CHAPTER- IV
EMERGENCE AND GROWTH OF SPORTS GOODS
CLUSTER AT JALANDHAR

Agglomeration of firms in general and clusters in particular, are general economic phenomena, both in earlier times and in the modern economy (Bail, 2008). The concept of industrial cluster is believed to be an important factor for the growth and development of an economy (Porter, 1990; Doeringer and Terkla, 1995; Gulati, 1996 and Barrel and Pain, 1999). Some examples of clusters with global reach includes film industry (Hollywood), textile (Carpi), biotechnology (Silicon Valley), clocks (Michigan), sportswear (Sialkot). Clusters can be found in many economies in the world, each having its own history. The literature on clusters depicted many factors responsible for emergence of cluster (Porter, 1998a; Saxenian, 1994; St. John and Pouder, 2006 and Bail, 2008). Many of these causes relate to the presence of factors and resources such as availability of skilled labour, presence of universities and research institutes, local policies, culture, presence of particular climate, soil and resources (Dei Ottati, 1994; Saxenian, 1994; Porter, 1998a; Garnsey, 1998 and Bail 2008). Another set of factors relates to historical accidents and occurrence of some events like starting of business by promoters, wars, political and economic instability and innovation (Rauch, 1993; Porter, 1998; St John and Pouder, 2006 and Bail, 2008). The present chapter studied the emergence and growth of sports goods cluster at Jalandhar.

4.1 Emergence of Sports Goods Cluster at Jalandhar

Jalandhar is an important city of Punjab located in the doaba region. It is located between two rivers i.e. Satluj and Beas. It is also situated between two important cities of Punjab i.e. Ludhiana (70 kms) and Amritsar (60 kms). Jalandhar is also a city of location of two important clusters of Handtools and the Leather
Cluster. Apart from these two clusters, Sports Goods Cluster is also located at Jalandhar. The emergence of sports goods cluster of Jalandhar can be divided into two parts-

(a) Sports Goods Cluster before Independence
(b) Sports Goods Cluster after Independence

(a) Sports Goods Cluster before Independence

The origin of sports goods cluster of Jalandhar can be traced back to Sialkot (now in Pakistan). Prior to partition of the country, Sialkot was the sports goods production centre. Sialkot is located in the foothills of Himalayas. The wood required for manufacturing of sports items was available in large quantity. The credit for introducing sports in India goes to British army. The British people were interested in playing games. The sports goods industry started in Sialkot, when a British man broke his tennis racquet. A local person Mr. Ganda Singh Uberai, a clerk in army was asked to get it repaired. Mr. Ganda called a local artisan to repair the racquet. The man did a perfect job and sports goods industry came into existence. The first sports goods manufacturing firm was Uberai Ltd. which was established in 1888 at Sialkot. This firm was the founder of sports industry in India (Sharma, 1990, p.16). Only racquets were manufactured on small scale till 1895. With the passage of time and with the spread of education in India, various European games like cricket, badminton and squash gained popularity in Indian educational institutions and encouraged the production of sports goods related to these games (Sharma, 1990, p.16). The product range further expanded to include cricket and hockey balls, footballs, polo sticks etc. By that time, many workers got training in Uberio Ltd. and started setting up their own units. By the time of partition, Sialkot had earned a reputed name as manufacturer of sports goods. In 1946-47, sports goods worth Rs. 3
crore were exported from this centre and industry was estimated to employ 40000 to 45000 workers directly and indirectly (Pandit, 1985, p.116)

(b) Sports Goods Cluster after Independence

In 1947, due to partition of the country, Sialkot became a part of Pakistan. The entrepreneurs belonging to one community decided to shift from Sialkot. The workers belonging to that community also migrated along with the entrepreneurs. Initially these migrants settled in Batala in Punjab, which was near Sialkot and close to the hills where the wood required for manufacturing sports items could be grown. But as per resettlement plan of Government of India, these people shifted from Batala to Jalandhar. Jalandhar was found to be suitable place for manufacturing sports items due to its location near the foothills of Himalayas which assured regular supply of wood and further the presence of leather cluster assured regular supply of leather. At Jalandhar, both the raw materials required were easily available. Some of the migrants shifted to Meerut, where both wood and leather were available. The migrants located at Jalandhar started manufacturing of sports items and Jalandhar flourished as a cluster.

