CHAPTER–2
REVIEWS OF RELATED LITERATURE

The investigator has intensively reviewed the related literature available in the library of department of physical education, Indira Gandhi Institute of Physical Education and Sports Sciences, University of Delhi. The investigator also had visited different libraries of various universities in regards to the review of related literature and also had net surfing in the various valued sites (web page) to get relevant research based works which were perhaps relevant to do the present study.

Hence, the relevant studies from various sources which the investigator come crossed is enumerated below in chronological order.

Subrahmanya and Pavan (2013), witnessed 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. The small-scale industries sector plays a vital role in the growth of the country. It contributes almost 40% of the gross industrial value added in the Indian economy. SSI Sector in India creates largest employment opportunities for the Indian populace, next only to Agriculture. The small scale industries sector contributes significantly to the manufacturing output, employment and exports of the country. It is estimated that in terms of value, the sector accounts for about 45% of the manufacturing output and 40% of the total exports of the country.

Aggarwal et. al, (2012), 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. Many times, due to the lack of information, these individual entrepreneurs do not know the latest development in the technology and the market dynamics. They lack the knowledge of the availability of funds required to establish the industry. These issues hamper the MSMEs significantly and undermine the potential of the entrepreneur community as a whole. Difficulties to establish an industry also causes a
deterrent to many potential entrepreneurs. A single point information centre called common facilitation centre (CFC) can resolve these issues. CFC can cover all aspects of the industry including availability of technology, machinery, sources of funds, material requirement, new developments and human resource development. CFC can help in changing, not only the development of the industry, but the whole society. In this work, we have presented an overview of a sports goods MSMEs cluster in Meerut city, India. It covers the various aspects of problems and how CFC can help in resolving these issues.

Butt (2012), conducted a study in regards of evaluating and discussing developments and key challenges for the hospitality industry in an emerging global context and the impact of these changes on human resource development and management. This study comprised qualitative primary research through semi-structured interviews conducted with select hospitality practitioners in India, supplemented by secondary research and triangulated with inputs from an HR round table of experts from the field of hospitality. It has become imperative for hospitality organizations to consider the implications of the global context in which they operate and respond appropriately to meet the change-induced challenges. This can be done by ramping up the quality and the quantity of manpower employed through training and development interventions and by adopting suitable employee engagement and motivation initiatives. The findings of the study further 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.

ESGNPC (2012), conducted a study on sports goods industry in India is more than one hundred years old. The Sports Goods Industry of India finds its roots in Sialkot, Pakistan. During partition of India into independent India and Pakistan in 1947, many Hindu artisans shifted their residence from Sialkot, Pakistan, traditionally a major centre of the Sports Goods Industry, to Punjab and Uttar Pradesh in India. Jalandhar is now 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.
After the introduction of economic liberalization in India in 1991 and integration of world markets under WTO agreements in 1995, sports goods sector has come under tremendous competition from foreign brands. Present study examines the sports goods sector based on a detailed analysis of the data from both primary and secondary sources. During the field interactions and surveys, suggestions have also been also sought from manufacturers, Industry associations, policy makers, experts/professionals, research and developmental institutions, quality implementation agencies etc., on various aspects of sports goods sector. Jalandhar and Meerut are important suppliers of quality sports goods to more than 130 countries including some of the developed nations in the world. The industry is steadily embracing new technology and adapting its products to keep up with the changing global trends so as to become the most important centre for sports goods manufacturing in the world. There are about 1250 registered and 2000 unregistered large, medium and small sports goods manufacturing units providing direct and indirect employment to about 1,70,000 persons. Many of the workers belong to weaker sections of society most of them being women. Supporting organizations have also expanded to supply adequate quantity of raw materials to the industry and also have provision of training to the workers during the last few years. Estimation of Partial Productivity and Total Factor Productivity Growth at an All India level for Sports Goods sector (registered manufacturing) reveals that Gross Value Added and Gross Value of Output have increased considerably during 1995-96 to 2000-01. However, during 2000-01 to 2005-06 observed a decline in Gross Value Added and the numbers of factories. Total persons engaged in the sector have been found to increase since 1995-96. There are indications that capital intensity (Capital Employed per Worker) declined in the Sports Goods sector (registered manufacturing) over the years. The total export of sports goods recorded by the Sports Goods Export Promotion Council (SGEPC), based on the export returns submitted by the members for year 2008-09 is over Rs.586 crores. This indicates a growth of around 13% over the previous financial year. The top items of exports were reported to be Inflatable Balls, Hammocks, Cricket Bats, Boxing Equipment, Table Tennis equipments, Carrom Boards & General Exercise Equipment. General Exercise Equipment is a new addition in the top 5 category in 2008-09. The share of top 5 items in overall exports continues to be
around 60%. Hammocks registered a growth of 76% in rupee term. Other items which registered notable growth are Golf balls, Carrom Boards, Chess and Table Tennis Equipment. The top five destinations of exports of Indian Sports Goods were United Kingdom, United States of America, Australia, South Africa & Germany. It has been found that Indian Sports Goods manufacturing is based on manual processes. The workers are highly skilled in their job and have been doing it for generations. Since China doesn’t have traditionally skilled workers. They depend on machine based large scale manufacturing units producing cheaper products. Indian labour intensive manufacturing cannot meet the large scale demand of world market with the existing setup. There is need to introduce mechanization for increasing productivity and competitiveness of Indian Sports goods sector. It is found that total workers engaged in the sector constantly increased from 2004-05 to 2008-09. Almost similar growth trends have been observed in the case of both skilled and unskilled workers. Few well organized manufacturing units employ more than 500 workers per units while small unorganized units operate with 8 to 10 workers. Broadly it has been found that nearly 60% of the workforce is skilled in sports goods industry. During the study period import content has been found to increase over the years from 10.21% to 18.64% between 2004-05 and 2008-09 respectively. More than 90% sports goods manufacturers have reported that the availability and quality of basic infrastructure such as power, road, rail, etc., in India is very poor. Sports Goods manufacturing units in India face many hurdles in procuring some of the essential raw materials such as rubber, cane, threads, steel, willow etc., for manufacture of various sports equipments. Though raw materials are available within the country, due to interstate restrictions in goods movement, they can’t be easily transported from one state to another. The labour laws are also creating problems for small & medium enterprises. Since the manufacturing units require employment of casual workers for short periods, depending on orders/demand. The labour laws need to be made more flexible for undertaking such engagements. There is requirement of training for developing skilled labour and also for the certifications of products. Proper internationally accepted testing facilities are essential. International markets give weightage to internationally accepted specification accreditation certificates. This needs to be established in India in collaboration with international certification agency. Many
Indian manufacturers are producing products for foreign brands through outsourcing. There is a need for brand India to be promoted. Advertising is very costly and hence not being pursued by many manufacturers. Sports goods manufactured by Indian Companies having international accepted quality should be made compulsory for use in all international competitions held in India. It is recommended that all 8 segments of sports goods may be identified as Sports Equipments, Sports Apparels, and Sports Shoes & Sports Accessories and should be marketed together on a common platform to project India’s capabilities in holistic manner. Industrial units should be provided with dedicated power supply for at least 12 hours a day. R&D center should be created for development of new products and processes. Skill development center for imparting training to various products being manufactured should be established. Common testing and certification centers accredited by international agencies should be created. Ban on free movement of willow/cane and other essential raw materials within India should be removed. Systematic cultivation of willow clefts & cane in the country should be undertaken. Infrastructure available at Ports should be upgraded to meet International standards with quick off loading and on loading facilities. Special incentives (Tax holiday for five years) should be provided to new industries in the sector which are set up with automated and modern facility. Setting up of business development cell is highly recommended with at least two professionals to work on collaborations and joint venture in new product segment. Brand India should also be promoted at overseas exhibitions with publicity support from the Government. The cost for obtaining international certification may also be supported by the Government. Mandate should be given to Commonwealth Games Secretariat to use products from Indian are available Brands during the games wherever internationally accepted quality products and equipments produced in India during Common Wealth Games Delhi 2010. Labour laws should be relaxed with more attractive EXIT policy for permanent employees. Incentives by way of subsidies need to be provided to encourage exports as is being done in China.

