

**POTENTIAL OF IMPORT SUBSTITUTION IN SPORTS  
GOODS SECTOR IN INDIA**

Thesis Submitted for the Award of the Degree of

**DOCTOR OF PHILOSOPHY**

**in**

**Physical Education**

**By**

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**2024**

## **DECLARATION**

I, hereby declare that the presented work in the thesis entitled “Potential of Import Substitution in Sports Goods Sector in India” in fulfillment of my degree of **Doctor of Philosophy (Ph. D.)** is the outcome of research work carried out by me under the supervision Dr. Neelam Sharma, working as Professor, HOS & Deputy Dean in the School of Physical Education of Lovely Professional University, Punjab, India. In keeping with the general practice of reporting scientific observations, due acknowledgments have been made whenever the work described here has been based on the findings of other investigators. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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## **CERTIFICATE**

This is to certify that the work reported in the Ph. D. thesis entitled “Potential of Import Substitution in Sports Goods Sector in India submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the School of Physical Education, is a research work carried out by Udyan Bhatt, 11413592 is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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## **ABSTRACT**

The sports industry is worth billions of dollars around the world as a result of never-ending consumer interest. The value of one's earnings in the sports sector might vary greatly from person to person. As a result of the voracious appetites of both athletes and sports fans, this industry attracts customers from all over the world. But recently, this issue has become financially rewarding in India. Concerns concerning the sport's ability to rally people behind a common cause and inspire them to work together to achieve success were raised by Amina J. Mohammed (2019). It is in everyone's best interest to put sport's enormous potential to use in building a brighter, more stable future for everybody. Sport's long-term significance, both for individuals and society as a whole, has grown as coordinated efforts to increase physical activity have spread throughout society (Malm, C.et.al, 2019). The country's next big economic driver is set to be sports. The sports industry in developed countries is responsible for employing 2-4% of the total workforce. There is a wide range of sports industry professionals here, including athletes, coaches, trainers, event organisers, PR officers, coordinators of sports organisations, marketing consultants, programmer/facility managers, professional sports promoters, equipment/product vendors, sponsorship managers, and many more. Sports products include equipment, clothing, and footwear that are utilised in sporting activities. Depending on the demand and supply, they are frequently imported and exported between countries. Products that are both sports-related and physically useful are considered sports goods. Services, on the other hand, are not tangible and are not sold directly. Most sporting commodities are neither either goods nor purely services. Goods and services are sold, for instance, during athletic events. The 1980s were a time of rapid expansion for the Indian market for athletic products. The continued attention of customers and media coverage of different athletic events has led to a sustained high demand for clothes and other exercise equipment. Retailers and wholesalers in the sports goods sector stock and sell a wide variety of health and fitness tools, garments, footwear, and sporting items. Priit Pihl (2006) conducted a study that examined the current state of the sports equipment industry. The attractiveness and unattractiveness of the

industry, the industry's primary economic characteristics, the competitive landscape, the dynamics that propel the industry, and the components essential to its success were all examined.

### **Statement of the Problem**

Opportunities for domestic production that can replace foreign goods may be uncovered in India thanks to this research. One of the major aims of the research is to determine whether the future demand for sports merchandise will rise or decrease. Therefore, the study has potential for future sports merchandise demand, helping to alleviate the approaching demand-supply imbalance.

The study aims to examine the potential of import substitution in sports goods sector in India.

### **Objectives of the Study**

The researcher justified the investigation with the following goals:

- To assess the problem of raw materials faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of skilled manpower faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To measure the problem of policy up-gradation faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of innovation and new technology up-gradation faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of commercial collaboration faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.

- To assess the problem of business development strategies faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.

### **Delimitations**

- The scope of the research was confined to sectors that have generated over a crore in revenue in each of the past three fiscal years.
- Businesses selling sportswear, fitness apparel, running shoes, sports nutrition, or protective gear were the only ones considered in this study.
- Because 60% of the India's sports manufacturing industries are located in Uttar Pradesh and Punjab, the analysis was restricted to those regions.
- The research was even more narrowed down to just 50 sports goods manufacturers, 25 from each of the clusters in Jalandhar and Meerut.
- In order to accomplish this secondary goal of the study, we used online secondary sources, such as the UN comrade database and trade map.

### **Limitations**

The following restrictions were taken into account over the conduct of the current study.

- Validating many actions is difficult and, in some circumstances, impossible due to the lack of secondary data from the cluster investors. No attempts have been made to verify the accuracy of the data.
- The research relied on historical and current offerings from a variety of Indian government departments and their respective auxiliary organisations.
- The study could be criticised for selecting industries based on data available online (with the relevant ministry) through rti or direct inspections.
- Any potential for bias in the responses of the subjects being surveyed is one of the drawbacks of this type of research.



- Results from studies in which participants were asked to rely on their own recollections should be treated with caution because of the inherent limitations of human memory.

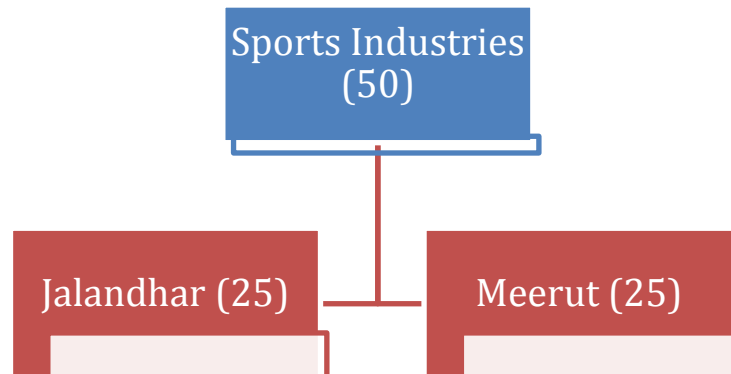
### **Research Design**

An exploratory, descriptive study of the sports goods manufacturing industry in India was proposed. The study's goals have been met via the use of descriptive and diagnostic research designs. The study spans a decade, from April 1, 2006, to March 31, 2016, and the researcher has made a good faith attempt to include all of that time. Scholar discovered via statistical study that import exceeds export. A questionnaire was developed by the researcher and a survey technique was used to analyse the current cause for the trend towards export, the fall of import, or the problem-related manufacture of sports products.

### **The Sample**

The research set out to assess the viability of India's sports goods industries as a source of import substitution. Primary information was obtained from 50 separate manufacturers of sporting products in the Uttar Pradesh and Jalandhar regions (i.e., 25 from each). The data used in this research was compiled from secondary sources such as UN-comtrade, trade map, and other governmental and non-governmental organisations' websites. Furthermore, the study's questionnaire was informed by information culled from a wide range of sources, including personal diaries, newspapers, magazines, and novels. The study's viability and the participants' willingness to participate were dependent on the researcher's ability to secure their participation and permission via a series of meetings. The delegates' attendance was also ensured so that data could be collected. The expert had a thorough understanding of the survey, its aims, and the many viewpoints related to the research. He also has expertise of the sports industry.

## Sampling design



## Collection of Data

50 sports products industries were surveyed for data, with 25 of them located in Jalandhar and 25 in Meerut. The researcher visited all fifty sports goods companies and had in-depth discussions with company leaders and department heads such as Operations, Marketing, Human Resources, and Finance. The investigation was conducted on a very small group consisting of these individuals. They were reassured that any data they provided would be kept secret and utilised solely for this study. They completed the final questionnaire, and the study's results were gathered from it.

## Tools Used for Analysis

The growth of the sports goods industry in India was analysed by means of an in-house questionnaire. The goal of the survey was to gauge respondents' opinions on a variety of topics linked to the chosen variables, such as the improvement of human resources, the introduction of new technologies, the promotion of commercial partnerships, and the expansion of business opportunities. Information was gathered via interviews with important people. The researcher interviewed participants in person to obtain the relevant information and to give the questionnaire.

## Development of the Scale

To further understand the challenges facing India's sports goods sectors, a scale measuring the impact of imports on domestic production was created. The Indian sporting goods market has been increasingly competitive in recent years as a result of

liberalisation, the foundation of the World Trade Organization, shifts in the local economy, and other factors. Recognising the Obstacles in the Way of the Indian Sports Goods Industry We recognise the obstacles in the way of the Indian Sports Goods Industry, including but not limited to: infrastructure, technical expertise, human resources, policy upgradation, and a lack of awareness of government laws.

The technique for creating the scale consists of the steps listed below. Forty-one questions were formulated on the basis of a literature study and sent to professors, psychologists, and linguists with expertise in the relevant fields. The preliminary version of the scale includes all 41 original components.

### **Statistical Techniques**

Using information gathered from other sources, such as the United Nations' comtrade website. Excel has been used for time series analysis. A time series is just a list of discrete events that have happened at regular intervals over some period of time. You need knowledge of time series if you want to know what influences a given variable at various times.

When used to a dataset, time series analysis can expose the implications and insights of time-varying properties. Facilitating the action of forecasting future values for the time series variable. As a means of deducing the general import/export pattern. Consumption and trade's development and present state were examined using the following methods.

- The pattern and trend of imported sports equipment was studied using time series analysis and forecasting methods.
- The interview technique was utilised to evaluate the significance of the reasons. Phenomenology was used for the data analysis.
- The import replacement with manufacture was found using the Data Triangulation Method. Primary data was gathered by Interview and survey Method, while secondary data was gathered from different online resources. The proper analytical equipment was used.

## **Results**

The following part is the last section of the research report. The study's results are summarised, and their significance is elaborated upon and explored. Assessing the feasibility of developing domestic alternatives to the import of sports goods in India is central to this study, as is evaluating the raw materials problem encountered by sports product manufacturers in Uttar Pradesh and Punjab (as introduced in Chapter 1). According to the data, 46% of sports sector respondents stated that their industry has favoured local sources when it comes to meeting raw material needs. Saving money and time are two of the main motivations for this change. We also found that almost 40% of people have acknowledged that difficulties sourcing necessary raw materials are a major factor in manufacturing delays. About 40% of the sports industry agreed, and 32% strongly agreed, that low-quality inputs damage the reputation of their final goods.

The survey found that 40% of businesses disagreed strongly that skilled labour was readily accessible in the region. Skilled labour is more productive than less-skilled labour. Furthermore, this information supplements the statistics demonstrating that around 40% of people feel that skilled labour has mostly taken care of manufacturing duties. Neither a majority nor a plurality of employees (11%) believe there is no issue with poor productivity in the company.

And while just 40% of businesses think that they have well defined personnel standards in place, 84% of industries either strongly disagree or disagree that they have a specialised Human Resource Management Department, according to the data. In addition, 46% of respondents feel that they have sufficient incentive strategies for their employees. Furthermore, 68% of the sports goods industry said that they had an effective training programme for enhancing the abilities of their staff.

Approximately 74% of those working in the sports industry disagreed with the statement that their sector had collaborated with other organisations on diverse technological projects. Perhaps it's because 82% of businesses acknowledge that unions have an effect on their operations. As for the statement that their organisation has extremely excellent professional contacts with other organisations of foreign and Indian origin, 60% of them have disagreed with it as well.

According to the data, almost all businesses in the sporting goods industry believe that they have full openness with their suppliers. Not surprisingly, 58% of respondents said their company encourages cooperation between politicians and the media to increase productivity. Positively, 94% of respondents said their company actively sought out and acted upon ideas from members of the community and staff in an attempt to enhance its reputation and output. Moreover, 82% of respondents agree that their firm is a member of several sports products manufacturing organisations and export promotion councils. In addition, 72% have faith in the strength of domestic demand for their goods. Results interpretation shows that distance has been a problem for commercial transactions. There was near-unanimous agreement (94%) that the lack of a clear framework was a major obstacle in the field of marketing. Approximately 92% of people feel that publicity plays a very essential part in promoting their goods, while approximately 66% of people agree that branding is very vital. There was almost universal opposition to the use of "brand ambassadors" in advertising. The majority of the sports business sector has reached consensus on the need of keeping records and running specialised programmes to get to know their clients on a systematic level. Seventy-six percent of respondents agreed that their company is free from taxation for the creation and production of domestic sports items and equipment, despite the high taxes imposed by the Government.

### **Recommendations**

Studying the development patterns, difficulties, and strategies needed to reduce India's reliance on imported sports equipment has been enlightening.

The absence of adequate sports goods industries is preventing international buyers from placing substantial orders with the manufacturer. The sports manufacturing industry is quite diverse, with some manufacturers taking advantage of new technological developments and others clinging to more established practises. Rapid advances in manufacturing technology have left few manufacturers able to keep up with the required investments.

It is challenging for industrialists to secure loans with low interest rates. Instead of undertaking market research when launching a company, most sectors depend on

founders' prior experience and connections. There is a lack of awareness of the benefits of adopting newly developed equipment, machinery, and materials for increasing quality, productivity, and efficiency.

Research and development facilities are inadequate. The resistance to utilising already established quality management procedures to achieve international benchmarks in both output and quality. Accessing obsolete information systems to learn about current advancements in the global sports business.

In support of these findings, researchers in Meerut have uncovered problems similar to those in Jalandhar. Taking into consideration the difficulties experienced and the existing literature, the researcher has highlighted the universal areas that need more investigation within the field of sports management.

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## **Chapter - 1**

# **INTRODUCTION**

Sports have a significant impact on a country's economy and social fabric. Having a healthy and active people is essential for any country. There is a correlation between the importance of sport and physical education in a country's social and political life and the strength of its economy (B.M.C. Razvan et. al 2020). Sports are a unifying force that may bring people of different backgrounds closer together. Athlete support from the government strengthens the unifying power of sports. Recreation and exercise are good for community cohesion, the economy, and people's health in general. They provide opportunities for people to meet one another and build relationships while gaining knowledge that may be applied in other areas of life. Jobs created by the production of sports goods are vital to the expansion of economies around the world. Production of athletic gear, apparel, and accessories also falls under this category, as does the creation of novel technologies and materials. "The sports manufacturing sector has the potential to make a significant contribution to the economy" (Federation of Indian Chambers of Commerce & Industry, 2013).

### **1.1 EMERGENCE OF SPORTS BUSINESS IN THE GLOBAL MARKET**

The sports industry has grown into a sizable sector of the global economy as a direct result of the growing interest in and need for sports-related products and services. Particularly in the fields of sports marketing, sports media, sports apparel, and sports technology, new commercial opportunities have emerged. Sport is widely recognised as one of the region's most lucrative and job-creating industries. The sports industry is worth billions of dollars around the world as a result of never-ending consumer interest. The value of one's earnings in the sports sector might vary greatly from person to person. As a result of the voracious appetites of both athletes and sports fans, this industry attracts customers from all over the world. But recently, this issue has become financially rewarding in India. Sports are beneficial to a person's overall growth since they encourage physical exercise. Improved social interaction and

confidence are only two of the many benefits. Sports have favourable secondary impacts on health, but physical exercise is the fundamental mechanism by which they do so. Concerns concerning the sport's ability to rally people behind a common cause and inspire them to work together to achieve success were raised by Amina J. Mohammed (2019). It is in everyone's best interest to put sport's enormous potential to use in building a brighter, more stable future for everybody. The risks of failure, accidents, nutritional difficulties, and fatigue, as well as their consequences, are all laid out clearly. The positive effects of sport on increasing physical activity and enhancing community health cannot be overstated. Regular exercise is essential for good health. Sport's significance has increased over time because it provides a structured environment in which people may get physically active as a group and as individuals. Sport's long-term significance, both for individuals and society as a whole, has grown as coordinated efforts to increase physical activity have spread throughout society (Malm, C.et.al, 2019). The country's next big economic driver is set to be sports. The sports industry in developed countries is responsible for employing 2-4% of the total workforce. There is a wide range of sports industry professionals here, including athletes, coaches, trainers, event organisers, PR officers, coordinators of sports organisations, marketing consultants, programmer/facility managers, professional sports promoters, equipment/product vendors, sponsorship managers, and many more.

Physically-focused, competitive, organised activities. The governing organisations of various sports typically develop the rulebooks that come to define the playing field at the national and international levels. Taking part in sports is an example of a pastime. For both fitness and competition, the same sport (such as swimming or cycling) can be used. According to research by Elsborg P. et al., those who are physically inactive are at a greater risk for developing lifestyle-related chronic diseases like diabetes (2019). Sports are a topic on which everyone has strong feelings. Some people do it just for fun and fitness, while for others it's a way to make a living. Sports can be played both indoors and outdoors, depending on the type. It can be done solo or with a team, much like cricket or hockey (as in squash). In contrast to the great majority of sports, chess players don't have to work up a sweat to compete. Multiple iterations of

a given sport are played all over the globe. Volleyball, for example, can be played anywhere there is enough space, be it a court, a field, or the beach. There are several variations on the game of cricket, including the Test match, the one-day game, and the twenty-over game. Some sports are watched by millions all around the world, while others are only followed by fans in a specific region. The popularity, organisation, and arrangement of sports in various countries varies widely.

(Road 2003) studied "Liberalisation, Industry-Specific Factors And Intra-Industry Trade In India" It is believed that the import substitution policy regime in India, which had been in effect for over three decades beginning in the early 1950s, provided undifferentiated support to all of the country's industries and provided protection without exception. There had not been a significant demand for manufacturing companies to rationalise their product portfolios up until recently. Because of industrial licencing, profitable companies are not permitted to invest in expansion; as a result, these profitable companies put their money in diversification rather than expansion. The policy framework gave enterprises with incentives to diversify rather than to specialise. The two ideas of production and commerce could be summed up, cynically but realistically, as Bhagwati and Desai (1970, page 466) put it: "India should produce whatever it can, and India should export whatever it produces".

(Kusum and Paper 2009a) studied "Do Labor Intensive Industries Generate Employment? Evidence from firm level survey in India This study makes an effort to examine the problem of decreasing labour intensity in India's organised manufacturing in order to gain a better understanding of the factors that inhibit employment creation in labor-intensive industries. The goal of this study is to gain a better understanding of the factors that hinder employment creation in labor-intensive industries. An attempt is made, with the assistance of primary survey data from 2005-2006 covering 252 labour intensive manufacturing-exporting firms in five distinct industries (apparel, leather, gems and jewellery, sports goods, and bicycles) , to determine the factors that inhibit employment generation in labour intensive firms. This is done so in order to better understand the nature of the problem. According to the conclusions of the study, there are a number of challenges that need to be

addressed before employment opportunities can be created in industries that rely heavily on human labour. The lack of availability of qualified skilled personnel, bottlenecks in infrastructure, low levels of investment, labour norms and regulations, and an export orientation that is not competitive are all examples of these hurdles. The findings of the study indicate that a number of legislative adjustments ought to be implemented in order to increase the employment potential of these businesses”.

(Dulakakhoria and Jana 2013) studied “Mapping Innovation Growth in the Sports Industry through Patent Data Mining” The goal of this research was to demonstrate the value of patent data mining as a method for charting the development of innovation in the sports sector and the factors that have influenced it. The patent information generated by the climbing sports equipment industry was analysed, covering a combined eleven-year reference period from 2000 through 2010. The relationship between patenting activity and the proliferation of creative practises in the sports business has been established using indicators including geographical distribution, inventor, applicant, and International Patent Classification (IPC). A total of 1792 patent families, including 3504 patent documents, were found to be relevant to the investigation. Further research made use of these patent families and associated papers. The rate at which new patent applications are being submitted appears to be rising exponentially. There were roughly the same number of patent applications filed in the USA, France, and Germany by commercial manufacturers and private inventors. Individual innovators were much ahead of commercial manufacturers in terms of the number of patent applications they submitted in many Asian countries, including Japan, China, and South Korea. In the realm of athletics, commercial manufacturers are not the only ones who can develop new pieces of sporting equipment and bring such innovations to market. The fact that there has been an increase in the number of lead user inventions suggests that there are inventive holes in the currently accessible sports equipment. The development of innovative items that can help a company get a foothold in the market is made possible for manufacturers when they take into account the wants of customers.

(Spowart, Gupta, and Lehmus 2018) studied “Additive Manufacturing of Composites and Complex Materials Advanced composite materials have emerged as



an important class of high-performance industrial materials for weight-sensitive applications such as aeroplane structures, car components, and sports equipment. Sports gear also frequently makes use of these materials. Short production runs, highly specialised components, and extended process development times are common in many of these applications. Thanks to developments in additive manufacturing (AM) methods, many of these constraints have been lifted. The state of the art is summarised in the Additive Manufacturing of Composites and Complex Materials special topic, which consists of nine papers showcasing significant novel innovation in this field. The current status of knowledge in this field is summarised here. Additive manufacturing (AM) of carbon fibre and graphene-reinforced composites with high thermal and electrical conductivities, the development of new hollow glass particle-filled syntactic foam filaments for printing lightweight structures, and the integration of sensors or actuators during AM of metallic parts are all examples of recent research that fall under this rubric. Some of the research focuses on enhancing or altering existing methods to speed up production, while other research focuses on honing manufacturing procedures to permit AM of novel materials”.

## **1.2 SPORTS GOODS AND THEIR RELATION WITH IMPORT AND EXPORT**

Sports products include equipment, clothing, and footwear that are utilised in sporting activities. Depending on the demand and supply, they are frequently imported and exported between countries. Products that are both sports-related and physically useful are considered sports goods. Services, on the other hand, are not tangible and are not sold directly. Most sporting commodities are neither goods nor purely services. Goods and services are sold, for instance, during athletic events. The 1980s were a time of rapid expansion for the Indian market for athletic products. The continued attention of customers and media coverage of different athletic events has led to a sustained high demand for clothes and other exercise equipment. Retailers and wholesalers in the sports goods sector stock and sell a wide variety of health and fitness tools, garments, footwear, and sporting items. Priit Pihl (2006) conducted a study that examined the current state of the sports equipment industry.

The attractiveness and unattractiveness of the industry, the industry's primary economic characteristics, the competitive landscape, the dynamics that propel the industry, and the components essential to its success were all examined. It stands to reason that consumers will engage in the activities for which they have a need for a variety of sports products; however, in some cases or under obverse conditions, people do not purchase for participation; for example, treadmills are used by all health clubs, cricket matting is shared by one or more teams, the tennis table is borrowed for a specific period, etc. There are a number of things at play, but when there is a clear causal link between goods and sports, the relationship between players and market trends becomes evident. Companies both big and small in the sporting goods industry invest millions of dollars year into research and development of cutting-edge gear for athletes of all levels, from pros to weekend warriors who just want to feel nice in their trainers. "Most of the companies spend huge sums helping young athletes in small towns all over the world. These kids have the potential to be the sporting heroes of tomorrow." (M. J. Schaefer, 2012).

New product creation and assembly specialisation have helped propel the growth of the sports goods retailing industry. Sports marketing, or the practise of promoting a product or service via sporting events and athletes, is a subset of marketing. It's a form of promotion in which services are sold directly to consumers. Each sport, without a doubt, calls for its own unique set of facilities. Sports that involve teams, such as cricket, football, and hockey, often take place in stadiums, although chess may be played wherever there's enough space for a board. In a similar vein, every sport needs some kind of sports product. The "Sports infrastructure plays a crucial role in achieving excellence in the global arena of sports," according to an article published in 2018 by Sports Venue Business. It not only aids in developing athletes of worldwide renown, but also inspires a country's youth to become involved in sports in order to foster a culture of sports. There are a lot of reasons why India's sports facilities fall short of expectations. To maintain physical fitness via activities like running and skipping, respectively, certain equipment is required. Cricket bats, hockey sticks, knee pads, tennis racquets, and tennis rackets are just few of the pieces of equipment needed to play these games. Sports equipment like cricket, badminton, and tennis may be found at a wide variety of price points and is far simpler to acquire

and keep than it is for shooting and auto racing. All sporting gear has evolved to become increasingly high tech over time. Hockey players, for instance, now use hardwood sticks rather than the previously used lightweight metal ones. Due to increased complexity and inventive research, new brands and manufacturers of specialised sports equipment have emerged in recent years.

Marketing using sports of any kind is known as "sports marketing." In this kind of advertising, the focus is not on a specific tactic but on incorporating sports-related material throughout campaigns. This covers not only the major leagues, but also collegiate sports, minor leagues, and fringe sports. According to Shank, D.M. (1995), "sports marketing" is defined as "the marketing of non-sports products through an association with sport" and "the specific application of marketing principles and processes to sports products." Sports can be seen on a wide range of devices, which has led to an explosion of creative sports marketing strategies. Networks sell airtime during the games, while teams sell advertising space inside the stadiums to companies looking to put up billboards and other print advertisements. Celebrity athletes are frequently offered endorsement deals in which they are paid and their image is used by companies. To promote both sports events and teams themselves, as well as other goods and services, is the primary goal of sports marketing, a subfield of marketing. It's a kind of advertising in which the service itself is marketed as if it were a commodity. The goal is to help the customer promote the sport or any other cause via sporting events. In the same way that traditional marketing aims to satisfy consumers' desires and requirements via bartering, sports marketing does the same thing.

### **1.3 PROCEDURE OF IMPORT & EXPORT**

When a country's economy makes purchases from another country's economy, this practise is known as "imports." An importer is a local buyer of a product or service. Imports and exports are the lifeblood of many national economies and the backbone of international trade's monetary exchanges. It may not seem like it, but imports and exports have a significant impact on both consumers and the economy. at today's interconnected global economy, shoppers anticipate finding goods and vegetables from all over the globe at their neighbourhood shops and shopping centres. Imports

from other countries provide shoppers additional options and make it easier to stick to tight budgets. However, if a country buys disproportionately more goods than it exports, the trade balance will be distorted and the currency would lose value. Methods used in international trade include imports and exports. "International trade, economic transactions that are made between countries," write Bela Balassa et al. (2020), "refers to the exchange of goods and services between nations." Capital assets, such as equipment and consumer gadgets like televisions and clothing, as well as raw materials and food, are examples of things that are often traded. Services, such as transportation and the acquisition of patents from foreign countries, represent still another class of transactions. The goods and services that are traded internationally include imports, exports, and the balance of trade. Products and services are each given their own separate rollouts. Products and services are presented as summaries of imports, commodities, and the balance of international commerce. In turn, the value of a currency is a major factor in a country's economic prosperity or decline. Keep reading to find out why these seemingly little commodities have a greater impact on international commerce than you would think.