4.2 Size, Location and Distribution of the Cluster

As per the records of District Industries Centre (under the Directorate of Industries, Punjab), there are 781 sports goods manufacturing firms registered as Small Scale Industries as on 31st March, 2011. Table 4.1 shows the distribution of firms in the cluster as per the records of DIC.
Table 4.1: Number of firms in the cluster

<table>
<thead>
<tr>
<th>No. of Firms</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>635</td>
<td>146</td>
<td>781</td>
</tr>
</tbody>
</table>

(Source: District Industries Center, Jalandhar)

District Industries Centre (DIC) used to categorize the firms on two basis, i.e Urban and Rural.

Firms which are located in the urban area with population more than 20000 are grouped under urban category and the firms which are located in the rural area with population less than 20000 are grouped under rural category. This classification has been followed by District Industries Center, Jalandhar.

The firms in the cluster are located traditionally in two localities, Basti Nau and Basti Sheikh. With the growth of industry, many firms have started their units in the adjoining areas of Basti Danishmandan, Nakodar road etc. The workers working in the industry are settled in Bhargav camp, Gandhi camp and Basti Danishmandan. Now entrepreneurs have started setting up modern units in Surgical and Sports Goods Complex and Industrial area, located on the highway to the city. However, the network of traditional business process is so strong that even these firms have their offices in Basti Nau and Basti Sheikh- the traditional location.

The various stakeholders present in the sports goods cluster of Jalandhar are-
1. Exporters
2. Supplier to domestic market
3. Subcontractors
4. Job Workers and Household Workers
5. Raw material supplier
6. Industry Associations
7. Support Institutions
1. Exporters

In the Jalandhar cluster, there are many firms which are exporting goods to various countries. Generally, these firms are either the member of Sports Goods Export Promotion Council (SGEPC) or Sports Goods Manufacturers and Exporters Association (SGMEA). The main interest of these firms is in export and they hardly deal in the domestic market. Most of these firms have regular customers in different countries. The entrepreneurs of these firms frequently visit their customers to collect orders and to maintain relationships with them. Even some of these firms have their offices in other countries. Most of these firms have necessary testing facilities and ISO certification. These firms are the originator of product diversification and technology up-gradation. These firms have well laid out factories and are in the top level of hierarchy in the cluster. Apart from employing a large number of workers, these firms use the facility of subcontractors and household workers.

2. Suppliers to the Domestic Market

This is another category of manufacturers who are supplying goods to the domestic market. Most of these firms are engaged in indirect export as they sell their goods to other firms which in turn export the goods. The main reason behind indirect export is that these firms, by themselves do not want to bear the risk of export. Many of these firms are the members of Sports Goods Foundation of India (SGFI), Sports Forum and Association of Indian Sports Goods Industry (AISGI). In terms of size and output, these firms are smaller than the exporters. Most of the entrepreneurs of these firms are themselves proficient in the manufacturing of various products and they themselves supervise all the activities of the firms and visit their customers regularly. Most of these firms have employed less than 10 workers in order to avoid the regulations of labour laws. These firms also use the facility of subcontractors, job workers and household workers.
3. Sub Contractors

Sub contractors constitute an important part of the cluster. The sub contractors by themselves are highly skilled workers. These subcontractors visit various manufacturers, receive orders, employ the required number of workers and execute the orders received. Many of the subcontractors also use the facility of household workers. These subcontractors are mainly located in the core cluster location i.e. Basti Nau and Basti Sheikh. The subcontractors regularly visit various firms to receive orders. These subcontractors provide a greater element of flexibility to the cluster as it helps large exporters and manufacturers in completing their orders. Sports Goods Foundation of India (SGFI) has identified 3000 such subcontractors located in the cluster.

4. Job Workers and Household Workers

Coming to the bottom of the hierarchy, these clusters players provide skilled workers to the cluster. These workers can be divided into two parts i.e. Job workers and Household workers.

