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Scope Of Sports Goods Manufacturing In India

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Introduction:

Sports goods include variety of equipments required for practice and performance of every sportsperson. Sports goods range from equipments such as balls, bats, nets, goal posts, artificial grounds, maintenance equipments etc. which are required for practice and organization of tournaments.

This is big industry and it has tremendous scope for employment and business. In India, it can provide great opportunity for making excellent and successful career. Most of the sportspersons can choose this sector as their career.

The sports goods include equipments required for ball sports such as baseball, softball, basketball, soccer, football, volleyball, cricket, hockey, etc, adventure sports equipments such as camping, hunting and firearms, skin diving and scuba, water skiing, surfboarding and sail boarding, etc., fitness equipments such as exercise bikes, home gym, rowing machine, hand/wrist/ankle weights, treadmill, jump rope, stepper etc., racket sports equipments such as tennis, squash, badminton, etc., winter sports and other indoor and outdoor sports equipments.

Presently, Indian sports industry produce limited sports equipments and most of them are not of international standard. Around 318 sports items are produced in Indian sports industry.

The sports industry in India is located mainly in Punjab and Uttar Pradesh where sports goods are manufactured but these goods do not accomplish international standards required for major tournaments such as Common Wealth Games and Olympics. Thus we have to remain dependent on foreign companies for standard equipments.

The equipments purchased from foreign industries are very costly and are not easily available to most of the Indian players. As most of the Indian sportspersons belong to rural or underdeveloped area, they can't afford these equipments and remain deprived of such facilities. This leads to their poor performances at higher levels.

Thus, it becomes responsibility of eminent personalities in sports and Indian Government to give boost to this sector.

There are extremely varies varieties of sports equipments. Each and every sports equipments manufacturing has the scope of becomes specialized sports manufacturing unit. Thus, it can tremendous scope for employment generation.

The sports goods include long list of equipments such as balls required for different games, rackets and bats with specialized features, sports wears is one of the big industry which include outfits required for practice and participation of players in tournaments.

It also includes other facilities such as goal posts of each game, artificial grounds required for indoor and outdoor games.

Sports shoes are vital part for excellence in sports. It has tremendous scope for business.

The other accessories required for safety of the player can be produced in India. It has great scope and vast market.

The reasons for this situation may be lack of trained and skilled persons, unavailability of required raw material, improper financial support and policies for encouraging this sector.

If we are willing to promote this industry it is required to organize national and international level training courses in sports goods manufacturing. This will lead to availability of skilled labor required for this industry.

A great deal of research needs to be done in this field to identify easy and economical methods of goods manufacturing, because most of the Indian sportspersons belong to poor economic background. It should be possible for them to purchase these goods for their practice and performance in national and international tournaments.

The foreign sports industry invests a lot in research and development of quality sports equipments. The governments and other agencies should promote and finance such initiatives in India also.

The sports education institutions should develop training courses in sports goods manufacturing. They should provide training of technical aspects required for international standard sport equipments.

The raw material required for such quality manufacturing not be available in India, thus government should form policies favorable for import of such equipments. Similarly, there should be favorable policy for export of sports goods manufactured by Indian sports industry.

The Banks should have specialized schemes for providing finance to these industries with ease of loan availability and lower interest rates.

At present, Indian sports industry is located in limited sectors. There should robust marketing policy and network for making it nationwide. Then only, it will be affordable to both manufacturers and purchasers.

India has unique strength of having largest young population in the world. This strength needs to be directed in proper direction. The sports goods manufacturing has the potential to involve youth in the process of national development by providing them employment in sports industry. It can be a great business opportunity to many of Indian youth.

Indian sports goods manufacturing industry has history of over a hundred years. The founder members of this industry may include Sardar Bahadur, Sardar Ganda Singh Oberoi at Sialkot. India is among the largest sports goods manufacturers in Asia after countries like China and Japan. Presently, Jalandhar in Punjab the major centre of India's sports goods manufacturing. Meerut in Uttar Pradesh is the second followed by Gurgaon in Haryana. India is the largest producers of footballs and other inflatable balls. The products such as cricket bat, cricket ball, football and nets are also getting international demand. The Indian sports goods industry has grown substantially ever since independence. United Kingdom, United States of America, Germany, France and Australia are the major locations where Indian sports goods are exported.

The Indian sports goods industry is highly labour intensive and it provides employment to the weaker sections of society. The unique and high-skill oriented processes for the production of exquisite sports products helped the industry to survive the onslaught of automated production systems.

India has the advantage in having cheap and skilled manpower that helps in producing sports goods of international standards at a lower cost. Many global brands such as Reebok, Adidas, Puma, Wilson and Yonex have been outsourcing their products from India.

The equipments required in Fitness industry has large potential. It includes accessories such as yoga mat, fit ball, rubber bands and yoga/dance outfits etc. The indoor exercises such as yoga, kick boxing, aerobic dance, body building etc. require highly sophisticated sports equipments. All sections of the society belonging to all age groups are participating in these activities.

Indian sports goods manufacturing is largely through Small and Medium Enterprises and is spread across the country with different regions specialising in specific products. Around 318 sports equipment are manufactured in India which include inflatable balls, various types of racquets, shuttlecocks, bats, boxing equipment, hockey sticks, etc.

Table 3: Manufacturing clusters in India^{1, 2}

S. No.	Locality/Cluster	Major product categories
1	Delhi	Inflatable ball (Soccer/Rugby/Volley/Net/Hand & Basket ball) in PU & PVC, Boxing equipment, Cricket equipment, Sports wear, Track and Field equipments, Sports training equipment, Hockey equipment, Hockey foam moulded goalie cap & Shin guards, All kinds of nettings
2	Mumbai	Weight lifting equipment, Cricket equipments, Athletics equipments, Boxing equipments, Table tennis, Badminton, Carrom board, Fitness and Exercise equipment, Lane markers, Basket ball, Netball rings, TT accessories, Sports apparel
3	Jammu & Kashmir	Cricket bats
4	Delhi	Football carrom board, Chess cricket equipment, Billiards/Snooker/Pool tables accessories, Football bladders, Boxing equipment, Punching sports, Helmets educational, Puzzles board games
5	Gurgaon	Golf equipment, Board games
6	Mumbai	Water park slides, Carrom board, Fitness equipment sports nets, Helmets
7	Kolkata	Skipping rope, Carrom board, Magic tricks & Magic apparatus
8	Chennai	Tennis balls, Sports shoes and Apparel
9	Bangalore	Bowling equipments sports medals & trophies, Gym & Health equipments

*source: <https://indiantextilejournal.com/articles/fadetails.asp?id=5671>

The Indian sports industry is gradually adopting new technologies and adapting its products to keep up with global trends and demands. In order to comply with the increasing demands of the changing scenario, national as well as international, Government should implement programs to promote excellence in sports. The agencies like Sports Authority of

While developing new sports goods & equipments many factors such as consumer satisfaction, aesthetics and pleasure in use, consumer safety, diversity of different sports and age groups, compatibility for extremes of temperature, rain, snow, ultraviolet, etc. needs to be taken into consideration.

Conclusion:

The most important aspect of this industry is the quality of sports goods manufacturing. Most of Indian sports goods manufacturing industries produce average quality sports equipments. If we want to make it a great business we need to focus on international level quality of sports goods manufacturing without compromising international standards. Then and then only, we can become international players in this industry. This industry plays vital role in the Indian economy owing to both rural and urban employment potential. It is also known for its contribution to exports from the country. Share of sports goods in the total export is increasing in the recent years.

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