Humphreys (2012), conducted a study on “Economic Impacts of Professional Sports Terms and Facilities on Urban Economics”. local political and community leaders and the owners of professional sports teams frequently claim that professional
Sports facilities and franchises are important engines of economic development in urban areas. These structures and teams allegedly contribute millions of dollars of net new spending annually and create hundreds of new jobs, and provide justification for hundreds of millions of dollars of public subsidies for the construction of many new professional sports facilities in the United States over the past decade. Despite these claims, economists have found no evidence of positive economic impact of professional sports teams and facilities on urban economies. We critically review the debate on the economic effects of professional sports and their role as an engine of urban economic redevelopment, with an emphasis on recent economic research.

Jeswal (2012), examined the “Role of SME’s in Indian Economic and Its Contribution to the Economic Development of the Country as a Whole”. The role of small and medium enterprises in the economic and social development of the country is well established. SMEs emerge leaders during the period of recession, restoring jobs and business activity lost during the time despite a slow and fragile economy. It contributes almost 40% of the gross industrial value added in the Indian economy. It has been estimated that a million Rs. of investment in fixed assets in the small scale sector produces 4.62 million worth of goods or services with an approximate value addition of ten percentage points. The small-scale sector has grown rapidly over the years. The growth rates during the various plan periods have been very impressive. 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 year 1998-2005. 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), conducted a study to explore the factors that influence the growth, performance, and development of IPR attitude of small and medium-sized enterprises (SMEs) in the manufacturing sector of Punjab with the aim to examine the technology management strategies of manufacturing SMEs, primarily on the basis of use-based classification. The study is within a single region, namely, Punjab in North India, to minimize the effects of regional variation and to concentrate on this region in need of adoption of emerging technology management strategies in view of increased
competition. The liberalization of the Indian economy has opened new opportunities for the manufacturing sector. The success of SMEs is widely dependent on innovations, research and development and intellectual property. It is critical not only to remain competitive but also, to gain significant advantages by developing and commercializing new technologies. In the use-based classification, three categories, namely, durable, non-durable and essential goods have been included. The results indicate that manufacturing SMEs are not active filers of IPRs and mostly file trademarks. Patent filing has been reported by firms in essential goods segment, basically in food and pharmaceutical sector. In order to enhance the IPR environment, the ‘policy initiatives’ factor is more important than the organizational factor.

Guang (2011), 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), conducted a study on “Impacts of Olympic Games on Host Country’s Economic Development”. Purpose of research: Hope to offer theoretical basis for reference to China's post-Olympic economic development through the research on the impacts of Olympic Games on host country's economic development. Conclusion is that the 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. Research Shown that Beijing post-Olympic contributes to promote the formation and development of sports industry chain, “Olympic economy” that formed by sports industry will have an important role in promoting China's economic development.