Job workers include workers who are working in various firms and factories of the manufacturers and subcontractors. Sometimes, job workers collect work in progress from various firms located in the cluster, complete the task and again give it back to the firm and charge their wages. The main advantage of this type of job workers is that firms need not employ full time workers and can yield the facility of workers whenever the need arises. They are generally paid on piece rate system. A large number of subcontractors have emerged out of this category.

Household workers are those workers who are producing goods at their home. Due to manual skilled based production, the workers can work from their home. It is found that most of the household workers are engaged in stitching of footballs. These workers collect the orders and raw material either from the

91
subcontractors or directly from the firm and produce goods at their home. They are paid on the basis of piece rate system. Most of the house hold workers are women, who after completing their house hold works engage in the manufacturing of various products. SGS has identified 10000 such house hold workers in the Jalandhar cluster.

5. Raw Material Suppliers

The suppliers of raw material provide both natural as well as man made material to the cluster. There are many units located in the cluster providing raw material to the manufacturers. These raw material suppliers are located in the core cluster location i.e. Basti Nau and Basti Sheikh. It is found that raw material suppliers do not provide any technical help to the firms for innovation but are interested only in the sale of their product.

6. Industry Association

Industry associations are important part of the cluster. The main associations working in the sports goods cluster of Jalandhar are:

i. Association of Indian Sports Goods Industry (AISGI)
ii. Sports Goods Manufacturer and Exporters Association (SGMEA)
iii. Sports Goods Foundation of India (SGFI)
iv. Sports Goods Export Promotion Council (SGEPC)
v. Sports Forum

i. Association of Indian Sports Goods Industry (AISGI) –

AISGI was established to promote the interest of sports goods industry of India. Its main aim is to develop and strengthen the sports industry in India. AISGI is a body of firms that is mainly supplying goods to the domestic market. It has membership of more than 300 cluster based firms. The main objectives of the association are-
a) To encourage coordination amongst the person/bodies who are engaged in the production/export of sports goods.

b) To help its members to recover delayed payments from the outstation customers.

c) To encourage unity amongst the firms engaged in the business of sports goods.

d) To protect the interest of its members.

e) To follow up with the Government on tax related issues and statutory laws for the industry.

The association does not provide technology support or market related services to its members.

ii. Sports Goods Manufacturers and Exporters Association (SGMEA)

SGMEA was established in 1978 consisting of sports goods manufacturers and exporters as its members. Although the membership of the association is limited to 50 firms, yet they are leading exporters of sports products and have a share of almost 90 per cent of the export from the country and have more than 50 per cent domestic market. The association also publishes a bi-annual journal called vision which provides information about the latest trends in the world market for sports equipments. The journal is widely circulated to all sports federation, Associations, Indian Embassies, Foreign Embassies in India and overseas consultants. The association also undertakes training of workers working in the cluster; organize seminars to impart information about the latest technologies and innovations to the firms. Two buyer seller meets have been organized by the association to help firms obtain raw material.
iii. Sports Goods Foundation of India (SGFI)

SGFI is a Non Government Organization set up in 1998 by a group of entrepreneurs from the sports industry. The main aim of the association is to solve the issue of child labour in the sports goods cluster of Jalandhar. Apart from this, the association provides training to the workers for up-gradation of their skills and knowledge. It also organizes workshops on the development of soft management skills.

iv. Sports Goods Export Promotion Council (SGEPC)

SGEPC established in 1958 is sponsored by the Ministry of Commerce and Industry, Government of India. It has its head office at Delhi and regional office at Jalandhar. The main aim of the council is to promote the export of sports goods out of India. It has leading manufacturers and exporters as its members. Its members consist of 200 manufacturers and exporters of sports goods. It is a common platform for various firms all over the country which are having common interest to exchange views and design various strategies for promotion of the products. SGEPC organizes various trade promotion activities like participation of Indian firms in international trade fairs, organization of various promotional campaigns in international market etc. It arranges stalls for Indian firms in such fairs. It provides latest trends and information to its members like various standards and specifications, marketing research, product quality and designs etc. It provides third party guarantee to overseas importers. It collects export data, maintains a statistical report of exports and evaluates the performance yearly. It also acts as a mediator between the Government and the sports industry as it provides information on industry requirement to the Indian Government and then informs the industry about the Governments directions. In case of any scarcity of raw material, the council helps in arranging the material. The big success of the council is the convincing of
administration of Andaman and Nicobar to lift the ban on the export of cane, which is one of the important raw materials for the sports industry.

