

Impact of Globalization on Jalandhar's Sports Goods Export: Sustainability Challenges and Future Prospects

SUBMITTED BY:

Anandhu KS(12313929)

, Student, Mittal School of
Business, Lovely professional
University, Phagwara(Punjab)

Ratesh Kumar(12314352)

, Student, Mittal School of
Business, Lovely professional
University, Phagwara(Punjab)

Srishti Jha(12323955)

, Student, Mittal School of
Business, Lovely professional
University, Phagwara(Punjab)

**Vyankatesh Manish Jaiswal
(12317393)**, Student, Mittal School
Of Business, Lovely professional
University, Phagwara(Punjab)

**Deitishisha Lyngdoh Mawlong
(12309036)**, Student, Mittal School
Of Business, Lovely professional
University, Phagwara(Punjab)

Under The Guidance of:

DR. Avtar Singh

ASSISTANT Professor
Mittal School of Business
Lovely Professional
University, Phagwara
(Punjab)

Abstract

The Jalandhar district in Punjab is one of India's noted manufacturing clusters for the sports goods industry due to its historical significance in international trade. Recently, the industry has experienced new windows of opportunity and challenge due to globalization, sustainability, and changing government policies. This study examines how the three main factors of globalization, sustainability, and government policies impact the export business of the sports goods SMEs (small and medium enterprises) in Jalandhar. The opening up of new markets due to globalization is often accompanied by tough competition from international producers, in particular, low-cost producers from China and Pakistan. While providing a gateway to new markets, globalization also brings stringent standards for compliance with environmental and ethical production norms. These standards, set by global players, create additional barriers for the region's traditional and semi-formal enterprises.

The study's main goal was to analyze the impact of globalization on export growth, evaluate the extent of sustainability adoption, and assess the perceived effectiveness of government support frameworks. In this regard, a questionnaire with 30 items was administered to a sample of 300 manufacturers from production clusters such as Football Chowk, Basti Sheikh, Leather Complex, and Nakodar Road. The analysis of the data was conducted through frequency distribution, cross-tabulation, Pearson Chi-square, and ANOVA tests utilizing SPSS and Microsoft Excel. The sample had a wide industry representation ranging from exporters, production managers to unit owners.

From the descriptive analysis, we found that while a large segment of respondents believed that globalization has fostered new opportunities, this was not the case for everyone. Numerous small manufacturers still face challenges with regard to pricing flexibility, compliance, and global visibility. Even with programs like "Make in India" and other MSME initiatives, a substantial proportion of participants reported feeling low awareness, complicated procedures, and restrictiveness regard policy support which left them feeling disconnected. Remarkably, the Pearson correlation findings indicated a weak positive relationship between the level of government policy support and export volume. This means that while there are policy frameworks designed to support exports, they are not viewed as primary drivers of growth by most stakeholders, who tend to focus on market forces and internal innovations instead.

Sustainability stands out as a multifaceted issue. The Jalandhar manufacturing industry's response to green production policies from international buyers has been divided. While some producers have adopted biodegradable materials and 'cleaner' production methods, many others continue to struggle with costs, raw materials, and technical know-how. In this regard, the ANOVA results indicated that sustainability challenges have had little to no statistical influence on how respondents perceive globalization's impact. In this context, manufacturers regard compliance to environmental norms as important, but not as the primary determinant of export market competitiveness.

The analysis did establish a moderate strength statistically significant relationship between perceptions of government support and reported growth in exports. Targeted government policies yielded positive results for the supported exporters, citing improved access and clearer guidance, further highlighting the relevance of policy implementation.

This policy and sustainability analysis indicates that there is a gap between the theoretical framework and the reality of its impact at the local level within Jalandhar's sports goods industry. It is clear that globalization has acted as an engine of growth, however, the advantages have not been shared equitably. To achieve more equitable growth and sustainability in the long term, there is an urgent need for enhanced advocacy, easier access to government programs, and subsidies for green innovation pertaining to MSMEs. Other researchers on this topic may wish to add value by integrating some regional socio-comparative approaches, watching these industries over some period of time, conducting some qualitative interviews, and illustrating how traditional industries succeed in an integrated world economy.

