Chapter 1

Introduction

1.1 Background

The history of sports in India dates back to the Vedic era. There were some well defined values like the mantra in the Atharva-Veda, saying, "Duty is in my right hand and the fruits of victory in my left". In terms of an ideal, these words hold the same sentiments as the traditional Olympic oath: *For the honour of my country and the glory of sports.*

There is a fascinating link between Greece and India, which stretches back to 975 B.C. It is more than likely that many of today's Olympic disciplines are sophisticated versions of the games of strength and speed that flourished in ancient India and Greece. Some sources claim that, badminton probably originated in India as a grownup's version of a very old children's game known in England as battledore and shuttlecock. Games like chess, snakes and ladders, playing cards, wrestling, archery, polo and hockey (possibly a fall-out from polo) had originated as sports in India and it was from here that these games were transmitted to foreign countries, where they were further nurtured and modernized.

Festivals and local fairs have been the natural venues of indigenous games and martial arts. In the post-independence era, the government has made special efforts to preserve and nurture the awesome cultural heritage, by setting up a number of new incentives, and by heightening media exposure at the national level, to propagate and popularise indigenous games.

Throughout the country a wide variety of sports are being played.
India is a home of several traditional sports such as kabbadi, kho- kho, pehlwani (wrestling) and gilli-danda. The British rule brought many popular sports in India including football, rugby, cricket, golf, tennis, squash, hockey, boxing, snooker and billiards etc.

1.2 Genesis of various sports in India

By referring different reports it could be find that India is the origin of various sports, as mentioned under:

1.2.1 Cricket

The history of cricket in India can be traced back to eighteenth century with references of a friendly match between two teams of visiting sailors at a seaport in Kutch in 1725. There are number of sporting goods used in cricket. India is a manufacturer and supplier of various high quality cricket equipments that meet the international standards. Cricket bats, batting gloves, helmets, cricket balls, elbow guards, thigh pads, wicket keeping gloves, wicket keeping pads, batting pads and cricket stumps/wickets etc.

1.2.2 Soccer (Football)

During the colonial period, the British rulers introduced the game of football in India and it rapidly caught the fancy of the native masses. The AIFF got affiliated to the world body FIFA in 1948 and was one of the founder members of Asian Football Confederation (AFC) in 1954.

1.2.3 Badminton

Modern badminton started in Pune during 1860's. Badminton sports products include the equipment used in the game of Badminton. The
equipments are made from high quality materials of international standard. Badminton Rackets, Shuttlecock, Badminton Nets, Wrist Band, Head Band, Racket Bag, Racket Grip, Racket Strings are the major equipments used for the game.

1.2.4 Basketball

The International Basketball Federation (IBF) was founded in 1932. Manufacturers and suppliers of basketball accessories have been producing high quality sporting products such as Basketball, Basketball Systems, Backstops, Nets, Rims, and Backboard etc.

1.2.5 Billiards/Pool/Snooker

The origin and roots of snooker is also related to India. Snooker, pool and carom billiards are more popular than other versions. Billiards / Pool / Snooker Table, Cue/Cue Stick, Cue Balls, Cue Chalks, Cue Cases, Table Cloth, Bridges and Extenders, Joint Protectors, Table Brushes, Table Components, Cue Holders, Cue Gloves, Table Covers and Cue Tips Boxing etc., are the major equipments used for the game.

1.2.6 Boxing

Bombay (now Mumbai) could well be considered as the home of Indian Amateur Boxing since the city was the first in the country to conduct the sport in an organized way, through the formation of the Bombay Presidency Amateur Boxing Federation in 1925. Boxing Gloves, Boxing Head Guards, Boxing Hand Wraps, Boxing Mouth Pieces/ Mouth Guard, Boxing Heavy Bag, Boxing Speed Bag and Striking Bag, Boxing Double End Bag, Boxing Standing Bag, Boxing Shoes and Boxing Protective Gear etc. are the major equipments
used in the game.

1.2.7 Tennis

Tennis, originally known as Lawn Tennis, usually played as indoor as well as outdoor game. Tennis Rackets, Tennis Balls, Tennis Nets are the major items used in the game. Manufacturers and suppliers of sports goods in India have been producing high quality table tennis equipment that meets international standards. These products are Table Tennis Rackets, Table Tennis Balls, Table Tennis Tables, and Table Tennis Nets etc.

1.2.8 Volleyball

Volleyball, a popular sport, created by William G. Morgan, the Physical Education Director of YMCA (Young Men’s Christens Association). Volleyball accessories include goal post accessories or other player's accessories, Volleyball Nets, Volleyball Systems, Knee Pads and Volleyball Cart etc.

India has hosted and co-hosted several international sporting events, such as Asian Games in 1951 and 1982, Cricket World Cup in 1987 and 1996, Afro-Asian Games in 2003, Hockey World Cup and Common Wealth Games in 2010 and Cricket World Cup and Indian Grand Prix in 2011. India is also home of cricket's Indian Premier League, launched in 2008.

