

PHYSICAL EDUCATION AND BUSINESS OF SPORTS IN INDIA

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***Abstract:** Physical education, games and sports are gaining importance now a day's, however, these received only peripheral attention over successive Plans. India hosted the IX Asian Games in 1982 and thus sports as a subject of policy gained recognition. The preparation for and conduct of the Asian Games created the much needed awareness about the multidimensional character of sports and the need for evolving a holistic Sports Policy and creating institutions for its implementation. Thereafter a number of steps were taken in this direction. These included the creation of a separate Department of Sports under the Ministry of Human Resource Development, which was later expanded into a Department of Youth Affairs & Sports in 1985, and upgraded to a full-fledged Ministry in 2000. In 1984, the Sports Authority of India was created as an autonomous registered society under the Department of Sports. Steps were also initiated for developing a comprehensive National Sports Policy. This led to the adoption of the National Sports Policy, 1984 .Government of India also introduced National Sports Policy, 2001.The Policy also emphasized the need for making sports and physical education an integral part of the curriculum of educational institutions. Present paper purports to examine the status of physical education and sports goods in India and suggests the policy measures for developing sports eco system.*

INTRODUCTION

Physical education, games and sports are gaining importance now a day's, however, these received only peripheral attention over successive Plans. India hosted the IX Asian Games in 1982 and thus sports as a subject of policy gained recognition. The preparation for and conduct of the Asian Games created the much needed awareness

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about the multidimensional character of sports and the need for evolving a holistic Sports Policy and creating institutions for its implementation. Thereafter a number of steps were taken in this direction. These included the creation of a separate Department of Sports under the Ministry of Human Resource Development, which was later expanded into a Department of Youth Affairs & Sports in 1985, and upgraded to a full-fledged Ministry in 2000 (Planning Commission, 2012). In 1984, the Sports Authority of India was created as an autonomous registered society under the Department of Sports. Steps were also initiated for developing a comprehensive National Sports Policy, and a resolution in this regard was introduced in 1984. This led to the adoption of the National Sports Policy, 1984, as the first concerted move towards developing an organized and systematic framework for the development and promotion of sports in the country, Government of India also introduced National Sports Policy, 2001. The Policy, apart from, bringing out the need for establishing a network of sports infrastructure and facilities in the rural and urban areas, inter alia, also emphasized the need for making sports and physical education an integral part of the curriculum of educational institutions.

POLICY PERSPECTIVE

Since 'sports' is a state subject, the primary responsibility for promotion and development of sports is that of the States. However, the Central Government supplements the efforts of the States in the task of promotion and development of sports, both for creation and development of sports infrastructure and sports facilities in the states and nurturing and training of the identified talent. State Governments must be incentivized to invest in human resources, encourage sports talent and universalize access to sports facilities. Allocation for sports sector by the states is less than 0.50 percent of their State Plans. An analysis of budgetary allocation for Youth Affairs & Sports by State Governments reveals that there has been decline in budgetary allocation and expenditure for Youth Affairs & Sports in terms of percentages with reference to allocation for Education as well as overall Plan Outlay for States (KPMG, 2014). A similar situation prevails in respect of the allocations in the Central

Government. Budgetary allocations for Youth Affairs and Sports range from 1.68 to 2.17 percent of the budget of Education and 0.16 to 0.72 percent of total Plan Budget. The 12th Plan proposed a series of reforms in the Sports sector, which will build on a holistic approach to the development of sports and physical education. The focus of the approach will be universal access and mass participation through the school system and the decentralized Panchayati Raj system and promotion of sporting excellence. Promotion and development of sports calls for a comprehensive, multipronged strategy, supported by adequate budgetary allocation and a strong organizational structure with clearly defined roles for various stakeholders (Planning Commission, 2012).