Economic growth is aided by positive net exports, which is a naturally simple concept. Greater exports imply greater production from factories and other industrial facilities, which in turn means more jobs for locals. In addition to contributing to economic development via increased consumer spending, export earnings also reflect new money entering the nation. Using international statistics, this article examines how international commerce affects economic growth and investment in various ways. The findings are generally in agreement with the literature's emphasis on the beneficial effect of trade on economic expansion. Empirical research based on a wide range of countries show that trade has not had a positive influence on economic development everywhere. (Were, 2015). The opposite is true about imports, which we may infer to be a negative contributor to GDP. Since imports include payments made by domestic businesses to foreign ones, they indicate a movement of money out of a nation. If imports are high, then means there is strong demand at home and the economy is expanding. It's ideal if the majority of these imports consist of machinery and other equipment, which boosts production in the long term.

Despite a persistent trade imbalance, the country remains one of the world's most productive. However, a negative influence on a major economic indicator is shown with an increasing amount of imports and a widening trade imbalance. The value of the home currency relative to other currencies. Analysis of the connection between imports and exports and currency rate is complicated by the feedback loop between these two variables. The extent of the trade surplus influences the level of the exchange rate. However, a weaker domestic currency typically boosts exports while raising import prices. Instead, exports fall and import prices rise when the domestic currency is strong. In this sense, an increasing exports and imports balance is indicative of a robust economy and a stable trade surplus or deficit. It's an indication that the international economy is doing better than the local one if exports are thriving while imports are falling sharply. However, if imports rise but exports fall, that could indicate that domestic demand is stronger than export growth. For instance, the United States trade deficit often widens when the economy is doing well. The currency rate is the primary mechanism through which inflation and interest rates impact international trade. What happens to the value of a currency when interest rates rise as a result of rising inflation? The data in this area is inconsistent. The experts agree that lower inflation and a higher interest rate will lead to a currency's value falling in relation to another. Despite their academic reputation, imports and exports have real-world consequences for both businesses and consumers. Consumers have become used to finding goods and vegetables from all over the globe in their neighbourhood shops because to the interconnected nature of today's global economy. Imports from other countries provide shoppers additional options and make it easier to stick to tight budgets. However, when imports outweigh exports, it distorts the balance of trade and depresses the value of a country's currency. In turn, the value of a currency is a major factor in a country's economic prosperity or decline. Keep reading to find out why these seemingly little commodities have a greater impact on international commerce than you would think.

Exports and the trade balance suffer when the home currency is stronger. Higher inflation has a direct effect on exports since it raises the price of essential commodities like materials and labour. Export competitiveness is significantly impacted by these greater expenses in the context of international commerce. The

value of a country's currency, which is largely affected by exports and imports, is a crucial indicator of economic health.

Import substitution is supported by the two-gap hypothesis as well. According to this hypothesis, the trade gap and the savings and investment gaps worsened as the speed of growth had to be sped up. These two gaps are what are known as "constraints" to economic development. The trade deficit and the income gap between countries would both be reduced by implementing an import substitution programme. Problems with the export of basic goods due to unfavourable terms of trade, stagnant export volumes, and unpredictable prices have been a major contributor to the developing world's balance of payments crisis. The requirement for ever-increasing imports to maintain an ambitious growth programme is exacerbating these problems. To that end, several nations have resorted to a strategy known as "import substitution," particularly in the industrial sector.

The balance of trade surplus or deficit reacts to changes in the exchange rate, which in turn affects the trade surplus or deficit. However, a weaker domestic currency typically boosts exports while raising import prices. Instead, exports fall and import prices rise when the domestic currency is strong. According to Sarlab roghayeh et al. (2019) , the currency rate is a major influence in influencing the cost of imported items in the domestic market. The sports goods industry is one of Iran's most important cultural, social, and welfare sectors, but it is not immune to the consequences of currency devaluation.

#### **1.4 GROUPING OF MANUFACTURING INDUSTRIES**

Each company is placed into one of many groups according to its yearly revenue and capital expenditures. There are four sizes of factories: micro, small, medium, and large. The following elucidates the categorization of businesses according to their level of investment:

- 1) **Small-scale economic activity:** Companies with annual sales of less than Rs.2,500,000 and no more than five full-time employees are considered micro-level industries.

- 2) **Small-level industries:** Industries with an annual revenue of between two and five million rupees per year are considered small-scale. This includes businesses that have made capital expenditures in plant and machinery
- 3) **Medium-level industries:** In order to qualify as a medium-level industry, a company's yearly revenue must be between \$5,000,000 and \$10,000,000, and the company must make capital expenditures in plant and machinery or equipment.
- 4) **Large-level industries:** Industries with annual sales of less than Rs. 10,000,000 that make substantial investments in plant and machinery or equipment are considered to be large-scale.

After introducing the fact that over 81.8% of India's total GDP is produced in and around the states of Punjab and Uttar Pradesh and densely concentrated in two distinct places, specifically in, Jalandhar and Meerut, the literature on sports management and sports businesses in India went on to say that these two cities are home to more than 3,000 manufacturing industries (including micro, small, medium, and large-scale operations) (2008).

## **1.5 OUTLOOK OF THE MANUFACTURING INDUSTRY**

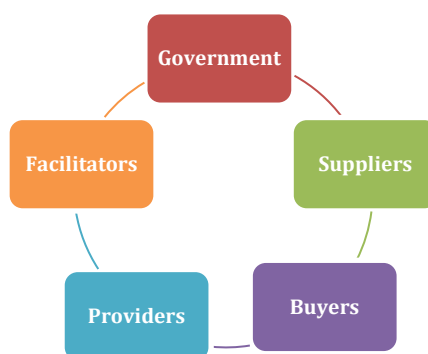
The market responds to shifting consumer preferences by constantly adapting. Once limited to fitness centres, the health and fitness industry has expanded to incorporate a broad variety of services. Providers are experimenting with a practise called "Bundling," in which several services, such gym memberships, nutritional supplements, and other health-related services, are sold together. One must have a firm grasp on Industrial out for the future to be progressive. The term "market viewpoints" refers to an estimate of the expected future direction of the market for a certain company, economic sector, product, or financial exchange. According to the (Business Dictionary, n.d.) , market projections are derived from elements such as historical data, the current state of the economy, consumer demand, and expert opinion.

According to preliminary research, the younger Indian workforce is more receptive to a service that is both reasonably priced and convenient for their busy schedules.

Consumers with packed work or school schedules value the convenience of dealing with a single supplier who can meet their needs across a wide range of service categories.

## 1.6 VALUE CHAIN

Many companies use the phrase "value chain" to describe the process by which an idea is developed into a finished product or service. The raw materials are the first link in the value chain for manufacturing enterprises, and everything else that goes into the final product before it reaches the customer is the last connection. Getting a company's product to consumers without any hitches is a primary focus of value chain analysis. (Dock Treece, 2022).



**Figure 1.1 : Value Chain**

- 1) **Providers:** In the health and wellness ecosystem, providers may be broken down into the following categories.

| Division           | Providers                            |
|--------------------|--------------------------------------|
| Games and sports   | Consumable goods                     |
|                    | Non consumable goods                 |
|                    | Sports wear                          |
|                    | Sports gear                          |
|                    | Fitness equipment                    |
|                    | Safety equipment                     |
| Health and Fitness | Dietary Supplement Products          |
|                    | Drugs                                |
|                    | Slimming/ Weight Management machines |



- 2) **Games and sports:** Sportswear, sporting equipment, exercise tools and safety gear all go under the umbrella of "Games and sports."
- 3) **Suppliers:** Manufacturers of workout equipment and suppliers of raw materials (chemicals, ingredients, herbal items) for Healthy food products are examples of those that make up the Health and Wellness industry's Suppliers. Fitness equipment manufacturers generally serve commercial and institutional clients. However, demand is anticipated to increase in all domestic markets. When it comes to Health and Beverages, most dairy supplies come from state-owned organisations (like the Karnataka Cooperative and the Tamil Nadu Cooperative), while international brands dominate the high-priced segment.
- 4) **Facilitators:** Facilitator who deftly steers the meeting's agenda, navigates tricky team dynamics, and leads members to success. This is crucial for eliminating unnecessary friction early on and protecting the team's machine from the corrosive effects of dispute. A facilitator's objective viewpoint promotes efficient procedure, encourages candid dialogue, and strengthens results. Schools, universities, corporations, insurance agencies, and other organisations all play a role as facilitators in the health and wellness ecosystem.
- 5) **Government:** When it comes to health and wellbeing, the government is an integral cog in the wheel. The government develops skills as a number of different actors, including a supervisor, mediator, enabler, and funder. The government has made a number of important steps to improve the health and wellness industry.
- 6) **Buyers:** Both individual customers and institutional consumers make up the Health and wellness sector's total market. Most consumers in the retail industry are young adults between the ages of 15 and 34.

## 1.7 SCENARIO OF SPORTS GOODS INDUSTRY IN INDIA

India has a sports goods manufacturing business that dates back more than a decade. Meerut and Jalandhar are two cities in India with reputable sports industry and a well-deserved reputation for producing high-quality sports equipment. Multi-brand

sports retail is significantly impacted by foreign direct investment. The worldwide market for Indian sports goods is growing rapidly, and these goods already play a significant part in the industry.

In order to stay up with the ever-shifting fashions of other countries, the sports goods manufacturing sector is quick to embrace new technology. The demand for and presence of Indian sports items in both domestic and international markets is on the rise thanks to the expansion of the former. Proper marketing of sports products has been a focal point as companies look to maximise returns on investments via more efficient use of available resources. There has been a shift towards mechanisation and the usage of cutting-edge technology as a result of competition in the sports goods market from a number of different nations. The fast rise of media engagement in sports over the last several decades has led to significant shifts in the retail market for items related to sports in many respects. In India, traditionally, sports equipment was solely marketed via specialised sporting goods shops. However, lately, in the rapidly developing industry, sports equipment distribution patterns have experienced significant modifications.

The recent tendency of large department stores, Malls, Toy's shops etc. selling the sports goods that too the branded things as required by clients and as per the market need in that field has had a detrimental impact on the sales figures of traditional sports goods retail establishments. There has been a decline in the number of stores in India that specialise in selling sports equipment, and as a result, local manufacturers of a wide range of sports items are having trouble carving out a niche for themselves in the sector's fiercely competitive marketplace. Traditional sports retailer sales were also significantly affected by the opening of new stores and the arrival of an exclusive new franchisee for the newest sports product. Online booking, home purchasing through electronic media, and Internet study of state-of-the-art sports equipment are all contributing to the booming sports goods business. The after-sale service offered, the staff's persuasiveness in persuading customers to buy specific sports products, the staff's familiarity with the technical details of a wide range of sports products, the staff's demeanour, and the promptness of deliveries are all crucial factors in the retail sports goods industry, especially in the current highly

competitive market. Manufacturers of Indian sporting goods are looking to form partnerships and technical alliances with buy-back agreements for some sports items that aren't sold domestically but have significant export potential. The Indian sports goods sector is expected to see exceptional development in the near future if the present pace is maintained, given the ongoing national economic reforms process and the country's liberalised industrial policies. The Indian market for athletic products has done well in recent decades, albeit its expansion has slowed significantly in recent years. The factors identified include shifting customer tastes and high pricing of newly developed sports items as well as demographic changes and high prices of newly created sports goods. Although many Indian factories now produce many lines of sporting equipment, many others still specialise in only one. There has been a substantial increase in media coverage of individual sporting events, which serves as a crucial market driver for the sporting goods business. "In addition, the improved quality of sports goods, the greater emphasis on safety in sports, etc., have all been reflected in the sales figures.

## **1.8 INDIAN RETAIL SECTOR OF SPORTS GOODS**

The consumer industry for sporting goods in India is very disorganised because of a lack of effective government policies. The average sporting goods store operates on an area of less than 40 square metres, and many of them have been in business for generations within the same family. Space limitations prevent us from displaying as many sports products as would please our customers. The retail industry in India has grown rapidly and accomplished a number of notable feats in recent decades. In terms of GDP, the Indian retail sector is among the world's top five; it is also among the world's fastest-growing retail sectors. According to S. Mogale et al. (2019) , "retail is the most important pillar of India's economy, accounting for about 10% of its GDP."

Recently, urban consumers in India have shown a preference for the newest branded sports items as a consequence of rising incomes and the increased affordability of the sports product their children have been wanting. In order to succeed in today's fiercely competitive market for sporting goods, Indian stores need to take advantage

of this expansion by broadening their product offerings in line with modern trends. There are a select few merchants that have managed to stay competitive despite the prevalence of new entrants in the industry. Since the Indian sports goods market does not compete with the branded sports goods which have a presence globally, Indian manufacturers work for global brand companies and export goods to them in large quantities, even though many of these brands may not be available in Indian market. Moreover, due to constraints imposed by both the manufacturing enterprises and the government, many popular Indian sports brands are not directly available in the Indian sports goods retail industry.

The study found that the most successful international sports companies in the Indian market had meticulously planned the introduction of their products to the Indian market, including the positioning of their brands, sponsorship of various sporting events and players, the pricing of their products, and the selection of Indian distributors. The majority of Indian sports customers are males, but corporations are making concerted efforts to win over females with their branded athletic items. In addition, planograms are evolving to help retailers increase their revenue. A planogram is a diagram that shows where items should go on shelves, racks, and other forms of retail displays. The goal here is to get the most out of the retail shelf space available. Planograms for sporting items vary greatly depending on the retail industry. Occasionally, suppliers will provide the store planograms before they ever ship the specific sporting goods. According to the study's cited research, Indian shoppers only buy sports gear out of necessity, so the country's plethora of options should come as no surprise. Moreover, Indian shoppers have a longstanding custom of first looking for sales and promotions from retailers before making a final decision.

## **1.9 SPORTS RETAIL MANAGEMENT IN INDIA**

Rapid urbanisation and a rise in money to spend have led customers to prioritise window shopping, with a focus on the latest sports product releases, which has had a profound impact on younger generations and fundamentally transformed the traditional notion of how to go about acquiring sports equipment. In recent years,

urban areas in India have seen unprecedented rates of transformation. The retail market for sporting goods is booming thanks to the proliferation of new malls, shopping centres, mega-complexes, department stores, franchisees, etc. in every major developing city. The impact of these shifts in the retail market for sporting goods is significant across the board in terms of their significance to national economic development. Selling a wide variety of sports equipment to customers so they may assemble their own kits for themselves or their families is central to the idea of retail sports goods. Live telecasts of numerous sports tournaments, as well as rapid engagement and extensive coverage by media outlets, have all contributed to the sports goods industry's rapid growth since the 1980s.

There would be an increase of more than 10% in the sports retail business in India, which now amounts for around 3% of GDP. Retailers may play a vital part in sustaining this expansion by strategic coordination with the consumers of sports products, maintenance of positive connections with retail customers, and the hiring of competent workers with expertise in marketing. In order to succeed, sports equipment stores must provide the products and guarantees demanded by their customers. In the present market, businesses can't hope to reach their goals without hiring talented and motivated recent graduates of physical education programmes. Graduates in the subject of physical education may also expect to find several high-paying job possibilities. Graduates' prospects of success in this field may be improved by their mastery of both the technical aspects of the items and the communication and interpersonal skills necessary to sell them effectively. Graduates of physical education programmes may find entry-level employment in fields including sports product sales and marketing, retail shop management, administrative and field work, improving the design of classic sports equipment, and so on. Graduates in India may find more professional fulfilment and job security in the rapidly growing sports business rather than in the more conventional fields into which they have traditionally been recruited. Department shops and shopping centres are devoting greater floor space to sports goods and prominently exhibiting these items to attract sports goods buyers in the face of intense competition. Graduates of physical education programmes who want to work in this industry will need to be innovative and open to new ideas if they want to succeed.

There are various sports available in the world, and many different ways to play each one. Volleyball, for instance, may be played on a court, on grass, or even on the beach. One day cricket, test matches, and twenty over cricket are just some of the variations on this sport. Some sports have achieved international prominence, while others may be limited in scope to a single country, region, or even neighbourhood. There may be cultural differences in how sports are recognised, categorised, and governed. Every sport has its own unique set of needs when it comes to facilities and gear. Group sports like football, cricket, and hockey, on the other hand, need specially designed venues, whereas chess can be played wherever there's enough space and a board. Similarly, each sport has its own unique set of equipment needs. To stay in shape, one may, for instance, run, which requires a pair of running shoes, or skip, which calls for a jumping rope. Sports like cricket, hockey, and tennis require a wide variety of specialised equipment, including bats, balls, knee pads, shoes, and racquets. Games like cricket, badminton, and tennis don't necessitate the same level of sophisticated infrastructure or novel sporting equipment as shooting and auto racing, both of which may be quite costly to engage in. (Vasudevan, 2011). The initiative's primary goal is to improve workers' employability across 25 different industries. The programme is also committed to achieving high quality standards and reducing its negative effects on the environment. Investments in both capital and technology are what this programme is all about, according to the National Productivity Council (2010). When it comes to procuring resources like rubber, threads, cane, steel, willow wood, etc., the Indian sports goods manufacturing businesses face a number of challenges. However, raw resources may be found in plenty around the nation. One of the company's biggest challenges is getting the goods from one state to another due to interstate prohibitions on the free movement of products. Small and medium-sized businesses also face challenges from labour regulations. Mechanization, product certifications, and internationally accepted testing facilities are all things that would greatly improve the efficiency and competitiveness of India's sports goods industry, which is currently based on labor-intensive manual processes. Accreditation certifications for meeting international standards for a product's specifications carry a lot of weight in global trade. Despite the fact that a variety of variables influence the sports goods market in India and

Meerut's economy, efforts should be made to assess the sector's efficiency and potential for creating new jobs in the region.

Sports equipment manufacturing industries in India are more than a century old. Sialkot, Pakistan is where these businesses got their start. Hindu artisans fled Sialkot, Pakistan for Punjab state in India after the 1947 partition of the British Empire into India and Pakistan, which was a historical hub for India's sporting goods sector. In the districts of Jalandhar, Batala, and Ludhiana, you may find members of the "Mahashak" group, who are the traditional tailors of the region. Even now, the Maharajas of Jalandhar and Batala are hard at work making balls. The manufacturing of athletic goods has exploded in Jalandhar, making it a key economic hub in India. When it comes to the production of sporting goods, Gurgaon, in the state of Haryana, ranks third while Meerut, in the state of Uttar Pradesh, is second. P. Chauhan (2013).

According to the World Federation of Sporting Goods Industries, China is now the world's largest production base for sporting goods, making up approximately 70% of all sporting products. Eighty percent of China's sports business is devoted to the manufacture and sale of athletic products including clothing and gear. The successful staging of the Olympic Games in Beijing and the Asian Games in Guangzhou, for example, has significantly boosted the fast expansion of the athletic goods market. Global brands like Nike and Adidas are increasing their presence in China as a result of the country's vast economic potential. Indigenous manufacturers like Li Ning, Anta, and 361 are reaping the benefits of China's booming market at a faster rate. Increasing a company's competitiveness is likely to be one of the most significant objectives in the sports goods industry.

The global financial crisis and the rising competitive environment mean that sports goods companies need to pay more attention to their financial assets if they want to survive. Organisational competitiveness has been the subject of numerous studies, but financial competitiveness has received far less attention. Understanding how to evaluate a company's financial competitiveness is essential for developing market-winning strategies. The goal of this research is to provide an evaluation framework for analysing the financial competitiveness of listed enterprises that produce sports items. The assessment strategy incorporates evaluation indices like gross profit,

earnings per share, return on equity, etc., to provide a theoretical construct of competitiveness. These monetary metrics form the basis of a comprehensive index competitiveness assessment system developed for businesses in the athletic goods industry. "The integrated index competitiveness evaluation system provides a theoretical basis and effective technical assistance for decision-makers in the sporting goods industry in the future" (Indian Textile Journal, n.d.).

The country's lacklustre showings in the Olympics were examined in a study by the Confederation of Indian Industry. India's medal haul has increased somewhat in each of the last several Olympics, with the 2020 Games being the greatest ever. From no medals at all in 1988 and 1992 to three in 1996, one in 2000, and two in 2004: that is India's Olympic medal haul. After that, India began winning medals at the Olympics, beginning with its first gold in 2008. By 2012, India had won three medals at the London Games, and by 2016, it had won six medals at the Rio Games. India has historically underachieved in comparison to other countries, including Australia, China, Japan, South Korea, Russia, the United States, and even some smaller countries like Ethiopia and Cuba, which have done better due to their core expertise in particular individual sports like running and boxing. Instead of excelling in Olympic competition, Indian athletes have routinely finished in the top ten at the Commonwealth Games and the Asian Games. The United States, the People's Republic of China (which is not a member of the Commonwealth but participates in the Asian events), Russia, Germany, and France do not compete in these events, which may explain why they are not as widely attended as the Olympic Games. Nonetheless, India's performance at the Asian and Commonwealth Games has improved greatly over the years.

### **1.10 CONDITION OF IMPORT IN INDIA**

The government reports that between 2008 and 2013, China's imports rose dramatically, from \$32.45 billion (Rs 146,005 crore) to \$52.25 billion (Rs 3,13,500 crore). The industry group FICCI published a research in 2009 that surveyed more than a hundred small and medium-sized businesses and found that 22 different product categories were imported from China at a discount of 10–70 percent.



Government indifference is another source of concern for business groups, who claim that their Chinese competitors have an advantage due to low land and energy costs, reliable power supplies, low interest rates on loans, and well-maintained infrastructures. Secretary General of the Federation of Indian Micro and Small & Medium Enterprises (FISME) Anil Bhardwaj claims that "a lot of things add up to offer them a 20 to 40 percent efficiency gain." Over the last several years, high-value commodities like electronics and equipment have accounted for a growing share of China's imports, replacing lower-quality goods like toys and crackers. Gift sets, glasses, bathroom fittings, building hardware, furniture and ceramics are just some of the many new additions to the import inventory. (FICCI, 2009) According to a report on Connect 2india (n.d.), India imports sports equipment from 47 different nations. There was a drop of -53.92% from 2017's astronomical 89.04 USD MILLION in sports equipment imports to 2020-2021's (April-November) \$9.53 MILLION and 2018's \$41.03 MILLION. From 2014 to 2018, the number of sports items imported into India decreased by 45.04% annually.

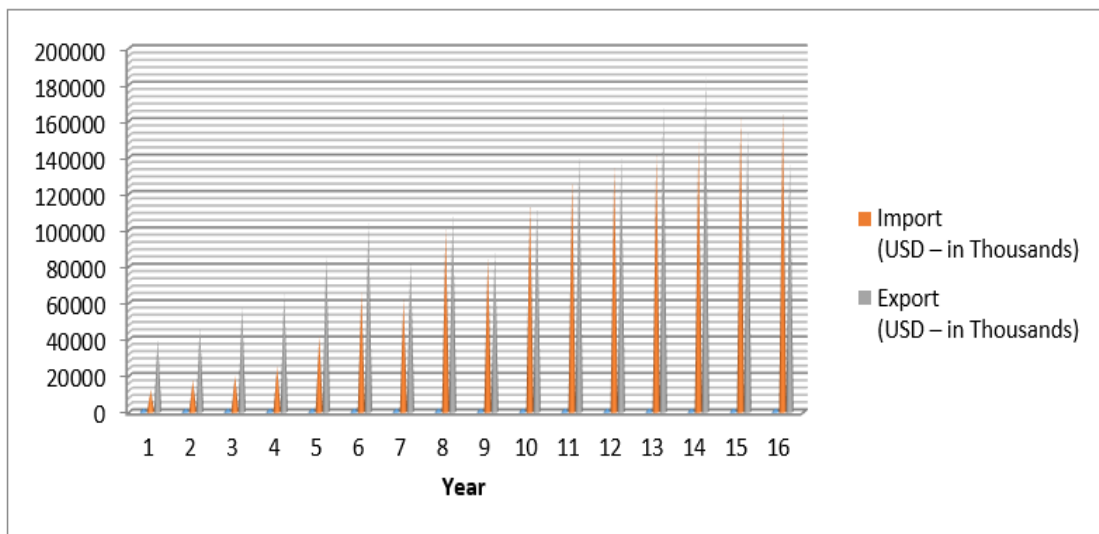
China (6.18 USD Mn), Switzerland (0.59 USD Mn), the United States (0.54 USD Mn), Italy (0.31 USD Mn), and France are the top five nations of interest for Indians looking to acquire sports equipment (0.26 USD Mn). The value of all sporting equipment imported to India was \$7.88 million, with 82.69 percent coming from only five countries.