After the IX Asian Games in New Delhi in 1982, the capital city now has modern sports facilities. Such facilities are also being developed in other parts of the country. Besides sports and games included in the international sporting agenda, there are many which have developed
indigenously. Among these are Wrestling and several traditional systems of Martial arts. The Ministry of Youth Affairs and Sports was initially set up as the Department of Sports in 1982 at the time of organization of the IX Asian Games in New Delhi. Its name was changed to the Department of Youth affairs & sports during celebration of the International Youth Year, 1985.

Although, India has been a poor participation in most of the mega events; still some of the moments of pride in sports for India are as under:

**Table 1.1: Moments of pride in sports for India**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Year</th>
<th>Event</th>
<th>Sport</th>
<th>Name</th>
<th>Credentials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1932</td>
<td>Los Angeles Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Gold Medal</td>
</tr>
<tr>
<td>2</td>
<td>1936</td>
<td>Berlin Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Gold Medal</td>
</tr>
<tr>
<td>3</td>
<td>1948</td>
<td>London Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Gold Medal</td>
</tr>
<tr>
<td>4</td>
<td>1956</td>
<td>Melbourne Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Gold Medal</td>
</tr>
<tr>
<td>5</td>
<td>1960</td>
<td>Rome Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Silver Medal</td>
</tr>
<tr>
<td>6</td>
<td>1964</td>
<td>Tokyo Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Gold Medal</td>
</tr>
<tr>
<td>7</td>
<td>1968</td>
<td>Mexico Olympic</td>
<td>Field Hockey</td>
<td>National Team</td>
<td>Won Bronze Medal</td>
</tr>
<tr>
<td>8</td>
<td>1996</td>
<td>Atlanta</td>
<td>Tennis</td>
<td>Leander Paes</td>
<td>Won Bronze</td>
</tr>
<tr>
<td>9</td>
<td>2008</td>
<td>Beijing Olympic</td>
<td>Shooting</td>
<td>Abhinav Bindra</td>
<td>Won Gold Medal</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Wrestling</td>
<td>Sushil Kumar</td>
<td>Won Bronze Medal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Boxing</td>
<td>Vijender Singh</td>
<td>Won Bronze Medal</td>
</tr>
</tbody>
</table>

Source: Different news papers, magazines and websites

Keeping in view the above contents and stretching towards the past to the colonial period, when India was a part of British India, industrial and economic policies in general were essentially shaped by British interests, but the role of state in the country’s industrial development was discussed intensively among Indian business representatives and leading politicians of Indian National Congress several years before independence. Indian sports goods industry has its roots in Sialkot (today in Pakistan). During the partition of British India into India and Pakistan during 1947, many Hindu artisans migrated from Sialkot to Punjab in India. The Mahashak, the traditional stitches’ community, started living in the districts of Jalandhar, Batala and Ludhiana of Punjab province. The Mahashak of Jalandhar and Batala are still engaged in ball stitching. Jalandhar has grown as the major centre of India’s sports goods industry. Meerut in Uttar Pradesh and Gurgaon in Haryana have been evolved as the major sports goods clusters, there after.

The sports goods industry in India is largely concentrated in the cottage/micro and small scale sectors. This has been an impediment to growth
of the industry, mainly because of lack of necessary infrastructure, technology, marketing strategies and continual upgradation. Investments in the sector have also, quite obviously, been on the downslide.

The sports goods industry in India has witnessed phenomenal growth over the past five decades and now occupies a place of prominence in the Indian economy in terms of its massive potential for employment generation and export. Indian sports goods industry is said to be the labor intensive industry, provides employment to the weaker sections of the society as well as to the large number of women. It has remained not only one of the important livelihood avenues but also been the savior of various traditional skills that have been inherited by the workers over generations.

The Indian sports goods industry is producing more than 300 items. However, major items that are exported include inflatable balls, hockey sticks and balls, cricket bats and balls, boxing equipment, fishing equipment, indoor games like carom and chess boards and different kinds of protective equipment. Presently, India is one of the largest producers of footballs and other inflatable balls. The products such as cricket bat, cricket ball, football and nets are getting fame all over the world steadily.

In the last few decades India has emerged as an important supplier of quality sports goods to the global markets. Indian sports goods are being exported to the more than 100 countries included the United Kingdom, United States of America, Germany, France, Italy, Australia, South Africa, New Zealand and several other countries of the world. 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, well established supporting and ancillary industry.

1.3 Justification of the study

Ultimate welfare of sports goods industry vested in Small Medium Enterprises (SMEs) and household industries, which have spread over urban, sub-urban and rural areas of Meerut District (Abdullahpur, Jangethi, Mohkampur, Nai Basti, Malyana and Daurala etc.) and thereby provide employment opportunities to the weaker section of the society. For balanced and systematic development of the industry, there is a need to identify the factors influencing the productivity, employment, economy and other parameters.

