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A study of factors promoting sports goods industries in India

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Abstract

The purpose of the study was to assess the factors promoting to the development of sports goods industries in Punjab. The study was delimited to 30 sports goods industries. The study was conducted to those industries who are manufacturing only supplies & equipment and sports kit. The extent of economic growth in sports goods industries were studied from past three financial years (i.e.2015-2017). A questionnaire consist of 11 questions was used to gather the data. The statistical analysis included frequency and percentage. The results revealed that the percentage of adaptation of new technologies, market research and promotion of sports goods are low.

Keywords: Sports goods, industry

Introduction

The changing face of sports has greatly invited a need of high quality infrastructure and facilities for the sportspersons from different sports for better and enhanced results, which has lead to the development of a specialized market to be concerned about the growing needs of various sports equipments and infrastructure of high quality. A sport is an industry that has rapidly grown and evolved, positively impacting the overall GDP growth in numerous countries. There are enormous opportunities for further industry participation. However there are challenges in attracting investment into sport. Subrahmanya and Pavan (2013) ^[1] stated that India has recorded phenomenal economic development in the past two decades. It is also amply clear that this growth was fuelled by enormous growth of SSI. Aggarwal *et al*, (2012) ^[2], reported that micro, small and medium (MSME) scale industries development is due to the efforts of individual entrepreneurs. These entrepreneurs lack the knowledge of various technical and legal aspects of MSMEs. Butt (2012) ^[3], revealed that there was needs to have amalgamates industry viewpoints with the perspective of academia, providing a holistic picture of the impact of the global changes on talent management and development in the hospitality industry. It further endeavors to prescribe a panacea to provide a long-term solution to the HR issues faced by this sector. Humphreys (2012) ^[4], stated that economists have found no evidence of positive economic impact of professional sports teams and facilities on urban economies. Jeswal (2012) ^[5], The number of small-scale units has increased from an estimated 0.87 million units in the year 1980-81 to over 3 million in the year1998-2005. When the performance of this sector is viewed against the growth in the manufacturing and the industry sector as a whole, it instills confidence in the resilience of the small-scale sector. Kiran (2012) ^[6], There is need of adoption of emerging technology management strategies in view of increased competition. Guang (2011) ^[7], conducted a study to evaluate and analyze the development level of the sports manufacturing industry in the country, the input and output indexes was collected from 2005 to 2008 and calculated with the deal method. The results however shows that the sports manufacturing industry is inferior to the others and the distance tends to be enlarged. But compared with itself, it is increasing. Huang (2011) ^[8], Main industries that Beijing post-Olympic will promote development of China economic are Sporting Goods Industry, Sports Tourism Industry, Leisure Sports Industry, and the standard of sports consumption and so on.

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Methods

The study was done on 30 sports goods industries in the Punjab. A questionnaire was developed keeping in mind the objectives of the study such as HR Upgradation, Innovation and new Technology, Commercial Collaboration and Business Development. The questionnaire was administered to the administrators/managers of the selected sports goods industries, the raw data obtained after the filling up of the questionnaire underwent the selected statistical techniques. The investigator personally visited the various sports

industries and collected the data by using questionnaire.

Statistical analysis

The statistical analysis of the data was done in accordance with the purpose of the study; the data obtained from the administration of questionnaire was subjected to descriptive analysis, followed by the percentage method.

Results

Table 1: Summary of total strength of workers at various categories of Punjab Sports goods Industries

Question	Workers	Skilled Workers	Semi Skilled Workers	Un Skilled Workers	Total
What is the total strength of labor at various categories?	Frequency	3450	1652	780	5882
	Percentage	59.8%	28.6%	13.5%	100%

Table No. 1, depicts the frequency distribution of the Percentage Values of Strength of labours at various categories among selected 30 sports Goods Industries of Punjab. Table further revealed that a total of 5882 labour of different

categories have been found employed in the selected industries of Punjab, out of which, 59.8% i.e., 3450 employees were skilled personnel, 28.6% were semi skilled personnel, and only 13.5% were unskilled work force.

Table 2: Depicts the status of employment in the last 3 years.

Question	Status	Declined	Increased	No change
What is the status of employment in the last 3 years?	(2009 -12) Frequency	2	27	1
	(2009-12) Percentage	6.6%	90%	3%

The table 2 also depicts the status of employment of Punjab sports goods industries in last three years, which shows that 28 out 30 sports goods industries have witnessed an increase

in the status of Employment and only one industry found no change in the status of employment.

Table 3: Depicts the status of growth and development of industries.

Question	Response	Yes	No
Does your company implement any incentive schemes for the employees?	Frequency	26	4
	Percentage	86.6%	13.4%
Does your company have effective training programmes for upgradating skills of the employees?	Frequency	20	10
	Percentage	67%	33%
Is new technology in your field responsible for replacement of workers in your firm?	Frequency	7	23
	Percentage	23%	77%
Have you adopted any new strategy/ technology for launching products in the market?	Frequency	18	12
	Percentage	60%	40%
Have you adopted any new technology for production of various goods in the past 3 years?	Frequency	24	6
	Percentage	80%	20%
Do you have Research and Development Committee for the improvement of technology?	Frequency	21	9
	Percentage	70%	30%
Do you have any technical collaboration with other firms?	Frequency	11	19
	Percentage	36.6%	63.4%
Is your company promoting political and media collaboration for heightened yield/output?	Frequency	10	20
	Percentage	33%	67%
Does your company use brand ambassadors for promotion of the products?	Frequency	6	24
	Percentage	20%	80%

Table no. 3 revealed that the selected sports goods industries of Punjab, implementing various incentive schemes for improving the productivity and loyalty among employees to motivate their employees by adopting incentive schemes in the form of Bonus, salary increment on good work, over time, bonus on appraisal system, charity hospital, cash and gift etc., whereas, 86.6% of industries adopted incentives schemes and 13.4% did not adopted any incentives schemes. 67% sports goods industries use various training modules to upgrade the skills of their employees from time to time. Such as fire-fighting, HR training programme, motor drill for fire safety, first aids, usages of machine, emergency awareness programme, seminar, IIA meetings and security training etc., Whereas, 33% do not provide such training programme for

their employees. The result indicates that 23% agree to the fact that the upcoming new technologies are responsible for replacement of workers in their firms, whereas 77% do not agree to the above statement. 60% of the sports goods industries, adopted new strategy/ technology for launching products in the market and the rest 40% do not adopt any strategy or technology while launching their products. 80% adopted any new technology for production of various goods in the past 3 years whereas, 20% did not use any new technology for production of various goods in the past 3 years. 70% industries have Research and Development Committee for the improvement of technology, whereas, 30% did not have such committee. About 36.6% of industries did technical collaboration with other firms, on other hand 63.4%

did not had such collaboration. Approximately 33% of companies promoting political and media collaboration for heightened yield/output, rest of companies did not. 20% of companies used brand ambassadors for promotion of the products other companies did not use such promotion of the products.

Discussion

The biggest sports goods market of Indian Sub-Continent holds the possession in Jalandhar, Meerut and Gurgaon, which have been considered to be the hubs of the imports and exports of the sports goods materials in India. (Poonam Chauhan, 2013) ^[9]. There is need to improve skills of labor. The percentage of adaptation of new technologies, market research and promotion of sports goods are low. The sports industries must do SWOT analysis, improve the technology, skills of workers, training and development of employees moreover promotion of goods might helps the sports industries to grow in the competitive market.

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