

**“The Sports Goods Manufacturers
and Exporters Association”
JALANDHAR**

Representation Presented to Commerce Secretary Central Government

**Appeal for Soap Sports Goods Industry
as announced for the Textile Industry by the
Central Government last month**

The Indian Sports Goods Industry

Background:

The Indian Sports Goods industry originated in Sialkot (now in Pakistan) during the year around 1887. It was born out of India's age-old nurtured and mastered skills in the areas of metal processing, leather crafts, wood crafts and a host of other industries of which these items are manifest.

During the partition of the country in 1947, a mass migration of entrepreneurs and workers belonging to sports goods industry took place who by their sheer will- power and dedication re- established their stronghold now in Jalandhar and Meerut. The items initially manufactured by this cluster were Football, Basketball, Volleyball, Cricket bats, Cricket Protective Equipments, Cricket Balls, Tennis, Badminton, Squash, Field Hockey, Boxing Gloves etc. Though new items have been added with the passage of time, however the traditional items continue to have stronghold.

India is fast emerging as an important supplier of quality sports goods to the global markets. Sports goods are exported to the more than 100 countries. The industry is rapidly embracing new technology and adapting its products to keep up with the fast changing global trends. The growth momentum of the Indian industry is supported by its huge reservoir of skilled workforce.

The main consumers of Sports Goods:

The Sports Industry caters to all age groups starting from children to the senior citizens. Children graduate to sports activities at an early age. In this competitive world sport competitions are held for all age groups in the Developed Countries. India has recognized the importance of sports and now sports are promoted in Schools, Colleges & Universities. National teams are selected by age groups for the different field

disciplines i.e. Hockey, Cricket, Football, Tennis, Basket Ball & Volleyball etc & Indoor disciplines i.e. Aerobics, Badminton, Bodybuilding, Boxing, Bowling, Skating & Gymnastics etc.

Sports Goods Sector

There are about 500/600 registered manufacturing units in the organized sector under MSME and around 3000/4000 micro unregistered units which are scattered in villages around Jalandhar and Meerut. Sports goods are produced by Skilled, unskilled labor, artisans & Craftsmen. The industry adopts generally manual production processes.

Sports Goods industry falls under MSME:

The industry falls under the Small Scale Sector of MSME and is followed by the micro units mainly belonging to the labor class who produce on piece meal basis for the MSME's.

Sports Goods industry is highly Export Oriented:

The Sports Goods is highly export oriented and 40 % of industry turnover of Rs 848 crores come by way of foreign currency.

Sports Goods industry is Labor intensive:

Our industry is highly labor intensive and is providing employment to more than 8 lakh skilled / unskilled workforces belonging to the underprivileged & socially backward society .Moreover a great majority of the work forces are Women. This fact has also been acknowledged in the study carried out by Research & Information System for Developing countries (RIS) on behalf of the Ministry of Commerce & Industry.

There are only about 40 manufacturing units registered under excise , which have a turnover of above Rs 1 .5 crores.

Sports Key to Health:

The Govt. has to realize the importance of physical education for youth which is the basic tool to keep them away from drugs and other social evils. During the past few years, the efforts of nourishing and building sports personalities is evident with all State Governments (under the aegis of the Central Govt) establishing Sports complex for training of youth under the watchful eyes of expert coaches in different disciplines. The Sports Goods Industry on its part is also moving shoulder to shoulder with the Govt by up-grading its existing traditional manufacturing facilities. The Industry is looking at the Government for the much-needed encouragement rather than creating any hurdles in its growth.

In the light of above we most humbly request you to include SPORTS GOODS INDUSTRY for SPECIAL SOAP AS EXTENDED TO THE TEXTILE INDUSTRY.

We earnestly hope that you shall take a sympathetic approach towards our most genuine demand and declare the SOPAPS TO THE SPORTS GOODS INDUSTRY AT THE EARLIEST.

With best regards,

Ajaya Mahajan
CHAIRMAN (SGMEA)