Khara’s (2011), study elaborated its contribution to this literature by exploring how three different forms of work organization i.e., factory-based, center-based, and home-based football stitching - came into being in the brand sensitive, export-oriented football manufacturing industry of Jalandhar in North India. He argue
that the evolution of supply chain linkages and work forms within this industry can best be understood through the ‘prism’ of value chain struggles between the intra-chain actors such as international buyers and local suppliers and the extra-chain actors such as national governments and international NGOs. In particular, struggles over supplier upgrading and labor standards first led to the creation of football stitching as a cottage industry in the latter part of the 20th century and then its re-establishment as industrial factory-based work in the early parts of the new millennium. Conclude the study that shifting preferences of the upstream buyers and the global consumers, somewhat ironically, offer a Hobson’s choice to the Jalandhar football manufacturers: either in source football stitching within factory-based settings, adopt new technologies, and comply with labor laws/standards, or perish in the highly competitive global market.

Liang (2011), Conducted a study on “The Research of Identification and Determination for Sports Industry Cluster”. the sports industry cluster is one kind of production network which constituted in some region by amount of enterprises and supported institutions that produce and correlative sports products. The identification and determination methods of sports industry cluster is as other industrial cluster, and would combine the qualitative and quantitative analysis method. This paper introduces several general industrial cluster quantitative identification index, and use several international recognition technology of industrial clusters for sports industry cluster for the quantitative analysis and determination methods, and combine front concepts and reasonable methods of quantiative operable, and more in-depth understand sports industry clusters.

Lijunyan (2011), conducted a study to analyze the sporting goods enterprises problems from technology innovation and organizational innovation and proposes the countermeasures based on the theory of enterprises innovation ability. The study identified many problems within Chinese sports goods enterprises, for example, lack of independent intellectual property, brands and core technology, less innovation input, lack of talents and low-quality managers and so on. For enhancing the competitiveness and innovation capability of domestic sports goods enterprises, Chinese sports goods enterprises need to increase innovation input, reform R & D
system, foster world-renowned sports brands and improve enterprises' organization.

**Bashiri (2010),** conducted a study on companies' sponsorship that has been increasing as an element of marketing mix communication and has become a major source of funding for special and non-going (common) sporting events. However, sponsors may have been doubted regarding their investment in such events. The present study investigates the main objectives of the sponsoring companies in sport and compares views of company and sport managers. The data collection instrument was a tailor-made questionnaire which was accepted by experts group (r=0.84). The statistical population of this study was all managers of factories and private companies, club manager and sport headquarters in East Azerbaijan. Data was analyzed through the descriptive and inferential statistics (U Mann Whitney) in significant level P<0.05. Results indicated significant difference among managers views regarding: development public awareness, facilitate of sales, better relationship with the government, gaining more profit, suitable way for advertising, obtaining tax-exemptions due to economic advertising in sports and close relation of the company product to sport type (P<0.05), while there was no significant difference among the groups in terms of the other goals related to product, sales objectives, general objectives and the criteria to select group sports (P>0.05). Finally sport authorities should make appropriate decision for attracting more sports sponsorships. Therefore attract more financial supporters, appropriate plans can be designed and this can help to promote private companies attention to sport so that they can benefit from their sponsorship.

**Indecon (2010),** conducted a report based investigation for the Irish Sports Council by Indecon International Economic Consultants in association with Sheffield-Hallam University, establishes that sport and sport-related activities generate a very significant contribution to the Irish economy, and also, happen to playing a vital role in supporting the development of social capital and contributing to the health and quality of life of the Irish population. The assessment identified the following key impacts and benefits of sport in Ireland: Sport and sport-related activities contribute very significantly to the Irish Economy, in the form of household/consumer spending on sport and sport-related goods and services, value-added/GDP and employment
supported directly and indirectly across the economy; Volunteering plays a key role in Irish sport. Organizationally, it is estimated that there are close to 12,000 sports clubs and associations in operation across 64 sports and with approximately 1.7 million members in the Republic of Ireland. The vast majority of these organizations operate on a voluntary basis. It is also conservatively estimated that over 270,000 people participate in some form of sport related voluntary activity in Ireland as a subsequence there are important wider social capital, health and well-being benefits arising through participation in sport and sport-related volunteering; and There is a very significant net overall return on government investment in sport in Ireland.

Tyagi (2010), counducted a research paper on the Corporate Social Responsibility concerns got global attention in large scale industries but the SME’s which are no less prone to create critical problems for the human, social and natural environments inimical to the society as a whole and survival at large, have not attracted the required attention. The case focuses on the dynamics of the corporate and stakeholder perspective on CSR in Sports Goods Industry Meerut. This study examined the corporate and stakeholder perspective in purview of CSR on a systematic random sample of hundred each with the help of seven interview schedules. Both the parties affirm that sincere commitments to CSR notions need to be exercised in business. But the mutual interaction in cordial and congenial social environment is manifestly neglected. There is neither any institutionalized mechanism of consultation and participation into decision making process, nor any strategy to incorporate stakeholders concerns in the business process of growth. Of course both the sectors avoid conflict creating situations in their own interests. But there is no positive approach to gratify or even identify the problems of stakeholders. The corporate in SGI Meerut verbalize the awareness and necessity incorporating CSR concerns in business yet nothing serious is being done in this direction. Predominantly the classical view of maximizing profit and economic concerns of business prevail. The present study recommends for an intellectual debate to vitalize CSR concept in SMEs; institutionalized mechanism to develop a healthy interaction both for the comprehension of CSR, addressed and redressed of needs of various component sectors of this category of industries, particularly the stakeholders;
attention to communicate human sensibilities pertaining to natural, social and environmental concerns of the mankind of all sectors engaged in industrial enterprises i.e. production, consumption, supply and sale; economic interests should not alone be given priority at the cost of social and environmental concerns.