v. Sports Forum

Sports Forum was established to protect the interest of sports cluster of Jalandhar. It consists of 200 member firms. It consists of manufacturers and suppliers to the domestic market as its members. The association regularly conducts meetings, workshops, seminars and provides latest information to its members.

7. Support Institutions

Apart from industry associations, there are various support institutions who are working for the promotion and development of cluster. These institutions are-

i. United Nations Industrial Development Organization (UNIDO)

ii. Sports Authority of India (SAI)

iii. Central Leather Research Institute (CLRI)

iv. Dr. B.R. Ambedkar National Institute of Technology (NIT)

v. State Trading Corporation (STC)

vi. Export Credit Guarantee Corporation (ECGC)

vii. National Small Industries Corporation (NSIC)

viii. Training Centre on Leather Garments of Khadi and Village Industries Commission (KVIC)

ix. SGS

x. Small Industries Development Bank of India (SIDBI)

xi. District Industries Centre (DIC)

xii. Process-Cum-Product Development Centre (PPDC)
i. United Nations Industrial Development Organization (UNIDO)

UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. It was established in 1966 in United Nations. On the request of Ministry of Industry, Government of India, it starts conducting mapping of SSI clusters, promote pilot projects in the selected clusters and assist the ministry to formulate a national cluster development programme. It assesses the competitiveness of SSI clusters and assists the stakeholders present in the cluster in formulating a strategy to improve the performance of cluster. The main aim of UNIDO is to strengthen linkages and to make the cluster actors self-reliance so that they can work on their own. Apart from it, UNIDO also help the Government of India in organizing and implementation cluster development programme. UNIDO has worked on more than 100 Indian clusters. It had conducted diagnostic study in more than ten clusters. It had also conducted diagnostic study in Jalandhar to find out the prospects of the cluster. UNIDO has organized a visit of cluster actors and its officials to China and helps the cluster undertake CFC project. It had conducted a study in Jalandhar cluster on enterprise social responsibility. The active participation of UNIDO had given a direction to the Jalandhar cluster towards the concept of cooperation. UNIDO in association with SGMEA had organized two buyer seller meets in the Jalandhar cluster.

ii. Sports Authority of India (SAI)

SAI is established by Government of India in 1984 with an aim to promote sports equipments in the country. SAI has a number of sports development bodies working under it which provide a lot of services for standardization of sports equipments in the country. In Jalandhar cluster, SAI is a major buyer for the sports equipments.
iii. Central Leather Research Institute (CLRI)

CLRI is having a laboratory for the testing of leather, which can be used for the testing of fabric used in manufacturing of sports items. The institute is also having a training center for the production of leather garments that can be utilized in stitching of protective gears and sportswear.

iv. Dr. B.R. Ambedkar National Institute of Technology (NIT)

NIT is having a laboratory in which all the equipments required for testing of fabrics is provided. The institute is having a separate department called The Department of Textile Technology located in the institute and is providing help to various firms in the development of fabric used in manufacturing of various sports items. NIT in association with Technology Information, Forecasting and Assessment Council (TIFAC) had conducted a study in Jalandhar cluster to find out present technology status, causes of the technology gaps (if any) and recommended the measures for bridging the gap. NIT is also working towards the setting up of a research and development center for Jalandhar cluster.

v. State Trading Corporation (STC)

In 1970, State Trading Corporation (STC) has established its branch office at Jalandhar in order to promote the export of sports goods. STC made a plan to stock scarce imported items in order to supply them to exporters, when they require.

vi. Export Credit Guarantee Corporation (ECGC)

ECGC is engaged in providing financial help to various firms present in the cluster. It provides insurance to various firms engaged in the export of sports goods. It provides an incentive to the firms for more exports.
vii. National Small Industries Corporation (NSIC)