### **1.11 EXPORT AND IMPORT TRADE IN TERMS OF GROWTH**

India's exports of sporting products saw a decline during fiscal years 2006–07 and 2015–16. The government has been supporting various global sporting events, which have boosted this industry, in an effort to mask this negative growth. The government is considering a new approach to its laws on direct investment in the retail sector and has made the manufacturing of sports products a focus in its Foreign Trade Policy (2009-214).

| <b>Year</b> | <b>Import (USD – in Thousands)</b> | <b>Export (USD – in Thousands)</b> |
|-------------|------------------------------------|------------------------------------|
| 2001        | 11927                              | 39956                              |
| 2002        | 17348                              | 46396                              |
| 2003        | 19823                              | 57653                              |
| 2004        | 24932                              | 64850                              |
| 2005        | 41356                              | 86539                              |
| 2006        | 65537                              | 104039                             |
| 2007        | 62237                              | 82897                              |
| 2008        | 100910                             | 108083                             |
| 2009        | 84879                              | 88915                              |
| 2010        | 114614                             | 113545                             |
| 2011        | 128090                             | 141672                             |
| 2012        | 135381                             | 140451                             |
| 2013        | 141622                             | 168080                             |
| 2014        | 147461                             | 184366                             |
| 2015        | 162671                             | 153777                             |
| 2016        | 164826                             | 137712                             |

● Sources: ITC calculation based on UN COMTRADE statistics



**Graph 1– Average Import/Export Trend**

The graph and table you see above reflect export and import patterns from 2001 to 2016. The graph clearly demonstrates an upward tendency over time. They also reveal that exports have consistently lagged behind imports.

Small local businesses face serious competition from foreign imports of equipment such as textile machines. About 1,500 Indian companies are manufacturing a wide range of machinery. This includes anything from spinning and weaving machines to knitting and processing gear. China's comparatively low labour and material costs have resulted in a boom in the import of low-tech textile machines, according to the Textile Machinery Manufacturers Association. The value of China's imports of textile equipment more than doubled from Rs 1,636 crore in 2007/08 to Rs 4,300 crore in 2012/13. The Secretary General of the Textile equipment Manufacturers Association, S. Chakraborty, has said that "the only hope for companies is to upgrade to high-tech machinery and command a better price so as to compete with China" (Xiaoling Zhang, 2011). The manufacturers of diesel engine pump are likewise having trouble competing with inexpensive Chinese imports. Over the previous three to four years, profit margins at Rajkot, Gujarat's Sardhara Engine Manufacturers have dropped by at least five to seven percent. His Chetak diesel engines cost roughly 50 percent more than Chinese alternatives, at Rs. 15,000 to Rs 17,000. However, he is unable to lower costs because of a 14 percent increase in the price of key raw materials like cast iron and pig iron over the last three years. Kishan Sardhara, the company's owner, adds, "Low-cost pumps are popular with farmers, who cannot afford quality products." He also says there are no immediate plans to reduce production.

The Indian sports goods industry has been established for over a century, as evidenced by the numerous sports manufacturing centres that have sprung up in and around Meerut, Jalandhar, Delhi, Mumbai, Agra, Moradabad, Chennai, Jammu, and Calcutta. Seventy-five to eighty percent of this output is coming from Jalandhar and Meerut. Both Jalandhar and Meerut owe their existence to the migration of individuals from Sialkot, Pakistan (a significant manufacturing centre of sports goods at the time and currently) to India. The majority of sports goods exported are balls, both inflatable and non-inflatable. Cricket bats, hockey sticks, gymnasium and

athletic gear and more fall under the 'others' category. Most exports go to the United States, the United Kingdom, Germany, and France. Board games and similar products are thought to have a strong enough local market that their worth is comparable to that on the export market. As sports continue to grow in popularity and demand, both at home and abroad, the sports sector has bright prospects for the future (SGMEA, n.d.). “During the period 2016-17 (April-October) , the export of Sports Goods decreased to US\$ 144.74 million from US\$ 147.60 million in the corresponding period in the previous year registering a negative growth of 1.94 percent," said the Department of Commerce's annual report for 2016-17. At the same time as imports are on the rise, The amount of goods exported has dropped. K. Rasik Lal & Sons and Anil Manufacturers, two similar businesses, both went out of business a few years ago due to a variety of issues. Manubhai Patel, proprietor of Anil Manufacturers, says, "We were working on very low margins and finally could not continue anymore." Government backing is nonexistent. Subsidies and bank loans/advances were once available to us, but have since ceased. The Rajkot Engineering Association estimates that there are now just approximately 70 diesel engine manufacturers left in the region, down from an all-time high of between 400 and 500. Parts for diesel engines are produced by another 500 units. Even while "demand has been hampered" due to some farmers switching to power-run submersible pumps, the association's executive secretary, Dheeraj S. Bhatt, blames China for the closure of a huge number of firms.

Morbi, Gujarat, is home to several tiny ceramic tile factories that are striving to compete with cheaper Chinese imports. Problems for the sector, which supplies roughly 8% of the world's ceramic demand, have been exacerbated by the elimination of anti-dumping tariffs on various ceramic items. Director K.C. Patel of Angel Ceramics has said that increasing natural gas costs, hefty VAT (value-added tax) , and excise fees may force the company to close its doors for a second time. According to Patel, "our cost of production is at least 15 to 20 percent higher than China's," and this is reflected on the market. The market is crumbling. You should start trading and buying from China.

## 1.12 SIGNIFICANCE OF THE STUDY

In terms of both employment and income, the sports industry is widely seen as a major player in the local economy. However, the industry around the sport has grown substantially in both wealthy and developing nations. India's current economic situation appears to be reflecting a remarkable expansion of the sports and sports industries, such as the broadcasting of a health and fitness-related reality show via digital communication or the entertainment of the masses through the sociology of sports like the Indian Hockey League and the Indian Premier League, etc., similar to that seen in the United States and Great Britain.. Findings from this study may lead to novel ways of thinking about problems in the Indian sports goods manufacturing industry. The following are some of the points discussed:-

- 1) The focus of this study is on the growth and current standing of the sports industry from a consumer and business viewpoint.
- 2) The research may be beneficial for obtaining reliable information on HR development, commercial partnership, company growth, and cutting-edge technology in the sports equipment manufacturing industry.
- 3) The research might be instructive in understanding the nature of economic growth, its significance, and its dedication to enhancing the plan of cluster development in the service of strengthening global competitiveness. These standards may be used by a variety of organisations to educate future educators, sports equipment manufacturers, and business leaders.
- 4) The present study might be used to gain access to additional companies and customers. They may be missing out on possibilities to grow internationally if they restrict operations to the USA.
- 5) Inspiring young people of the future who are interested in working in the sports goods manufacturing industries might utilise the study as a road map to success.
- 6) The study's findings might provide novel opportunities for businesspeople in the sports sector.

- 7) This research has the potential to shed light on the true state of affairs in the Indian market for sports equipment.
- 8) The research might be useful for those who are in charge of setting up and promoting sporting facilities located in different sports good clusters.

### **1.13 STATEMENT OF THE PROBLEM**

In general, India's sports goods industry is dependent on imports. It means that our athletes are spending a lot of money on foreign-made sporting equipment. The country's foreign currency reserves are dwindling as a result. As a result, the researcher may be better able to focus in on growth trends and patterns in the sports industry, which is useful information for stakeholders looking to make the most of opportunities in the country. Opportunities for domestic production that can replace foreign goods may be uncovered in India thanks to this research. One of the major aims of the research is to determine whether the future demand for sports merchandise will rise or decrease. Therefore, the study has potential for future sports merchandise demand, helping to alleviate the approaching demand-supply imbalance. The study aims to examine the potential of import substitution in sports goods sector in India.

### **1.14 OPERATIONAL AND DEFINITIONS OF THE TERM**

- **Sports Manufacturing Industry:** The term "sports manufacturing industry" is used to describe businesses that create new commodities or add value to existing ones by producing and processing sports equipment. In advanced economies, manufacturing makes up a significant portion of the industrial sector. The end results may be sold to consumers as is or utilised as building blocks in further manufacturing steps. Industrial production entails the use of human labour in conjunction with machinery, equipment, chemical and biological processes, and/or formulated materials to create goods for consumption or sale. The word "production" may be used to describe a wide variety of human endeavours, from simple handiwork to complex technological processes, although it is most often associated with mass manufacturing.

- **Import:** A product or service that is imported into a nation is called an import. The term "import" comes from the Latin word "port," referring to the port through which many imports enter a country from others.
- **Import Substitution:** The term "import substitution" describes the process of making products domestically that were previously imported from outside.
- **Sporting Goods:** The term "sporting goods" is used to describe specialised sports gear that is offered commercially and is required for the practise or competition of a certain sport.
- **Protective Equipment:** Athletes' safety during competition relies heavily on the protective gear they wear. In sports, protective equipment is used and developed, and these developments have progressed through time. Athletes in several professional and collegiate sports are required by league or league rule to have and use protective equipment. Also, sometimes even in amateur and collegiate sports, players are required to wear protective equipment. It's different for each sport. Cricket players use protective gear including helmets, knee pads, elbow pads, jockstraps with a cup pocket and protective cups, gloves, and thigh pads; fencing athletes wear masks and jackets; and hockey players wear mouth guards, shin guards, helmets, and cups-pocketed jockstraps. Hat, body protector, boots, gloves, breeches, jockstraps, goggles, etc. are all standard equipment for horse racing.
- **Sports Infrastructure:** The term "sports infrastructure" is used to describe the basic resources that are required for any kind of athletic activity or participation. The physical components of interconnected systems supplying commodities and services required to permit, maintain, or promote healthy sports performance, including the ground, equipment, facilities water supply, suitable drainage facility surrounding the ground, sewers, and so on.
- **Sports Supplements:** Sports supplements are meant to enhance athletic performance, and they may contain vitamins, minerals, amino acids, herbs, botanicals (plants) , and any concentration, extract, or combination thereof.

Generally speaking, these products may be purchased without a prescription over-the-counter. Dietary supplements that are used for sports are just that.

### **1.15 OBJECTIVES OF THE STUDY**

The researcher justified the investigation with the following goals:

- To assess the problem of raw materials faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of skilled manpower faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To measure the problem of policy up-gradation faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of innovation and new technology up-gradation faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of commercial collaboration faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.
- To assess the problem of business development strategies faced by sports manufacturers of Uttar Pradesh and Punjab in relation to substituting the import of sports goods in India.

### **1.16 DELIMITATIONS**

- The scope of the research was confined to sectors that have generated over a crore in revenue in each of the past three fiscal years.
- Businesses selling sportswear, fitness apparel, running shoes, sports nutrition, or protective gear were the only ones considered in this study.



- The study was delimited to the Uttar Pradesh and Punjab industries because 60% of total sports manufacturing industries are situated here.
- The research was even more narrowed down to just 50 sports goods manufacturers, 25 from each of the clusters in Jalandhar and Meerut.
- In order to accomplish this secondary goal of the study, we used online secondary sources, such as the UN comrade database and trade map.

### **1.17 LIMITATIONS**

The following restrictions were taken into account over the conduct of the current study.

- Validating many actions is difficult and, in some circumstances, impossible due to the lack of secondary data from the cluster investors. No attempts have been made to verify the accuracy of the data.
- The research relied on historical and current offerings from a variety of Indian government departments and their respective auxiliary organisations.
- The study could be criticised for selecting industries based on data available online (with the relevant ministry) through rti or direct inspections.
- Any potential for bias in the responses of the subjects being surveyed is one of the drawbacks of this type of research.
- Results from studies in which participants were asked to rely on their own recollections should be treated with caution because of the inherent limitations of human memory.

## Chapter – 2

### REVIEW OF RELATED LITERATURE

Literature reviews act as a bridge between the old and the known and the new and the unknown, connecting the process of creating new ideas and principles with the practise of applying proven facts. The researcher's intellectual superiority is established by a study of relevant material, which not only improves his understanding but also acts as a guiding marker that directs future research in a more fruitful direction. It is crucial to have a complete grasp of the issue at hand, and this may be accomplished by doing a thorough literature search.

"The Literature in any field forms the foundation upon which all future work is to be built." The following list of references shows that the researcher made a good faith attempt to find appropriate background reading for this investigation. The potential of import substitution in India's sports goods industry has been thoroughly investigated, including the most recent studies that shed light on its many facets. There are a few ways that studies of extent have been put together:

#### **2.1 Reviews on Strategy and Policies of Import Substitution**

#### **2.2 Reviews on Manufacturing Industry & Sports Goods Sector**

#### **2.3 Reviews on Trade pattern & Forecasting**

Research gaps were identified based on a systematic literature assessment that was guided by the study's objectives.

### **2.1 REVIEWS ON STRATEGY AND POLICIES OF IMPORT SUBSTITUTION**

There are just two ways in which economic expansion may occur. Either it expands exports to other countries or it improves domestic output to meet domestic demand for goods and services it now imports or lacks. The increase in exports is the first. The second strategy is import replacement. A. R. Adewale. In 2017, there was discussion on how the BRICS (Brazil, Russia, India, China, and South Africa)

economies will be affected by import substitution industrialization. This article suggests that the import substitution industrialization programme sped up the industrialization of these five countries by utilising econometric estimations based on data from the World Bank Development Indicators for the years 1960-2016. As a result, developing nations are urged to follow a similar strategy of economic integration and domestic import substitution industrialization in the near term to reduce their reliance on costly imports, and to open up to liberalisation after they have reached a sufficient degree of modernization. A policy-oriented strategy for investigating possible target sectors for import substitution is presented in this review part (Joseph Persky et al., 1993). Import substitution is the subject of a wide range of research projects in other countries, covering a wide variety of topics including policy, strategy, product material, technology implementation, etc. Import substitution strategy development was the subject of research conducted by Irina Ershovaa and Aleksei Ershovb in 2016. The relationship between international trade and GDP was investigated in this research. Their research has led them to the conclusion that Russia's industrial sector has to adopt cutting-edge methods of mass manufacturing. The overall framework for categorising import substitution techniques has been completed. "The scientific and methodological foundations of the tools of the structural benchmarks of the regional social and economic system, and the theoretical and methodological basis for the development and implementation of a cluster-based policy at the regional level." Potential "import substitution effect" as part of a community economic event's additional economic impact (or growth). What we mean by the "import substitution effect" is the money locals stop spending abroad and put back into their own economy as a result of the calamity. The Tall Stacks Celebration in 1988 and the Travel, Sports, and Boat Show in 1990 in the Cincinnati area: estimated attendance based on surveys. Both events have an import substitution impact about equal to the stimulus provided by exports that are spent in the domestic economy by visitors from abroad.

If we ignore the import substitution effect, we will be drastically diminishing the true incremental influence on local events. Despite its prominence in Mexico's growth strategy, import substitution was shown to have mixed results in research conducted in 1977, as noted by Aspflu Antonio L. The new ISI sectors' regional concentration

and their need for substantial initial investment have proven to be especially troublesome. Because they need a lot of initial investment, Mexico's new sectors haven't been able to solve the country's long-standing unemployment issue. These issues, together with ISI's propensity to create inefficient plants that need constant care, have prompted the hunt for other approaches. The export promotion plan first arose in the 1960s and is an example of such a strategy. These kind of initiatives look to be Mexico's best hope for the future. This article examines the evolution of Mexico's trade policies through time, arguing that the country would benefit more from an export promotion strategy than an import substitution one.

According to research by Athukorala Premachandra and Menon Jayant (1995), during the last two decades, trade and industrial policy in developing nations has shifted decisively away from import substitution and towards export orientation. A growing number of developing nations have opened up to FDI as a result of this policy change. Foreign direct investment's effect on the expansion of developing countries' exports of raw materials has received little academic attention despite its policy significance. This essay aims to fill that informational void by analysing the role export-oriented FDI played in accelerating Malaysia's industrialization. The essay concludes that the general economic environment in Malaysia has been favourable for internationalisation of production for a lengthy period of time, which has resulted in big returns from export-oriented FDI.

Subcontracting networks connecting clients in the United States and Europe to workers in the informal economies of developing nations are responsible for an increasing share of global manufacturing, claims Khara Navjote (2011). In many countries, these workers do not receive the same social benefits or legal protections as their counterparts. This research delves at the background of factory, Centre, and home football stitching in the Northern Indian city of Jalandhar, which is famous for its export-oriented, brand-sensitive football production sector. Supply chain linkages and labour patterns in this industry, he argues, can be better understood by looking through the "lens" of value chain disputes between intra-chain actors like multinational purchasers and local vendors and extra-chain actors like national governments and international NGOs. In the early 2000s, football stitching moved

from being a home-based business, as it had been in the late 20th century, to being a factory-based industry, due to disagreements about supplier modernization and labour requirements. Jalandhar's football manufacturers are facing extinction if they don't insource football stitching within industrial settings, use modern technologies, and adhere to labour regulations and norms.

Sherwat E. Ibrahim (2010) researched the manufacturing sector to identify the types of operational techniques that increase company profits. The writers used statistical methods like correlation and logistic regression to examine how the company's past revenue and operational strategies fit into its current overall plan. Providing high-quality services to customers has been found to have the greatest impact on a company's bottom line, and the customer-centric approach recognises and prioritises these efforts.

The Indian sports retail market is analysed in detail by Mukherjee Arpita et al. (2010). The impact of various store layouts, client types, supply networks, and sourcing techniques is analysed as they relate to the retail sector. The implications of retail and sports legislation, the difficulties faced by this sector, and suggestions for policy reforms are also examined. According to the data collected, the single-brand format's policy of allowing 51% FDI (foreign direct investment) has not benefitted the sector, while the multi-brand retail restriction has not acted as an impediment to entry for foreign retailers since they may still enter India via other channels. Allowing 51 percent FDI (foreign direct investment) would not hurt established stores, according to the study, because multi-brand sports retail is a declining sector of the retail industry. This will have repercussions including the dissemination of technologies and brand names as well as the financing and promotion of sporting events, all of which will increase sourcing from India. This will boost investments in a variety of areas, including sports and sports marketing, technology adoption, brand recognition, and sourcing from India.

Once we have the blueprint for a variety of textiles, we may adjust the texture pattern accordingly and produce a wide range of high-quality fabrics. Some of the test textiles are now available commercially, and their reception will be evaluated. The quality of the material or fabric was investigated in light of the consumers' opinions.

Kawabata, Sueo, et al. (1999) had attempted to answer this question and predicted that there would be a rise in consumers' demands for high-quality goods and services. In Japan, there has been a noticeable shift towards owning fewer, higher-quality garments. Great-quality materials are in great demand, thus the apparel industry must shift from an experience-based to an engineering production model. Engineered design of fabric quality has been a focus of textile engineers for much longer than just this current fad. The best possible suiting fabrics for both the winter/fall season and the summer season have been created. However, not every fabric requires this method for generating perfect fabric in order to manufacture ideal textiles. It will be used just in the creation of a small number of "core fabrics" that will serve as standards for the ultimate fabrics. The U.S. sports goods business is massive, with brands like Nike, Champion, Russell, and Adidas to match its wholesale value of approximately \$70 billion in 2017. This was according to the Sports Goods Manufacturers Association. Lukens and Reed are hoping that the Peel Sports line of products, which is aimed at runners, cyclists, and fitness enthusiasts, will become the next big thing. Totes for travellers to carry their running gear in a suitcase without contaminating the rest of the contents, water-bottle carriers, armbands for wallets or portable music players, hats with interior pockets to carry cash or cards, and hats with exterior pockets to carry cash or cards are all examples of the based on the terms.

Kasen (2012) examined the state of the American sports equipment industry. He said that sales of sports products at retail establishments climbed by 9.4 percent in February, using data from the United States Census Bureau's monthly Retail Trade Survey. Canada Census. In comparison to December of 2011, sales increased by 4.0%, and they increased again by 3.4% in January. Revenue for the month of February was reported as \$2.8 billion. In 2011, total sales amounted to \$40.9 billion, an increase of 1.7% from 2010 and 6.3% from 2009. With an increase of 1.6% from 2008 to 2009, revenues reached \$37.7 billion in 2009. The \$37.1 billion in sales in 2008 is a 2.3% increase over the \$36.3 billion in sales achieved in 2007. These numbers come from the Monthly Retail Trade Survey, Annual Retail Trade Survey, and administrative data kept by the United States Census Bureau. Forecasted annual sales for American sporting goods stores. Statistics from the Census Bureau's

Monthly Retail Trade survey show that sales of athletic products are consistent with those revealed in the research *The sports Goods Market* (2011).

By providing an introduction to the multidisciplinary area of socio-cultural retailing and then analysing the contributions that this body of work may make to the study of retail marketing, Fuentes (2012) brought attention to the cultural shift in retail studies. The research that is discussed in this article demonstrates that the processes of retailing and shopping are rooted in and contribute to the reproduction of larger social and cultural phenomena. The retail industry is inextricably related to the sociocultural processes of identity and meaning production, and cannot function independently of them. The sociocultural processes that underlie retailing, shopping, and consuming are crucial to understanding the success or failure of various store ideas, marketing strategies, and items. Recognising the political significance of retailing entails not just understanding that retailing practises and places are associated with but also strive to replicate sociocultural processes. Taking this approach into account, it becomes clear that retail practises and places contribute to the formation of individual and collective identities, meanings, and worldviews.

Sadeghi et al. (2012) examined the roles and benefits of brands as well as the many facets of brand image from the perspective of customers. Researchers found four main kinds of functions i.e. Identifying information, social security number, guarantee, and legal standing. Researchers found that consumers' propensity to promote a brand, pay a premium for that brand, and accept brand expansions were all significantly impacted by these features. The findings validate the usefulness of conducting brand association research in isolation and allow for the identification of the most important brand connections to elicit desired reactions from target consumers.

Akomolede et al. (2006) noted that the calming aspect of modern business transactions is consumer protection via different rules and legislation. As a result of the positive social and economic feelings generated by consumerism, advanced economies around the world have passed laws, crafted policies, and implemented regulatory measures to protect consumers from being oppressed or intimidated by the businesses that supply them with goods and services. Improvements in highly policed

and regulated economies are more amenable to control mechanisms that may guarantee success for customers. Consumers in emerging countries whose economies are subject to market forces have experienced the negative outcomes. While there has been progress in consumer protection in recent years, studies show that consumer protection regulations are still mostly meaningless. They pushed for a more regulated consumer protection regime in the form of a comprehensive consumer code that would spell out the rights and remedies of consumers and serve as a guide against the current laissez-faire system that prevails and one that has left consumers as pawns in the hands of sellers in markets that are largely controlled and dominated by the sellers or producers of goods and services.

Ran et al. (2011) found that the listed businesses in the athletic goods market were already having trouble before the global financial crisis hit, and that the crisis just made things better. To rise to the challenge of enhancing the athletic goods manufacturing industry's long-term competitiveness, a reliable method of measuring the sector's financial competitiveness is required. This method begins with developing a comprehensive conceptual and analytical framework to address all relevant issues, such as the capacity to generate profits, service debt, and run efficiently. In order to analyse the financial competitiveness of the sports goods listed businesses, researchers provided an assessment technique for the integrated index competitiveness. Based on the results, researchers have proposed exploring efficient business techniques for boosting the athletic goods industry's financial competitiveness in China. It's Charumbira T.L. In order to learn how successful the sports marketing tactics of the four college sports federations in Zimbabwe are, a research was done in 2014. Its ultimate goal was to help local sports marketers better understand and implement marketing strategy to build brands that are meaningful to their target audiences. Yin's (2003) framework for multi-source comparative case studies was utilised because it is consistent with the phenomenological approach. Therefore, we used a combination of methodologies, including semi-structured questionnaires, focus groups, and document analysis, to collect data from the presidents of the federations and 67 randomly selected consumers of their brands. The outcomes of the mixed-methods analysis performed on the study data were depicted using descriptive statistics. The research shows that college sports



federations in Zimbabwe use inefficient and unsuitable sports marketing tactics. This explains why there is such a lack of brand equity in the market.

In light of the intense competition presented by the WTO (World Trade Organisation), Xiande Zhao et al. (2002) investigated the advantages and possibilities open to Chinese businesses. According to the results, Chinese businesses may boost their chances of success by focusing on things like "excellence improvement," "cost control," "prompt delivery," "rapid introduction of innovative products," "customer service," and "skill to innovate." According to the authors, in the next five years, innovation, adaptability, after-sales services, and quality would be the most important factors for Chinese companies to focus on. Chinese companies have great strengths in these areas, but their ability to innovate lags far behind that of their competitors.

(Paper 2010) studied "Sports Retailing in India: Opportunities, Constraints and Way Forward Working" While the current retail sports industry in India is still relatively small, it is growing quickly. International athletic events hosted by the country in recent years have been a boon to the growth of this sector. Many large corporations, both at home and abroad, have recently entered the sports retail market. The government is reevaluating its existing policy on foreign direct investment in retail, and the manufacturing of athletic goods is a priority area in the Foreign Trade Policy (2009-2014). With such background, this study will examine the state of the Indian sporting goods retail sector. It goes into detail on the many storefront layouts, customer personas, distribution networks, and sourcing possibilities that retailers can take use of. More than that, it analyses the difficulties faced by the industry and suggests legislative changes based on what we learn about the laws and regulations that govern the intersection of retail and sports. Based on the research, it appears that allowing 51% FDI in single-brand forms has hurt rather than helped this sector. Despite the ban on FDI in multi-brand retail, foreign companies are still able to set up shop in India through a variety of other channels. The research showed that incumbent retailers will not suffer from foreign direct investment (FDI) entering this sector of the retail industry. The report finds that as a result, governments should allow 51% FDI in multi-brand sports retail. As a result, there will be a general uptick in sourcing from India and an increase in the spread of technology, the multiplication of brands, investment in sports, and marketing of sports.