The Scheme Panchayat Yuva Krida Aur Khel Abhiyan (PYKKA), introduced during XIth Plan, is the flagship scheme of the Ministry which aims at broad-basing sports and mass participation in sports in the country by way of creation and development of basic playing facilities in all village panchayats and block panchayats of the country in a phased manner over a period of 10 years during 11th and 12th Plan Periods and providing access to organized sports competitions at block, district, state and national levels. So far, 47,058 village panchayats and 1417 block panchayats have been covered during 11th Five Year Plan, which is only 20 percent of the total villages and block panchayats. There is need to accelerate the pace so as to cover all villages and block panchayats by the end of the 12th Five Year Plan. While basic playing facilities in rural areas are being created and developed under the Scheme of PYKKA, for urban areas the Government has introduced a central scheme titled 'Scheme of Assistance for the creation of Urban Sports Infrastructure' on pilot basis in 2010-11 with a view to addressing the entire 'sports ecosystem' holistically i.e., players' training and development, coaching and infrastructure. The Scheme envisages development of play fields by the State Governments through Play field Associations, coach development programme through Central and State Governments, setting up of players academies where Sports Authority of India centres will provide the nucleus of a hub and model for such academies catering to premier sports in each State. The Scheme will focus on promoting and supporting a mechanism at national and

state level to encourage, assist and preserve community play fields, incentivizing utilization of infrastructure already available in the State at all levels by filling up critical gaps, creating the need-based infrastructure and creating capacity building among coaches, including community coaches. State Governments, local civic bodies, schools, colleges, universities and sports control boards are eligible for assistance under this Scheme

The availability of well qualified coaches is a critical area for the promotion of sports excellence, and requires focused attention in the Indian context. There is need for producing quality coaches of international standards within the country and develop a holistic system for imparting coaching. The Ministry of Youth Affairs & Sports has already decided to de-merge National Institute of Sports (NIS), Patiala from Sports Authority of, India (SAI) for forming a new society for creating an institute for coaching of national importance. Prior to its amalgamation with the Sports Authority of, India in April, 1987, NIS National Institute of Sports, Patiala was functioning as the National Institute of Physical Education and Sports under the erstwhile Society for the National Institute for Physical Education and Sports (SNIPES) . The Scheme for Preparation of Indian Team for CWG 2010, has worked well as it has clearly defined roles and responsibilities, supported with adequate budget, for each agency/authority responsible for preparation of teams for participation in mega events viz., the Ministry, SAI, IOA, NSFs, athletes, coaches and support personnel. Under the Scheme the core probable were identified and thereafter a focused training/ competition programme was put in place and implemented. A regular scheme for preparation of teams/athletes for mega sporting events should be introduced during 12th Plan. The Scheme should be on the lines of the Scheme for Preparation of Indian Team for Common Wealth Games, after addressing the weaknesses/shortcomings noticed/felt in its implementation during Common Wealth Games, 2010. It is also suggested that national level Institutes should be set up by SAI in the 5 major sports complexes of SAI in Delhi such as National Institute of Hockey at Major Dhyan Chand National Stadium, which will become centres of excellence, training and research for that particular sport. Sports

Science and Sports Medicine are in the present era of competitive sports, at the core of preparation of teams and athletes for improved performance in international sports. The Ministry of Youth Affairs & Sports has been upgrading the role of sports science and sports Medicine. Government of India is planning to setup National Institute of Sports Science and Medicine (NISSM) as Centre of Excellence by providing highly integrated, quality-assured services, the development of leading experts who will subsequently drive innovation and share knowledge to positively impact sporting performance. There is a growing recognition that participation in sport for the promotion of development, health, physical fitness and nutrition is an important element of the life of every Indian citizen. Sports, education and health are closely inter-linked with each other. Sports and physical education should form an integral part of a school curriculum to promote all round development of children. Physical education and sports has gained prominence in the wake of Right to Education Act, 2009 and provision of compulsory periods for sports and physical education in up to class 12 in schools. Consequent to enactment of RTE Act, 2009, Sarva Shiksha Abhiyan (SSA) have sanctioned 1.31 lakh posts of part time Instructors in 2010-11, with a view to promote games and sports in schools. There is huge demand for physical education teachers and instructors. In order to catering the rising demand of quality physical education teachers especially for senior secondary schools, it is essential that more universities and colleges offering courses in physical education are opened across the country. At present, there are no Physical Education University /College in Western Zone, Northern Zone and Eastern Zone. It is suggested that one Physical Education University/College should be set up in all five zones of the country during 12th Plan.

