

Challenges and Opportunities Faced by Sports Industry in Jalandhar

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1.1 Introduction

Jalandhar, a city in the vibrant state of Punjab, holds a unique place in the landscape of India's sports goods industry. Since India's partition in 1947 Jalandhar developed into a center for expert craftsmen who arrived from Sialkot Pakistan after the partition bringing their skills to make sports equipment. The economic core of the nation relies heavily on Jalandhar due to its over 1,300 factories and smaller units which provide jobs to 170,000 qualified along with unqualified workers today. The sports goods sector of Jalandhar reaches 130 nations including developed nations which establishes it as a leading force in the international sports market.

Multiple difficulties plague this heritage market across both domestic regions and international territories throughout the current twenty-first century. Business survivability in modern times depends heavily on adaptability and innovation because the global market has grown complex due to fast-moving technological changes. The future growth of Jalandhar's sports industry depends on handling current challenges alongside seizing available opportunities.

I. A Legacy Under Pressure: Challenges Facing the Jalandhar Sports Industry

The Jalandhar-based sports goods industry which has maintained global reach since its beginnings faces multiple serious obstacles which endanger both its future viability along with market competitiveness.

A. The Skills Gap and the Rise of Automation:

The principal obstacle that repeatedly emerges within multiple research reports pertains to the shortage of qualified personnel. The skills gap problem worsens because of rising technologies used in the industry. The industrial revolution demands workers with specialized abilities to operate and sustain modern industrial equipment because technological advancements transform manufacturing operations. The current industry requires high-tech methods instead of traditional artisanal techniques because it operates in a modern technology-based environment. Jalandhar's ability to thrive in an innovative global market faces a severe risk because of its widening skill deficit.

B. The Competition Conundrum:

The sports goods industry in Jalandhar battles within two competitive sectors involving domestic and international alternative products. Market price volatility together with a rise in affordable international substitutes from China primarily affects Jalandhar's manufacturers' ability to generate profits. The market domination requires Jalandhar manufacturers to create innovative methods which can emphasize product quality and unique designs and establish powerful brand recognition in the competitive marketplace.

C. Navigating the Policy Labyrinth:

The major obstacle for manufacturers stems from their insufficient knowledge about government policies which includes trading procedures and tax regulations and import tariffs. Peaceful growth and innovative development in Jalandhar are hindered by confusing regulations that receive insufficient governmental guidance and assistance. To achieve worldwide market opportunities the industry requires streamlined export systems and precise direction along with strategic assistance to manufacturers.

D. Beyond the Cricket Bat: Challenges in a Diverse Market:

- For many years the sports equipment market of Jalandhar has functioned on the production of cricket gear. Numerous sporting disciplines exist within the global sports market so it presents diverse demands which differ from one discipline to another. The industry faces significant risks because of dependent growth on one sport and consumer preference changes as well as new sports popularity and foreign competitive manufacturers. The sports business needs to expand into various segments including hockey and football and athletic apparel because this establishes long-term business success..

II. Seeds of Growth: Opportunities for Jalandhar's Sports Industry

The sports goods industry of Jalandhar maintains several attractive business prospects to capitalize on its existing advantages and adapt to evolving market conditions toward global sports equipment leadership.

A. Embracing Industry 4.0:

- Jalandhar's sports industry has an opportunity in the fourth industrial revolution through automation and data exchange with improved advanced manufacturing technologies to update manufacturing processes and achieve operational efficiency alongside product quality enhancement. The adoption of robotic technologies, 3D printing methods along with real-time data evaluation enables manufacturers to develop personalized products while optimizing stock management capabilities and they can address shifting market requirements more efficiently.

B. Building a Skilled Workforce for the Future:

- Jalandhar requires immediate action to bridge its skill deficiency if it aims to succeed in the future. The prime investment for businesses should be training programs that teach workers to master technical abilities needed for operating in contemporary technological systems. The combination of industry stakeholders with educational institutions and government agencies should establish specialized training programs which match industry needs to secure skilled professionals for the upcoming years.

