



SCENARIO OF SPORTS GOOD INDUSTRIES IN INDIA

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ABSTRACT

Sports good manufacturing industry in India is nearly a century old and has flourished, driven by a skilled workforce. It is one of the most dynamic and most widespread elements of the contemporary global economy generating billion of dollars and garnering more attention from the world's diverse people than any other social activity. And now the economic diversified created threatening glooms and doom in this large emerging industry. The small number of independent retailers will gradually reduce and their market share will be taken over by the hypermarkets and large retail chains. Positive factors such as rising personal income have been offset by change in consumer preferences. However, both industries misjudged consumer tastes and were left with product they could not sell. Industry expert suggest that Indian manufactures can increase this only by technology upgradation regular innovations is product design and faster from production of traditional sports goods.

Keywords : Sports good manufacturing industry , economic diversified , hypermarkets and large retail chains..

INTRODUCTION

The Sports **goods industry** was **supported** by Sardar Bahadur, Sardar Ganda Singh Oberoi in the year 1883 at Sialkot and Sports Equipment became the first Indian Industrial Product to be exported in 1885.. Indian sports products are at the peak of growth and are emerging as an important supplier of quality of sports goods to the global market. There is a huge demand in some developed nation of the world about Indian sports goods and they are exported to more than 100 countries in the world. India's entry into the global market, rising disposable incomes, and changing outlook towards fitness is fuelling the increase in demand for sports-related goods and services. The first decade of the 21st century has been something of a golden age in global sports. The Olympic games staged in Beijing and the world cup slated for South Africa herald the increasing globalization of the sports industry. Sport has become a major economic sector across the world. The center of cricket gravity has moved from great Britain, Australia and the west Indies to the Indian subcontinent. All kind of sports events from golf and tennis tournaments are staged not only in the old market of Europe and North



America but also in the rising economies of Africa, Asia and Latin America. The sporting industry produces equipment for golf, cricket, tennis, physical fitness, gymnastics, archery, bowling, billiards etc.

Total sports goods exports for 2017-18 stood at US\$ 232.80 million, as compared to US\$ 224.83 million during the previous year. Major exported things were expansive balls and accessories, nets, general exercise instrumentality, boxing equipments, toys and games, protecting instrumentality, sporting goods, sportswear, carrom boards and hammock. Global events held across the world exports sport products from India. The world look towards India as the leading international sourcing destination for expansive balls and different sports products for international brands like Mitre, Lotto, Umbro and Wilson.

SIGNIFICANCE

India's amicable economic climate, a rise in disposable incomes, and changing outlook towards fitness are powering the rise in demand for sports-related goods and services. India is a labour-intensive economy and this is exactly what provides innumerable opportunities for sports equipment manufacturing firms looking to set up in the country.. Marketing and distribution strategies vary widely between the types of products produced and the sports and activities for which these products are made. The sport good industry in India is largely concentrated in the cottage and small scale sectors. This has been an impediment to growth of the industry, mainly because of lack of necessary infrastructure, technology, marketing strategies and continual gradation. Investment in the sector have also, quite obviously, been on the downside. While the Indian sports business has a big consideration over the years, a shift in manufacturing trends, away from traditional products to more value added products would help the domestic industry sustain global challenges. Technology, as well as appropriate government initiatives, results in effective production techniques, would be the conditions for this extremely evolving business. For over a century, the industry's focus was on traditional products, primarily sport equipment used by athletes competing individually or as a part of team. Today, products that graces the industry's repertoire range from high tech protective equipment to shoes made from esoteric compounds that are worry for casual wear

SPORTS GOODS AND EQUIPMENT MANUFACTURING IN INDIA

Almost sixty % of all equipment factory-made in Asian nation sector measure exported, particularly to international retail brands, like Mitre, Lotto, Umbro, and Wilson. Due to manual manufacturing processes, the Indian sports goods industry can be considered to be the highly labour intensive and provides 28 employment to the weaker sections of society which employs the large number of women. Over 500, 000 people are employed in the sports retail and manufacturing sector alone, and potential for growth in employment and revenue for firms in this sector is rising The sports goods industry in India is concentrated in select geographical locations all over the country. The major manufacturing clusters are in and around Jalandhar, Meerut, Delhi (including Gurgaon), Mumbai, Kolkata and Chennai. However, India's sports goods industry is largely concentrated in Meerut and Jalandhar where the production system is highly fragmented in tiny units using almost handicraft type of production.. The federal 'Make in India' theme conjointly greatly advantages producing firms, providing various tax and location-based incentives.