(Tewari and Pillai 2005) studied “Global Standards and the Dynamics of Environmental Compliance in India's Leather Industry” How can small suppliers and industries dominated by small enterprises meet stringent regulations without losing their edge in international trade? As environmental regulations become an increasingly important factor in global trade and market access, this topic has become a hotbed of controversy. Even though there are some examples of tiny supplier companies meeting stringent environmental criteria, literature remains sceptical of their capabilities. This research argues that there is room for both environmental compliance and export competitiveness, using the Indian leather industry's relatively successful compliance with two German limitations on Azo dyes and PCPs. India's adherence to the PCP and Azo dye prohibition required not only private governance mediated by lead firms and global buyers, but also the institutionalisation of compliance by the Indian state, which got actively involved in distributing the new standards. In this study, we inquire into the causes and effects of state intervention that led to widespread environmental compliance within a sector dominated by small businesses.

(Kusum and Paper 2009b) studied “The Employment Potential of Labor Intensive Industries in India's Organized Manufacturing” The goal of this article is to identify and study some of the labor-intensive industries in India's organised manufacturing sector so that we can better comprehend their potential to generate jobs. Calculations of labour intensity at the 4-digit disaggregate level for 97 distinct industries were made using data from the Annual Survey of Industries (Government of India, various issues) for the years 1990-1991 to 2003-2004. The survey found that there are 31 "labour intensive industries" in India's organised manufacturing sector. The study found that over the analysed time period, both industries with high capital requirements and those with high labour requirements saw reductions in their labour intensity. Because the increase in output did not lead to an equivalent increase in job growth, employment elasticity decreased. This report provides a summary of potential influences on labour intensity and the organised manufacturing sector's performance during the course of the study period. Throughout the study, these are discussed briefly.

## **2.2 REVIEWS ON MANUFACTURING INDUSTRY & SPORTS GOODS SECTOR**

India's recent success at hosting international sporting events has helped strengthen the modest but rapidly expanding sector of contemporary retail known as Sports Retail in the country. As a result, several multinational and local conglomerates have established themselves in the retail industry. The government is now re-evaluating its current foreign direct investment strategy in retail while also emphasising the manufacture of sports products as part of its Foreign Trade strategy (2009-2014). The purpose of this analysis is to provide readers a bird's-eye perspective of the Indian sports retail market. Mukherjee Arpita (2010) writes, This study "presents the different retail formats, customer profiles, retailers' supply chains, and sourcing, analyses the obstacles faced by this sector, and offers policy reforms," as the abstract puts it. The retail market for sports goods in India is highly unstructured because of ineffective government rules. Spaces smaller than 40 square feet are typically occupied by sporting goods stores. Sports shops were often run by a single family and only took up a few hundred square feet of retail space.

In terms of psychology, the underlying mechanism is motivation. Motivating workers includes boosting their enthusiasm for their work and giving them the tools they need to do a good job. They need to be physically and mentally ready to provide their best effort right from the off. Some of the psychological elements most crucial to raising industrial output have been researched and shown to be important by Bandyopadhyay, Rana (2014). It is common to find that workers' performance falls short even though they are offered a competitive wage, regular bonuses, opportunities for advancement, and a pleasant place to work. Workplace motivational interventions based on a quasi-experimental study of the effects of physical activities and counselling therapy on a sample of workers. In the age after the decline of the LPG industry, the fate of a firm rests on the shoulders of its workers. In order to keep things in check, the HR manager will utilise psychophysical stimulators to encourage employees to grow both personally and professionally in ways that will last.

In their study, Kathuria et al. (1999) looked at whether or not general managers and factory managers had different views on the importance of competing on price. The

authors employed two sets of questionnaires, one for general managers and one for factory managers, to gather the data. A total of 158 companies from a wide range of industrial sectors decided to take part. The US manufacturing companies filled out the survey, and we got 98 back. To determine the relative importance of the five factors that make a business competitive, the authors used statistical techniques such as mean and factor analysis to rank the following five factors: price, conformity to specifications, design quality, adaptability, and timeliness of delivery. The poll found that general managers and production managers had quite different perspectives on the need of being competitive. This research shows that while making decisions, general managers consider elements outside of their organisation, such as customer demand and competition threats. When making decisions, plant managers are more concerned with internal factors like cost management and adaptability in output. Lucia Avella (1999) examined the business practises of Spanish manufacturers and compared them to those of their American and European competitors. The author surveyed 114 Spanish manufacturing establishments in 1995 using questionnaires. Each questionnaire contained 175 questions split over three sections: "company profile," "competitive strategy," and "manufacturing strengths, goals, and policies." The authors discovered that the Spanish factories paid greater attention to timely delivery. When it came to manufacturing, however, the United States and Europe prioritised cheap prices and good quality.

Ravi Kathuria et al. (2010) conducted research on Indian manufacturing firms' corporate policies. With an eye towards elucidating the extent to which the researched firms' top executives and manufacturing managers have a common viewpoint on matters of company policy, the authors gathered data from these individuals on the company policy policies followed by their enterprise. The researcher used paired samples t-tests and multivariate analysis on data from 156 respondents representing 78 businesses and found that both levels of management employees held the view that quality should come first, followed by timely delivery. When formulating the company's policy plan, not much thought was given to the importance of product diversity and dynamically introducing new products into the product mix.

The metrics of operational management were studied by Kenneth K. Boyer in 2000. They focused especially on the metrics of cutting-edge manufacturing technologies and operational techniques. These two metrics are crucial to operational management, and the author outlined their significance. The author has considered the feasibility of altering such measures and proposed a number of recommendations for doing so. They have conducted a systematic evaluation of the advantages and disadvantages of these two metrics and disseminated appropriate recommendations for future improvement. Customer-centricity is crucial to a company's success, according to research by Rouhollah Mojtahedzadeh and Veeri Chettiar Arumugam in 2011. The goal of customer-centricity is, of course, to meet their requirements and demands.

The goal of the study by Kenneth K. Boyer and Marianne W. Lewis (2002) was to examine the differences between managers' and factory workers' views on the elements that contribute to their industries' standards for performance. Questionnaires were employed in the research. The findings reveal that both managers and operators place a premium on quality, followed by timely delivery; cost is rated similarly by both groups, while operators place a greater premium on flexibility. This demonstrates that although managers may initiate a plan, operators make choices on the manufacturing unit's operations on a continuous basis. It is also shown that managers and operators do not agree on which priorities should be prioritised most in a competitive environment.

Several stochastic frontier econometric models were first presented to sports economists by Lee, Young Hoon (2014). It begins with a discussion of the features and prerequisites of certain stochastic frontier models that are appropriate for use in empirical research. It classifies models as "preferred" or "not-preferred" depending on criteria including panel data sample size and study goals. Second, it explains how the sports business is unique, and why it's not appropriate to use the same stochastic frontier models used in the study of manufacturing to the study of sports. The study also aims to present pre-written code for many stochastic frontier models. By knowing more about the FRONTIER4.1, STATA commands, and GAUSS codes that are out there, empirical sports economists may be able to apply a wider variety of

regression models in efficiency studies. Chang Jin Dong, Yang Ming (2013) have conducted research on the Qingdao Impulse Fitness Club from a SWOT analysis viewpoint, attempting to get an understanding of the club's internal and external circumstances through questionnaire survey, field tour, and individual interviews. Then, using the results of the matrix you just built, you can see where the qingdao impulse fitness club excels and where it falls short, allowing you to better target your marketing efforts. Smith (2012) argues that the market for athletic goods has evolved dramatically over the previous two decades, with many of the major merchants being acquired by larger national chains with more income and bargaining strength. Department shops and mass merchandisers now have a chance to get into the sports industry thanks to the phenomenal growth of national athletic chain outlets. Despite increased competition, sporting goods stores have remained successful because to their ability to provide their customers with a wide variety of unique brands and services. In the past several years, American sports goods retailers have been flexing their retail muscle as the sporting goods industry has undergone significant upheaval, with large retail firms growing into national chains. Over the five years beginning in 2007, revenue is projected to expand at a compound annual rate of 0.6% due to rising consumer awareness of good health and engagement in sports. From 2011 to 2012, it is predicted that revenue would increase by 3.0%, reaching \$39.8 billion. Traditionally, the retail of athletic items has been conducted by family-run enterprises operating out of neighbourhood shops. Smith (2012) predicts that the sports goods industry will have a healthy return on investment and robust expansion in the five years leading up to 2017, as both new and returning customers will be encouraged by rising incomes.

Prabhu (2013) used a survey to investigate the connections between business strategy, cutting-edge manufacturing technology, competitive priorities, and financial success. The study makes use of both primary and secondary resources. Personal administration of a thorough questionnaire allowed for the collection of primary data. Which requires a 5-point Likert-scale response. Cronbach's, item-level reliability, concept reliability, convergent validity, and discriminant validity tests were run to validate the questionnaire. Mean, chi-square test, correlation, cluster analysis,

discriminant analysis, correspondence analysis, fuzzy interval topology, confirmatory factor analysis, and structural equation modelling were just some of the statistical tests and methods used to analyse and interpret the data using the SPSS and LISREL 8.72 software packages. In the manufacturing businesses of the Union Territory of Pondicherry, there was no relationship between the business climate and sophisticated manufacturing technology yet, there were robust relationships between company policy and BP, business environment and BP, and BP and advanced manufacturing technologies.

Global manufacturing is increasingly dependent on subcontracting networks, as Thomsen Peter and Khara Navjote (2011) had emphasised. These networks link consumers in the United States and Europe with workers in developing countries' informal economies, where these workers frequently lack social protection or legal recognition under national labour laws. This article analyses the factory-based, center-based, and home-based football stitching models in Jalandhar, a northern Indian city noted for its brand-sensitive, export-focused football manufacturing company, to further this body of research. In this industry, supply chain connections and employment structures may be traced back to value chain conflicts between extra-chain actors like national governments and international NGOs and intra-chain players like multinational purchasers and local suppliers.

Jalandhar was formerly the country's sports equipment manufacturing centre, but the city is currently battling to stay afloat in this industry. The bulk of sports equipment factories have either relocated to Meerut, Uttar Pradesh, or became wholesalers. Those working in this field in Jalandhar have had to pay VAT of above 6% without receiving any compensation. These forces are paralysed due to this issue. Jalandhar and Meerut account for almost 70% of the market share in the sports industry. To address this deficiency, one research was conducted. Poonam Chauhan (2013) found that several sports goods factories in Meerut and Jalandhar extensively used a variety of incentive programmes to boost staff output and commitment. In contrast, 90% of the sports goods businesses in Meerut and 83% of those in Jalandhar have implemented extensive schemes to incentivize their staff, such as bonuses, salary increases for good work, overtime, bonuses on assessment systems, charity hospitals,

cash, presents, etc. Poonam Chauhan (2013) looked at the sports goods companies in Jalandhar and Meerut and discovered that just 27% of the former had used a new technology for the production of their items. She also revealed that while 80% of respondents consistently use new technology for generating products, services, and equipment, the vast majority of industrial units in Meerut (73%) do not employ technology.

The inverse of this is true in Jalandhar, where 20% of respondents said they did not utilise technology extensively to purchase products, supplies, or equipment.

A business strategy or startup plan integrates the company's overarching marketing objectives. For optimum profit and the long-term viability of a firm, a marketing plan based on research into the industry and a careful consideration of the product mix is essential. The backbone of every marketing strategy is a well-thought-out plan. Tyagi, R K (2010) conducted research to show that while issues related to the corporate social responsibility of large-scale industries have received widespread attention, those related to small and medium-sized enterprises (SMEs) , which, if not addressed, are just as likely to have serious negative effects on human, social, and environmental settings that are harmful to survival in general and society as a whole. This study analyses CSR from both the company and stakeholder viewpoints in the Meerut sports goods business. Two hundred people were randomly selected for this research, and their opinions on CSR from the standpoint of corporations and other stakeholders were analysed using seven different interview guides. While there is widespread agreement that firms should fulfill their CSR obligations, less attention is paid to the need to cultivate a social climate that is mutually beneficial and welcoming. While many SGI Meerut corporations have shown an interest in and even a need for addressing CSR issues, the conventional idea of business as a means to maximise profit at all costs continues to dominate.

To get insight into the production goals and execution strategies of Indian manufacturing businesses, Nagabhushana and Janat Shah (1999) performed a research. According to the research, Indian businesses value cost most highly, followed by quality and delivery, and then flexibility the least. However, in order to



achieve these goals, businesses are working hard to avoid making significant changes to their current routine or spending patterns. Tawfik Mady (2008) did research on Kuwaiti manufacturing businesses to learn more about their crucial corporate policies. The researchers also set out to determine how much of an impact plant size and industry had on corporate stance. Sixty-two businesses in Kuwait's refractors and food processing sectors were surveyed for the research. The author used the Kruskal-Wallis test, the Goodman-Kruskal g-coefficient, and the Mann-Whitney U-test. Company policy practises were shown to be significantly influenced by plant size. Deliverability was the most important factor for SMEs, while adaptability was the most important one for MNCs. Companies in the two sectors polled value efficiency and reliability in policy implementation more than creativity and adaptability.

(Schoder 2000) studied "Forecasting the success of telecommunication services in the presence of network effects" Historical examples like ISDN, Teletex, telefax, and telex show how telecommunications sector forecasts can miss the mark by not just a few percentage points, but by massive magnitudes. We argue that the interconnected architecture of telecommunications services makes reliable forecasting of their effectiveness impossible in the presence of large network effects. Network effects, which led to critical mass, lock-in, path dependency, and inefficiency in the spread of telecommunications services, are the focus of this investigation. This document presents the study's findings. For more accurate predictions, we suggest utilising the master equation approach, which is the optimum modelling technique that accounts for network effects. Instead of making potentially misleading linear extrapolations of trend patterns, it could be helpful to "think in probability distributions." The paper's primary contribution is an argument for why these events call for a shift from a static to a dynamic analysis, and it also offers a formal approach suitable for this latter type of analysis. This is a protected work. Sold in 2000 to Elsevier Science B.V. under licence.

(Athukorala 2019) studied "Domestic Value Added, Exports, and Employment: An Input-Output Analysis of Indonesian Manufacturing Research described in this paper is motivated in part by the recent focus on domestic value added in exports (SVEX) as a policy criterion for export development strategy in developing countries. Our

premise is that in this age of economic globalisation, the goals of attaining economic development with employment generation are at odds with the policy emphasis on SVEX, which is reminiscent of the era of import substitution. This is due to the fact that SVEX is reminiscent of a time when homegrown products were preferred above imported ones. We tested this theory by employing the conventional input-output approach to information about Indonesian industry. As a result, we may study how the SVEX correlates with export-induced employment and the value added at home from exports (also known as the share of GDP attributable to exports). Our results do not support the widely held belief in policy circles that sectors with a higher SVEX are better able to contribute to the creation of new jobs and the growth of the nation's GDP. Our research indicates that this is not the situation. In current age of economic globalisation, the SVEX is less relevant than the export potential of individual industries, and this has policy implications. This is because technological progress in the SVEX has lagged behind that in the rest of the globe”.

(Akram et al. 2021) studied “Investigating the Factors Affecting Export Potential of Sports Goods Industry in Sialkot City: A Pestle Analysis The purpose of this study is to conduct an investigation into the elements that have an impact on Sialkot's exports of sporting goods. In order to investigate these factors, a survey in the form of a questionnaire was carried out. The survey's primary concerns were the availability of human resources on the part of the firm, the training of those human resources, the role that taxes play in this industry, the characteristics of technical collaboration and business development, as well as the characteristics of the owner. A survey was conducted with a suitable sampling method on forty different businesses. Information covering all of the aspects that can affect the performance of export-oriented businesses was gathered by the managers of the company as well as any other employees in top management positions. In order to investigate the growth experiences of the companies that are focused on exporting sports items, the compound annual growth rate formula, or CAGR, was utilised. An examination of the political, economic, social, technological, legal, and environmental factors—also known as a PESTLE analysis—that influence the growth performance of companies that sell sporting goods was carried out. According to the findings, businesses that

are expanding hire more highly trained workers than companies that are contracting. This is in contrast to companies that are contracting and suffering negative growth. The qualities of the owners also had an effect on the performance of the company, and rising businesses tended to have owners with higher levels of education. Some recommendations have been mentioned as a result of the analyses of the data. These recommendations include the establishment of skill development centres for the work force, common testing facilities, improvement in labour laws, establishment of R&D departments, and government interventions regarding the policies of infrastructure, trade, and import tariffs should be managed in favour of manufacturers”.

(Omission, Greene, and Greene 2013) studied “Export Potential for U.S. Advanced Technology Goods to India Using a Gravity Model Approach Using an improved gravity model of international trade and a two-step regression approach, this research aims to empirically assess the impact of India's market access policy on U.S. exports of high-tech goods. U.S. exports in five product categories to India and 76 major U.S. trading partners were estimated using panel data and a fixed-effect model from 1990 to 2011. Consistent with predictions, the gravity model shows that factors such as per capita income, trade freedom, importer land area, India's economic development stage, shared culture, trading with island partners, and common membership in a free trade agreement all play a significant role in determining the volume of advanced technology product exports from the United States. Factors like transportation and transaction costs have a considerable detrimental effect on U.S. exports of high-tech items (international distance). India's tariffs remain among the highest in the world, despite the fact that the average applicable MFN levies on high-tech imports have been decreasing over time. Since India assesses additional taxes and fees on its imports, there is a considerable disparity between the country's applied and effective (in-practice) rates of taxation. Therefore, it is risky to rely solely on customs taxes as a measure of a country's market freedom. The vestiges of India's old import substitution policies have prompted U.S. multinational firms to look for alternatives to exporting directly to India. One option is to invest heavily in India's manufacturing industry to gain access to the Indian market. This is done to avoid penalties associated with the government's import substitution programmes. Protectionist

barriers to U.S. exports persist in India due to the country's market access restrictions. All five of India's disaggregated product sectors are negatively affected by the country's slow economic growth. The comparatively low quality of India's physical infrastructure and the country's market access restrictions have a negative effect on U.S. exports, although the effect varies by product category. As has been pointed out, high tariffs and levies are contributing to the decline in U.S. exports. India's low rankings in a number of international indexes are reflective of the country's widespread difficulties. Some examples include measures of market size, trade barrier prevalence, trade flexibility, and general economic competitiveness”.

(Agarwal, Garg, and Wani 2012) studied “Productivity improvement of sports goods industrial cluster in Meerut India” In any developing nation, the small scale industries are the primary source of employment opportunities. The development of micro, small, and medium-scale industries (MSME) can be attributed, in large part, to the efforts of individual business owners and operators. These business owners have a limited understanding of the myriad of technical and legal facets that pertain to MSMEs. These individual business owners are frequently unaware of the most recent technological advancements and the dynamic state of the industry since they do not have access to sufficient information. They are unaware of the availability of the cash that are necessary to begin operations in the business. These difficulties pose a considerable barrier to entry for micro, small, and medium-sized businesses and diminish the potential of the entrepreneur community as a whole. Many people who have the ability to be entrepreneurs are put off by the challenges of starting a business in a particular field. These problems can be solved with the establishment of a centralised information hub known as a common facilitation centre (CFC). CFC has the ability to cover all parts of the sector, such as the availability of technology and machinery, sources of funding, material requirements, new advancements, and the cultivation of people resources. Not only can CFC contribute to the development of the industry, but it can also contribute to the development of society. An overview of a cluster of micro, small, and medium-sized enterprises (MSMEs) that manufacture sports goods was offered in this body of work. It discusses the various components of the difficulties, as well as how CFC can assist in finding solutions to these problems.

(Harris and Schmitt 1999) studied “Strategic Export Policy with Foreign Direct Investment and Import Substitution\*” This article's goal is to look into the competitive advantages of non-interventionist policies versus strategic and discretionary FDI incentives in the export sector. The study is based on a model in which there are two nations, each hoping to entice FDI investments. There is a wide range of costs and levels of tariff protection for intermediate inputs among nations. The quantity of FDI allocated to the low-cost country will drop when that country has a low level of protection on intermediate inputs and increase when that country has a high level of protection on intermediate inputs if the trade policy regime shifts toward the strategic promotion of exports. Furthermore, even if FDI increases as a result of export policy action as opposed to non-intervention, welfare may decrease.

(Popovic 2017) studied “Contemporary Sports Product and Making a Brand” This study has a number of goals, one of which is to investigate the concept of sports branding. However, the primary objective will be to provide an explanation of the modern sports product and to create a brand. The primary goals of this research are, first, to discuss the sports branding that is prevalent today and newly developed sports products, and second, to call attention to the unique characteristics of sports product branding as a distinct area of branding generally. Both of these objectives will be accomplished through the course of this study. The writers of this study made use of a descriptive methodology and consulted relevant prior research during the production of this study. The previous authors' wealth of knowledge and experience in this area was of tremendous assistance. In addition, the author utilised the analytic method as well as the parallel method, which are the two approaches that are the most fruitful when you are trying to draw some conclusions about an appearance. However, sport branding has some specialisation in comparison to other areas, primarily as a result of the fact that the nature of the sporting industry is significantly more unpredictable than that of the vast majority of other industries. This is the primary reason why sport branding did not develop separately: it is an essential component of the overarching branding procedure. This study provided a comprehensive retrospection of common qualities and distinctions across sports branding and branding in general. These findings can be relevant for a large number

of scholars working in this area. The "sports industry" in the United States is the preeminent illustration of the rapid expansion of sports branding that is taking place all over the world, particularly in other parts of the developed world. On the other hand, the sport.

(Chernova et al. 2018) studied “Sustainable marketing communication strategies of Russian companies under the import substitution policy The standoff over sanctions that occurred between Russia and the West created new chances for the Russian food manufacturing industry. The government announced a new strategy of import substitution, which restricted the access of the top foreign countries to the market. This, in turn, opened a potential for the country's own internal development. The Russian food producers saw new opportunities in the market for food products. Integration of new market opportunities is complicated by a wide variety of factors, including organisational (such as logistics and infrastructure) , investment, legal, and economic considerations, among others. According to the findings of the study, one of the most difficult problems to solve is increasing the efficiency with which food companies sell their products in the context of import substitution. This is one of the most difficult tasks. This article provides a broad overview of the challenges that Russian businesses face when trying to put their marketing strategies into action. It presents a summary of the primary findings of research studies that investigated the attitudes of consumers toward food products created in Russia and in other countries. The author makes some suggestions concerning the implementation of long-term marketing and communication strategies by Russian businesses that are engaged in import substitution.”

### **2.3 REVIEWS ON TRADE PATTERN & FORECASTING**

Previous reviews included our discussions and findings from research on trade0. Trade patterns and predictions are the topics we'll cover here. Trade, defined as the buying and selling of products and services between two or more parties, may refer to either local or worldwide activities. Many economic downturns and upturns have passed since the days of bartering, but because to the accumulation of knowledge through the years, a rich lexicon of trade jargon has developed. Trade on a global scale includes both exports and imports. Dr. Buchha N. Abhay (2013) investigated

the issue by using a survey. The primary goal of the researcher is to present statistical data in a legitimate manner that will allow for proper consideration and will enable retailers and consumers of sports goods in presenting the disseminated information in a way that the public can use. Since a holistic assessment of the economic value generated by this industry is required. It is important to track not just the results of sporting events, but also the associated consumption patterns and revenues. According to the research of Ingle c. et al. (2021) , demand forecasting is an integral part of every business. Its ultimate goal is to aid in decision-making by providing accurate forecasts of product demand in the future. This study offers a literature assessment on the many approaches to predicting future demand. This literature study primarily focuses on the hospitality, retail, pharmaceutical, grocery, and distribution sectors. Traditional statistical models, machine learning, deep learning models, and hybrid models are all used for forecasting, but each business chooses one depending on its specific needs. Recent studies using these models for demand forecasting are briefly outlined, and their benefits and drawbacks are explored. In addition, we categorise models according to data properties and prediction horizons. It has been found that these individual models do not always function effectively with all types of data; thus, an integrated strategy is required, in which all of these models are applied, assessed, and then the model delivering the greatest accuracy is selected for that particular industrial dataset.

According to research by Wood (2012) , the global retail sector for sporting goods market offers significant prospects for sporting goods providers due to the growing demand for all types of sportswear and equipment. The sports goods industry has an excellent chance to capitalise on the global demand for its products. The athletic goods business, which includes manufacturers and retailers, should take heart from the prediction that the market will grow from its current level to \$266 billion by 2017 at a CAGR of 4% over the following six years (2012-2017). Despite recent growth in this sector, the retail sports goods business worldwide remains extremely fragmented outside of North America. In order to help manufacturers and retailers prepare for inventory and other resources, the study provides insight into the annual trends of the previous six years and forecasts the market trend for the next six years.

In Pakistan, forecasting was the focus of one of the studies. Ghafoor et al. (2005) examined Pakistan's trade practises in this study. The study's goal was to assess Pakistan's export and import markets' potential for the present and the future. Data for time series were gathered from several secondary sources. The log linear model was used to calculate the growth rates for historical trends, and the auto regressive integrated moving average model was used to predict import and export volumes (Ghafoor et al., 2005). During the time period of the research, both imports and exports were on the rise. Using time-series data, Rana Muhammad Awais Anwar (2013) also looked at trade patterns and tried to predict their future trend in the instance of Pakistan. It appears that the United States, Japan, the United Kingdom, Germany, Hong Kong, and Saudi Arabia account for an increasingly disproportionate share of exports. Their historical significance to Pakistan's exports has varied. A considerable shift away from basic products and towards manufactured items was hypothesised to have caused this shift in export mix. Oil, transportation equipment, and raw materials make up the bulk of imports, according to the study of significant imports. In the future, both exports and imports are expected to increase by a similar amount in millions of dollars, as assessed using Auto Regressive Integrated Moving Average modelling.