C. Crafting a Global Brand Identity:

- Jalandhar's sports goods industry needs to build distinctive brand identities which generate consumer enthusiasm on a worldwide basis. Jalandhar's companies should spend their resources on promoting their brand identity through marketing programs which showcase their high standards of product manufacture while honoring their historical local heritage. The global market needs businesses with established trust and recognition before they can achieve premium prices as well as build lasting relationships with customers.

D. From Ethnocentric to Global:

- Jalandhar's sports goods industry must implement global market strategies besides continuing its domestic business to achieve market expansion. For success in foreign markets Jalandhar's sports goods manufacturers must analyze consumer preferences in each area then redesign their products while establishing international distribution channels with local retail business partners to achieve expanded revenue channels.

E. Leveraging Government Support:

- Government policies together with their implementing initiatives determine how the industry grows. The industry needs supportive policies that should simplify export procedures while providing funding opportunities and innovation and technology incentives and establish friendly business conditions to achieve sustainable growth. Cooperation between governmental authorities and industry members paves the way to develop an attractive business environment which promotes both industry expansion and market competitiveness.

F. Harnessing the Power of Collaboration:

- The modern market requires manufacturers and suppliers with real-world experience to team up with government agencies alongside research organizations to manage its complex nature. The joint sharing of expertise as well as resources and best operating protocols empowers the industry to unite efforts against obstacles and technological adoption and create innovative solutions. Collaborative supply chain initiatives enable ethical and sustainable practice promotion which builds up the industry's positive reputation to attract concerned consumers.

OVERVIEW

The sports goods industry is one of the vibrant and potential industries of India. The market position of this business sector stands strong worldwide. The Indian sports goods market expands rapidly while creating substantial revenue for businesses. The majority of India's industrial sector exists in Jalandhar and Meerut and Jammu regions and gives large employment opportunities to local residents. The Indian sports products market sends its merchandise to every country including North America and Europe. Cricket serves as the main industrial force in Indian sports although hockey and football along with badminton are now gaining greater popularity. The sports industry has experienced positive benefits from two main drivers: "Khelo India" programs and sports facility investments from investors. The 2018 Asian Games received successfully-produced sports merchandise from Indian manufacturers for their international sporting events. Following China and Japan India stands as one of Asia's largest manufacturers that produces more than 300 types of sports products. E-commerce platforms have created a higher demand for sports goods by allowing consumers better access to purchase various items.

WHY WE SELECTED THIS TOPIC

Our research centers on "Opportunities and Challenges for Jalandhar Sports Industry" because Jalandhar leads the Indian market of sports products manufacturing and remains a leading global sports goods production hub. The production of high-quality sporting items in the city spans several centuries while its industries generate substantial employment increases to the economy. Badly the industry faces multiple obstacles yet holds multiple prospects in development. The study analyzes these elements to generate practical findings enabling better industry performance through the improvement of challenges and capitalization of opportunities.

RELEVANCE OR IMPORTANCE

Research on Jalandhar Sports Industry takes importance from the industry's economic significance because it serves as India's primary sports manufacturing center. The town of Jalandhar has established itself as a premier manufacturer of high-quality sports equipment which includes hockey sticks together with gym weights and cricket bats and footballs throughout numerous years. This market leader is important for global sports goods because Jalandhar-based products function as both domestic bestsellers and international exporters. Jalandhar manufacturers now have increased potential for business growth through the global rise in fitness activities. The rising fitness needs justify Jalandhar-based businesses to invest properly and execute strategic plans which can help them benefit from the expanding market for fitness products that spans from yoga mats to gym equipment.

The adoption of digital tools alongside contemporary production methods will let these businesses achieve enhanced productivity with better competitiveness.

industry in Jalandhar not only boosts the local economy but also gives the region its pride by exhibiting Indian craftsmanship and entrepreneurial spirit.

This study can support the industry's sustainable growth by looking into ways to overcome obstacles and coming up with plans to take advantage of opportunities, which will benefit not just Jalandhar but also India's larger sports ecosystem.