NSIC was established in 1955 with a view to support, aid and foster the growth of Small Scale Industries in India. It has its head office at New Delhi and one of the branch offices at Jalandhar. It provides assistance in technical up-gradation, helps in purchase of machinery on hire purchase and provides exposure to the export market.

viii. Training Centre on Leather Garments of Khadi and Village Industries Commission (KVIC)

KVIC is engaged in providing skill development training to the workers of sports shoe industry.

ix. SGS

SGS is an international company which is providing services in the area of quality management and certification. When Jalandhar cluster was alleged for the use of child labour, the industry approached SGS to certify non use of child labour especially for export market. The involvement of such a reputed organization in the assurance of non use of child labour had helped the industry to reestablish itself in the export market.

x. Small Industries Development Bank of India (SIDBI)

SIDBI, the development bank of small sector helps in modernization of the sports cluster through its various products and schemes. The bank helps in entrepreneurial development of the cluster. Along with Oriental Bank of Commerce (OBC), it had launched a strategic alliance for enhancing funding of sports goods cluster of Jalandhar.
xi. District Industries Center (DIC)

District Industries Centre registers the small scale industries working in India. These registered units get some benefits such as priority in getting bank loans, power connection etc. It also provides a Government self employment scheme, under which the workers of sports goods industry can get loan for setting up their enterprises.

xii. Process-Cum-Product Development Centre (PPDC)

Considering the importance of Sports Goods Industry of India, Government of India has set up PPDC for sports goods equipments at Meerut. The main objective of PPDC is up-gradation of technology, provides training to the workers for improving the quality of products; develop new and improved products for the export markets. PPDC provides common facility services to the firms. PPDC under Ministry of Small Industries has set up a laboratory for testing of sports goods in Jalandhar. This laboratory was set up in the Central institute of Hand Tools, Jalandhar. This laboratory helps in testing of various sports goods. Diagram 4.1 shows the cluster map of Sports goods cluster at Jalandhar.
Diagram 4.1 Cluster Map of Sports Goods Cluster at Jalandhar

- Exporters
  - Suppliers to domestic market
    - Sub-contractors
      - Job workers / Household workers

- Foreign Buyers
- Domestic Buyers
- Local Traders

- Raw Material Suppliers
- Machinery Suppliers
- Packing and labeling units

- NSIC
- CLRI
- NIT
- PPDC
- SAI
- SIDBI
- KVIC
- STC
- DIC
- ECGC
- SGS
- UNIDO
4.3 Growth Trends in the Cluster

One of the major concerns in planning the economic development of a country is to foster the growth of the cluster. Clusters are assumed to play an important role in increasing innovation, promotion of exports, improving productivity and growth. The growth prospects of an industry are measured through entry of new firms, employment generation and productivity. Table 4.2 shows the growth pattern of sports goods cluster of Jalandhar in terms of number of units, employment, investment and production.

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Units</th>
<th>Employment</th>
<th>Investment (in crore)</th>
<th>Production (in crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>864</td>
<td>5779</td>
<td>15.37</td>
<td>214.30</td>
</tr>
<tr>
<td>2005</td>
<td>872</td>
<td>5845</td>
<td>16.32</td>
<td>217.75</td>
</tr>
<tr>
<td>2006</td>
<td>882</td>
<td>5859</td>
<td>16.37</td>
<td>256.57</td>
</tr>
<tr>
<td>2007</td>
<td>885</td>
<td>5881</td>
<td>16.61</td>
<td>282.23</td>
</tr>
<tr>
<td>2008</td>
<td>891</td>
<td>5928</td>
<td>17.58</td>
<td>337.83</td>
</tr>
<tr>
<td>2009</td>
<td>734</td>
<td>4880</td>
<td>14.33</td>
<td>361.88</td>
</tr>
<tr>
<td>2010</td>
<td>742</td>
<td>5046</td>
<td>20.63</td>
<td>385.93</td>
</tr>
<tr>
<td>2011</td>
<td>781</td>
<td>5298</td>
<td>41.79</td>
<td>396.40</td>
</tr>
<tr>
<td>Compound Annual Growth Rate</td>
<td>-1.25%</td>
<td>-1.08%</td>
<td>13.31%</td>
<td>7.99%</td>
</tr>
</tbody>
</table>