According to research by Prashar (2011) , India is rapidly becoming a major global supplier of sports equipment. Over the previous five years, the sports products market has grown by 10-12% annually. The export of athletic goods is a primary driver of development in this sector. The country also hosts a number of big athletic events each year, which has helped the industry grow and raised the country's profile internationally as a sporting destination. The Indian government has also put more effort into promoting sports and exporting sports equipment, both of which have contributed to a dramatic increase in the retail sale of sports items in India during the last several decades. He had also reached the conclusion that the sports goods global merchants were drawn to the rapidly expanding Indian retail industry due to the country's continuously high GDP, increasing per capita income, and vast customer base. For three straight years (2005-2007) , India was the most attractive of the 30 developing countries to global retailers. After falling to second place behind Vietnam in 2008, the Indian market rose to the top in 2009. The sports retail industry is wholly



dependent on varying government regulations, and as such, businesses in the retail sector, as well as associated industries like manufacturing, etc., must collaborate with government organisations, sports federation/clubs, etc. The governance regulations and standards that control and are applied in the sports goods retailing sector in India were covered in a few areas of the study. The manufacture of sports products has been propelled ahead by a number of crucial factors, including a very inventive approach.

According to a paper by Guang Yang, the growth of China's sports manufacturing sector was examined using data from 2005-2008's input and output indices and the Data Envelopment Analysis (DEA) technique (2011). The findings demonstrate that the sports equipment manufacturing sector is lagging behind rivals. However, internal comparisons show substantial improvement. The tiny scale of the industry is a major factor in the low productivity it produces. Research applies the Kano two-dimensional quality model to investigate consumer expectations of product quality, as stated by Cheng et al. (2013). The purpose of this study is to use a hybrid of the Kano model and quality function deployment to the problem of deploying quality functions for sports beverages. According to the numbers, consumers care most about the energy-restoration and health benefits of sports beverages. The research shows that consumers are more likely to purchase items that meet five specific criteria: (i) the manufacturing company has issued a food safety assurance (No. 13) ; (ii) the sports drink rapidly hydrates the body (No. 8) ; (iii) the sports drink's country of origin is clearly indicated on the packaging; and (iv) the sports drink is made with natural ingredients (No. 12). The fact that "the sports drink is prepared with natural components" was met with enthusiastic approval from the buying public. This study's conclusions set a technical standard for product development that can be used to introduce a quality control mechanism. The outcomes of this study can be used as a guide for product development strategy, marketing, and quality improvement of sports drinks, all while increasing customer happiness, all thanks to the first-phase design of the quality function deployment.

The global financial crisis hit the athletic goods industry worse than any other sector, according to Zhang Xiaoling and Ran Feng's (2011) research. A trustworthy way of

gauging financial competitiveness is needed to meet this challenge and increase the long-term competitiveness of the athletic products manufacturing industry. This strategy takes into account factors like profitability, debt repayment, and operational viability by first establishing a thorough conceptual and analytical framework. This study presents an evaluation method for the integrated index competitiveness evaluation system, which can be used to gain a deeper understanding of the financial competitiveness of listed firms involved in the production of sports items. This conclusion is based on a review of the literature and input from a group of experts in the field, which uncovered ten indicators. Principal component analysis is used to assist separate the most critical aspects in evaluating the financial competitiveness of sporting products manufacturers. Based on the findings, academics have suggested looking into effective management approaches to increase the financial competitiveness of China's athletic goods industry.

International commerce in sports items is in its infancy, according to research conducted by Madeleine Andreff and Wladimir Andreff in 2009. In order to fill the knowledge gap in the area of sports economics, data from Comtrade are extracted at the most granular level and then transformed into an entirely new dataset. The data collection covers 41 countries and a total of 36 sports products, which represent 94%–96% of global sports goods trade. A thorough analysis of global trade in sports goods and its distribution by major areas, countries, and products is provided, along with the first empirical evidence of the impact of industrialization in emerging economies and de-industrialization in developed market economies on international specialisation. Additionally, production relocation and outsourcing strategies of multinational companies in the sports goods industry are tested in low unit cost countries. Asia and Europe seem to be the main trading partners, according to the export-import statistics and the country's position on the international market. By categorising basic sports products and intensive-equipment sports goods into separate categories using a principal component analysis and a hierarchical ascending classification, we demonstrate how production relocation affects international trade specialisation. Michael Lechner (2009) looked at the effects of participation in leisure sports on long-term labour market variables, health, and subjective well-being

indicators for West Germany using individual data from the German Socio-Economic Panel Study 1984–2006. Using a combination of relevant data, flexible semi-parametric estimating approaches, and a targeted application of the panel dimension, we address econometric issues arising from people' free-range decisions on the intensity with which they engage in sports. This research demonstrates the substantial favourable long-term impacts of sports participation on earnings and wages, health, and subjective well-being in the labour market.

In order to estimate the potential for pricing policy to promote healthier drinking habits, Ng Wen Shu et al. (2012) analysed data from individual dietary intake surveys and household food expenditure surveys to paint a picture of these phenomena in the United Kingdom between 1986 and 2009. In 2008-09, the percentage of daily calories consumed from beverages was 21% among children aged 1•5-18, 14% among adolescents aged 14-18, and 18% among adults aged 19-64. In the 1990s, the most noticeable shift was the decreased intake of high-fat dairy products among preschoolers, children, and adolescents, and the increased usage of fruit juices and reduced-fat milk. The popularity of high-fat milk drinks, sweetened tea and coffee, and other energy drinks declined among adults, whereas reduced-fat milk, alcohol (particularly beer) , and fruit juice all saw increases in consumption. We find that a possible drop in SSB consumption of 7•5 ml/capita/d may be predicted if the price of SSB is increased by 10%, as part of our experimentation with taxing as a means of altering consumption habits. High-fat milk consumption drops by 5 millilitres per person per day as a result of a 10% tax, but consumption of low-fat milk rises by 7 millilitres per person per day. Based on the findings of this study, it seems that taxes or other means of changing relative prices of various drinks might be one strategy to enhance beverage options in Britain.

Humphreys R. Brad (2008) has made a rough assessment of the sports industry's economic impact in the US. We examine the supply and demand in the sports industry in the United States, as well as the economic impact of sports participation and sports viewership, using data from a wide range of sources. Depending on the methodology used to calculate demand and supply, several estimates place the 2005 sports sector size anywhere from \$44 billion to \$73 billion. Furthermore, the

opportunity time cost of participating in sports and watching athletic events is substantial yet difficult to quantify.

The effects of foreign direct investment and import trade on China's regional technical innovation capacity were empirically examined by Jingqiang Zhang (2010) utilising data from provinces and cities between 1990 and 2007. The author used the measurement regression approach. Foreign direct investment (FDI) is found to be positively associated with increased technological innovation in China's eastern, central, and northeastern regions, with clear variations among these areas; FDI is found to be negatively associated with increased technological innovation in China's western region, but its negative impact is not particularly notable; import trade is found to be positively associated with increased technological innovation in China's various regions; the effects of FDI and import t The author draws inferences and makes policy recommendations based on the data.

(Merzlyakova and Goncharova 2020) studied "Investigation of Import Substitution and Expansion Impact in Russian Foreign Economic Practice by Supply Chain Strategy The article's major premise is that Russia's foreign trade strategy and the country's strategic interests in world trade are relevant in the light of current circumstances. Import substitution and export expansion are seen as crucial economic tools in the current era of globalisation, characterised by an escalation of the political situation and the presence of sanctions, for restoring and expanding the production potential of the Russian economy and the agro-industrial sector. This is due to the fact that the globalisation process is marked by the presence of sanctions and the worsening of the political situation. The author of this piece analyses Russia's progress in developing domestic alternatives to imported goods and expanding its export market. It is possible to summarise the scientific hypothesis by saying that it is an examination of the theoretical facets of import-substituting and export-expanding supply chain strategies; an examination of the nature, goals, characteristics, and effects of import substitution in Russia. The economic policy of the state that seeks to limit and, in some cases, prevent the entry of goods from other nations into the market of the country in question is the essence of import substitution. The term "import substitution" describes this strategy. The goal of the import substitution

supply chain plan is to help the country maintain its current industrial base while simultaneously boosting economic growth, innovation, and national security. If the import substitution supply chain plan now under development is approached methodically, domestic production can be increased. Russia devotes a lot of time and energy to studying the factors that contribute to, and the effects of, import substitution. The document provides the finalised placement concept's formulation.

(Sultan and Abdulaziz 2013) studied A Causal Relationship between FDI Inflows and Export: The Case of India The promotion of exports in host nations is often accomplished through the use of Foreign Direct Investment, which is abbreviated as FDI. It helps in improving the efficiency and productivity of the factors, and as a result, it helps in raising the competitive power in the international market. This is accomplished by training the local work force, as well as updating the technical and management abilities. In addition to this, foreign direct investment (FDI) makes a major beneficial contribution to the exports of the country that is hosting the investment by providing access to huge worldwide markets. However, this is only the case if foreign direct investment is being brought in for reasons of efficiency and not the domestic market. The purpose of this study is to investigate the nature of the connection that exists between export and FDI in India over the course of the years 1980-2010. A stable long run equilibrium link between foreign direct investment (FDI) and export growth is discovered by the article using the Johansen co-integration approach. According to the findings of Granger causality, which are derived from the vector error correction model (VECM) , the direction in which causality operates is from export to FDI influx, and not from FDI inflow to export. On the other hand, in the short run, neither exports from India nor foreign direct investment (FDI) from other countries produce exports from India.

(Zhupley, Potenko, and Gubarkov 2018) studied Structural Shifts and Reforms for Import Substitution: The Case of the Russian Agrarian Sector” The issues of structural dysfunction in agriculture on a global and Russian scale are discussed in this research. The purpose of this article is to examine the structural changes that have occurred in the agricultural sector of Russia and to determine how these changes have been affected by the so-called "sectoral" sanctions as well as the food

product import substitution programme. The authors have conducted research to investigate the structure of the primary commodity groups that have an impact on how the import substitution issue is resolved. In addition to this, they have computed the fundamental indicators of the associated structural adjustments and have identified the groupings of agricultural producers that are the most productive. An econometric model of the structural alterations and an assessment of the level of self-sufficiency with agricultural output in Russia are presented in this study. The research was carried out using a method known as structural analysis, which is represented in the scientific endeavours of both national and international scientists. In addition to that, it offers some recommendations concerning the importance of bolstering the structural policy in the animal husbandry industry.

(Khattak and Stringer 2017) studied “Environmental Upgrading in Pakistan’s Sporting Goods Industry in Global Value Chains: A Question of Progress?” The primary goal of this research is to identify the drivers of environmental upgrading among global value chain participants in the Pakistani sports goods industry (GVCs). Pakistan relies heavily on revenue from the sale of athletic goods. Our study found that buying companies can influence the environmental upgrading of suppliers in GVCs because of their market power and access to resources. Supplier companies risk losing business and being shut out of GVCs if they don't meet the environmental standards set by purchaser companies. But not all GVCs provide the way for suppliers to improve their environmental performance. This is because the enterprises' ability to generate these conditions depends critically on the nature of the network (governance mechanisms) in which they operate. In this piece, we discuss the factors that led to the acceptance and implementation of environmental upgrades by able providers in relational networks. Specifically, we analyse the methods used to reach this result.

(Valchkov and Valchkova 2018) studied “Methodology For Efficiency Improvement In Warehouses: A Case Study From The Winter Sports Equipment Industry” The focus of this study is on discovering new methods for optimising warehouse efficiency. Amer Sports Corporation, a manufacturer of winter sports equipment, was the impetus behind the innovation of this method in order to meet their needs. Key

features of the methodology include the implementation of lean practises in the warehouse and the creation of balanced scorecards as a management tool for distribution logistics. The key performance indicators for the warehouse are studied in depth. The focus of this paper is on how the Amer Sports distribution centre uses balanced scorecards to track and analyse logistics-related metrics including spending and efficiency. Lean techniques and their use in the warehouse setting are also discussed. The article also details the enhancements made by implementing the methodology in the warehouse.

(Kaushik 2011) studied “Simple, Cost Effective & Result Oriented Framework for Supplier Performance Measurement in Sports Goods Manufacturing Industry” Competition has increased all around the world as a result of the emergence of global markets. The manufacturing of sporting goods is thought to be a supplier-intensive sector with few resources to survive in a market that is already quite competitive. Because of this, it is necessary for the entirety of the supply chain, including raw material and machinery suppliers, as well as manufacturers, to measure the performance of their suppliers in order to minimise the risks to their businesses and the revenue losses that result from these risks. The primary objective of this study paper is to provide small and medium-sized businesses that specialise in the production of sporting goods with guidance on how to build and implement a straightforward, efficient, and outcome-focused framework for measuring supplier performance.

## **2.4 OVERVIEW OF THE REVIEWS**

The investigator now has a comprehensive awareness of the pertinent subjects and factors related to them thanks to the examination of the literature. In addition, the researcher has been aided by the literature study in developing plausible explanations for the issues. The most up-to-date literature study also provided the expert with more evidence to back up his conclusions.

The study reports have been divided up into many categories. In this case, the evaluations have aided in comprehending the many challenges, including the ramifications of policy shifts, tactics, and the like in India and the West. The

evolution of various forms of business structure has also been highlighted. The researcher has developed a more complete understanding of frontier econometric models and the methods employed to increase turnover.

The examiner has benefited from these research from a methodological perspective as well. The majority of the research papers referenced in this chapter were found to be concerned with international trade strategies, international trade analysis, and empirical study of import trade in various regions.



## **Chapter – 3**

### **PROCEDURE**

A detailed account of the methods used in this investigation may be found in the next section. It consists of the selection of the sample, the design of the research, the choice of variables, the creation of a questionnaire, the methods for gathering data, and the statistical methods used to the analysis of the data.

#### **3.1 RESEARCH DESIGN**

An exploratory, descriptive study of the sports goods manufacturing industry in India was proposed. The study's goals have been met via the use of descriptive and diagnostic research designs. The study spans a decade, from April 1, 2006, to March 31, 2016, and the researcher has made a good faith attempt to include all of that time. Scholar discovered via statistical study that import exceeds export. A questionnaire was developed by the researcher and a survey technique was used to analyse the current cause for the trend towards export, the fall of import, or the problem-related manufacture of sports products.

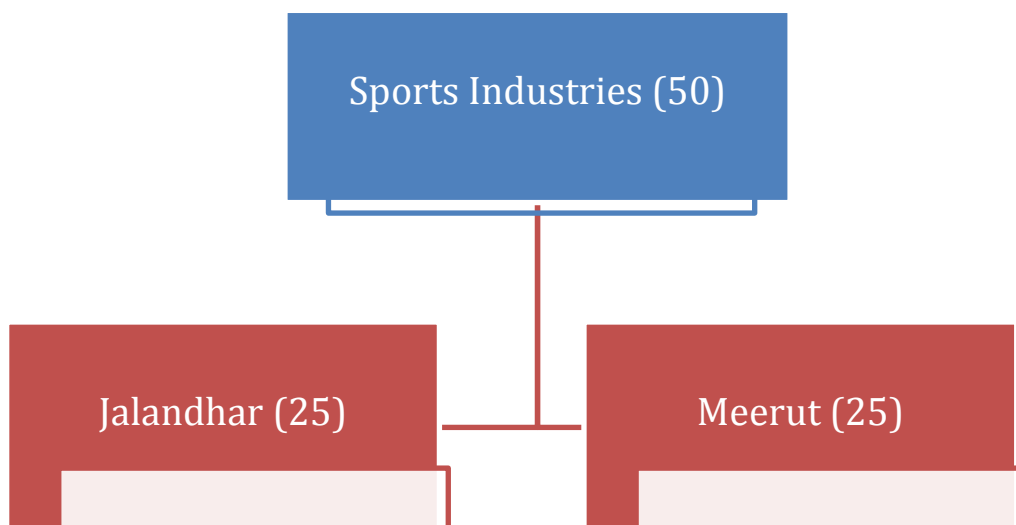
#### **3.2 THE SAMPLE**

The research set out to assess the viability of India's sports goods industries as a source of import substitution. Primary information was obtained from 50 separate manufacturers of sporting products in the Uttar Pradesh and Jalandhar regions (i.e., 25 from each). India's sports goods industry remains in its infancy despite its existence for almost a century. Jalandhar, Meerut, Delhi, Mumbai, Agra, Moradabad, Chennai, Jammu, and Calcutta are the centres of manufacture in India. It is estimated that between 80% and 85% of the country's sports goods are made in the cities of Meerut and Jalandhar (Indian Sports Goods Industry's Manufacturer's and Exporters Association, n.d.). Over 1 crore is generated annually by around 200 sports products factories. The first step was to choose the sectors using a random-number generator. Second, for each of the approved businesses, only one administrator, manager, or director was delegated the responsibility of replying on the company's behalf.

Nevertheless, due to the unpredictability of Indian athletes' results, India's sports business is one of the most dynamic in the country.

The data used in this research was compiled from secondary sources such as un-comtrade, trade map, and other governmental and non-governmental organisations' websites. Furthermore, the study's questionnaire was informed by information culled from a wide range of sources, including personal diaries, newspapers, magazines, and novels. The study's viability and the participants' willingness to participate were dependent on the researcher's ability to secure their participation and permission via a series of meetings. The delegates' attendance was also ensured so that data could be collected. The expert had a thorough understanding of the survey, its aims, and the many viewpoints related to the research. He also has expertise of the sports industry.

### 3.3 SAMPLING DESIGN



**Figure 3.1 : Sampling Design**

### 3.4 SELECTION OF VARIABLES

As a result of liberalisation, shifts in manufacturing tactics, technical improvements, liberal legislation, and choppy and unstable market circumstances, sports manufacturing businesses are now up against severe competition from their worldwide peers. Despite greater competition in the business since 1991, when the Indian economy was liberalised, this contribution has not reduced. The upcoming

Indian budget is expected to provide assistance for the country's struggling sports industry, which has been hit hard by counterfeit and low-priced Chinese imports (S.Manjeet, 2020). As a result of liberalisation, the founding of the World Trade Organization, and other local economic reforms, competition has expanded across many industries in India, including the sports business. These issues have created a variety of challenges for the sports goods business in both Meerut and Jalandhar. Production-wise, there is a lot of space to expand in the sports industrial clusters of Meerut and Jalandhar for a variety of reasons. These include inadequate infrastructure, inadequate technological expertise, inadequate human resources, and inadequate familiarity with government laws. Here is a rundown of some of these difficulties:

- The sport good clusters can only make a handful of obsolete products.
- Companies in this cluster are too tiny to invest in keeping up with the widespread adoption of new technology.
- Several businesspeople are ignorant of the rules and assistance programmes put in place by the government.
- The lack of a first-rate facility to ensure the quality of mass-produced sporting goods.
- Potential investments are constrained by a lack of cheap capital.
- Almost no market research has been conducted, and the majority of businesses instead rely on word of mouth and insider connections.
- Disparities between sports hubs are substantial.
- The inability to effectively utilise recently created machinery, equipment, and materials to enhance quality is a significant problem.
- The sports industry has limited resources for research and development.
- Sensitivity in adopting established quality processes is required to attain world-class results.

- Inadequate means of keeping up with the globe sports industry's most recent news.
- Due to a lack of sizable production facilities, the cluster does not attract substantial business from outside buyers.

The clusters face stiff competition from automated factories making identical goods.

Considering into account all of the reviews and relevant material, it is clear that researchers in both Meerut and Jalandhar have faced comparable difficulties. Accordingly, the researcher has been able to isolate the following factors for the present investigation:

- The policy must be updated if the company is to progress.
- Innovation and updating technologies are crucial in the current.
- Commercial cooperation is crucial to success.
- Business development refers to the activities involved in generating value for the company's customers, markets, and other those with an interest.
- An essential element for a business's success are raw resources.
- Skilled workers are crucial to every nation's growth.

### **3.5 COLLECTION OF DATA**

50 sports products industries were surveyed for data, with 25 of them located in Jalandhar and 25 in Meerut. The researcher visited all fifty sports goods companies and had in-depth discussions with company leaders and department heads such Operations, Marketing, Human Resources, and Finance. The investigation was conducted on a very small group consisting of these individuals. They were reassured that any data they provided would be kept secret and utilised solely for this study. They completed the final questionnaire, and the study's results were gathered from it. The information was then analysed analytical



### **3.6 TOOLS USED FOR ANALYSIS**

The growth of the sports goods industry in India was analysed by means of an in-house questionnaire. The goal of the survey was to gauge respondents' opinions on a variety of topics linked to the chosen variables, such as the improvement of human resources, the introduction of new technologies, the promotion of commercial partnerships, and the expansion of business opportunities. Information was gathered via interviews with important people. The researcher interviewed participants in person to obtain the relevant information and to give the questionnaire.

### **3.7 CRITERION MEASURES**

The study relied on consultations with experts in the field of Physical Education from various Indian government agencies, including the Ministry of Small Scale Industries, the Ministry of Youth Affairs and Sports, the Prime Minister's Office, and the Ministry of Import and Export. The questionnaire has been developed after carefully considering all ideas from experts and relevant literature. The researcher additionally spoke with industry professionals to better comprehend the study methodology and statistical approach.

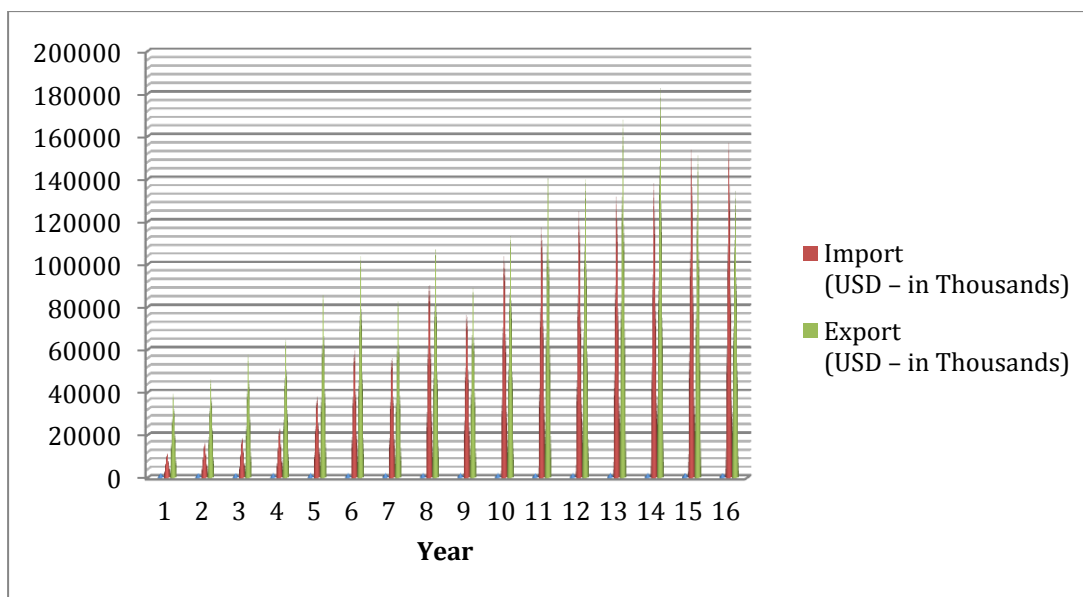
### 3.8 STRUCTURE OF TRADE IN INDIA

The Indian market for sporting products is very competitive and disorganised. India's exports of sporting goods fell steadily over the fiscal years of 2006–07 and 2015–16. The country's hosting of several international sporting events has provided a boost to this industry, which offsets the negative growth the country has seen. After placing the emphasis on the production of sports goods in the Foreign Trade Policy, the government is now reassessing its direct investment policy in retail (2009-214).

**Table 3.1 : India's Export and Import trade in terms of Growth**

| <b>Year</b> | <b>Import (USD – in Thousands)</b> | <b>Export (USD – in Thousands)</b> |
|-------------|------------------------------------|------------------------------------|
| 2001        | 11927                              | 39956                              |
| 2002        | 17348                              | 46396                              |
| 2003        | 19823                              | 57653                              |
| 2004        | 24932                              | 64850                              |
| 2005        | 41356                              | 86539                              |
| 2006        | 65537                              | 104039                             |
| 2007        | 62237                              | 82897                              |
| 2008        | 100910                             | 108083                             |
| 2009        | 84879                              | 88915                              |
| 2010        | 114614                             | 113545                             |
| 2011        | 128090                             | 141672                             |
| 2012        | 135381                             | 140451                             |
| 2013        | 141622                             | 168080                             |
| 2014        | 147461                             | 184366                             |
| 2015        | 162671                             | 153777                             |
| 2016        | 164826                             | 137712                             |

Sources: ITC calculation based on UN COMTRADE statistics



**Graph 1– Average Import/ Export Trend**

The export and import patterns from 2001 to 2016 are shown in table-1 and graph-1, respectively. There is a clear upward tendency during that time frame. They also reveal that exports have always fallen behind imports.

### **3.9 DEVELOPMENT OF THE SCALE**

To further understand the challenges facing India's sports goods sectors, a scale measuring the impact of imports on domestic production was created.

The Indian sporting goods market has been increasingly competitive in recent years as a result of liberalisation, the foundation of the World Trade Organization, shifts in the local economy, and other factors. Recognising the Obstacles in the Way of the Indian Sports Goods Industry We recognise the obstacles in the way of the Indian Sports Goods Industry, including but not limited to: infrastructure, technical expertise, human resources, policy upgradation, and a lack of awareness of government laws.

The technique for creating the scale consists of the steps listed below. Forty-one questions were formulated on the basis of a literature study and sent to professors, psychologists, and linguists with expertise in the relevant fields. The preliminary version of the scale includes all 41 original components.