Mukherjee and Gupta (2010), conducted a study on sports retail is a small but fast growing segment of modern retail in India. Recently, the country has been hosting many international sports events and this has given a boost to this sector. Many foreign and domestic corporate retailers have entered sports retail. Sports goods manufacturing is a focus area in the Foreign Trade Policy (2009-2014) and the government is taking a fresh look at the current foreign direct investment policy in retail. Specifically, it presents the different retail formats, consumer profile, retailers’ supply chain and sourcing. It also examines the retail and sports policies and their implications for this segment of retail, analyses the barriers faced by this sector and suggests policy reforms. The study found that the policy of allowing 51 per cent FDI in the single-brand format has not benefitted this sector. The FDI ban on multi-brand retail is not an entry barrier since foreign retailers can establish their presence in India through other routes. The study found that since this is a niche segment of retail, FDI would not have an adverse impact on traditional retailers. It concludes that government should allow 51 per cent FDI in multi-brand sports retail. This will increase sourcing from India, lead to diffusion of technology, proliferation of brands, investment in sports and sports promotion, among others.

Sharma and Sharma (2010), conducted a study on the relative production efficiency of state-wise clusters in the registered small-scale sector in India. For this, data envelopment analysis under the assumption of variable returns to scale is used. Using BCC model, technical and scale efficiencies for 23 states and three union territories are estimated. Seven states namely, Delhi, Meghalaya, Uttranchal, Haryana, Punjab, Andaman and Nicobar and Tamilnadu are found to be technically efficient whereas Delhi and Meghalaya came out to be the only scale efficient states. Most of the states are found to be operating at decreasing returns to scale, which signifies the scope for investment and further employment generation. Since the results indicate massive scope for expansion and employment generation in small industries in India,
therefore, policy makers can use it as a tool to achieve the goal of inclusive and sustainable growth. Originality lies in providing, for the first time, an interstate technical and scale efficiency analysis for small scale industries in India which in turn reflects the performance efficiency of the state level policies for the small scale industries.

**Das and kalita (2009),** investigated by conducting a survey on “Are labour Insentive Industries Generating Employment in India”? Using the data from the Annual Survey of Industries (Government of India, various issues), the labor intensity for 97 industries at the 4-digit disaggregate level was computed for the period 1990-91 to 2003-04. The study identifies 31 industries as ‘labor intensive industries’ within India’s organized manufacturing sector. The study finds that labor intensity has declined not only for capital intensive industries but also for labor intensive industries during the selected time period. The increase in output failed to generate enough employment growth resulting in a significant decline in employment elasticity. The paper briefly highlights the plausible factors that could have had an impact on labor intensity as well as on the performance of the organized manufacturing sector over the study period.

**Dogra (2009),** conducted a study on “Examination of Export Constraints Affecting the Export Performance of the Indian Sports Goods Industry”. Despite the benefits derived from exporting in the increasingly globalised market, firms, specifically smaller ones, face numerous barriers to exporting. The study anglicized the export development barriers faced by firms in the Indian setting and was done the sporting goods exporters based in the Northern state of Punjab, using personal interviews. The results of the empirical findings suggest that the exporters face constraints classified into financial (availability and cost of finance), marketing (export marketing, export packaging and creativity), technological (related to access and quality management) and inputs (availability of skilled labour and raw materials). Subsequently, conclusions and implications are derived for policy makers and export managers.

**Singh (2009),** conducted a study on the small scale industries sector
contributes significantly to the manufacturing output, employment and exports of the country. It is estimated that in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 per cent of the total exports of the country. The sector is estimated to employ about 59 million persons in over 26 million units throughout the country. The production of SSI unit in India was Rs 84,413 crores in 1992-93, which increased and reached up to Rs. 9, 82919 crores in 2009-10. The production of SSI units shows continually raising trend during the study period. During 1992-93 SSI units shows 4.71 growth rates in production which went up to 11.59 percent in 2009-10. The production of Small Scale Industries increased with an annual average growth rate of 15.15 percent during 1992-93 to 2009-10. The production of SSI shows highest growth rate of 42.49 per cent growth in 2006-07. The total employment from SSI sector in the country as per the third All India Census of SSIs conducted with the reference year of 2001-02 was 249.33 lakh numbers. Units operated with fixed premises are treated as SSIs. As per the estimates compiled for the year 2005-06 the employment was 294.91 lakh persons in SSI sector. SSI Sector plays a major role in India’s present export performance. 45 to 50 percent of the Indian Exports is contributed by SSI Sector. Direct exports from the SSI Sector account for nearly 35 percent of total exports. Besides direct exports, it is estimated that small-scale industrial units contribute around 15 percent to exports indirectly.

Banga (2008), conducted a study with the aim to assess the performance of the economic interventions undertaken by UNIDO CDP in Jalandhar sports goods cluster. It was intended at making the evaluation on 3 fronts; efficiency of the activities i.e. the process followed, by measuring the appropriateness of outputs obtained in terms of inputs invested. Next, effectiveness has been determined to measure the extent to which the program achieved the specific objectives it set for i.e., was the product obtained same as the product desired at the goal-setting stage. Lastly, impact was measured in terms of wider changes that the activity brought about – intended or not. In together, about 40 respondents were interviewed of which 26 were firm owners and rest were actors involved in the delivery of various activities. The report reveals positive and statistically (co-relation) significant relationship between
cluster performance and national economy.