CHAPTER 1: Introduction

Globalization has transformed global trade dynamics, intertwining economies, cultures, and industries in ways that were previously unimaginable. This phenomenon has had a profound effect on Jalandhar, a city in Punjab, India, which has long been a hub for the production and export of sports goods. For over a century, Jalandhar has manufactured and exported a wide variety of sports equipment, such as cricket bats and footballs, reaching markets across the world. The global exposure of these products, including those used in major events like the 2014 FIFA World Cup, has cemented the city's reputation for quality craftsmanship and technical expertise (Kumar, 2020). However, alongside the benefits brought by globalization, challenges have emerged in the form of fierce competition, increasing regulatory demands, and growing calls for sustainability. These pressures have raised concerns about the future viability of the industry (Singh & Sharma, 2019).

Jalandhar's sports goods industry is now considered the backbone of India's manufacturing and export sectors, supporting more than 100 large-scale industries and 20,000 small-scale units. This industry not only provides employment but also fuels associated sectors like leather and rubber. In fact, women's sports goods alone account for 55% of India's total sports goods exports, amounting to ₹400 crores annually (Ministry of Commerce, Government of India, 2022). However, globalization has exacerbated environmental concerns and intensified challenges for local manufacturers, particularly as they face competition from countries like China, known for their low-cost, high-volume production (Gupta & Verma, 2021). This thesis seeks to investigate the impact of globalization on Jalandhar's sports goods industry, focusing specifically on sustainability issues and future prospects. By examining the current state of the industry, its economic significance, and the spectrum of producers—from large exporters to small, family-owned units, the study aims to provide insights that can help industry stakeholders navigate the evolving landscape (Lakshmipriya & Gowtham, 2021). A comprehensive understanding of the historical, current, and future challenges, along with technical and strategic adjustments, will be critical for ensuring the industry's continued success (Rahagir, 2019).

1.1 The Evolution of Jalandhar's Sports Goods Industry

Jalandhar's sports goods industry did not develop overnight; it has a rich history that is woven into the city's social and economic fabric. During the Mughal period, skilled artisans in Jalandhar's Basti Nau, Basti Guzan, and Basti Danishmanda areas began honing their craft in the making of various products, passing their expertise down through generations (Sharma, 2018). By the late 19th and early 20th centuries, this tradition of craftsmanship evolved into the manufacture of sports goods. Initially, local craftsmen focused on producing cricket bats and leather balls for local use, laying the foundation for what would become a globally recognized industry (Singh, 2017).

Following India's independence in 1947, Jalandhar saw substantial growth in the sports goods sector. Small, family-run workshops began producing footballs, hockey sticks, and shuttlecocks for local schools and sports clubs. By the 1950s and 1960s, however, manufacturers in Jalandhar expanded their reach, catering to the growing national market and supplying products to sports communities across India. This expansion was made possible by a skilled workforce adept in handling wood, leather, and rubber, as well as an entrepreneurial spirit that was thriving in the city (Chopra & Mehta, 2021). Basti Nau, in particular, became a production center, with narrow alleyways bustling with craftsmen and traders working side by side.

As the 20th century came to a close, Jalandhar's sports goods industry entered international markets, marking a significant milestone in its growth. Cricket bats were sold in London, and footballs were supplied to European leagues. This expansion was supported by advances in production techniques, including a shift from traditional hand-stitching to more durable, standardized designs that conformed to international quality standards (World Trade Report, 2022). By the 1990s, Jalandhar had cemented its position as a global supplier, contributing to major international events, such as providing soccer balls for the FIFA World Cup (Kumar & Sharma, 2020).