The Ministry of Youth Affairs and Sports, Government of India is responsible for administering the Department of Sports. The Sports Authority of India (SAI) is the field arm of Ministry in the promotion of sports in India through the implementation of various schemes such as the National Sports Talent Contest Scheme (NSTC), SAI Training Centres Scheme and Centres of Excellence scheme. SAI also operates several regional Centres and sports institutes such as

the Netaji Subhash National Institute of Sports Patiala and the Laxmibai National Institute of Physical Education, Thiruvananthapuram. Government bodies under the Ministry are responsible for providing financial assistance, training and infrastructure support to autonomous bodies such as the Indian Olympic Association, various national sports federation, sports federations that operate under the aegis of recognized National Sports Federations and various State Olympic Associations). In return of the investment made by Government bodies, National Sports Federations, Sports Authorities and Associations are responsible for organizing sports competitions, holding international sporting events and providing Indian sportspersons with an adequate platform to showcase their talents. Various sports associations at the state level are in turn affiliated to their respective Sports Associations and National Sports Federations. . Non-profit organizations such as the Olympic Gold Quest and the Mittal Champions Trust have shown the way to other corporate players in supporting training requirements of athletes and extending financial support to upcoming athletes by raising funds from companies and individuals. Moreover, corporate houses such as TATA have invested extensively in sports as part of their CSR programme (KPMG, 2014). The TATA group conducts a nationwide talent search and selects players for further training at its various academies like TATA Archery Academy, TATA Athletics Academy and TATA Football Academy. It also sponsors PPBA. Similarly, the Jindal Steel Works foundation has established the second-largest squash academy in India at Vasind, Maharashtra, which has produced many international and national level players.

BUSINESS OF SPORTS

Sports and games have been highly beneficial for good health and building competitive spirit ever since humanity existed. It brings people together, catalyses cultural and societal change, encourages free spirit, instills discipline and significantly teaches people to win and lose. The importance of sports has been in promoting an active healthy lifestyle, creating a culture of sportsmanship and building team spirit and helping in the overall development of an individual.

Promotion of sports brings in the spirit of the game, the national pride, a sense of social inclusiveness and of course employment opportunities. With increased government spending on local and global sports events and Indian athletes winning international acclaim, sports seems to be on a steady footing but there is still lots that needs to be done. Sports are a rapidly growing industry worldwide. The global sports industry is estimated to be worth around \$ 600 billion comprising a range of associated businesses such as sports manufacturing, retail, tourism, sports medicine, venues & infrastructure, media & hospitality and merchandising. While sports are an organized business in developed economies, this has been a Government led initiative in India where corporate sector's presence has often been through corporate social responsibility channels and Public Private Partnership ventures. The exception has been the commercial sporting formats leagues, especially in cricket, where corporate sector has been very active in recent years. It is important to build a dynamic sporting culture in India and the need for the government and the private sector to collaborate to strengthen the sports industry. Inadequate public resources for sports and low prominence of non cricket sports impede our performance in the global sporting arena. The gestation period for realizing of the private investment return may be long, but global experience shows us that it could be potentially rewarding.