### 3.9.1 Item Analysis

The validity index for each item is then used to determine which ones will be kept for further testing after the first round of pre-testing. Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, and Strongly Disagree are the five options on the Likert scale. Fifty individuals were chosen at random from the sporting events cities of Meerut and Jalandhar. All respondents answered all 41 questions, and then the data was used to divide them into two groups, one with higher scores and one with lower scores, from which crucial ratio values were derived. All of these products were chosen because their critical value is greater than 2.074 at the 5% significance level. Table 1 lists everything that made it into the final draught.

**Table 3.2 : Items Selected for Final Draft**

| <b>Item No.</b> | <b>'t' Value</b> | <b>Item Selected</b> | <b>Item No.</b> | <b>'t' Value</b> | <b>Item Selected</b> | <b>Item No.</b> | <b>'t' Value</b> | <b>Item Selected</b> |
|-----------------|------------------|----------------------|-----------------|------------------|----------------------|-----------------|------------------|----------------------|
| 1               | 3.17             | Selected             | 15              | 2.13             | Selected             | 29              | 2.75             | Selected             |
| 2               | 2.25             | Selected             | 16              | 2.16             | Selected             | 30              | 2.19             | Selected             |
| 3               | 2.16             | Selected             | 17              | 2.29             | Selected             | 31              | 2.23             | Selected             |
| 4               | 2.14             | Selected             | 18              | 2.22             | Selected             | 32              | 2.25             | Selected             |
| 5               | 2.29             | Selected             | 19              | 3.27             | Selected             | 33              | 2.31             | Selected             |
| 6               | 2.26             | Selected             | 20              | 2.25             | Selected             | 34              | 2.14             | Selected             |
| 7               | 2.29             | Selected             | 21              | 2.29             | Selected             | 35              | 2.25             | Selected             |
| 8               | 2.19             | Selected             | 22              | 2.52             | Selected             | 36              | 2.65             | Selected             |
| 9               | 2.22             | Selected             | 23              | 2.22             | Selected             | 37              | 2.36             | Selected             |
| 10              | 2.25             | Selected             | 24              | 2.22             | Selected             | 38              | 2.33             | Selected             |
| 11              | 2.19             | Selected             | 25              | 2.24             | Selected             | 39              | 2.22             | Selected             |
| 12              | 2.31             | Selected             | 26              | 3.02             | Selected             | 40              | 2.23             | Selected             |
| 13              | 2.44             | Selected             | 27              | 2.14             | Selected             | 41              | 2.32             | Selected             |
| 14              | 3.1              | Selected             | 28              | 2.29             | Selected             |                 |                  |                      |



**Table 3.3 : Serial no. of Positive/ Negative Items**

| <b>Sr. No.</b> | <b>Types of Items</b> | <b>Serial No. of Items</b>                                                                                                             | <b>Total Items</b> |
|----------------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1              | Positive              | 1, 2, 3, 4, 5, 6, 8, 9, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 41 | 36                 |
| 2              | Negative              | 7,10,11,16,40                                                                                                                          | 05                 |
| 3              | Grand Total           |                                                                                                                                        | 41                 |

### **3.9.2 Description of Final Draft of the Scale**

The purpose of the Sports Good Import Substitution Scale, a 5-point Likert Scale, is to gauge India's sports goods industry' ability to substitute domestic production for imported products. The Sports Goods Manufacturing Sector, Wholesale Distributor/ Stakeholders in India may benefit from the scale since it allows them to quantify the issues they encounter.

The six factors used to create the scale are: raw materials, skilled labour, policy upgrades, corporate partnerships, new product creation and innovation, and technological advancements.

### **3.9.3 Scoring**

**Table 3.4 : Scoring System**

| <b>Types of Items</b> | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither Agree nor Disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|-----------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| Positive              | 5                     | 4            | 3                                 | 2               | 1                        |
| Negative              | 1                     | 2            | 3                                 | 4               | 5                        |

### **3.9.4 Standardization of Test**

50 (25-25) sports industry representatives from Meerut and Jalandhar were handed the final edition of the Sports Indus Probing Quiz, which included 41 Statements..

### **3.9.5 Validity**

Experts in the fields of education, physical education, management, the languages area, and psychology were consulted to evaluate the content validity of the Sports Good market Research Scale. The content validity of the scale was determined by administering it to 15 topic experts. The exam questions were acceptable to the vast majority of experts.

### **3.9.6 Reliability**

The internal consistency of a test may be determined with the use of the split-half approach. Internal consistency is another name for this approach. The findings of one test half are compared with those of the other half to get this conclusion. A Spearman-Brown correlation formula was used. Greater than or equal to .60 dependability was obtained (0.84). The reliability of the measurement is high.

## **3.10 STATISTICAL TECHNIQUES**

Using information gathered from other sources, such as the United Nations' comtrade website. Excel has been used for time series analysis. A time series is just a list of discrete events that have happened at regular intervals over some period of time. You need knowledge of time series if you want to know what influences a given variable at various times.

When used to a dataset, time series analysis can expose the implications and insights of time-varying properties. Facilitating the action of forecasting future values for the time series variable. As a means of deducing the general import/export pattern. Consumption and trade's development and present state were examined using the following methods.

- The pattern and trend of imported sports equipment was studied using time series analysis and forecasting methods.
- Regression and trend analysis were used to determine the most recent pattern in India's imports of sporting goods. Using descriptive data, we were able to determine the most often imported sporting item.

- The interview technique was utilised to evaluate the significance of the reasons. Phenomenology was used for the data analysis.
- The import replacement with manufacture was found using the Data Triangulation Method. Primary data was gathered by Interview and survey Method, while secondary data was gathered from different online resources. The proper analytical equipment was used.
- Sports equipment sales projections were made using a number of different methods of demand forecasting. The researcher has benefited methodologically from both a study of the relevant literature and a conversation with the guide's expertise. It has also been useful in putting content analysis and experimental design in their proper contexts as tools for finding and solving the issues.

## Chapter – 4

### ANALYSIS OF THE DATA AND RESULTS OF THE STUDY

The study's goals were met by a statistical evaluation of the collected data. Descriptive statistics and the percentage method were utilised in order to examine the survey data. Fifty sports product companies were chosen from the Meerut and Jalandhar clusters, with 25 coming from each. In order to accomplish these goals, a survey was designed around the themes of "Advancement," "new Innovation," "Business Joint Effort," and "Business Improvement." A questionnaire was distributed to the top executives of participating sports product companies, and responses were analysed using the established statistical procedures.

#### 4.1 FINDINGS OF THE STUDY

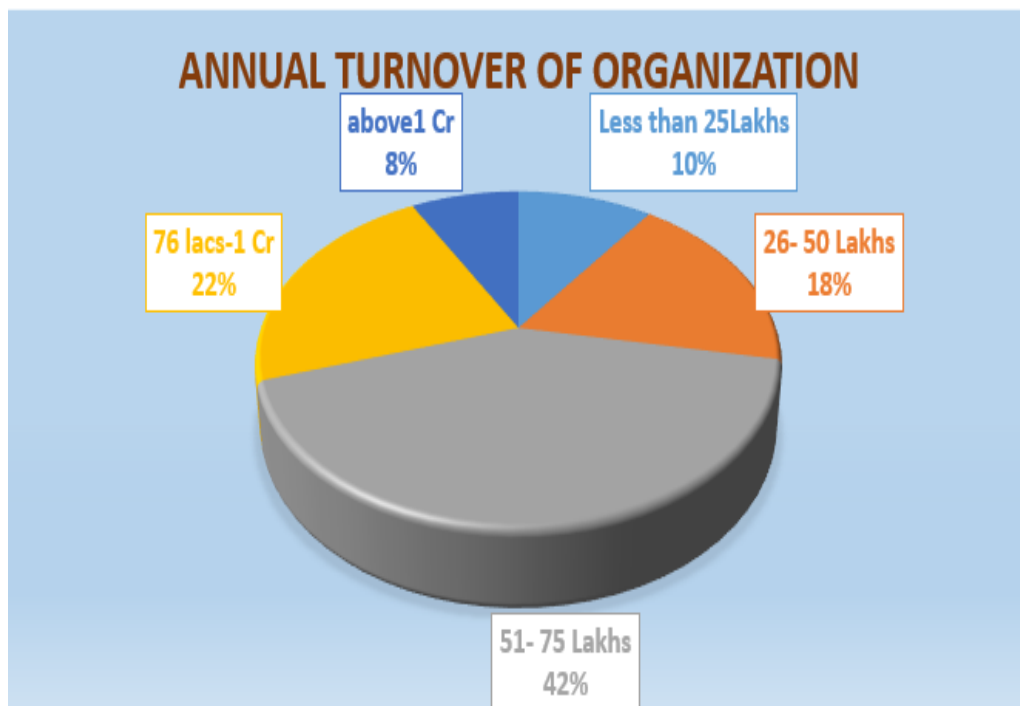
The questionnaire served as the backbone of the statistical analysis done to differentiate the factors driving the sports goods businesses in both Meerut and Jalandhar.

Tables 4.1–4.12 provide the results for each of the selected criteria, while figures 4.1–4.5 present visual representations of the data. The data gathered from the sports product manufacturing businesses in Meerut and Jalandhar was analysed using the percentage approach.

#### Part I (Demographic Profile)

Table No. 4.1 : Annual Turnover of Meerut & Jalandhar Organization

| Sports goods Industries | Less than 25 Lakhs |     | 26 – 50 Lakhs |     | 51 – 75 Lakhs |     | 76 lacs -1 Cr |     | Above1 1Cr |     |
|-------------------------|--------------------|-----|---------------|-----|---------------|-----|---------------|-----|------------|-----|
|                         | No.                | %   | No.           | %   | No.           | %   | No.           | %   | No.        | %   |
| <b>Meerut</b>           | 2                  | 8%  | 4             | 16% | 10            | 40% | 6             | 24% | 3          | 12% |
| <b>Jalandhar</b>        | 3                  | 12% | 5             | 20% | 11            | 44% | 5             | 20% | 1          | 4%  |
| <b>Total</b>            | 5                  | 10% | 9             | 18% | 21            | 42% | 11            | 22% | 4          | 8%  |

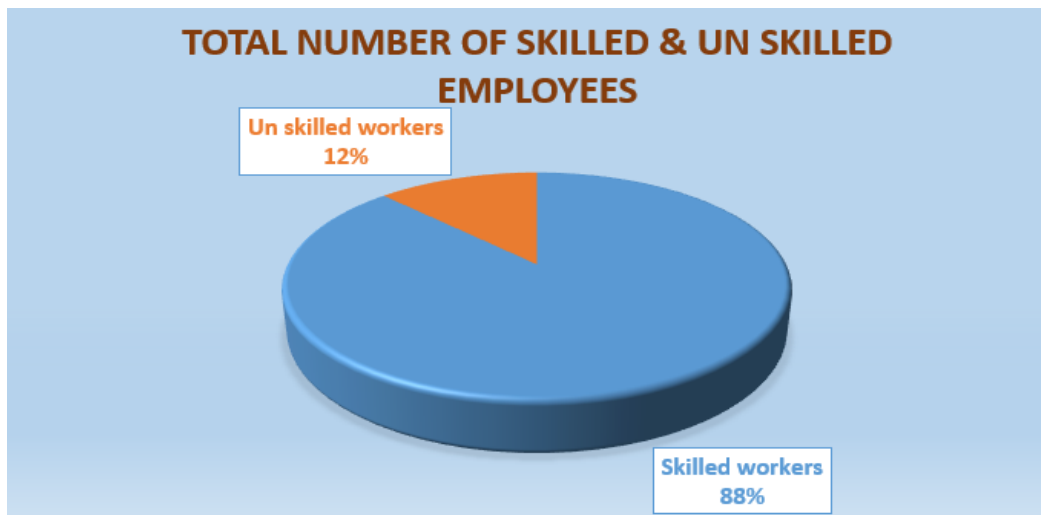


**Figure 4.1 : Graphical Presentation of Annual Turnover of Merrut & Jalandhar Organization**

Both Table 4.1 and Graph 4.1 display the median and mode for the percentage values of yearly turnover for 25 sports goods businesses in Meerut and 25 sports goods industries in Jalandhar, respectively. The table also showed that annual turnover rates for each department were calculated. Only 8% of the city of Meerut's chosen businesses made less than 25 lakhs in revenue in 2016, while 45% made between 51 and 75 lakhs.

**Table 4.2 : Percentage Values for Strength of Skilled & Unskilled Labour in Sports goods Industries of Meerut & Jalandhar**

| Sports goods Industries | Skilled Workers |            | Unskilled Workers |            | Total strength |
|-------------------------|-----------------|------------|-------------------|------------|----------------|
|                         | No.             | Percentage | No.               | Percentage |                |
| Meerut                  | 2662            | 87%        | 396               | 13%        | 3058           |
| Jalandhar               | 2145            | 88.40%     | 281               | 11.60%     | 2426           |
| <b>Total</b>            | <b>4807</b>     | <b>88%</b> | <b>677</b>        | <b>12%</b> | <b>5484</b>    |

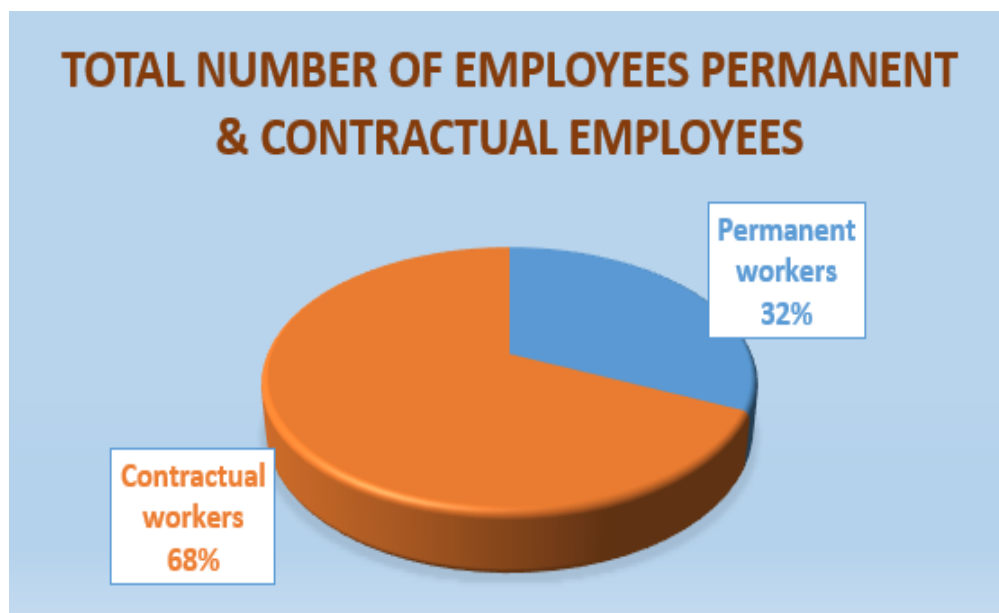


**Figure 4.2 : Graphical Presentation of Percentage Values for Strength of Skilled & Unskilled Labour in Sports Goods Industries of Meerut & Jalandhar.**

The percentage values of the labour strength in various categories across a sample of 25 sports good manufacturers in Meerut and 25 sports good manufacturers in Jalandhar are displayed in Table 4.2 and Graph 4.2, respectively. In all, the selected industries in Meerut employed 3058 people, with 87% (2662) consisting of skilled professionals and 13% (396) consisting of unskilled workers in a wide range of categories. There are a total of 5484 people working in the sports goods sectors in Meerut and Jalandhar, India, with 12% (677 people) being unskilled labour and 88% (4807) being skilled workers, as shown in Table 4.2. There are a total of 2426 people involved, with 2145 being skilled workers (88.40%) and 281 being unskilled labourers (11.60%).

**Table 4.3 : Percentage Values for Strength of permanent & contractual labour in Sports Goods Industries of Meerut & Jalandhar**

| Sports goods Industries | Permanent Workers |            | Contractual Workers |            | Total Strength |
|-------------------------|-------------------|------------|---------------------|------------|----------------|
|                         | No.               | Percentage | No.                 | Percentage |                |
| <b>Meerut</b>           | 891               | 29.13%     | 2167                | 70.87%     | 3058           |
| <b>Jalandhar</b>        | 856               | 35.28%     | 1570                | 64.72%     | 2426           |
| <b>Total</b>            | 1747              | 32%        | 3737                | 68%        | 5484           |

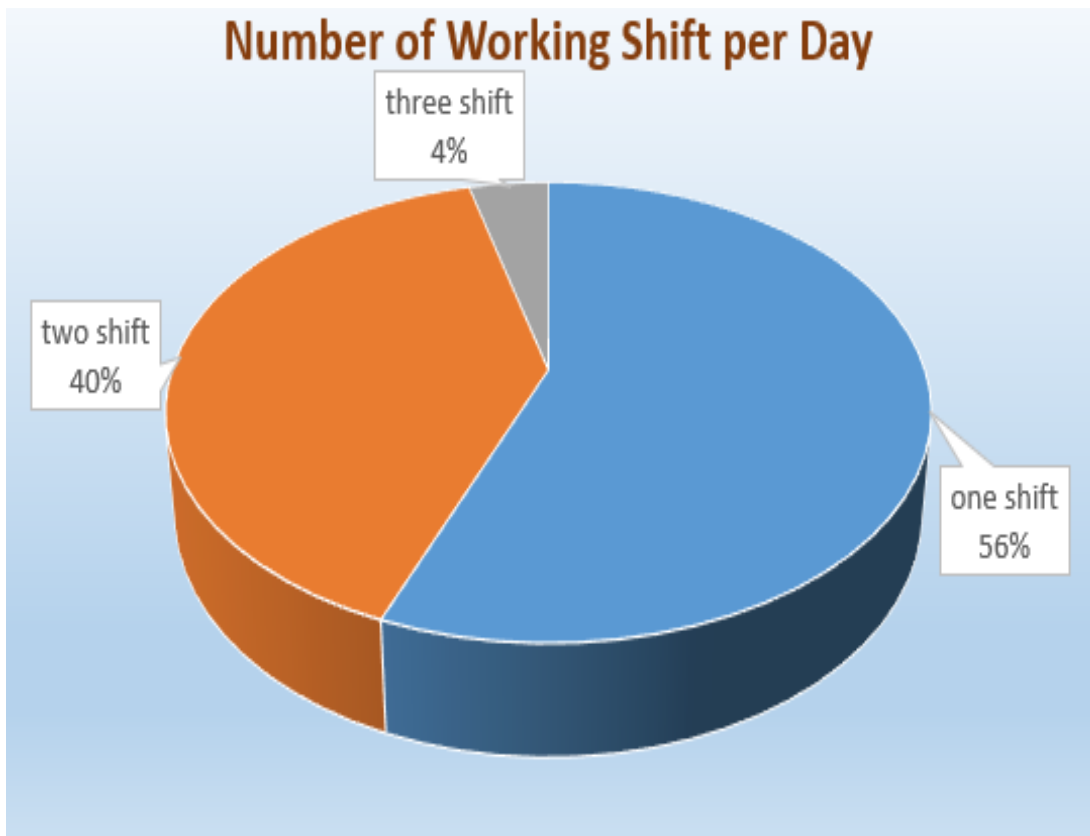


**Figure 4.3 : Graphical Presentation of Percentage Values for Strength of Permanent & Contractual Labour in Sports Industries of Meerut & Jalandhar.**

Table 4.3 and Graph 4.3 show the percentage strength values and their frequency distribution for 25 sports goods manufacturers in Meerut and 25 sports goods manufacturers in Jalandhar. In the chosen industries of Meerut, 3058 distinct types of labour were discovered to be in use, with 891 (or 29.13%) being permanent and 2167 (or 70.87%) being contractual. There were a total of 2426 individuals employed across all sectors in the selected industries in Jalandhar, with 856 (35.28%) being permanent and 1570 (64.72%) being temporary. Out of a total of 5484 workers in Meerut and Jalandhar, just 32% (1747) were considered permanent positions, while 68% (3737) were temporary. Pie charts illustrating the sports goods markets in Meerut and Jalandhar, India are presented in Figures 4.3 and 4.3.

**Table 4.4 : Number of Working Shifts per Day**

| Sports goods industries | No. of Shifts per day |    |     |
|-------------------------|-----------------------|----|-----|
|                         | 01                    | 02 | 03  |
| Meerut                  | 12                    | 11 | 02  |
| Jalandhar               | 16                    | 09 | Nil |
| <b>Total</b>            | 28                    | 20 | 02  |



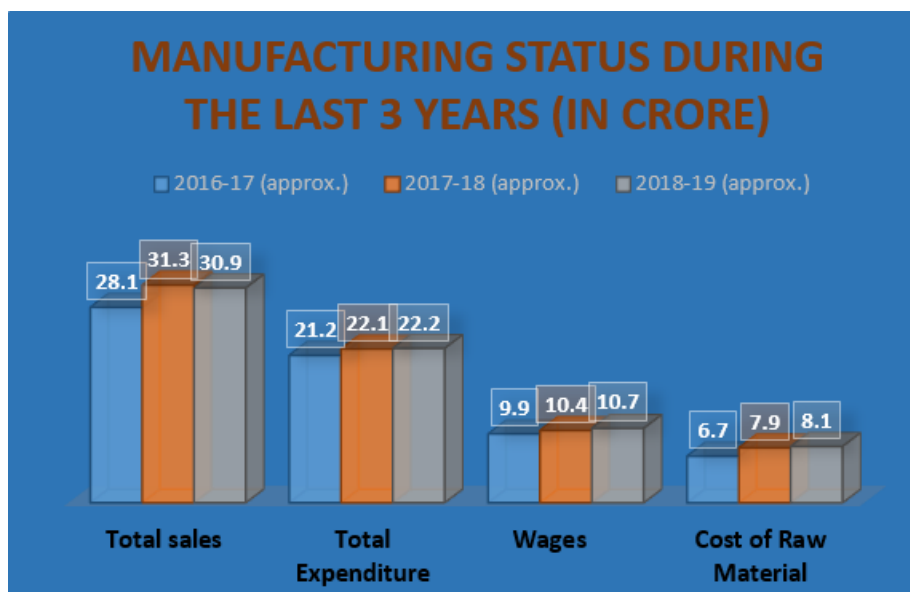
**Figure 4.4 : Graphical Presentation of Number of Working Shifts per Day.**

The daily shift breakdown is shown in Table 4.4 and Graph 4.4, respectively. There are 12 industries in Meerut, and among these, 12 operate on a single shift schedule, 11 on two shifts, and 2 on 3. In Jalandhar, 16 industries operate in a single shift, nine industries operate in two shifts, while no enterprises in Meerut operated in three shifts. There are a total of 28 sectors that operate on a single shift, 20 sectors that operate on two shifts, and just 2 sectors that operate on three shifts.

**Table 4.5 : Total Manufacturing Status in the last 3 years of Sports Goods Industries**

| Year                        | 2016-17 (approx.) | 2017-18 (approx.) | 2018-19 (approx.) |
|-----------------------------|-------------------|-------------------|-------------------|
| <b>Total sales</b>          | 28.1 cr.          | 31.3 cr.          | 30.9 cr           |
| <b>Total Expenditure</b>    | 21.2 cr.          | 22.1 cr.          | 22.2 cr           |
| <b>Wages</b>                | 9.9 cr.           | 10.4 cr.          | 10.7 cr           |
| <b>Cost of Raw Material</b> | 6.7 cr.           | 7.9 cr.           | 8.1 cr.           |





**Figure 4.5 : Graphical Presentation of Total Manufacturing Status in the last 3 years of Sports goods Industries**

The overall state of the sports goods manufacturing sector during the previous three years is shown in Table 4.5 and Graph 4.5. There was an increase from the 28.1 crores in sales recorded in 2016–17 to the 30.9 crores recorded in 2018–19. Costs for labour, raw materials, and overall spending went up from 6.7 crores (\$9.9 crores) , 9.9 crores (\$21.2 crores) , and 21.2 crores (\$8.1 crores) , respectively.

**Table 4.6 : Manufacturing Status rate over the most recent 3 years of Sports Goods Industries**

| Sports Goods industries /Net annual profit (%) | 2016-17   |         |           |               | 2017-18   |         |           |               | 2018-19   |         |           |               |
|------------------------------------------------|-----------|---------|-----------|---------------|-----------|---------|-----------|---------------|-----------|---------|-----------|---------------|
|                                                | Below 10% | 11%-15% | 16% - 20% | 21% and above | Below 10% | 11%-15% | 16% - 20% | 21% and above | Below 10% | 11%-15% | 16% - 20% | 21% and above |
| <b>Meerut</b>                                  | 6         | 12      | 4         | 3             | 7         | 11      | 5         | 2             | 6         | 14      | 4         | 1             |
| <b>Jalandhar</b>                               | 4         | 14      | 5         | 2             | 6         | 10      | 5         | 4             | 6         | 12      | 4         | 3             |
| <b>Total</b>                                   | 10        | 26      | 9         | 5             | 13        | 21      | 10        | 6             | 12        | 26      | 8         | 4             |

Table 4.6 displays, for the years 2016–17, 2017–18, and 2018–19, the percentage of the overall manufacturing status of sports goods industries. Summarised and added together in the table above is the proportion of the population in Meerut and Jalandhar that works in manufacturing. “Twelve in 2016–17, eleven in 2017–18, and fourteen in 2018–19 are the numbers representing the number of goods industries in Meerut with a profit margin between 11 and 15 percent. Jalandhar, on the other hand, has 14 industries producing items with a manufacturing status of 11-15% in 2016-17, 10 industries in 2017-18, and 12 industries in 2018-19. The vast majority of statuses clustered around this %.