**CRIER (2008)**, the study commissioned by NMCC (National Manufacturing Competitive Council) and conducted by CRIER (2008) on the subject of Labour Intensity And Employment Potential of Indian Manufacturing. The organized manufacturing sector in India, despite its respectable growth following the reform process initiated in the 1980s and 1990s has not been able to perform its role of pulling workers away from agriculture and informal sector activities into the modern sector employment with higher productivity and wages. The decade of 1990s has been characterized as “Jobless” growth as despite growth in manufacturing, employment levels have been low and stagnating. Therefore the policy concern for expanding employment opportunities in organized manufacturing provides the context for this study. The study attempts to examine the labor intensive industries of organized manufacturing in order to understand the employment generation potential of these industries and analyze what constraints the growth and employment of this sector. The study is structured in two parts- in the first part of the study, using secondary data from the annual survey of industries, the identify the leading labor intensive industries of the organized manufacturing and in the second part, the undertake an in-depth firm level survey of selected labor intensive industries in order to understand the deterrents in expanding employment in these industries. In order to identify the labor intensive industries of organized manufacturing, the study utilized 97 four-digit industry level data from the Annual Survey of Industries for the period 1990-91 till 2003-04 to construct a measure of labor intensity, namely the labor capital ratios. The undertook a concordance between NIC 1998 and NIC 1987 of four and three digit industries to build a continuous time series at the four-digit level NIC 1998 classification. Based on average L/K ratio for the 97 four digit industries during 1990-91 to 2003-04, 31 industries were identified as the labour intensive industries. An important finding of our study is that labor intensity is declining across majority of industries in the chosen time period. During 1990-91 to 2003-04 the average combined Gross Value Added (GVA) share (as percentage of total manufacturing value added) of these 31 industries have been 13.77 percent. For the 31 identified labor intensive industries, they have documented industrial performance in terms of the employment growth, labor
productivity and real wages growth as well as employment elasticity and capital productivity for the period 1990-91 to 2003-04. The observed an average employment growth of 4.1 percent per annum for the labor intensive sectors during the observed period. However the finding shows that in most industries employment growth worsened in the second half of 1990s and improved in the early years of 2000s. As regards the employment elasticity, and find same trend as employment growth but there is a substantial jump in early 2000s. In case of real wages and labour productivity, the second half of 90s experienced as huge jump falling substantially in early 2000s. The noticeable experience of the period 1990-91 to 2003-04 has been the continuous falling of capital productivity across all major sectors. In the second part of the study, they have chosen 5 sectors given their importance in terms of export potential in the world markets and their industrial performance during the reference period- Sports goods, apparel, leather, bicycles and gem& Jewellery Industries. The aim of the study was to determine what factors constrain the employment generation in these labor intensive industries. An in depth firm level survey comprising more than 250 manufacturing as well as manufacturing- exporting units were undertaken across all major towns and cities that constitute hubs of these industries. The findings were many and constituted some common factors and many diverse issues that confront the business environment of these industries. For sports goods, the survey comprised of units concentrated in Jalandhar, Meerut and Delhi which together constitute major centers of all sports item manufacturer in India. The product range of the 33 firms surveyed included traditional items- cricket, hockey, footballs and accessories to more value add items like- marshal arts, health and gymnastic equipments etc. The major findings were lack of skilled manpower, inability to diversify export basket to more nontraditional items, inability to upgrade to modern technology, unorganized and family based activity, seasonality of work. For the apparel industry in India our survey focused on major apparel manufacturing hubs- Chennai, Bangalore, Tripura, Mumbai, Ahmedabad, Delhi, Noida and Gurgaon and covered 74 firms manufacturing as well as exporting different types of men’s women’s and children’s clothing and accessories. And observed sharp differences in firms operation across different regions. The major findings in this segment concerned shortage of skilled workforce and need for setting up training centers across different
towns to provide trained workforce, the need for employing more women workers as this enhances firms efficiency of operations, changes in working rules and regulations, setting up of more apparel parks, more pro-active role for apparel export promotion councils. For the leather industry, they have concentrated on three major items- footwear, garments and goods. A total of 74 firms were surveyed in Chennai, Kolkata, Delhi, Gurgaon, Noida, Agra and Kanpur covering all the three segments of leather industry. The leather industry is concentrated in both segments of manufacturing-organized as well as unorganized with a wide range of products that includes raw hides to fashionable shoes. The findings from this sector are- need for training institute for workforce to be trained in skills required, encouraging women workforce, social-security needs attention, leather parks, labor laws reforms. In the bicycle industry, a total of 35 firms comprising large, small and medium manufacturing-exporting units were surveyed in Ludhiana town of Punjab, which comprises almost 100 percent of India’s bicycle Industry. The two major segments of the industry- manufacture of bicycle and manufacture of bicycle parts and accessories formed the sample units. The major findings from this sector are shortage of workers who are ideally either school dropouts or school pass outs, input cost seems to be making India globally uncompetitive, target Latin American and African markets as these are markets for heavy bikes which are mostly manufactured in India. For Gem and Jewellery Industry, and focused on two major components-diamonds and gold Jewellery. For diamonds, we concentrated on two centers-Surat and Mumbai. For gold Jewellery, the chosen locations were Chennai, Bangalore, Coimbatore, Delhi and Kolkata. A total of 36 firms were surveyed and these firms were either manufacturer exporters or merchant- exporter. The major findings from this sector comprised the following- technology up gradation, potential for women workforce generation, make the business environment more friendly, doing away with ESI, introduction of hallmarking and reconsider labor regulations. In all five sectors the issues of infrastructure development and lack of easy finance for the industry were raised. The report did not go in depth into the issues but tried to contextualize them in terms of responses from the field survey, as number of previous reports on industries have highlighted them as pre-requisites for a well-developed industrial base.