West Virginia University, United States, has defined the sports industry as one that consists of several different segments, including sports tourism, sporting goods (manufacturing and retail), sports apparel, amateur and professional sports, recreational sports, high school and college athletics, outdoor sports, sports businesses such as sports marketing firms, the sport sponsorship industry and sport governing bodies. The definition highlights the vastness of the sports sector and association\ with several other industries such as education, real estate, infrastructure, tourism, manufacturing and retail. India's Draft National Sports Development Bill, 2013, recognizes 66 kinds of sport. Sports can make significant socio-economic impact on a nation and its citizens. It plays an important role in ensuring physical fitness and healthy lifestyle among the

citizens of a country. The sports sector has the potential to make significant contribution to the economy. India is not considered as a sporting nation hence it lags in majority of sports. Its performance has not stood out at international events such as the Olympic Games. However, at an international level India excels in a few sports such as badminton, boxing, cricket, tennis, shooting and wrestling. This demands a thorough analysis of India's performance at recent sporting events to formulate a strategy for Olympics 2020. The country's performance has not been up to the mark at various Olympic Games. India's medal tally has witnessed marginal improvement in the past few Olympics Games, with the 2012 games being the best so far for the country. India's Olympic medal tally has increased from zero in 1988 and 1992 to one each in the 1996, 2000 and 2004 Olympics. This was followed by three medals in 2008 including the first Olympic gold medal for India and six medals at the London Olympics 2012. However, India lags far behind countries such as Australia, China, Japan, South Korea, Russia, the U.S. and some smaller countries such as Ethiopia and Cuba, which have traditionally performed better due to their core competence in some individual sports like athletics and boxing, respectively. India has traditionally performed better in the Commonwealth Games and Asian Games than the Olympics and it has managed to rank among the top nations. This may be attributed to the fact that less number of countries participated in these games as against the Olympics and some of the top Olympic nations, such as the United States, People's Republic of China, Russia, Germany and France not participated in these games. India has performed well in certain non-Olympic sports as well, such as cricket, chess, snooker and billiards. India has won nine medals in total in the last two summer Olympics. Two medals were attributed to Haryana (Vijender Singh and Yogeshwar Dutt), two to Andhra Pradesh (Saina Nehwal and Gagan Narang), two to Delhi (Sushil Kumar) and one medal each to Punjab (Abhinav Bindra), Himachal Pradesh (Vijay Kumar) and Manipur (Mary Kom). India showcased its best performance at the Commonwealth Games, 2010 with an overall medal tally of 101 medals. Haryana's performance was significantly better than other states. Punjab, Maharashtra, Andhra Pradesh were other states

which performed well. The contribution of Manipur was also significant. Out of the total 65 medals won by India at the Asian Games, 2010, 20 were won by sportspersons from Haryana. Sports persons from Manipur, Kerala, Karnataka, Andhra Pradesh and Maharashtra also performed well. The National Games, 2011 were held in Jharkhand. Manipur and Haryana were the best performing states on the basis of the number of gold medal wins. The absence of large states like Uttar Pradesh, West Bengal, Gujarat and Rajasthan from the top 15 states could mean that these states are not doing enough to cultivate their sporting talent. States such as Haryana, Jharkhand, Kerala, Manipur, Mizoram and Punjab have shown well on the medals-to-population ratio. But populous states such as Bihar, Gujarat, Orissa, Rajasthan, West Bengal and Uttar Pradesh lag behind. These states should work toward instilling a sporting culture and producing successful sportspersons. Athletes from Haryana and Manipur have been making significant contribution to India's performance at recent global events such as the Olympics, Commonwealth Games and Asian Games. The two states are also among the top performing states in the last few editions of the National Games of India. Their success can be attributed to the policies of their respective state Governments and to the presence of a healthy sporting culture. These states can be the role models for other states, and the country as a whole (KPMG, 2014).

SPORTS GOODS INDUSTRY

The sports equipment market broadly includes equipment for ball sports, adventure sports fitness equipment, golf equipment, racket sports, winter sports and other sports like archery, billiards, etc (Chaturvedi, 2012). The sports equipment market in India for the financial year 2013 was estimated at Rs. 40 billion with cricket equipment holding the highest market share. Data highlights that the share of popular sports like tennis, golf, boxing, shooting, etc. in equipment market is low. Ideally, popularity of any sport should result in higher consumption in the equipment market, which highlights that the equipment of these sports may be expensive for Indian consumers (Dubey, 2006). Difficulty in accessing expensive equipment of these sports may be resulting in low participation.