SEGMENTATION

- The sports goods market divides itself into multiple distinct sections which include:
- The segment contains sports equipment which includes items needed for football and basketball and additionally includes the necessary equipment for tennis golf and cricket.
- Sports apparel consists of athletic clothing that includes jerseys with shorts together with tracksuits and t-shirts and more sports wear products.
- The sports footwear market comprises customized athletic footwear which includes running shoes combined with basketball boots and football boots along with hiking boots.
- Fitness Equipment consists of exercise equipment that includes treadmills together with dumbbells as well as resistance bands and yoga mats.
- These accessories include sports bags along with water bottles combined with fitness trackers and sunglasses with additional accessories that serve purposes in sports activities.

REVIEW OF LITERATURE

3.1 Review of Literature:

The sports goods industry in Jalandhar, Punjab, faces numerous challenges in the global market, and there are many opportunities particularly focusing on production, imports, and exports. The objective was to identify the most pressing issues and bring them to the attention of policymakers and stakeholders for the industry's improvement.

- 1) A Hurdle for the Sports Goods Industry.
- 2) Opportunities for sports goods for manufacturers and service providers.

A Hurdle for the Sports Goods Industry

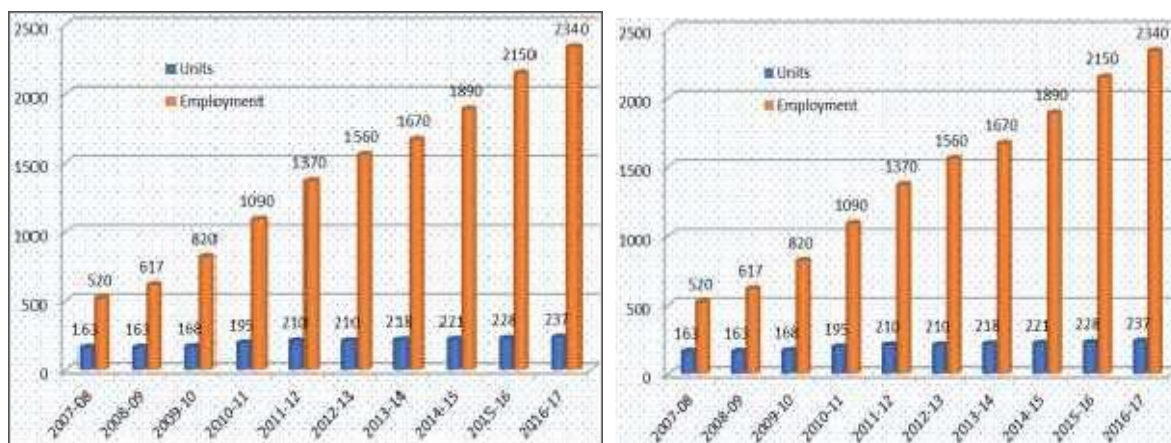
Challenges Faced by the Sports Goods Industry •The most profound industry hindrance across different business sizes resulted from the lack of skilled workforce. •The rising industry automation creates a need for skilled workers which becomes the main barrier because trained labor is scarce. •Industry operations contend against alternative goods available in the market. Supply market volatility which emerges from shifting consumer desires and preferences along with pricing shifts between equivalent products presents an additional challenge to business operations. The industry suffers from growth constraints because workers lack sufficient understanding of trading policies and taxation and import duty regulations set by the government. •The industry deals with multiple critical difficulties including business production volume and uncontrolled imports as well as interstate material transport and anti-dumping import fees. Market competition and production expenses are affected by these elements in the global market.

The Jalandhar sports industry's production and import-export obstacles were assessed through research by Inderpreet Kaur, Dr. Anil Kumar Son (2019) during the 2018-2019 period. A survey conducted using Garrett ranking evaluated 150 manufacturers of different sizes and established that workforce deficits presented the major challenge due to rising automation levels. The sports industry faced major difficulties which consisted of alternative product competition coupled with price instability from market demand changes and governmental trade restrictions and taxation barriers and manufacturing challenges stemming from production scalability and imported material handling and free trade regulation problems. The study supports state intervention to increase workforce abilities and enhance awareness of policies and manage market competition and price volatilities to enhance global market prospects for the industry.

The retail market for sports products in Mysuru India creates specific obstacles as well as several business prospects for retailers to explore. The industry's performance depends on three main factors which are consumer demands together with technological growth and market transformation requirements. Retailers face the primary challenge of handling inventory quantity because demand patterns constantly fluctuate. The key requirement for retailers is to hold sufficient stock to address customer requirements but avoid building excessive stock beyond required levels when off-season arrives. Warehouses must find accurate methods to predict customer needs since effective inventory control stands as a critical business challenge.