(Source: District Industries Centre, Jalandhar)
Number of Units

As per the records of District Industries Center (DIC), Jalandhar, there are 781 units (as on March 31, 2011) located in the cluster. This figure represents the units which are registered with DIC. Apart from these registered units, there are number of unregistered firms located in the cluster. These firms do not get themselves registered due to their inability to fulfill the requirement of registration. Many of these units are working as subcontractor for the other firms and supplying goods as per the order received from these firms. This group of unregistered firms provides flexibility to the cluster as many micro and small enterprises are able to accomplish large order due to availability of these firms.

Table 4.2 depicts that the compound annual growth rate of number of units in sports goods cluster of Jalandhar is -1.25%. It shows negative growth with respect to number of units located in the cluster. It is found that till 2008, number of units was showing an increasing trend but in year 2009, number of units decreased. Decreasing number of units depicts that many firms who were not able to face the competition shut down their units. During the field survey, it was observed that many firms stopped production of various products, import them from other countries and start selling them in the domestic market. One of the largest manufacturers of shuttle cocks at Jalandhar has stopped production of items and has started importing products from China to market here (UNIDO, 2001, p.16). But in 2010 and 2011, new firms have been established in the cluster, showing the positive approach of the entrepreneurs towards cluster.

Manpower

Table 4.2 reveals that there are 5298 workers employed in the cluster (as on March 31, 2011). This number represents the permanent workers appointed in the cluster. Apart from these permanent workers, the cluster is dependent on a number of job workers and household workers. Due to seasonal nature of sports goods, when
orders are received, these job workers are appointed for the production of products for a specific period or specific order. These workers are paid on the piece rate system. This group represents the semi skilled and unskilled workers. Other than these job workers, household workers are present in the cluster. These workers are engaged in the production of the products at their home. Majority of these workers are engaged in stitching of footballs. These workers generally collect orders directly from subcontractors, complete the task at home and then return the finished product to the firms.

A perusal of table 4.2 shows that due to decrease in number of units in 2009, the number of workers employed also decreased, showing compound annual growth rate of -1.08%. But in 2011, again with setting up of new units, more workers were appointed in the firms.

**Investment**

The majority of the firms in the cluster are using labour intensive methods. There is minimum use of machinery. Majority of firms have invested below 25 lacs. The firms are using old machines and do not want to upgrade the technology. Table 4.2 reveals that the investment has increased from Rs. 15.37 crore in 2003-04 to Rs. 41.79 crore in 2010-11 showing a compound annual growth rate of 13.31 per cent. It is found that in year 2010-11, 39 new firms established their business in the cluster by making an investment worth Rs. 21.15 crore (DIC, Jalandhar). It showed that 50.62 per cent of total investment is made by 39 new firms only, while 49.38 per cent of the investment is made by 742 firms. The result depicted the positive attitude of new firms towards automation while old firms are still using labour intensive methods.
Production

The sports goods cluster at Jalandhar is engaged in the production of multiple products. The sports goods industry manufactures approximately 318 items (Bhat, p.4). Many firms in the cluster are exclusively producing a single product while some firms are engaged in the production of one or more products. The exclusive feature of the cluster is that every firm is ready to receive order from their customers irrespective whether the firm is producing that product or not. The firm fulfills the order by purchasing it from other firms or subcontractors. Table 4.2 shows that production has increased from 21.430 crore in 2003-04 to 39.64 crore in 2010-11 showing a compound annual growth rate of 7.99 per cent.