Though India is one of the leading sports equipment exporters in Asia, it is limited to certain sports only. Inflatable balls and cricket bats are the top export items. Sports retail in India is growing rapidly with 60 percent of the production consumed by the domestic market itself. This can further provide impetus to manufacturing of sports goods in India. Classification of sports goods is shown in Chart 1.

Chart 1: Classification of Sports Goods

<p>Sports Balls:</p> <ul style="list-style-type: none"> • Soccer Ball • Rugby Balls • Basketball • Netball • Volleyball • Beach Ball • Medicine Balls • Waterpolo Balls • American Football • Aussie Rule Footballs • Handball • Touch Ball • Futsal (Salsa) Balls 	<p>Cricket:</p> <ul style="list-style-type: none"> • Cricket Bat • Cricket Kits • Cricket Balls • Cricket Batting Pads • Wicket Keeping Pads • Cricket Batting Gloves • Wicket Keeping Gloves • Cricket Helmets • Cricket Accessories
<p>Accessories:</p> <ul style="list-style-type: none"> • Sports Shoes • Sports Accessories 	<p>Promotionals:</p> <ul style="list-style-type: none"> • Promotional Sports Balls • Promotional Cricket Items • Promotional Baseball Items
<p>Hockey:</p> <ul style="list-style-type: none"> • Hockey Sticks • Hockey Balls • Hockey Goal Keeper Pads • Hockey Goal Keeper Kickers • Hockey Chest Protectors • Hockey Goakeeper Gloves • Hockey Player Gloves • Hockey Shin Pads/Safety Guard • Hockey Stick Bag • Hockey Rihs • Mini Hockey Stick/Keyrings • Hockey Helmet 	<p>Boxing:</p> <ul style="list-style-type: none"> • Boxing Gloves • Punching Gloves • Punching Pads • Punching Bags • Punching Balls • Speed Balls • Swivels • Head Guards • Abdominal Guard • Gurn Shields • Hand Wraps • Weight Lifting Belts • Foot Protectors • Shin Pads • Wrist Protectors • Medicine Balls • Kit bags • Boxing Sets • Skiing Rops • Boxing Shoes
<p>Hurling Baseball Bat Cycling:</p> <ul style="list-style-type: none"> • Cycling Helmets • Cycling Protectors • Cycling Guard • Cycling Gloves • Cycling Pumps • Cycling Bags 	

The Indian sports goods industry is mainly concentrated in Jalandhar and Meerut (ILO, 2005). The industry exports nearly 60 per cent of its total output to sports-loving people the world over, with former contributing almost 55-60 per cent of the total sports good exports from India. Indian sports goods are supplied to more than 130 countries including some of the most developed nations of the world including United Kingdom, The United States of America, Germany, France and Australia. the sports goods industry of India has its roots in Sialkot, Pakistan wherein many of Sialkot's skilled Hindu craftsmen migrated across the border into Punjab, settling in Jalandhar, when India was partitioned in 1947; makes Pakistan as one of our prime competitors in the global market (UNIDO, 2006). The Indian sports goods industry manufactures 318 items. However, major items that are exported are inflatable balls, hockey sticks and balls, cricket bats and balls, boxing equipment, fishing equipment, indoor games like carom and chess boards, badminton racquets and shuttle cocks and different kinds of protective equipment. The Indian sports goods industry is a highly labour intensive industry which provides employment to the weaker sections of society and also employs a large number of women. Though the business statistics across the globe is greatly encouraging, sports goods manufacturers in India need to increasingly implement more modern and value added technology in the process of manufacturing and evolving innovative products. This will help in meeting the growing competition in the international market. Punjab, Uttar Pradesh, Madhya Pradesh; Jammu and Kashmir, Maharashtra; Tamil Nadu and West Bengal are the important centres for sports goods (Chart 2).