Technology creates difficulties in how consumers behave while making purchases. People who use

Internet-connected mobile devices now conduct different types of research and buy sports products through new channels. Local sports retailers need to develop internet platforms and bring digital elements to their physical stores to create integration between their brick-and-mortar and online presence for customers. Large e-retailers function as substantial market competitors which creates major difficulties for local sports product retailers. Online retailers deliver vast convenience and broad range of options which demands smaller companies to provide specialized customer support and athletic expertise and targeted service to unique consumer types. Raghavender Gs (2020) examines Mysuru's sports product retail market which presents combination of challenges and opportunities through retailer adoption of analytic technologies to enhance consumer analytics as well as inventory systems and service quality. A main goal exists which aims to build multi-channel approaches that unite online platforms with physical stores to help retailers extend their audience reach and deliver uniform shopping possibilities. Studies should focus on how retailers execute their strategies while assessing government intervention effects on industry operations and understanding sustainability practices and ethical practices in supply chains together with investigating emerging technological impacts of AI and augmented reality. Research needs to explore these gaps to understand modern sports product retail market patterns which will help create sound developing future strategies to improve the economic success of the cricket bat manufacturing business. The Jammu and Kashmir region serves as the largest exporter of willow clefts yet lacks advanced equipment required to produce finished cricket bats. Also according to study findings the Anantnag district experienced growth in cricket bat manufacturing units between 2007-2008 and 2016-2017 totalling from 163 to 237 units. The cricket bat industry gained employment as the number of workers grew from 520 people in 2007-2008 to 2,340 people in 2016-2017. The research showed that cricket bat output together with sales numbers experienced expansion. The total worth of cricket bat production for 2007-2008 reached Rs. 830.20 lacs before generating Rs. 401.25 lacs in revenue. Total cricket bat production rose to Rs. 1200.20 lacs during 2016-2017 while sales reached Rs. 1160.35 lacs at the same time period. Majid Majeed Khanda(2020).



The research showed various obstacles impede the successful operation of the cricket bat industry that operates in Anantnag. The main obstacle stands from poor modern infrastructure combined with outdated technological capabilities. At present the industry faces constraints in creating bats of high quality which would enable success in international markets. The main obstacle stems from insufficient spending into the industry. The government has shown insufficient support for bat manufacturing through inadequate funding that would enable industrial modernization. Insufficient skilled workers create the third critical hurdle in this industry. The regional market exceeds the capabilities of the available workforce in the industry. Jammu and Kashmir faces a fourth challenge because of willow cleft smuggling operations from the region. The price of willow clefts exceeds in other regions of India. The growing trend among farmers includes replacing mature willow trees with shorter maturation poplar trees which require a shorter amount of time to reach maturity. The primary applications of poplar wood include plant construction and pencil production since it also functions as a tennis ball bat material and a plastic ball manufacturing material. Majid Majeed Khanda(2020)

Table Shows: Production and sales of cricket bats

Year	Production	(in lacs)	Sales (in lacs)
2007-	830.20	849.25	401.25
08	900.00	918.25	530.25
2008-	930.35	1007.40	828.86
09	1040.50	1079.32	839.62
2009-	1102.05	1200.20	783.83
10			820.96
2010-			919.20
11			834.92
2011-			973.45
12			1160.35
2012-			
13			

Source: Compiled from official records of District Industries Anantnag and State Taxes department.