1.2 The Impact of Globalization: Challenges and Growth

However, the dawn of the 21st century introduced new challenges. Globalization led to increased competition, with countries like China and Pakistan—known for their low production costs—dominating the market. As a result, many manufacturers in Jalandhar struggled to keep pace. Despite these difficulties, the sports goods sector in Jalandhar began adopting modernization strategies to stay competitive. Some manufacturers incorporated automation into their production processes, while others continued to prioritize traditional craftsmanship to cater to niche markets that valued authenticity (Economic Survey of India, 2023).

From 2017 onward, Jalandhar's sports goods industry experienced a period of significant growth. Manufacturers expanded their production capacities to meet the increasing global demand, especially in sports like cricket and football. As India's enthusiasm for these sports grew, Jalandhar played an integral role in supplying high-quality sporting equipment to international markets (Singh & Mehta, 2019). The export boom between 2017 and 2024 saw the industry grow at a compound annual growth rate (CAGR) of 11%, from US\$300 million to US\$523.24 million (Ministry of Commerce, Government of India, 2023). Jalandhar's export share accounted for 65% of this total, highlighting the city's critical role in India's sports goods export sector.

1.3 The Growth of Sports Goods Manufacturing in Jalandhar

1. Market Outlook

The sports goods market in India is expected to experience significant growth, with projections estimating the market will reach \$6.6 billion by 2027, up from \$3.9 billion in 2020-21 (Statista, 2023). This growth is indicative of the increasing popularity of sports and fitness activities in India, alongside rising disposable incomes and improving infrastructure. Jalandhar, which currently accounts for 82% of India's sports goods production alongside Meerut, is well-positioned to capitalize on this growth.

The city's sports goods sector has consistently played a vital role in India's export market, contributing significantly to the country's overall sporting equipment exports. This is largely attributed to Jalandhar's long-standing tradition of craftsmanship and its ability to meet international standards of quality. With a large concentration of manufacturing units and a workforce skilled in producing a variety of sports equipment, Jalandhar is poised to maintain its dominant position in India's sports goods production landscape.

From 2017 to 2024, India's national sports equipment sales have grown at a compound annual growth rate (CAGR) of 7.42%, which indicates a continued upward trajectory for the market (Gupta et al., 2023). This suggests that Jalandhar's growth prospects are not only sustainable but likely to accelerate, with expanding export opportunities in global markets. Additionally, the rising global demand for cricket, football, and other sporting goods—fueled by international events like the FIFA World Cup and the Indian Premier League (IPL)—further boosts Jalandhar's visibility and market reach.

Given the city's manufacturing capacity, competitive pricing, and skilled labor force, Jalandhar is expected to remain a key player in the international sports goods sector. As more global brands seek quality and cost-effective production solutions, Jalandhar's role in the global supply chain will continue to grow. This robust outlook presents an exciting opportunity for local manufacturers to expand their reach and enhance their production processes, positioning them to capitalize on both domestic and international market demands.

In conclusion, the combination of strong market fundamentals, government support, and Jalandhar's established reputation in the sports goods industry ensures that the city will continue to play a prominent role in the global sports goods market, with significant prospects for growth in the years to come.

2. A Legacy That Took Off Post-2017

Between the years 2010 and 2017, Jalandhar's sports goods industry was high-flying, but after 2017, the industry took off significantly. Equipped with a strong base of craftsmanship, the manufacturers here expanded their production activities to meet the demands from abroad. The industry's growth was paralleled by the increased enthusiasm of Indians in sports such as cricket and football; Jalandhar plays its part in providing high-quality sporting equipment worldwide (Singh & Mehta, 2019).