## PART - II

**Table 4.7 : Percentile Score on the Problems Pertaining to Raw Material in Sports Industries of Jalandhar & Meerut**

| Sl.No. | Raw Material                                                                            | Strongly Agree | Agree       | Neither agree nor disagree | Disagree    | Strongly Disagree |
|--------|-----------------------------------------------------------------------------------------|----------------|-------------|----------------------------|-------------|-------------------|
| 1      | Local sources have been preferred for meeting raw material requirements.                | 22<br>(44%)    | 9<br>(18%)  | 10<br>(20%)                | 6<br>(12%)  | 3<br>(6%)         |
| 2      | The Quality of Raw material is satisfactory.                                            | 7<br>(14%)     | 14<br>(28%) | 11<br>(22%)                | 11<br>(22%) | 7<br>(14%)        |
| 3      | Supply of raw materials is regular.                                                     | 12<br>(24%)    | 21<br>(42%) | 7<br>(14%)                 | 6<br>(12%)  | 4<br>(8%)         |
| 4      | Sometimes Lack of desired Raw Material is the important reason for delay in Production. | 20<br>(40%)    | 15<br>(30%) | 8<br>(16%)                 | 5<br>(10%)  | 2<br>(4%)         |
| 5      | National and international Policies affect supply of Raw material.                      | 14<br>(28%)    | 12<br>(24%) | 3<br>(6%)                  | 15<br>(30%) | 6<br>(12%)        |
| 6      | Price variation of raw material very often affects the production performance.          | 12<br>(24%)    | 10<br>(20%) | 15<br>(30%)                | 9<br>(18%)  | 4<br>(8%)         |

| Sl.No. | Raw Material                                                          | Strongly Agree | Agree    | Neither agree nor disagree | Disagree | Strongly Disagree |
|--------|-----------------------------------------------------------------------|----------------|----------|----------------------------|----------|-------------------|
| 7      | Open market purchase of raw materials increases the production cost.  | 5 (10%)        | 3 (6%)   | 10 (20%)                   | 22 (44%) | 10 (20%)          |
| 8      | Poor quality raw materials affect the image of the products produced. | 16 (32%)       | 20 (40%) | 7 (14%)                    | 5 (10%)  | 2 (4%)            |

Table 4.7 displays the preferences for sourcing raw materials. Production, time spent, manufacturing expenses, and so on are all intertwined with one another. The following table shows that 44% of respondents feel that local sources have been prioritised when sourcing raw materials. Saving money and time are two of the main motivations for this change. We also see that almost 40% have acknowledged that difficulties acquiring needed raw materials are a potential cause of production delays.

### PART-III

**Table 4.8 : Percentile Score on the Problems Pertaining to Skilled Manpower in Sports Industries of Jalandhar & Meerut**

| S.No. | Skilled Manpower                                                                                | Strongly Agree | Agree    | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|-------------------------------------------------------------------------------------------------|----------------|----------|----------------------------|----------|-------------------|
| 9     | Skilled Manpower plays a key role in Manufacturing process.                                     | 22 (44%)       | 17 (34%) | 6 (12%)                    | 4 (8%)   | 1 (2%)            |
| 10    | Skilled Manpower is easily available in the area.                                               | 3 (6%)         | 5 (10%)  | 8 (16%)                    | 14 (28%) | 20 (40%)          |
| 11    | Organization may not afford to pay the wages and other facilities demanded by skilled manpower. | 4 (8%)         | 6 (12%)  | 9 (18%)                    | 12 (24%) | 19 (38%)          |

| S.No. | Skilled Manpower                                                   | Strongly Agree | Agree       | Neither agree nor disagree | Disagree    | Strongly Disagree |
|-------|--------------------------------------------------------------------|----------------|-------------|----------------------------|-------------|-------------------|
| 12    | Mostly production work has been looked after by skilled man power. | 22<br>(44%)    | 20<br>(40%) | 3<br>(6%)                  | 3<br>(6%)   | 2<br>(4%)         |
| 13    | Organization is not facing any type of low productivity problem.   | 11<br>(22%)    | 9<br>(18%)  | 7<br>(14%)                 | 12<br>(24%) | 11<br>(22%)       |
| 14    | There is high labor turnover in the organization                   | 10<br>(20%)    | 12<br>(24%) | 9<br>(18%)                 | 11<br>(22%) | 8<br>(16%)        |

Table 4.8 displays the main sports goods businesses' awareness of the need for trained labour. In this part, we look at the relative weights of a number of variables, including the availability of trained labour, its correlation with productivity, and the company's turnover rate. The success of the company is due to the efforts of its skilled employees. In order to do anything, an organisation need the efforts of more than one person working in tandem, and it is the combined expertise of those people that makes the organisation successful". The skill need not be highly technical per se, but it must be directly applicable to the work being done. The success of the bright worker in the products production sectors is greatly enhanced by the presence of a talented individual with the necessary interpersonal skills and attention to clients. Hiring employees who are very competent in their respective fields is also crucial. According to the data, over half of all respondents (44%) think that having access to competent workers is crucial throughout the production process. While 60% think that there is a sufficient supply of qualified workers in the region, 40% strongly disagree. Skilled workers are more productive. Their superior education and training allow them to do tasks quickly and accurately. The result is more output. What this implies is that finding qualified workers has been a major obstacle. Also, this adds to the evidence indicating that around 40% of people believe that skilled labour has been doing most of the industrial labour. Many different types of development work need skilled labour. To complete a large number of development projects that would otherwise be impossible without access to trained labour. They also play an

important role in the conservation and sustainable use of the world's natural resources. Another statement with which 11% of respondents either agreed or strongly disagreed was that "the organisation is not facing any type of low productivity problem." It doesn't take a rocket scientist to figure out that we need to be more strategic with our time management if we want to get more done at work. Employee productivity is poor for hundreds of different reasons. This is because the work environment, organisational makeup, and size of each company are unique. Low production rates are exacerbated by a lack of training and direction. Because employees without proper training will waste time and money while contributing little to the company's success. Employees should be treated to seminars every once in a while.

#### PART-IV

**Table 4.9 : Percentile Score on the Problems Pertaining to HR Policies related to Up-gradation in Sports Industries of Jalandhar & Meerut**

| S. No | Policy Up gradation:                                                                | Strongly Agree | Agree       | Neither agree nor disagree | Disagree    | Strongly Disagree |
|-------|-------------------------------------------------------------------------------------|----------------|-------------|----------------------------|-------------|-------------------|
| 15    | We have personnel policies in our organization                                      | 19<br>(38%)    | 20<br>(40%) | 3<br>(6%)                  | 5<br>(10%)  | 3<br>(6%)         |
| 16    | We have separate Human Resource Management Department in our organization           | 0<br>(0%)      | 3<br>(6%)   | 5<br>(10%)                 | 20<br>(40%) | 22<br>(44%)       |
| 17    | We have particular employees recruitment and selection policies in our organization | 8<br>(16%)     | 12<br>(24%) | 10<br>(20%)                | 13<br>(26%) | 7<br>(14%)        |
| 18    | We have good incentive schemes for the employees                                    | 14<br>(28%)    | 22<br>(44%) | 6<br>(12%)                 | 8<br>(16%)  | 0<br>(0%)         |
| 19    | status of employment has been increased in last three years                         | 20<br>(40%)    | 18<br>(36%) | 7<br>(14%)                 | 4<br>(8%)   | 1<br>(2%)         |

20. Does your company have effective training programs for up gradating skills of the employees?

| <b>Response</b>                       | <b>Yes</b> | <b>No</b> |
|---------------------------------------|------------|-----------|
| No. of Sports goods industries        | 34         | 16        |
| Percentage of Sports goods industries | 68%        | 32%       |

Table 4.9 displays information gathered from a survey sent to businesses in the sports products industry in Meerut and Jalandhar. In a recent survey, just over 60% of respondents said their company had defined personnel regulations, whereas 84% said they had a dedicated Human Resource Management Department. Also, 44% are in agreement that their incentive programmes are beneficial to their staff. There was a wide range of views among workers on how to best go about the selecting process. The employment rate has increased during the last three years, as 40% of respondents strongly agreed. The declining unemployment rate, demographic changes in candidate pools, and emerging technological trends all contribute to the growing relevance of a company's personnel management policies, which are an integral aspect of human resource development strategies. Because of the digitalization of conventional economic and social channels, candidates with fundamentally different ranges of talents may replace older workers with experience. To guarantee employee retention and compete successfully in the present market, businesses must update their human resource practises.

In addition, 68 percent of businesses involved in the production of sporting products reported having an efficient training programme designed to improve the abilities of current personnel. However, individuals with fundamentally different ranges of talents influenced by the digitalization of conventional commercial and social channels may be able to replace the older, more experienced staff.

**PART-V**

**Table 4.10 : Percentile Score on the Problems Pertaining to Innovation and New Technology Up-gradation in Sports Industries of Jalandhar & Meerut**

| <b>S. No</b> | <b>P Innovation and New Technology Up gradation</b>                                                                             | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 21           | Our organization adopt innovative technological skills for coping with fluctuating foreign exchange rates and market Conditions | 0<br>(0%)             | 2<br>(4%)    | 4<br>(8%)                         | 25<br>(50%)     | 19<br>(38%)              |
| 22           | We have adopted new advancements/techniques for launching Products in the market                                                | 18<br>(36%)           | 21<br>(42%)  | 6<br>(12%)                        | 4<br>(8%)       | 1<br>(2%)                |
| 23           | We have good Research & Development Committee for the improvement of technology in our organization.                            | 20<br>(40%)           | 15<br>(30%)  | 3<br>(6%)                         | 8<br>(16%)      | 4<br>(8%)                |
| 24           | Latest technological innovations in our field are responsible for substitution of employees in our organization.                | 18<br>(36%)           | 19<br>(38%)  | 2<br>(4%)                         | 8<br>(16%)      | 3<br>(6%)                |
| 25           | There are the significant intervals in the technology adopted universally and individually by us.                               | 17<br>(34%)           | 24<br>(48%)  | 1<br>(2%)                         | 6<br>(12%)      | 2<br>(4%)                |

Table 4.10 displays information on technological developments and inventions in the sports goods sectors of Meerut and Jalandhar. Eighty-eight percent of them were against their company implementing revolutionary technologies to deal with variable foreign exchange rates and market conditions, demonstrating that they did not support the use of such measures. But nearly 70% of them think their organisation has a good R&D committee for improving technology.. Furthermore, 74% agree that the replacement of many personnel in these organisations has been facilitated by the most advanced and cutting-edge technology in the industry. Additionally, 82% of employees feel that there is a major technology adoption gap between the rest of the world and their own organisation.

The previously mentioned data makes it obvious that even if these sports businesses have access to competent R&D teams, they nonetheless believe that the inventive processes and technical advancements at their locations lag far behind those of their international counterparts.

#### PART-VI

**Table 4.11 : Percentile Score on the Problems Pertaining to Commercial Collaboration in Sports Industries of Jalandhar & Meerut**

| S. No | P Commercial Collaboration                                                                                   | Strongly Agree | Agree       | Neither agree nor disagree | Disagree    | Strongly Disagree |
|-------|--------------------------------------------------------------------------------------------------------------|----------------|-------------|----------------------------|-------------|-------------------|
| 26    | We have made various technical collaboration with other organizations.                                       | 2<br>(4%)      | 7<br>(14%)  | 4<br>(8%)                  | 20<br>(40%) | 17<br>(34%)       |
| 27    | Trade unions impact on our organization.                                                                     | 22<br>(44%)    | 19<br>(38%) | 5<br>(10%)                 | 4<br>(8%)   | 0<br>(0%)         |
| 28    | Our organization has very good professional relations with other Organizations of foreign and Indian origin? | 7<br>(14%)     | 11<br>(22%) | 2<br>(4%)                  | 19<br>(38%) | 11<br>(22%)       |



| <b>S. No</b> | <b>P Commercial Collaboration</b>                                                                             | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|---------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 29           | While dealing with vendors our Organization has complete transparency                                         | 21<br>(42%)           | 26<br>(52%)  | 0<br>(0%)                         | 2<br>(4%)       | 1<br>(2%)                |
| 30           | Our Organization promote political and media collaboration for heightened yield/output.                       | 12<br>(24%)           | 17<br>(34%)  | 4<br>(8%)                         | 11<br>(22%)     | 6<br>(12%)               |
| 31           | For improving image and Productivity our Organization takes regular feedback from community and employees     | 22<br>(44%)           | 25<br>(50%)  | 1<br>(2%)                         | 2<br>(4%)       | 0<br>(0%)                |
| 32           | Our Organization is the member of various sports goods manufacturer association and export promotion council. | 21<br>(42%)           | 20<br>(40%)  | 3<br>(6%)                         | 5<br>(10%)      | 1<br>(2%)                |
| 33           | Presently there is the high level of demand in the domestic market for our Products.                          | 17<br>(34%)           | 19<br>(38%)  | 5<br>(10%)                        | 7<br>(14%)      | 2<br>(4%)                |

Commercial partnerships between Meerut's and Jalandhar's sports industries are listed in Table 4.11. Almost three-quarters of respondents did not agree that their sectors had engaged in any technological partnerships with other groups. It may also be related to the fact that 82% of businesses acknowledge the influence of trade unions. Additionally, 60% of them dissented with the idea that their organisation had excellent working relationships with organisations of both Indian and international

provenance. This demonstrates how little emphasis is placed on fostering technical cooperation and positive relationships with other businesses. Nonetheless, 94% are in agreement that they have full transparency when working with their providers. The majority of employees (58%) also think it's important for politicians and journalists to work together to achieve greater success. Ninety-four percent of respondents said it was important that their company regularly solicited and used input from members of the public and staff in an attempt to enhance its reputation and output. 82% of respondents agree that their company belongs to a number of associations for sports products manufacturers and councils for export promotion. Furthermore, 72% have faith that there is a large domestic market for their goods

## PART-VII

**Table 4.12 : Percentile Score on the Problems Pertaining to Business  
Development in Sports Industries of Jalandhar & Meerut**

| S.No. | Business Development                                                   | Strongly Agree | Agree       | Neither agree nor disagree | Disagree    | Strongly Disagree |
|-------|------------------------------------------------------------------------|----------------|-------------|----------------------------|-------------|-------------------|
| 36    | Buying the products from distant makes the business process difficult. | 12<br>(24%)    | 15<br>(30%) | 4<br>(8%)                  | 11<br>(22%) | 8<br>(16%)        |
| 37    | Absence of well-defined system creates big problems of marketing.      | 22<br>(44%)    | 25<br>(50%) | 1<br>(2%)                  | 2<br>(4%)   | 0<br>(0%)         |
| 38    | Publicity plays important role in marketing our product.               | 24<br>(48%)    | 22<br>(44%) | 3<br>(6%)                  | 1<br>(2%)   | 0<br>(0%)         |
| 39    | Our Organization believes that branding is necessary for our product.  | 17<br>(34%)    | 16<br>(32%) | 6<br>(12%)                 | 6<br>(12%)  | 5<br>(10%)        |
| 40    | Our Organization uses brand ambassadors for promotion of the Products  | 0<br>(0%)      | 0<br>(0%)   | 0<br>(0%)                  | 41<br>(82%) | 9<br>(18%)        |

| S..No. | Business Development                                                                                    | Strongly Agree | Agree       | Neither agree nor disagree | Disagree   | Strongly Disagree |
|--------|---------------------------------------------------------------------------------------------------------|----------------|-------------|----------------------------|------------|-------------------|
| 41     | Our Organization practices special programs for market segmentation (knowing customer needs and market) | 21<br>(42%)    | 19<br>(38%) | 3<br>(6%)                  | 5<br>(10%) | 2<br>(4%)         |
| 42     | Our Organization systematize records for the Products and overhead expenses                             | 39<br>(78%)    | 6<br>(12%)  | 0<br>(0%)                  | 5<br>(10%) | 0<br>(0%)         |
| 43     | Our Organization get tax exception for developing and producing indigenous sports goods and equipment.  | 22<br>(44%)    | 16<br>(32%) | 7<br>(14%)                 | 4<br>(8%)  | 1<br>(2%)         |
| 44     | The Government levied high taxes in our state                                                           | 37<br>(74%)    | 11<br>(22%) | 0<br>(0%)                  | 2<br>(4%)  | 0<br>(0%)         |

Table 4.12 displays statistics on commercial growth gathered from the sports industries in Meerut and Jalandhar. This demonstrates how onerous company processes have been caused by remote buying. Over 94% of respondents believed that the lack of a well-defined framework led to significant marketing challenges. Sixty-six percent think that branding is very essential when it comes to selling their goods, and ninety-two percent think that exposure is extremely important when it comes to marketing. Brand ambassadors were met with almost universal opposition from those surveyed. The majority of them confirmed that they do, in fact, maintain records and use specialised programmes to get to know the people they serve.

In spite of the high taxes imposed by the Government, 76% of respondents agreed that their organisation ought to be exempt from taxes for the creation and production of local sporting goods and gear. This means that 76% percent of those surveyed agreed that their organisation should be exempt from taxation for the production and creation of native sports goods and equipment. In addition, the marketing efforts of these sectors have been enhanced by the usage of social media platforms like websites, Facebook, etc.

## **4.2 DISCUSSION OF THE RESULTS**

### **4.2.1 Discussion on Problems Pertaining to Raw Materials**

Table 4.7 shows that both groups place a high value on specifics when it comes to selecting where to get their raw materials. Production, time spent, manufacturing expenses, etc. are all interconnected. Companies benefit from "the higher quality of raw materials because it allows them to reduce failures and production costs while also helping them create products with an appropriate appearance." 2014's Akindipe. In his opinion, the availability of raw materials is the single most important aspect in determining a manufacturing company's production success or failure. It's been made abundantly obvious that 44% of respondents strongly believe that local sources have been prioritised for addressing raw material requires. Saving money and time are two of the main motivations for doing this. In addition, we see that almost 40% have acknowledged that difficulties sourcing necessary raw materials may contribute significantly to production delays. Production output is very sensitive to the availability of raw resources. The availability and cost of raw materials may have a significant effect on manufacturing costs, product quality, and production rates. In order to advance competitive sports quickly and effectively, Tong Yibao (2019) argues that we must place a premium on research into, and the creation of novel high-tech materials for their use in, the sports industry. The demand for a finished good is directly proportional to the quality of its constituent parts. In the manufacturing of sports products, the availability and pricing of raw materials are two of the most crucial factors that will determine the company's ultimate success or failure. Raw material prices have a significant impact on a company's ability to compete on price. It should come as no surprise, therefore, that the risks connected with sourcing raw materials are often the most significant concerns in the sports goods manufacturing industry. The above results are consistent with those of Chervinski A. Y. (2015) , which shows that the country's abundant resources allowed it to produce its own raw materials for industry. The strong demand for local products was sustained by the robustness of the home market. The resulting economic growth came at the price of people's discretionary spending at home. The home economy was able to modernise without the high costs associated with

importing commodities thanks to the products of the new industries. Since the availability of the Raw material is crucial to the manufacturing of other materials, it is considered a bottleneck asset. Fibres are a staple commodity in the sports business, where they are fashioned into a wide variety of yoga mats, kabaddi mats, judo mats, and the like. The term "commodity" is often used to refer to them in the business world. This allows them to be traded on several Commodity Exchanges worldwide. Sports equipment, especially footballs, are not mass-produced in Africa, despite the fact that the necessary raw materials and labour are available (Bose, 2014). Current sports balls are imported from other countries; they are synthetic; and they cannot be repaired. These balls are too pricey for most customers in Africa, and they aren't durable enough for use in rough playing situations. According to research by Nagabhushana and Shah (1999), a group called "Alive & Kicking" has created a novel model for the production of high-quality, reasonably-priced, and easily-repairable leather sports balls in Africa. Access to manpower and necessary raw materials are critical components that enable the business model to work. Alive & Kicking has a leg up on the competition because to their ability to address customer demand for reasonably priced and long-lasting sports balls by producing their balls locally.

#### **4.2.2 Discussion on Problems Pertaining to Skilled Manpower**

Table 4.8 displays the main sports goods businesses' awareness of the need for trained labour. This section includes a numerical discussion of the significance of many elements, such as the availability of trained labour, its correlation with productivity, and the turnover rate of the organisation. Skilled workers are an asset since they increase output, decrease expenses, and improve the quality of produced items. It was found by Hussain Shahid et al. (2020) that in the public construction industry, using unskilled labour during the construction phase has a significant negative impact on project performance, while using skilled labour during this phase has a significant positive impact on project performance, increasing the success rate of the project. The success of the company is due to the efforts of its skilled employees. Skills including critical thinking, creativity, communication, problem

solving, teamwork, operational prowess, and information management have become more valuable to both employers and people in the modern economy. The competent person aids in the rapid diagnosis of problems and the development of original answers. They are crucial in a modern economy where human capital is valued for its knowledge and expertise. The success of any endeavour undertaken by a group is predicated on the cooperation of more than one person, and on the combined expertise of its members. The skill need not be highly technical per se, but it must be directly applicable to the work being done. The success of even the most talented worker in the sports product manufacturing industry is greatly enhanced by the presence of a person with the necessary interpersonal qualities and attention to clients. Employing individuals who are highly talented in the specific duties of each job is another factor in a company's success (Hess & Siciliano, 1996). Based on the data in the table, 44% of respondents think that highly trained workers are essential to successful production. While 60% think that there is a sufficient supply of qualified workers in the region, 40% strongly disagree. Skilled labour is more productive than less-skilled labour. Because of their extensive experience and knowledge, they are able to do tasks quickly and hyper efficiently. This raises the business's productivity. This indicates that one of the major difficulties had been finding skilled labour. In addition, this adds to the statistics demonstrating that around 40% of people are in agreement that most of the manufacturing job has been handled by experienced workers. Important obstacles to filling open positions in the skilled labour market include investment, pay problems, talent management, the workplace setting, a lack of training and experience, and government regulation. "The shortage of trained workers has a significant effect on output, efficiency, and timeliness. Increased investment in workers' pay increases the pool of available workers with specialised skills, which in turn boosts output (D. Dilip, 2018). Many different types of development work need skilled labour. To do a plethora of development tasks that would otherwise be impossible due to a lack of trained labour. They also play an important role in the conservation and sustainable use of the world's natural resources. Another statement on which 11% of respondents either strongly agree or strongly disagree is that the organisation is not experiencing any

kind of poor productivity issue. It doesn't take a rocket scientist to figure out that we need to be more strategic with our time management if we want to get more done at work. There are hundreds, if not thousands of causes contributing to poor productivity in the workplace. Because the nature, size, and structure of an organization's workforce make each one unique. Weak production rates are exacerbated by a lack of training and direction. Due to the fact that untrained employees will take longer and utilise more corporate resources, which will result in a decline in productivity rates. Employees should be treated to seminars every once in a while.

### **4.2.3 Discussion on Problems Pertaining to Policies**

In Table 4.9, you can see information about the sports goods industries' human resource policies in Meerut and Jalandhar. The majority (84%) of respondents disagreed with the idea of establishing a distinct HRMD (Human Resource Management Department), yet around 40% of them felt that their organisations had clear personnel rules. In addition, 44% are in agreement that they provide enough staff incentive plans. But their reactions to the rules for hiring and select staff were mixed. Additionally, 40% are in complete agreement that job prospects have improved over the last three years. As a consequence of factors such as falling unemployment rates, shifting demographics among job applicants, and emerging technological trends, human resource development strategies are placing a premium on effective staff management (Embuhira, 2011). As conventional economic and social channels are digitised, older workers with experience may be replaced by individuals with fundamentally different ranges of talents. To guarantee employee retention and compete successfully in the present market, businesses must update their human resource practises.

Additionally, according to 68% of the sports goods businesses surveyed (Boxall & Purcell, 2003), they have an efficient training programme in place to help staff improve their abilities. While the digitalization of conventional commercial and social channels may make it possible to hire new employees with a radically different

set of skills than those held by the retiring workforce, this may not be the case. Human resource policies serve as written direction for workers on how to address a variety of employment concerns, including but not limited to: helping form the business culture and providing effective employee communication. It's crucial to the organization's success in putting its human resource strategy into action. In addition to strengthening the psychological contract and fostering a productive work environment, consistency and transparency are also provided for managers and workers. Human capital is the engine that propels progress.

#### **4.2.4 Discussion on Problems Pertaining to Innovation and New Technology Up-Gradation**

Data on technological advancements and innovations in the sports goods industries in Meerut and Jalandhar are shown in Table 4.10. About 88% of them did not agree, and as a result, their company uses cutting-edge technology to adapt to ever-changing currency rates and market circumstances. On the other hand, over 70% of them feel that their company has a solid R&D committee dedicated to advancing technological capabilities. Furthermore, 74% agree that many personnel in these organisations have been replaced by the newest and most advanced technology in the area (Marler et al., 2006).

Additionally, 82% of the staff members feel that there is a major difference between the technology utilised internationally and by themselves. The previously mentioned data makes it quite obvious that, despite the fact that these sports sectors are home to some very capable research and development teams, local innovators and technologists nevertheless believe that their region is comparably far behind the rest of the world in terms of technological advancement. Ng Ching Tan et al. (2022) performed research to clarify how emerging technologies can affect the industrial sector's bottom lines, communities, and ecosystems. This research details the cutting-edge technologies' use in environmentally friendly production. These innovative tools have the potential to increase output while also making major contributions to societal and ecological sustainability.



