A robust audit system is the need of the hour for Sports Complexes & Stadia in addition to other sports infrastructure. India has no shortage of sports enthusiasts, however what is lacking is a comprehensive audit system. Conducting this audit will no doubt increase the confidence of users as well as enable the institutions to boost their market share."*

**Sudhir Setia**  
**Executive Director, Skills and Development, SAAB**



*"CSRI is pleased to collaborate with SAAB in crafting an innovative assessment & audit system for sports infrastructure & facilities. This undertaking is poised to create a ripple effect, bolstering trust and confidence amongst the vast Indian population who play sport as well as other stakeholders. It is CSRI & SAAB's endeavour to create a world-class rating system for Sports Complexes and Stadia. This approach will align with Prime Minister Narendra Modi's vision of the country as a sporting superpower."*

**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 focuses 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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