Panfil (2008), conducted a study on “Small and Medium Enterprises (SMEs) in Seven Geographical Clusters” in India (2008) had worked on little is known about SMEs’ perception of Enterprise Social Responsibility (ESR), and to date no research has been dedicated to investigating this issue. Generally, SMEs are associated with businesses that are conducted informally, and that therefore avoid paying taxes, exploit their own labour and provide intolerable working conditions, pollute the environment and apply production methods that jeopardize workers’ health. However such preconceptions can make us blind to the SMEs’ responsible behavior and to their contributions to labour, community and the environment. Concentrating on UNIDO supported clusters of enterprises within one industrial sector; to investigate the behavior of SMEs with respect to their social responsibility. Findings derive from surveys conducted in India, Ecuador and Senegal, and are summarized in this consolidated report. Interviews of owners and managers of selected SMEs, representing a cross-section of the cluster, revealed the scope of the enterprises’ internal and community based external socially responsible activities. More importantly, the researcher obtained information on the types of activities and size of individual yearly contributions. Assuming that clusters facilitate collective action owing to the close proximity of the enterprises, reviewed collective implementation of programmes, letting SMEs specify institutional preferences for any future intervention. Across all seven clusters, the qualitative and quantitative data revealed that SMEs tend to behave similarly regardless of geographical zone. However, with respect to perceptions of what ESR is, entrepreneurs could not agree on a uniform definition of the term ESR. The majority viewed ‘taking care of the labour’ as an internal enterprise activity and saw external activities as ‘involving community welfare’. Not only the definition, but also the actions are marked predominantly by the same preference. In the case of internal ESR, activities directed towards labour welfare dominate, while being followed by those concerning health care, directed at environmental concerns and education. External ESR activities are marked by substantial charity donations, followed significantly behind by uniformly distributed contributions towards health, education and environment issues in the cluster. The entrepreneur, regardless of firm size, is driven mainly by personal values, which determine the scope and scale of any intervention. From internal ESR, the
entrepreneur expects mainly economic returns; therefore, actions focus on improving business performance or securing orders with international buyers. External charity driven ESR activities are dominated by the ‘feel-good’ factor, offering emotional returns. At the same time, entrepreneurs do not seek publicity for their benevolence; therefore, many of their actions remain unknown. The position of SMEs in the value chain shapes their activities and their financial size. In some instances, markets and more so buyers put pressure on suppliers, which impacts internal ESR activities such as worker education or improvement of health and safety conditions. External pressure raises awareness and forces the implementation of improvements as prescribed by local law or code of conduct; even when combined with other interventions, these do not guarantee compliance. Regardless of market demands, some clusters developed their own ESR agenda respecting the outside pressure, and designed bottom-up solutions to persistent problems. We observed that virtually all SME activities discussed in the interviews were sustained by financial contributions, and that the absolute monetary contribution towards ESR increased with the size of the enterprise. However, as a percentage of turnover, the contribution towards ESR was essentially pegged below 1% of turnover, and thus decreased with an increase in enterprise size. Enterprise position in the value chain also shaped spending and allowed medium sized enterprises, often represented by exporters, to diversify their spending across all categories. 2/72 the interviewed cluster SMEs pointed out limited collective engagement, and repeatedly stressed that ESR is predominantly an enterprise internal activity, and that when selecting partners for cooperation, religious organizations topped the list, largely due to the trust bestowed to their mission. The survey findings indicate that an imposed ESR agenda provides a stimulus for change; however, home-grown activities that address the problems from the inside may in the long term guarantee sustainability of the interventions. SMEs unanimously responded that they will continue their ESR activities, despite any negative changes in their company performance. Essentially they will not abandon their ESR agenda, but will change scope, scale and form of its implementation. For SMEs, the sustainability of their economic business performance is the foundation for their ESR engagement. Indisputably, compliance with local laws must be reinforced if any additional ESR actions are to be developed. Further growth, however, is also governed by the strength
of linkages within the supply chain, so that SMEs can consciously engage in building the supplier environment rather than outsourcing their problems up the supply chain. Approaching the issue from the development prospective, a shift from pressure to appropriation is required. Fostered by trust-building mechanisms, the current ad-hoc approach of implementing of ESR activities must be formalized and become an integrated part of strategic business planning. Consequently, building on small successes, SMEs can scale up their engagement slowly, gaining confidence while learning about the multiple impacts of their ESR actions. SMEs acting alone will bring upon a limited impact on the ESR agenda of the cluster, and therefore multi-stakeholder or public–private partnerships are instrumental in the development of comprehensive programmes. In addition, partnering along the supply chain or with international buyers may bring the twofold benefit of improving business performance and increasing emotional returns through increased social engagement for both parties.