#### **4.2.5 Discussion on Problems pertaining to Commercial Collaboration**

Sports businesses in Meerut and Jalandhar have partnered with other companies, as shown in Table 4.11. Regarding the idea that their industries have worked on many technological projects with other organisations, almost 74% of respondents disagreed. The fact that 82% of businesses acknowledge the influence of unions in their operations probably likely plays a role. As for the statement that their organisation has extremely excellent professional contacts with other organisations of foreign and Indian origin, 60% of them have disagreed with it as well. This demonstrates unmistakably that these institutions do not value or encourage technical cooperation or cordial connections with other institutions. However, 94% are in agreement that they have full transparency when working with their suppliers. Not surprisingly, 58% of employees think their company should encourage cooperation between the government and the media in order to increase productivity (Lee and Yong, 2000). Ninety-four percent of respondents said their company was doing an excellent job of regularly soliciting and implementing suggestions for improvement from members of the community and staff. Additionally, 82% affirm that their company participates in export promotion councils and other groups representing sports products manufacturers. About 72% agree and are sure that there is a high demand for their goods on the local market.

#### **4.2.6 Discussion on Problems Pertaining to Business Development**

Table 4.12 displays the gathered data on company growth in the sports industries of Meerut and Jalandhar. This demonstrates how the challenges posed by long-distance purchases have affected the flow of trade. More than ninety-four percent of respondents believed that the marketing industry was severely hampered by the lack of a clear structure. Sixty-six percent think that brand recognition is crucial to the success of their product's marketing, and ninety-two percent think that publicity is crucial to the success of their product's marketing. Brand ambassadors were met with almost universal opposition from respondents (Saini, 2005). However, research shows that Brand Ambassadors are an integral part of every successful branding and marketing effort. They act as the public face of the organisation and are looked upon

as authoritative figures in their respective fields of expertise. They add to a company's trustworthiness in the eyes of buyers since they reflect real experiences with the product. Customers begin to identify with the brand because of the recognisable celebrity, even if they cannot recall the name of the company or the content of the campaign. Even the brand ambassadors themselves form an attachment to the company they promote, setting off a chain reaction of brand loyalty. As a result, it might be contributing to the industry's downturn. The majority of them claimed that they do, in fact, maintain records and use specialised programmes to get to know their clients. 76% percent of respondents agreed that their organisation should be free from taxation for the development and manufacturing of indigenous sports items and equipment notwithstanding the Government's imposition of hefty levies on the industry. The tax cut will increase company profitability, which in turn would increase Nifty profits growth, according to an article published by South Indian Bank. Earnings forecasts have apparently been raised by analysts. Over the long run, the decrease in corporation tax helps enhance investments and the productive potential of the economy. Long-term economic growth is affected by changes in individual income tax rates, as G.G. Williams (2014) emphasised. Economic development is highly dependent on the design and funding of a tax reform. Individuals may be more motivated to work, save, and invest if tax rates were lowered. Incentives to labour, save, and invest may all be strengthened by reduced tax rates, so that the economy grows faster. Moreover, these sectors promoted their wares using various social media channels, including websites, Facebook, etc.

### **4.3 CONCLUDING REMARKS**

In conclusion, this research has been valuable in highlighting several obstacles related with India's sports businesses, the resolution of which will greatly benefit India's efforts to substitute its own manufacturing for imported sports items. Conquering these obstacles is essential if we are to reduce our reliance on imported goods and bring our production standards in line with those of global markets.

## Chapter – 5

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### 5.1 SUMMARY

Sports unite people of various cultures and religions, which is a positive force for world peace. Increased competitiveness in sports and games, made possible by the growth of scientific knowledge, ability, and techniques, as well as the enhancement of equipment and research in the area, has had a significant impact on our sedentary lifestyles since the industrial revolution (Nico et al., 2015). Since technical advancements have occurred in many various areas, people now find themselves living in a world in which they must constantly overcome new obstacles. When a country wants to raise its profile on the world stage, it often looks to sports as a means to that end.

Many nations have seen their economies benefit from the sports industry's fast expansion and diversification in recent years. There are challenges in attracting investment into sports notwithstanding the possibility for more industrial engagement. Recognising sports in India as an industry will lead to more openness, sophistication, professionalism, accountability, regulation, and development, all of which are necessary to attract constructive engagement from India's private sector beyond corporate social responsibility-related investments. The formation of a specialised market to meet the growing demands of a wide variety of high-quality sports equipment and infrastructure is a direct result of the evolving nature of sports and the corresponding need for high-quality infrastructure and amenities among athletes in different sports. (Bennett & Gilbert, 2012).

More than a century ago, in Sialkot, Pakistan, entrepreneurs saw an opportunity to establish a market for sporting goods in India. After the partition of British India in 1947, many Hindu artisans relocated to Punjab in India from Sialkot, Pakistan, a major centre for the sports goods industry. Because of this, a thriving market for sporting items has developed in India. The Mahashak are an ethnic group native to the provinces of Punjab, India, and can be found in the cities of Jalandhar, Batala,

and Ludhiana. Jalandhar has become a prominent centre in India's sports goods market, and it and nearby Batala continue to play significant roles in the ball stitching industry. Uttar Pradesh's Meerut and the city of Gurgaon, both in India, are home to sizable manufacturing hubs for sports equipment (Kausik, 2005). Sports goods are imported and exported via the major ports of Jalandhar, Meerut, and Gurgaon, which also house the largest sports goods market in the Indian Subcontinent. According to a survey of the relevant literature, small-scale enterprises form the backbone of India's sports sector.

Today's Indian economy relies heavily on its thriving SME sector. The importance of small and medium-sized enterprises to India's economy is emphasised here. Our nation's small and medium-sized businesses (SMBs) have flourished in recent decades thanks to the vision of our late Prime Minister Jawaharlal Nehru. These businesses are vital to the success of the nation's major industries. "It is expected that the Indian economy will grow by more than 8 percent per year until 2020," (Vijayalakshmi & Rajalakshmi, 2016) "By 2050, it could become the second largest economy in the world, ahead of the United States." Despite growing global competitiveness, industry and other industries have turned around thanks to legislative improvements in recent years that have permitted higher efficiency.

The purpose of this research was to examine the prospects for import substitution in India's sports goods industry. Only sports businesses with a turnover of above a crore during the last three fiscal years were included for this study. The industries focused on producing apparel, sports supplements, and other sports-related products such as sports equipment, sports safety gear, research equipment, and sports infrastructure. Twenty-five sports products manufacturers were selected from the Meerut and Jalandhar clusters.

## **5.2 RESULTS**

The following part is the last section of the research report. The study's results are summarised, and their significance is elaborated upon and explored. Assessing the feasibility of developing domestic alternatives to the import of sports goods in India is central to this study, as is evaluating the raw materials problem encountered by

sports product manufacturers in Uttar Pradesh and Punjab (as introduced in Chapter 1). According to the data, 46% of sports sector respondents stated that their industry has favoured local sources when it comes to meeting raw material needs. Saving money and time are two of the main motivations for this change. We also found that almost 40% of people have acknowledged that difficulties sourcing necessary raw materials are a major factor in manufacturing delays. About 40% of the sports industry agreed, and 32% strongly agreed, that low-quality inputs damage the reputation of their final goods.

The survey found that 40% of businesses disagreed strongly that skilled labour was readily accessible in the region. Skilled labour is more productive than less-skilled labour. Furthermore, this information supplements the statistics demonstrating that around 40% of people feel that skilled labour has mostly taken care of manufacturing duties. Neither a majority nor a plurality of employees (11%) believe there is no issue with poor productivity in the company.

And while just 40% of businesses think that they have well defined personnel standards in place, 84% of industries either strongly disagree or disagree that they have a specialised Human Resource Management Department, according to the data. In addition, 46% of respondents feel that they have sufficient incentive strategies for their employees. Furthermore, 68% of the sports goods industry said that they had an effective training programme for enhancing the abilities of their staff.

Approximately 74% of those working in the sports industry disagreed with the statement that their sector had collaborated with other organisations on diverse technological projects. Perhaps it's because 82% of businesses acknowledge that unions have an effect on their operations. As for the statement that their organisation has extremely excellent professional contacts with other organisations of foreign and Indian origin, 60% of them have disagreed with it as well.

According to the data, almost all businesses in the sporting goods industry believe that they have full openness with their suppliers. Not surprisingly, 58% of respondents said their company encourages cooperation between politicians and the media to increase productivity. Positively, 94% of respondents said their company

actively sought out and acted upon ideas from members of the community and staff in an attempt to enhance its reputation and output. Moreover, 82% of respondents agree that their firm is a member of several sports products manufacturing organisations and export promotion councils. In addition, 72% have faith in the strength of domestic demand for their goods. Results interpretation shows that distance has been a problem for commercial transactions. There was near-unanimous agreement (94%) that the lack of a clear framework was a major obstacle in the field of marketing. Approximately 92% of people feel that publicity plays a very essential part in promoting their goods, while approximately 66% of people agree that branding is very vital. There was almost universal opposition to the use of "brand ambassadors" in advertising. The majority of the sports business sector has reached consensus on the need of keeping records and running specialised programmes to get to know their clients on a systematic level. Seventy-six percent of respondents agreed that their company is free from taxation for the creation and production of domestic sports items and equipment, despite the high taxes imposed by the Government.

### **5.3 RECOMMENDATIONS**

Studying the development patterns, difficulties, and strategies needed to reduce India's reliance on imported sports equipment has been enlightening.

The absence of adequate sports goods industries is preventing international buyers from placing substantial orders with the manufacturer. The sports manufacturing industry is quite diverse, with some manufacturers taking advantage of new technological developments and others clinging to more established practises. Rapid advances in manufacturing technology have left few manufacturers able to keep up with the required investments. Machines that produce identical items are a major threat to the sports equipment manufacturing sector. The factory's output is severely undervalued and restricted to only conventional goods. The government's regulatory and support systems are likewise not well understood by industrialists. Some of the fundamental challenges linked with the sports industrial cluster in Meerut and Jalandhar include a lack of world-class testing facilities for sports products, which has proven to be a significant obstacle for sports goods makers.

- It is challenging for industrialists to secure loans with low interest rates.
- Instead of undertaking market research when launching a company, most sectors depend on founders' prior experience and connections.
- There is a lack of awareness of the benefits of adopting newly developed equipment, machinery, and materials for increasing quality, productivity, and efficiency.
- Research and development facilities are inadequate.
- The resistance to utilising already established quality management procedures to achieve international benchmarks in both output and quality.
- Accessing obsolete information systems to learn about current advancements in the global sports business.

In support of these findings, researchers in Meerut have uncovered problems similar to those in Jalandhar. Taking into consideration the difficulties experienced and the existing literature, the researcher has highlighted the universal areas that need more investigation within the field of sports management. As a result, the following factors will be included in the evaluation.

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## Appendix – A

### Sports Good Import Substitution Scale

Dear Respondent,

Thanks for your willingness to participate in this survey. Your feedback is highly appreciated. This is to keep you informed that this questionnaire is part of a research study being carried out as a part of my thesis for PhD in Physical Education, Lovely Professional University, Punjab. The information gathered through this questionnaire would be kept highly confidential and used solely for the purpose of my course work. Your response will be a valuable contribution for the success of the study.

#### Part - 1

##### Organization Profile:

1. **City** (a) Meerut  (b) Jalandhar

2. **Name of Manufacturing Organization:**

---

3. **Address of Manufacturing Organization:**

---

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4. **Location of Manufacturing Organization**

a) In commercial locality      b) In semi commercial localities

c) Near residential area

5. **Name and Designation of Contact Person :**

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6. **Name of exclusively sports goods Manufactured:**

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**7. Annual Turnover of Organization**

- a) Less than 25Lakhs                      b) 26- 50 Lakhs  
c) 51- 75 Lakhs                              d) 76 lacs-1 Cr  
e) above1 Cr

**8. Total Number of employees : \_\_\_\_\_**

Skilled : \_\_\_\_\_ Unskilled : \_\_\_\_\_

Permanent : \_\_\_\_\_ Contractual : \_\_\_\_\_

**9. How many working shifts are available in your industry?**

- a) One                      (b) Two                      (c) Three

**10. Manufacturing status during the last 3 Years**

| Year                 | 2016-17 | 2017-18 | 2018-19 |
|----------------------|---------|---------|---------|
| Total sales          |         |         |         |
| Total Expenditure    |         |         |         |
| Wages                |         |         |         |
| Cost of Raw Material |         |         |         |

**11. The net annual profit of your organization in terms of percentage (Please mark (✓) the correct option)**

| Net annual profit (%) | 2016-17 | 2017-18 | 2018-19 |
|-----------------------|---------|---------|---------|
| Below 10%             |         |         |         |
| 11%-15%               |         |         |         |
| 16% - 20%             |         |         |         |
| 21% and above         |         |         |         |

## PART- 2

### Problems Pertaining to Raw Materials

| S.No. | Raw Material                                                                                 | Very affirm | Affirm | Neutral | Deny | Strongly Deny |
|-------|----------------------------------------------------------------------------------------------|-------------|--------|---------|------|---------------|
| 1.    | Local sources have been preferred for meeting raw material requirements.                     |             |        |         |      |               |
| 2.    | The Quality of Raw material is satisfactory.                                                 |             |        |         |      |               |
| 3.    | Supply of raw material is regular.                                                           |             |        |         |      |               |
| 4.    | Sometimes Lack of desired Raw Material is the important reason for delay in Production.      |             |        |         |      |               |
| 5.    | National and international Policies affect supply of Raw material.                           |             |        |         |      |               |
| 6.    | Price variation of raw material very often affects the production performance.               |             |        |         |      |               |
| 7.    | Production cost increase if sports manufacturers purchase the raw material from open market. |             |        |         |      |               |
| 8.    | Raw material which is poor in quality reflects a negative image of the produced product.     |             |        |         |      |               |

## PART-3

### Problems Pertaining to Skilled Manpower

| S.No. | Skilled Manpower                                            | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|-------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 9.    | Skilled Manpower plays a key role in Manufacturing process. |                |       |                            |          |                   |

| <b>S.No.</b> | <b>Skilled Manpower</b>                                                                        | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|------------------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 10.          | Skilled Manpower is easily available in the area.                                              |                       |              |                                   |                 |                          |
| 11.          | Organization may not afford to pay the wages and other facilities demanded by skilled manpower |                       |              |                                   |                 |                          |
| 12.          | Mostly production work has been looked after by skilled man power.                             |                       |              |                                   |                 |                          |
| 13.          | Organization is not facing any type of low productivity problem                                |                       |              |                                   |                 |                          |
| 14.          | There is high labor turnover in the organization                                               |                       |              |                                   |                 |                          |

#### **PART-4**

##### **Problems pertaining to policies**

| <b>S.No</b> | <b>Policy Up gradation:</b>                                                         | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|-------------|-------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 15.         | We have personnel policies in our organization                                      |                       |              |                                   |                 |                          |
| 16.         | We have separate Human Resource Management Department in our organization           |                       |              |                                   |                 |                          |
| 17.         | We have particular employees recruitment and selection policies in our organization |                       |              |                                   |                 |                          |

| S.No | Policy Up gradation:                                        | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|------|-------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 18.  | We have good incentive schemes for the employees            |                |       |                            |          |                   |
| 19.  | status of employment has been increased in last three years |                |       |                            |          |                   |

- Does your company have effective training programmes for up gradating skills of the employees?

a) Yes (b) No

If yes, specify \_\_\_\_\_

\_\_\_\_\_

#### PART-5

#### Problems pertaining to Innovation and new technology up gradation

| S.No. | Innovation and new technology up gradation                                                                     | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|----------------------------------------------------------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 20.   | Our organization adopt novel technologies for coping with varying foreign exchange rates and market Conditions |                |       |                            |          |                   |
| 21.   | We have adopted new strategies/ technologies for launching Products in the market                              |                |       |                            |          |                   |
| 22.   | We have good Research & Development Committee for the improvement of technology in our organization.           |                |       |                            |          |                   |

| <b>S.No.</b> | <b>Innovation and new technology up gradation</b>                                       | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|-----------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 23.          | New technology in our field responsible for replacement of workers in our organization. |                       |              |                                   |                 |                          |
| 24.          | There are the significant gaps in the technology adopted globally and personally by us. |                       |              |                                   |                 |                          |
| 25.          | We have made various technical collaboration with other organizations.                  |                       |              |                                   |                 |                          |

#### **PART-6**

#### **Problems pertaining to Commercial collaboration**

| <b>S.No.</b> | <b>Commercial collaboration</b>                                                                              | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|--------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 26.          | Trade unions impacted our organization.                                                                      |                       |              |                                   |                 |                          |
| 27.          | Our Organization has very good professional relations with other Organizations of foreign and Indian origin? |                       |              |                                   |                 |                          |
| 28.          | while dealing with vendors our Organization has complete transparency                                        |                       |              |                                   |                 |                          |
| 29.          | Our Organization promote political and media collaboration for heightened yield/output.                      |                       |              |                                   |                 |                          |



| S.No. | Commercial collaboration                                                                                      | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|---------------------------------------------------------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 30.   | for improving image and Productivity our Organization take regular feedback from community and employees      |                |       |                            |          |                   |
| 31.   | Our Organization is the member of various sports goods manufacturer association and export promotion council. |                |       |                            |          |                   |
| 32.   | Presently there is the high level of demand in the domestic market for our Products.                          |                |       |                            |          |                   |

- **Please specify if your organization is facing any kind of constraints in selling your Products.**

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- **Kindly specify if any policy interventions are urgently required for enhancing Productivity and competitiveness of your sector**

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**PART-7**

**Problems Pertaining to Business Development**

| <b>S.No.</b> | <b>Business Development</b>                                                                               | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|--------------|-----------------------------------------------------------------------------------------------------------|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| 33.          | Lacks of buying the products from distant make the business process difficulty.                           |                       |              |                                   |                 |                          |
| 34.          | Absence of well-defined system creates big problems of marketing.                                         |                       |              |                                   |                 |                          |
| 35.          | Publicity plays important role in marketing our product.                                                  |                       |              |                                   |                 |                          |
| 36.          | Our Organization believes that branding is necessary for our product.                                     |                       |              |                                   |                 |                          |
| 37.          | Our Organization uses brand ambassadors for promotion of the Products                                     |                       |              |                                   |                 |                          |
| 38.          | Our Organization practices special programmes for market segmentation (knowing customer needs and market) |                       |              |                                   |                 |                          |
| 39.          | Our Organization systematize records for the Products and overhead expenses                               |                       |              |                                   |                 |                          |

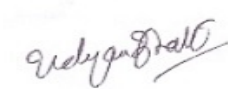
| S.No. | Business Development                                                                                   | Strongly Agree | Agree | Neither agree nor disagree | Disagree | Strongly Disagree |
|-------|--------------------------------------------------------------------------------------------------------|----------------|-------|----------------------------|----------|-------------------|
| 40.   | Our Organization get tax exception for developing and producing indigenous sports goods and equipments |                |       |                            |          |                   |
| 41.   | The Government levied high taxes in our state                                                          |                |       |                            |          |                   |

● **The way of promotions used by us for the promotion of your Products-**

- (a) Print media (c) Hoarding, posters etc  
 (b) Social Media (d) Website

If any other, specify \_\_\_\_\_

Thank you,



Udyan Bhatt

Author`s Name & Signature



**Dr. Neelam Sharma**

2<sup>ND</sup> Author`s Name & Signature

## Appendix - B

### Sports Goods Manufacturing Companies & Whole Sale Distributor in Meerut

## Appendix - B

### Sports Goods Manufacturing Companies & Whole Sale Distributor in Meerut

| S. No. | Name of the Industry                              | Address                                  | Ph. No      |
|--------|---------------------------------------------------|------------------------------------------|-------------|
| 1      | Ashu Sports                                       | Devariya Rambagh, S. K. Road             | 8954421089  |
| 2      | Hike Sports Trader & Manuf.                       | Prahlad Nagar, Ramleela ground, 250002   | 8864917062  |
| 3      | Neelkanth Sports & Wholesale Distributor          | 141, Rambagh, S K Road                   | 7417975363  |
| 4      | Apparax & Gearx Sports Ind. Pvt Ltd               | Plot no 441, Suraj kund                  | -----       |
| 5      | Deekay Sports Industries                          | Mohakampur, near Tirupati mandir, Meerut | ---         |
| 6      | SSGSports Industries                              | Khasra no 93 Plot no 23, Rambagh         | ---         |
| 7      | Dayal Sports Industries                           | Surajkund, Plot no 86/12                 | 08042757213 |
| 8      | Matchless Sports Industries                       | Surajkund, Meerut                        | 09412707822 |
| 9      | M. R Manufactures                                 | C block, Surajkund, 93/2                 | 08899953308 |
| 10     | General Sports Industries                         | Surajkund Road , Meerut                  | 9760002000  |
| 11     | Shribha Sports Equipment Exporter & Manufacturers | Surajkund Road, Meerut                   | ----        |
| 12     | Koxtons Sports Equipments Pvt. Ltd                | Mohakampur, 3/11, Meerut                 | 9997998994  |

| <b>S. No.</b> | <b>Name of the Industry</b>           | <b>Address</b>                      | <b>Ph. No</b> |
|---------------|---------------------------------------|-------------------------------------|---------------|
| 13            | New King Sports                       | Shyam Nagar, Gali no 2, meerut      | 9897647571    |
| 14            | K R Industries                        | Sports Complex, Delhi Road          | 01212511910   |
| 15            | Matta Sports & Wholesale Distributors | Ranibagh, Delhi Road                | 9811187035    |
| 16            | Amaira Sports Industries              | Plot no 450, Surajkund              | 9762620933    |
| 17            | Vats Sports                           | Near Mrityunjay Hospital, Surajkund | 7947135490    |
| 18            | AS international Sporting Co.         | Sec 6, Jagrti Vihar, Meerut         | 7947348316    |
| 19            | Gymnco Sports Industries              | Victoria Park, Mohakampur, Meerut   | 7947142067    |
| 20            | R. S. Sports Goods Suppliers          | Delhi Road, Meerut                  | ---           |
| 21            | Bhalla Sports Pvt. Ltd                | B-16, Pratappur, Delhi Road         | 9927222247    |
| 22            | Ratan Sons Manufacturing Company Ltd  | Rambagh, Surjkund, Shop no. 137     | --            |
| 23            | Ajay Sports                           | Shop no. 97, Surajkund, Haridwar    | --            |
| 24            | A K Sports Industries                 | Jagrati Vihar, Sec 6,               | ---           |
| 25            | Nelco Ind Pvt Ltd                     | Delhi Road, B-15 , Meerut           | 9997837575    |

**Sports Goods Manufacturing Companies & Whole Sale Distributor in  
Jalandhar:**

| <b>S. No.</b> | <b>Name of the Industry</b>                  | <b>Address</b>                           | <b>Ph. No</b> |
|---------------|----------------------------------------------|------------------------------------------|---------------|
| 1             | Anand Sports Industries.                     | Anand Tower, Football Chowk              | 01815086033   |
| 2             | T. S. Sports Goods Manufacturers & Suppliers | Near Shiv Mandir, Football Chowk         | 8699285191    |
| 3             | Fenta Sports Industries                      | Football Chowk, Jalandhar                | ---           |
| 4             | Bhandari Trading Compny                      | J. P. Nagar, Jalandhar                   | 9814158283    |
| 5             | Shree Sports Industries                      | Ashok Nagar, Jalandhar                   | 9357252766    |
| 6             | TK Sports Pvt Ltd                            | Leather Complex Road, 407, Jalandhar     | -----         |
| 7             | Zigaro India Sports Industries               | Basti Nau, Ashok Nagar                   | 9041302820    |
| 8             | Krishna Sports Industries                    | S-10, Industrial Area, Jalandhar         | 9814066650    |
| 9             | Hike International                           | Begumpura Colony, Plot No 45B, Jalandhar | 8864917062    |
| 10            | Montex Sporting Company                      | Basti Nau, Football Chowk                | 9872310675    |
| 11            | Bipan Sports Industries                      | Basti Nau, Near Foorball Chowk           | 9872100210    |
| 12            | F C Sondhi & Co. Pvt. Ltd                    | P no. 15, Grain Market, Jalandhar        | 01812252648   |
| 13            | Get Set Sports Com. Pvt. Ltd                 | Basti Nau, J P Nagar, Jalandhar          | 9815174582    |
| 14            | Narang Sports                                | Shop NO 4, football Chowk                | 9988828384    |
| 15            | Nand Sports Co. Pvt. Ltd                     | Plot no 882, 883, Basti Nau, jalandhar   | 7947201028    |
| 16            | Universal Sports Industries                  | Basti Shek Road, Jalandhar               | 01812432639   |
| 17            | ARP Sales Corporation                        | Basti Danishnandan, Jalandhar            | 7947132681    |
| 18            | Gulshan Sports Goods Store                   | J P Nagar, Basti Nau , Jalandhar         | 7837533000    |
| 19            | Bhagwati International                       | Basti Shekh, Jalandhar                   | -----         |
| 20            | Balco Sports                                 | Plot no 66, Basti Nau, Jalandhar         | 9152472866    |

| <b>S. No.</b> | <b>Name of the Industry</b>                       | <b>Address</b>                                       | <b>Ph. No</b> |
|---------------|---------------------------------------------------|------------------------------------------------------|---------------|
| 21            | Indian Sports Company                             | Bhargav Nagar Main Market,<br>Avtar Nagar, Jalandhar | -----         |
| 22            | Pandey Sports                                     | Basti Nau, Jalandhar                                 | 9152815811    |
| 23            | Mahajan International Pvt. Ltd.                   | New Vijay Nagar, Jalandhar                           | 9888429094    |
| 24            | Balaji Trading Company                            | Khanna Market, Basti Nau,<br>Football Chowk          | 9888335663    |
| 25            | The Play – Sports Goods Dealer<br>and Sports Wear | Aman Nagar, Jalandhar                                | 8847044419    |