4.4 Growth of Exports and its Impact

The sports goods cluster of Jalandhar has contributed significantly to the exports of India. It is found that about 50 per cent of the all India sports goods export is from Jalandhar alone (Annual reports, Sports Goods Export Promotion Council). Table 4.3 shows the export of sports goods from Jalandhar with regard to other sports goods clusters of India for 2009-10.
Table 4.3: City Wise Export of Sports Goods from India for 2009-10

<table>
<thead>
<tr>
<th>Cities</th>
<th>Value (Rs. crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jalandhar</td>
<td>341.03</td>
</tr>
<tr>
<td>Meerut</td>
<td>151.78</td>
</tr>
<tr>
<td>Chennai</td>
<td>44.09</td>
</tr>
<tr>
<td>Delhi</td>
<td>24.78</td>
</tr>
<tr>
<td>Pune</td>
<td>13.09</td>
</tr>
<tr>
<td>Calcutta</td>
<td>9.24</td>
</tr>
<tr>
<td>Mumbai</td>
<td>7.54</td>
</tr>
<tr>
<td>Gurgaon</td>
<td>7.50</td>
</tr>
<tr>
<td>Noida</td>
<td>4.80</td>
</tr>
<tr>
<td>Amritsar</td>
<td>4.24</td>
</tr>
<tr>
<td>Batala</td>
<td>2.81</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>610.92</strong></td>
</tr>
</tbody>
</table>

(Source: Annual Reports, Sports Goods Export Promotion Council, New Delhi)

A perusal of table 4.3 depicts that 56 per cent export of sports goods are from Jalandhar only. Next comes Meerut which contributes 25 per cent of total exports. The literature on sports goods industry also supports this result. Mohan (2002) in his study of sports goods depicts that Punjab and Meerut have emerged as the leading centers for sports goods manufacture and the only industry which appears to offer some prospects is sports goods industry of Punjab, Meerut is yet to be powerful. National Productivity Council (2009) in the study conducted on Competitiveness of Indian Sports Goods Industry stated that Jalandhar is a major centre of India’s sports goods industry. Meerut in Uttar Pradesh is the second and Gurgaon in Haryana is the third largest cluster in India. Table 4.4 shows the percentage share of exports by Jalandhar cluster.
Table 4.4: Percentage Share of Exports by Jalandhar cluster

<table>
<thead>
<tr>
<th>Year</th>
<th>Export out of Jalandhar (Rs. in crore)</th>
<th>Export out of India (Rs. in crore)</th>
<th>Percentage Export by Jalandhar out of Total Exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003-2004</td>
<td>209.40</td>
<td>342.30</td>
<td>61.17</td>
</tr>
<tr>
<td>2004-2005</td>
<td>244.71</td>
<td>395.11</td>
<td>61.94</td>
</tr>
<tr>
<td>2005-2006</td>
<td>273.85</td>
<td>456.97</td>
<td>59.93</td>
</tr>
<tr>
<td>2006-2007</td>
<td>289.64</td>
<td>509.04</td>
<td>56.89</td>
</tr>
<tr>
<td>2007-2008</td>
<td>303.22</td>
<td>519.26</td>
<td>58.39</td>
</tr>
<tr>
<td>2008-2009</td>
<td>305.50</td>
<td>586.89</td>
<td>52.05</td>
</tr>
<tr>
<td>2009-2010</td>
<td>294.96</td>
<td>548.84</td>
<td>53.74</td>
</tr>
<tr>
<td>2010-2011</td>
<td>341.03</td>
<td>610.92</td>
<td>55.82</td>
</tr>
</tbody>
</table>

(Source: Annual Reports, Sports Goods Export Promotion Council, New Delhi)

A glance of table 4.4 reveals the trend in the export of sports goods from Jalandhar and India during 2003-04 to 2010-11. During this period, the percentage contribution of exports by Jalandhar decelerated from 61.17 per cent to 55.82 per cent. Between 2002-03 and 2010-11, there has been significant increase and decrease in the exports. Though exports show volatility during the period, the Jalandhar cluster has always contributed more than 50 per cent of total exports out of India.

4.5 Conclusion

The sports good cluster of Jalandhar originated in 1947, at the time of partition of India when number of entrepreneurs and workers belonging to same community shifted from Sialkot (Pakistan) to India. The availability of wood and
leather ensured the production of sports items. At present, there are number of micro and small enterprises located in the cluster. These firms are catering to the demand of both domestic market and foreign market. The cluster contributes more than 50 per cent of total exports out of India. Maximum exports of sports goods are from Jalandhar only.