Challenges Faced by the Sports Industry Due to the COVID-19 Pandemic

The sports industry faces multiple difficulties from the COVID-19 pandemic such as financial setbacks and effects on athletes' physical condition together with their mental health state. The cancellation of sporting events caused industries throughout the sport sector to suffer substantial revenue loss because stadium prices, event hosting contracts, merchandise, equipment, and hospitality services suffered severe impacts. The youth sports industry faced severe financial trouble when events got canceled thus creating problems for organizers who planned the events. Due to the Tokyo Olympics postponement venture losses soared for Japan since the country invested heavily into the event. Many individuals faced difficulties in maintaining physical and mental health because lockdowns and restrictions forced closing of gyms and sports facilities which made it harder to exercise. The elimination of live sporting events denied fans access to social events along with their emotional thrill. A future model post-pandemic would require organizations to establish multiple revenue streams by using technology combined with community programs and safety programs and predesigned ^{prototypes} Sports organizations need to develop alternative revenue sources which include digital fan interaction opportunities as well as distinctive merchandise and service offers and interactive virtual events. The sports industry becomes more resilient when virtual reality and augmented reality systems use technology to preserve fan support during periods when live events cannot happen. By working together with area health organizations to develop fitness solutions along with mental health support organizations will strengthen their bonds with fans while improving societal wellness. The pandemic challenges have no pre-made solutions but various organizations stepped up to protect people during this crisis according to Ranjit Barua, Nibedita Bardhan (2021). East Bengal Club stationed themselves as leaders of pandemic safety through their initiative to distribute hand sanitizers and face masks. Fox Sports together with ESPN aired a combination of media formats like documentary programs and biographical programs and existing archival content to entertain fans who were under lockdown. The sports industry will achieve higher resilience and strength during this crisis through technological acceptance alongside multivariate revenue development and active community interaction. The targets for fixing additive manufacturing problems involve growing industrial material choices and skills as well as enhancing process management systems and quality controls while expanding large-scale output capabilities and enabling mixed-material production and sustaining the system. The objective focuses on expanding available materials for additive manufacturing so it can accomplish printing advanced polymers and composites along with metals that demonstrate better performance.

The production methods of additive manufacturing struggle with material restrictions as well as product quality, manufacturing expenses, post-treatment procedures, untraditional design regulations and dimensions, anisotropic mechanical properties and size restrictions, complex large production processes and gaps between machine layers. The industry sets quality objectives for refining these manufacturing processes which primarily target applications in aerospace and medical sectors. The main objective involves developing techniques that enhance recycling capabilities while decreasing product waste and energy usage and investigating renewably sourced materials for production. The goals for addressing additive manufacturing problems entail the expansion of processable materials and better operational control systems and quality testing protocols as well as the scaling-up of mass production capabilities multi-material additive capabilities and environmentally-friendly design. Additive manufacturing encounters multiple difficulties which include insufficient technical staff together with rivaling competitive products and governmental barriers to growth and inadequate production facilities. The complex problems faced by manufacturing operations become more severe due to shifting customer needs together with modern technical

developments which require groundbreaking solutions. The COVID-19 pandemic created additional difficulties that resulted in monetary losses while interrupting physical exercises and producing adverse effects on mental health. However, the industry's resilience and capacity for innovation present opportunities for recovery and growth. The solution demands multiple methods of intervention to solve these issues. Organizations that invest in their workforce development and infrastructure improvement gain improved productivity along with global competitive advantage. Modern technology when applied to virtual and augmented reality systems produces interactive fan interactions while assisting business operations. The industry requires plans to expand revenue diversity and practice sustainability along with community involvement to achieve better business resilience. Retail businesses need to change their operations by combining digital systems while improving their stock handling techniques according to shifting customer patterns. Industrial manufacturing will experience a transformation through the solution of current industry issues that will lead to more sustainable production methods. Through a focus on innovation and collaboration with adaptive approaches the sports goods industry will thrive in present challenges and emerging market

There are many challenges facing the development of sports law in India. They also offer some potential solutions and opportunities that would help to enhance the legal framework, infrastructure, and overall environment for sports in India. Here are some opportunities that align with the challenges Opportunities for Growth and Development of Sports Law in India

- Several sources reveal the absence of a consolidated sports law that governs Indian sports. The creation of specific sports law should unify regulatory processes by organizing the diverse sports administration which includes contract handling and labor terms and competition regulations in addition to anti-doping rules and dispute resolution practices.
- The sources note irregularities along with poor accountability standards within Indian sports organizations. Sports bodies need to boost transparency levels during their monetary operations as well as governance procedures. The creation of strict regulatory measures combined with specific codes of conduct helps foster ethical behavior thus building public confidence.
- The inadequate infrastructure along with insufficient resources stands as one of the primary factors obstructing sports advancement in India. The construction of modern sports facilities for training along with competition areas and rehabilitation spaces will establish an optimal space for athlete success.
- The research demonstrates that sports conflicts should be resolved through alternative dispute resolution methods including arbitration along with mediation. These specialized dispute resolution systems should replace lengthy court proceedings because they deliver effective dispute solutions through specialized processes.
- The effective future development of sports law needs increased expertise that requires better education and research about this field. Specialized academic programs within universities will help both legal students understand the subject better and expand professional expertise for sports law.