Though, the factors like problems regarding the adaptation of latest technologies; finance; marketing and lack of efficient management etc. affect the productivity of SMEs and household industries up to the large extant. Hence, it is a bare fact that without adequate development of these industries, the health of sports goods cluster can not be improved.

Keeping in view the above facts, the topic entitles *Sports Goods Industry (An Analytical Study with special reference to District Meerut)* is taken for the purpose of research study. It is believed that the result drawn from this study will attract the attention of government, politicians, workers and research scholars and the suggestions proposed on the basis of the conclusion of the study would prove helpful in increasing the role of SMEs and household industries in the economic development of sports goods industry in District Meerut as well as the whole of the country.
1.4 Statement of the problem

Various researchers have highlighted the miserable position of the sports business in the country, which is driven by the level of sports participation in India, and found to be low for the reasons given below:

1.4.1 Sports are treated as an entertainment and leisure activity and not as a serious career option.

1.4.2 The focus at the school level is on education and not on sports.

1.4.3 There is a shortage of sports infrastructure and the present funding from the government is not sufficient.

1.4.4 There is a lack of professional training facilities in national sports like hockey and swimming, which has led to deterioration in India’s global ranking in these.

1.4.5 Although a number of sports are played in India, only few receive good sponsorship.

1.4.6 Lack of internationally acclaimed certification such as ISO 9000 and CE etc.

Referring the report of National Productivity Council (2010), goods manufacturing units in India face many hurdles in procuring some of the essential raw materials such as rubber, cane, threads, steel and willow etc., for manufacture of various sports equipments. Though raw materials are available within the country but due to interstate restrictions in goods movement, it can’t be easily transported from one state to another. The labour laws are also creating problems for small and medium enterprises.

As it has already been highlighted that Indian sports goods manufacturing is based on manual processes and there is a strong need to introduce mechanization, certifications of products and internationally accepted
testing facilities for increasing productivity and competitiveness of Indian sports goods sector. The international markets give weightage to internationally accepted specification accreditation certificates.

Although, there are number of factors that affect the economic scenario of sports goods market of India as well as Meerut, yet strive is to be made to analyze the productivity and employability of the sports goods industry in District Meerut.

1.5 Objectives of the study

The development of organized manufacturing sector is a necessary condition for the balanced growth of economy which ensures creation of employment for the large workforce joining the job market every year. Economic history of developed and developing countries clearly demonstrates immense contribution of SMEs to economic growth and job creation. Hence, it is a need of hour to analyze the potential drivers/ factors of sports goods cluster of Meerut that impacts the socio-economic aspects at a large.

There are numerous factors which should be analyzed in this context but due to limitations some of them could be considered as under:

1.5.1 To analyze the impact of sports goods industry in the economy of Meerut District.
1.5.2 To find the role and importance of sports goods industry of Meerut in the economy of India.
1.5.3 To analyze the employability of sports goods industry of Meerut.
1.5.4 To find out the possibilities of sports goods industry by keeping in view the Common Wealth Games held at New Delhi in 2010.
1.5.5 To find out the problems encountered by large and small scale units.
1.5.6 To study the factors affecting the sports goods industry at a large.

1.6 Hypothesis

Proposed research work is based on following hypothesis:

1.6.1 Sports goods industry would be highly privileged with the Common Wealth Games to be held on 2010 at New Delhi.

1.6.2 There would be a great possibility of increase in production.

1.6.3 There is a possibility of positive growth in employment in the years to come.

1.7 Data sources and methodology

Keeping in view the scope and the requirements of the study it becomes imperative to examine the sector in detail by:

1.7.1 Primary data sources

It has been collected with the help of:

- A questionnaire is specially designed for the purpose of identifying all the performance parameters of a sports goods industry.
- Views and suggestions through personal interviews/interactions.
- Discussions with various stake holders associated with the sports goods sector such as manufacturers, associations, policy makers, experts/professionals, research and developmental institutions, quality implementation agencies etc., on various aspects of sports goods sector.

1.7.2 Secondary data sources

The secondary data and information is collected from a number of
sources such as:

- Published reports and data
- Directories of associations
- Industrial clusters
- Concerned government departments and institutions engaged in the development of the sector.

1.8 Sample size selection

Sample manufacturing units have been selected on the basis of the following criteria:

1.8.1 Sample should be the representative in nature and covers all the major clusters/centers.

1.8.2 Sample should be a true representative of the population covering all major product categories.

1.8.3 Further, the sample should cover small, medium and large manufacturing units.

By referring different sources it has been identified that average number of registered units in the sports goods cluster are 1250. The sampling units estimated on this basis are 64 (Annexure II).

1.9 Research information sought

1.9.1 Statistical information on annual production (where it still exists), of various kinds of sports goods.

1.9.2 Government initiative that affects current corporate trends and future possibilities.

1.9.3 Export and import figures and their analysis.