Indian sporting goods are internationally accredited and respected. For example, the towels used for the Wimbledon or footballs used at various international tournaments – such as the Singapore Cup and the South Asian Football Federation Championship –are sourced from Asian nation, pointing to global market prospects for this subsector. The Sports product business is split into numerous producing clusters.

MANUFACTURING CLUSTER OF JALANDHAR:

This cluster is named a transplanted cluster, as a serious section of this cluster that was originally a part of Sialkot, Asian nation moved to Jalandhar on India's partition.

Jalandhar is an important supplier of quality sports goods to more than 130 countries including some of the most developed nations of the world. The Jalandhar based industry is rapidly embracing new technology and adapting its products to keep up with the changing global trends so as to emerge as the most important centre for the manufacture of sports goods.

Skilled employees engaged during this trade area unit the foremost vital elements components within the production and area unit settled in camps adjacent to the producing unit. According to the report of Sports Goods Manufacturers and Exporters Association (SGEMA), total number of persons working in the industry is about 1, 70,000.

MANUFACTURING CLUSTER OF MEERUT:

There are about 1250 registered and 2000 unregistered massive and little sports product producing units providing direct and indirect employment to close to seventy thousand persons within the Meerut District of Uttar Pradesh. Supporting organizations have also grown to supply adequate quantity of raw materials to the sports goods industry and to provide training to the workers during the last few years. At the same time many schemes are operational for the development of the cluster. If given the proper business chance to the sports product makers, this cluster will flourish.

The production is low because the units are not mechanized as only 20% of them use machinery. Also latest technology isn't accessible that acts as a deterrent in respect of the competition from China, Pakistan, etc. About sixty percent total production is being exported to Australia, South Africa, England, America, West-Indies, New Sjaelland, Zimbabwe, East Pakistan etc., through middle men and also the remaining products are sold in the domestic market across India.

CRICKET BATS MANUFACTURING CLUSTER IN KASHMIR:

The history of sports goods, particularly cricket bat industry in Kashmir, goes back to pre-partition days when Sialkot (now in Pakistan) was the sports goods centre. With the partition of the Indian sub-continent, the skilled craftsmen of Sialkot shifted to Jalandhar, Meerut and the cleft makers of Kashmir turned toward these newly established centers.

The Department of Bio-Technology, Government of India, has sponsored a project for the cultivation and propagation of economically important willows as source of income for women living in rural areas of Kashmir. The training centre of women living in rural areas are being provided skill training at Halmulla and Anantnag for manufacturing quality cricket bats and the programme is monitored by Department of Botany (University of Kashmir)

NEW TECHNOLOGIES IN SPORT INDUSTRY

Technology has entirely revolutionized the way within which we are able to design apparel and equipment.. The increase in technology has provided a convenient chance to athletes to be able to elevate their talent. Teams currently have the power to look at and analyze videos of themselves in action, and can learn to improve technique and form. These technologies assist athletes and coaches in viewing the plays and motions of the sport. The same technology are often accustomed to watch how the opposing team plays, too.

One of the biggest improvements in sporting technology is smart helmets. With concussions damaging the game, something had to be done to protect athletes. New helmet technology offers inbuilt detector and magnet tech, which is able to detect and disperse force, thus decreasing the chances of head injury. In fact, the magnets themselves play a role in displacing the force of impact. When an impact occurs, the helmet communicates to the coach that the player has been hit. This way, the coaches can take action immediately in completing concussion diagnoses. Tech isn't just making sports better for the fans--it's looking out for the wellbeing of the players.

Sports equipment is evolving all the time. Each season brings new versions of the latest trend. This quick turnover creates a big supply of like-new secondhand sports equipment, as well as many players and parents who want to save money on updated equipment and clothes.. Again Sports buys gently used sports products and passes on the savings to our customers, who get great deals on like-new items .

EMERGING NEW SPORTS

For over 100 years, no new sports market segment of consequence emerged on the various scene. Team and outdoor recreational sports experienced gradual growth during that time and golf and tennis began growing rapidly, particularly in the 1960s, as a result of superstar appeal and television coverage. However, during the industry's "Golden Age" extreme sports emerged, providing a recreational outlet for million of young people, many of whom were unskilled when it comes to team sports or not good enough to be able to play on organized team.

CONCLUSION

The sports goods industry in India has witnessed phenomenal growth over the past five decades and now occupies a place of prominence in the Indian economy in terms of its massive potential for employment generation and export. The Indian sports goods market is ready for more production and trade today. Manufacturers should capitalize on this trend by understanding the needs of the Indian consumer. Industry experts suggests that Indian manufacturers can increase their product quality by technology upgradation, regular innovation in product design and faster skill from production of traditional sport goods.

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