**Wijlens (2007),** conducted a study on sport has been growing in prominence in recent years. It is being promoted as beneficial to health and as a way to maintain good social relationships. It is also of increasing economic relevance. In 1999 almost 800,000 people were employed in sports in Europe, over the past ten years that figure has risen by 60% and is expected to reach nearly 2 million by 2010. ‘Sport’ incorporates many industrial sectors and services and is a growing area for companies of all sizes. The Sports market is large in Europe: 37 billion turnovers a year on sport products and equipment alone in 2001. The sector is relatively new and is generally regarded as being an early adopter of new ideas and innovations. The most important bottlenecks and limiting factors for research, development and innovation in the EU sports market are:

1. Fragmentation of research (technology and human factors) and the insufficiency of targeted research;
2. Limited research and innovative power;
3. Lack of a long-term vision for innovation;
4. Insufficient new business creation;
5. Too great a focus on national rather than European approaches in R&D.
In order to tackle these limiting factors an Innovation Platform is created by a Coordination action project INNOSPORT, supported by the European Commission. This European Sport Innovation Platform (ESIP) is a joint organization of parties within Europe that commonly strives for a more innovation-friendly environment for the EU Sport industry, and to stimulate technological innovation and the setting up of innovative technology businesses.

Kumar (2006), studied and reported a paper on to “locate the relative position of the sports goods industry in the small scale industrial sector of Punjab”. The growth of small scale industry has been defined in terms of the variables Capital-Intensity, Partial Productivity of Labour, Partial Productivity of Capital and Capital-Output Ratio. Compound Annual Growth Rates have been worked out to record the changes in growth during the pre-liberalization as well as the post-liberalization period. Sports goods industry, when juxtaposed with other small scale industries of Punjab, was found improving its position during the liberalization period, in terms of Partial Productivity of Labour, Partial Productivity of Capital and Capital-Output Ratio as compared to the pre-liberalization period. Unfortunately, new policies remained unable to push up the relative position of sports goods industry in terms of mechanization. Punjab is basically an agricultural state and its future depends upon the development of industries (Singh and Ghai, 1987). The year 1947 in Indian history is the most momentous one having witnessed the emergence of India as free independent nation, as well as the partition of the country (Kucchal,1966). Punjab, which now occupies a pride of place in the industrial map of India, had a few manufacturing centers which were famous for industries before independence (viz., Batala for foundries, Amritsar for woolen textile, Kartarpur for furniture and Ludhiana for hosiery). But due to migration, new industries like hand tool, surgical instruments and sports goods appeared (Lal,1966). Sports goods industry is one of the traditional cottage and handicraft industries which provide employment to a large number of people (Sharma and Singh, 1978). The only industry which appears to offer some prospect to Punjab is the sports goods (Chandra Mohan, 2002). The study is based on the secondary data for the period of 24 years i.e. from 1980-81 to 2003-04. The data relating to the variables: Employment (Direct), Capital (Fixed) and
Production for various small scale industry (SSI) groups of Punjab was culled from Directorate of Industries, Punjab. The data for sports goods industry was not available in the form of an individual industry group because the Directorate of industries treats the sports goods industry as a part of miscellaneous Industries.

UNIDO (2005), conducted a study on building successful export clusters, the experiences of UNIDO cluster development programme in India. The guiding principle of UNIDO’s approach towards SMEs undertaken in the year 2005, illustrated that these enterprises can play a key role in triggering economic growth and equitable development in developing countries. The emphasis of the UNIDO Cluster/Network Development Programme is to provide assistance to SMEs so that they can escape all the limitations through co-operative endeavors. For this purpose, UNIDO supports the creation and strengthening of SME networks and the development of existing SME clusters. Seven clusters have been assisted on a pilot basis namely Jaipur (textile hand-block printing), Pune (food processing), Tripura (cotton hosiery), Ludhiana (knitwear), Ahmedabad (drugs & pharmaceuticals), Ambur (leather tannery & shoes), and Bangalore (machine tools). As a result of this project, several institutions (including export consortia, common service centers and SME support institutions and associations) have been established or revitalized. Approximately 1,200 firms have benefited from the programme activities, which have now been operationally completed in all seven clusters. A comprehensive data bank on 380 industrial clusters in India has been compiled. Over 600 policy makers, development agents and academics have been sensitized to the cluster development approach through several national workshops, state-level workshops, training modules and various other seminars. Evidence shows that SMEs clusters exist both in developed and developing countries. Existing SME clusters and networks represent an ideal target for support policy. Attempting to set up from scratch clusters and networks by administrative fiat has rarely succeeded. Mapping of existing clusters and networks is hence the first step of a cluster development programme.

Veung (2005), conducted a study on Small and Medium Scale Enterprises (SMEs) in Nigeria: Problems and Prospects, was undertaken to find out if the SME sub-sector in Nigeria has performed its critical role of driving the country’s industrial
transformation and development as it has done in other developed countries; and if not, why, and also to identify remedial measures. The study thus investigated the performance of the Small and Medium Enterprises sub-sector of the Nigerian economy, its problems and prospects and recommended measures to make the sub-sector virile and vibrant in order to play the crucial role it is expected to play. A total of 300 SMEs were randomly selected from a cross section of population of 1,500 SMEs spread among all the states of Nigeria including Abuja and covering virtually all forms (Sole Proprietorship, Partnership, Private and Public Limited Companies etc) and kinds (Services, Manufacturing, Processing, Oil & Gas, Educational etc) of business took part in the study. Eleven banks were also selected for the study. Participants were selected through a simple random sampling process. Two sets of questionnaires were constructed, one set for the SMEs and the other for the Banks and administered on the participants. The responses to the questionnaires were complemented with personal interviews of the key operators by the researcher. The responses of the participants were analyzed using the statistical package for social sciences (SPSS), which generated the frequency distributions, means, standard deviations, variances, standard errors, chi-square statistics, correlations, analyses of variance, t-statistics, etc of the responses. The main hypotheses of this research which were tested at 0.05 level of significance using chi-square statistics hinged on identifying the greatest problem which SMEs face in Nigeria, the identification and ranking of the top ten problems or challenges of SMEs in Nigeria and the relationship between the form and nature of the business enterprise and its sources of funding for its operations. The major findings of this study include the following: SMEs have played and continue to play significant roles in the growth, development and industrialization of many economies the world over. In the case of Nigeria, SMEs have performed below expectation due to a combination of problems which ranges from attitude and habits of SMEs themselves through environmental related factors, instability of governments and frequent government policy changes and somersaults. The top ten problem areas of SMEs in Nigeria in decreasing order of intensity include: management, access to finance, infrastructure, government policy inconsistencies and bureaucracy, environmental factors, multiple taxes and levies, access to modern technology, unfair competition, marketing problems and non-
availability of raw materials locally. Thus managerial problems represent the greatest problem facing SMEs in Nigeria while non availability of raw materials locally is the least problem. The potentials and opportunities for SMEs in Nigeria to rebound and play the crucial role of engine of growth, development and industrialization, wealth creation, poverty reduction and employment creation are enormous. The realization of this requires a paradigm shift from paying lip service to a practical radical approach and focus on this all-important sector of the economy by the government realistically addressing the identified problems. While SMEs themselves need to change their attitude and habits relating to entrepreneurship development, the governments (Local, State and Federal) need to involve the SMEs in policy formulation and execution for maximum effect. There is also the dire need to introduce entrepreneurial studies in our Universities in addition to emphasizing science, practical and technological studies at all levels of our educational system. Promoters of SMEs should thus ensure the availability or possession of managerial capacity and acumen before pursuing financial resources for the development of the respective enterprise.