By capitalizing on these opportunities, (Subhrajit Chanda 2021) says India can move towards a more robust and thriving sports ecosystem. The development of a comprehensive sports law, along with a focus on transparency, infrastructure development, and addressing specific challenges like corruption and gender inequality, will be crucial in fostering a culture of excellence, fair play, and ethical conduct in the Indian sporting landscape.

The export opportunities for the sports goods industry in India, particularly in Jalandhar, Punjab. The sports goods industry in Jalandhar operates in a primarily ethnocentric manner Gagandeep Banga, Babita Kumar and Navansh Goyal(2019) along with minimal regiocentric practices that create

challenges for businesses. A regiocentric or geocentric orientation helps businesses meet different market requirements better thus improving their ability to succeed abroad. Manufacturers operating in this industry must concentrate on product quality and brand identity management while reducing costs while innovating because China represents a major competition. Export Promotion Capital Goods (EPCG) along with Duty Entitlement Passbook (DEPB) and Duty Free Replenishment (DFRC) provided by the government help businesses decrease costs for exports while strengthening their financial capacity. Companies should use their resources to update their technology base and develop new products to boost their market performance capabilities. The government should offer export support and streamline procedures to eliminate barriers that allow businesses to do international trade efficiently. Jalandhar's sports products industry will achieve global market competitiveness through adopting the proposed strategies.

Local and Small-Scale Opportunities:

- **Developing Jalandhar as a Specialized Sports Goods Hub:** Jalandhar accounts for 90% of sports goods manufacturing in Punjab and has a long history in the industry. Building on this foundation, there's an opportunity to further develop Jalandhar as a specialized sports goods hub by:
 - o Fostering innovation and technology adoption within the industry.
 - o Creating industry clusters and support networks to facilitate collaboration among manufacturers, suppliers, and service providers.
- o Attracting investments in infrastructure, skills development, and marketing initiatives to enhance the industry's competitiveness.
- **Tapping into the Growing Domestic Market:** While the study focuses on export opportunities, the Indian domestic market for sports goods is also expanding. This presents an opportunity for small-scale manufacturers to:
 - o Cater to the needs and preferences of the local market.
 - o Develop affordable and accessible products to promote sports participation among a wider population.

The sports goods industry of India including Jalandhar holds strong potential for lasting development that will boost national economic progress through the right interventions of these barriers.

The Indian Sports Goods Industry (SGI) operating through Meerut cluster can achieve substantial

growth through Industry 4.0 implementation and expanded corporate social responsibility programs and better worldwide market penetration. Ruchi Tyagi states in his report that implementation of automation robotics and real-time data analysis technologies enables enhanced precision and productivity and product design and manufacturing process innovation. The combination of SMEs produces greater operational scope and combined access to essential resources while making joint positive change in social matters and environmental issues. Companies that prioritize CSR activities by following international worker standards and maintaining clear communication will enhance their global image to attract international clients. The Indian sports goods market benefits strongly from exports to over 100 countries and provides further opportunity for domestic customers seeking locally appropriate yet reasonably priced new products. The industry needs to solve four main barriers to modernization which

include weak understanding about Industry 4.0 advantages along with inadequate IT systems and lacking skills across the workforce and monetary limitations. The industry requires strong investments in workforce training together with research and development together with stable infrastructure bases but also needs favorable government policies and research partnerships between academia and institutions. Small and medium enterprises in Meerut should use their existing position as a manufacturing center to extend employment opportunities and enhance the profile of their city toward sports and industrial innovation services. The SGI's capability to evolve as a competitively global technological and socially accountable sector requires proper challenge resolution through strategic initiatives.

Opportunities for sports goods for manufacturers and service providers.

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