Chart 2
Important Cluster of Sports Goods

Meerut	Bats and Golf balls
Karnal	Leather balls
Jalandhar	Golf balls
Gurgaon	Golf balls
Agra	Sports Shoes
Tripur	Hockey Stick
Belgaun	Hockey Stick
Faridabad	Sports Shoes

The sports goods industry of India has its roots in Sialkot, Pakistan. When India was partitioned in 1947, many of Sialkot's skilled Hindu craftsmen migrated across the border into Punjab, settling in Jalandhar, where the Indian sports goods industry is now based. The Indian sports goods industry has expanded to include the areas of Meerut (Uttar Pradesh) and Gurgaon in Haryana. Most of India's sports goods are exported to the United Kingdom, The United States of America, Germany, France and Australia. The industry is mainly concentrated in Jalandhar and Meerut. The sports goods industry in India has witnessed a phenomenal growth over the past five decades and now occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and export. There has been an increasing emphasis on its planned development, aimed at optimal utilization of resources for maximizing the returns, particularly from exports.

Jalandhar acquired importance during the Mughal period. Twelve Muslim bastis came into existence including Basti Danishmanda, Basti Guzan and Basti Nau, which are now dominant centres of the sports goods industry. Basti Nau has one of the biggest sports goods markets as well. Jalandhar ranks second in India in the rate of urbanisation and have the highest density of population at 598 persons per square km, as per the 1991 census. The reason for this is growing industrialization. Industrial production of sports goods began on a small scale during the late forties. Over the years, the sports goods industry has grown at an impressive rate and of late Indian sports goods are also exported to different countries. Rough estimates suggested that today Jalandhar has more than one hundred major industries and about 20,000 small-scale industries with a most conservative estimate of an annual turnover of approximately Rs. 450 crores. In Jalandhar, about 60 per cent of the sports goods that are manufactured comprises of different kinds of inflatable balls. Besides inflatable balls, the other sports goods that are largely manufactured are badminton racquets and shuttle cocks, cricket bats and balls, different kinds of gloves and protective equipments (UNIDO, 2006).

Meerut is one of the important industrial towns of the western Uttar Pradesh. It is situated about 85 kms. from Delhi. Sports

manufacturing units are mainly concentrated in and around Meerut and Jalandhar in India. These industries came into existence mainly after partition, when some families belonging to Sialkot migrated and settled in these two towns. These families, having sufficient knowledge of manufacturing of sports items, started units to meet the local requirements. Some of these units, by virtue of their long experience in the field, have built up a good brand name of their products, thereby getting orders from domestic market as well as from other countries. Presently, there are 23 units in Sports Goods Complex, Mohkampur. There is a good concentration of Sports Goods manufacturing units in Suraj Kund Road and Victoria Park in Meerut. In and around the city of Meerut, approximately 1000 small and tiny units are located in villages namely Abdullahpur, Jangethi, Mohkampur, Naibasti, Malayana and Daurala, Partapur etc. These units provide employment, directly and indirectly to approximately 50,000 people. Meerut Sports Goods Cluster with about 350 units registered with District Industry Centre and about 250 units registered with All India Sports Goods Manufacturer's Federation, has carved a niche for itself in the global sporting goods market. It has emerged as a reliable supplier of specific sports goods like Cricket bat, Table Tennis and accessories, Protective gears etc. to the International Markets.

PROBLEMS AND CHALLENGES

Despite manufacturer of several sports goods, Indian Sports Good Industry still face several problems, challenges, constraints that are as a result of the interaction of different market forces as well as social and political limitations some of them are described in belief as under:

- **Supply of Raw Material:** As most of the raw material is required from the Mother Nature itself, several environment protection agencies, stop the sale of raw material like wood, rubbers etc. that result in the direct cutting of trees, as well as affecting directly all nature in an adverse way. For example willow wood required for manufacturing cricket bats are smuggled from Kashmir, despite stoppage from the government.