Moavenzadeh (2002), Conducted a study on the need to rehabilitate our national infrastructure in emerging as the dominant market situation surrounding transportation facilities today. However, current programs in, and proposals for, transportation research have not explored the issues surrounding the needed national commitment on a scale commensurate with the magnitude of the renewal market. As a result, the national research agenda in transportation facilities seems to be aimed at only an incremental advance in the state of the art. The growing requirements for infrastructure renewal are driven by both increasing demand for transportation and reduced supply due to deterioration and depletion. While current techniques and practices to rehabilitate existing facilities have been derived largely from those of new construction, the markets for the two types of activity and the types of work involved are different in some important respects, including project scale, technology, management and financing. As annual rehabilitation expenditures increase, issues of productivity and cost of rehabilitation will become increasingly important, and the need for research that recognizes the special constraints associated with rehabilitation will become more evident. New technologies in computers, automated systems and
exotic materials have been developed to the point where they are ready to be exploited commercially in transportation construction. Recent developments in transport facility finance and management also have important implications for infrastructure renewal. At the same time, the emerging infrastructural renewal market is sufficiently large, dispersed and diverse to guarantee not only significant payoffs for private industry research and development, but also spinoffs to improve the construction industry's productivity in other markets as well. A creative response to the infrastructure problem should therefore focus on improvements in the productivity of rehabilitation activities through major advances in technology and management that result in more durable, more reliable and cheaper repairs, so that the available resources could produce the needed output. This will require major commitments to research, both to develop or adapt the novel technology to the field of interest, and to assess the implications of that technology or the resulting gains in productivity on industry operations and costs.

SEST (2001), undertaken a case study assigned by Planning, Commission, Govt. of India, in selected districts to determine, with the help of field surveys, various aspects of the formation and operation of rural clusters. The case study was assigned to be undertaken by the Society for Economic and Social Transition (SEST), New Delhi. A large number of clusters of various types of industries already exist in different States. A study carried out by UNIDO has listed 358 SSI clusters covering 18 types of industries in 16 states. Development Commissioner S.S.I. through the Third All India Census of Small Scale Industries (2001-2002) has placed the number of clusters as 1223 in the registered sector covering 321 products and 819 in the unregistered sector covering 250 products. The number of handicraft clusters has been assessed as 3000 by DC Handicrafts. Number of existing clusters in specific type of industries such as handlooms has been estimated by different organizations.

Kucukemiroglu (1999), conducted a survey study on identifications of consumer market segments existing among Turkish consumers by using lifestyle patterns and ethnocentrism. Data for the study were collected through personal interviews in Istanbul. Survey findings indicate that there are several lifestyle dimensions apparent among the Turkish consumers which had an influence on their
ethnocentric tendencies. Non-ethnocentric Turkish consumers tend to have significantly more favorable beliefs, attitudes, and intentions regarding imported products than do ethnocentric Turkish consumers. Using the lifestyle dimensions extracted, three distinct market segments were found. Consumers in the Liberals/trend setters’ customer market segment showed similar behavioral tendencies and purchasing patterns to consumers in western countries. The findings provide some implications to marketers who currently operate in or are planning to enter into Turkish markets in the near future.

Tewari (1999), examines the case of adjustment in a labor-intensive export industry (woolen knitwear) to understand how traditional sectors in developing regions cope with external crises and rise above them. He reported that India's woolen knitwear industry, concentrated in Ludhiana, recently survived two crises firstly, the collapse of its largest export market (the former Soviet Union), and secondly, the simultaneous opening up of the domestic market to freer trade. After an unusually short downturn, the cluster not only recovered rapidly, but is increasingly diversifying into more demanding and competitive external markets. Four factors are key to explaining this surprisingly resilient recovery. First, the best performing rms had a strong and simultaneous presence in dynamic segments of the domestic market alongside exports. This generated key organizational learning, and built managerial and production capacities that helped rms adapt quickly to more demanding markets later. Second, an important feature of the learning relationship between rst-time exporters and their foreign buyers was the small-scale nature of contracts and a "customization of fit" between the producer and the feedback-giving intermediary. Third, better performing rms paid equal if not greater attention to making organizational changes in their work practices than to the purchase of new equipment. Fourth, the embedded nature of production networks and the government's past programs to assist local rms has indirectly helped create a dynamic middle-tier of locally-rooted exporters who appear to be leading the cluster's transformation and modernization.