- **Stiff Competition from Global Players and MNC's:** With the entering of global players like Nike, Adidas, Reebok, etc. the market has been like never before. Quality products from global players have forced Indian companies to raise their standards. Some of them have been able to raise their standards to the global players while others have been wiped out of the Indian Scenario. Manufacturers like BDM, have been successful to become a quality company while others are not.
- **Child Labour:** However, Indian Government is trying to abolish child labour yet the government has not been able to succeed fully in its efforts. Indian sports goods industry still in major way depends on child labour as means of labour. While it is shameful for a nation determined to abolish child labour upto 14 years of age. This indeed is emerging out as a challenge for the Indian Government and sports goods industry as a whole.
- **Lack of Marketing and Promotional Activities:** Many of the Indian firms employed in manufacturing of sports goods, still they do not come up with goods marketing and promotional campaign to support their goods. No matter what market capitalization they have, they still lack in marketing campaigns and policies, and it makes the Indian Sports Goods Industries somewhat backward. Global players like Nike, Adidas, Reebok, Spraudi, S & G, GM (Goo & Moore) etc. come up with fascinating and attractive ad campaigns and marketing policies that force customers towards them.
- **Wide Gap of Quality Manufacturing Facilities:** Several manufacturing facilities of firms having them installed in different places, towns of Punjab (Jalandhar, Ludhiana etc.), Uttar Pradesh (mainly Meerut) are all truly quality focused and these are able to come up with quality products meeting global standards whereas small firms engaged in duplicate manufacturing of these goods products prove to be a hazard for good manufacturers. Such products not only are worse

but they also bring bad name to the nation and the company. That's why some companies making quality products sometimes fail to meet global standards.

- **Lack of Consolidation of Firms:** Several small manufacturing firms for their whole life continue to battle out for a smaller market share, while the need of the hour is to form a strategic alliance to take on competition with major manufacturers. This is one fact Indian Government needs to keep in its priorities. As this is a sector still not gaining much of the exposure, as it requires. The need of the hour is to form strategic alliance to take on competition with major manufacturers.
- **Upcoming Sports Events:** India slowly and gradually is becoming a place for global sports events to be held within its geographical boundaries. In such a context it becomes one of the most essentialities to be sought after. In future the Indian Sports Goods Industry if able to grow up can become self-sufficient and as a result become the official sponsor and supplier of sports goods in such events.

CONCLUSION

Indian sporting goods are well known around the globe and have made a mark in the global sports goods market. They have established their identity in many countries across the globe. The industry mainly in nature of cottage industry has emerged as a principal and reliable supplier of quality sports goods to the international market. The Indian sports goods industry exports nearly 60 per cent of its total domestic output to the sports loving people the world over, has matured into a globally competitive and creative entity. However, there is a paucity of resources for technology upgradation and effective marketing of the product. Technological problem also exists as maximum manufacturing companies are using traditional and outdated technology of production. Availability of skilled labour is also one of the major challenges in the industry. The domestic Indian companies are also facing tough competition from MNCs like Nike, Reebok, Adidas,

Puma, Yonnick, etc. Thus, it is imperative to manage the industry strategically in the context of globalization and economic liberalization. The new materials like polymer, fibre, plastic composite, nano fillers, etc. may also be introduced in the industry. Introduction of new technologies such as mixing, processing, curing, molding, etc. are also called for. Quality control in sports goods industry may enhance the competitive advantages and attracting global markets. In view of the growing importance of ecosystem of sports and games in India, there is imperative need to build Centre of Excellence, Sports Academies, national and state level institutions with proper facilities of sports and games. Thus, there is need of additional resources for infrastructure development and promotion of physical education, sports and games in India.

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