3. Export Boom Reflects Global Demand

Between 2017-18 and 2023-24, the sports goods exports of India have a compound annual growth rate (CAGR) of 11%, going up from US\$ 300 million to US\$ 523.24 million (Ministry of Commerce, Government of India, 2023). Jalandhar, which holds the 65% share of India's sports goods exports, has harvested maximum benefit from this. It is reported that in 2023-24 alone, this city exported about ₹400 crore, out of which the contribution of footballs and cricket bats was significant. The city almost sold 80,000 soccer balls to be supplied for the 2014 FIFA World Cup, a landmark that kept on echoing in consecutive orders from abroad (Kumar, 2021).

4. Turnover Keeps Climbing

In the early 2010s, around ₹450 crore was the annual industrial turnover of Jalandhar, rising to around ₹600 crore by 2024 (Economic Survey of India, 2023). This included domestic sales (market around ₹1,300 crore) and exports. Between 2017 and 2024, organized production differentially increased thrice at constant prices, which is predicted to be around INR 30,208 lakhs by the late 2010s, constantly expanding into the 2020s (Gupta & Verma, 2022).

5. Technological Advancements

From 2017 until 2024, Jalandhar introduced technological integration in a phased manner. These varied from large exporters introducing basic automation with about 15-20% on enlarging efficiency with each unit in respect of stitching machines and digital quality testing costs, while smaller units still used traditional techniques, preserving their craftsmanship but facing difficulties in complying with global quality standards (Kumar & Sharma, 2023).

6. Government Policy Support

The 2020 MSME (Micro, Small, and Medium Enterprises) reforms, which considered the increased investment limits—up to INR 20 crore for medium enterprises—were made available to the manufacturers of Jalandhar-scale operations. Collateral-free loans by the government provided for the necessary upgrade of infrastructure and technology, which, coupled with increased production after the year 2021, were favorable conditions. The “Make in India” initiative allowed Jalandhar’s cricket gear exports to Australia and the UK to increase by 6% and 14%, respectively, amounting to US\$33.09 million and US\$75.05 million in 2023-24 (Government of India, 2023).

1.3 Different Manufacturing Units in Jalandhar

The sports goods industry in Jalandhar has a range of manufacturing units, from big players to small-scale and domestic units. Each of these makes its own contribution towards the city's global image.

1. Large-Scale Units: The Export Giants

Large export-oriented and registered companies drive Jalandhar's global image. These factories, with the latest machinery, manufacture cricket bats, footballs, and other equipment for companies such as Mitre and Wilson. Some of these companies export to more than 130 nations, such as the UK and Australia. These companies are registered under the Factories Act, 1948, with access to state-of-the-art technology and foreign tie-ups. Large exporters earned an estimated ₹400 crore in 2024, further cementing Jalandhar's position as India's sports goods capital (Ministry of MSME, 2023).

2. Small-Scale Units: The Domestic Backbone

Based in older areas such as Basti Nau and Basti Guzan, small-scale producers mainly serve India's local sports industry. These companies, which are registered under the Punjab Shops and Establishment Act, are predominantly family-owned, with a few skilled workers on their payroll. Though they stick to conventional production techniques, they have maintained a ₹1,300 crore domestic market. The sector's reliance on human craftsmanship makes these companies current, employing thousands of local women and artisans (Rana & Mehta, 2022).

3. Unregistered Home-Based Units: The Not-So-Visible Workforce

The home-based production units operating “under the radar” in clusters like Bhargav Camp and Basti Danishmanda serve as an important and yet unrecognized part of the sports goods industry in Jalandhar. Informal units of this nature mostly offer processing and manufacturing subsystems using outfitting contracts from bigger enterprises. During the 2023 Cricket World Cup, for example, exporters used these units effortlessly to satisfy their peak season deadlines. The workers in these units are paid relatively low wages of ₹35 for every football produced and ₹48 for every dozen of shuttlecocks assembled which nonetheless is a vital supplement to the income for thousands of people in this region. These home based units, which often are regarded as subsistence family businesses, provide employment to a large number of people and are fundamental in their ability to respond quickly to the high need demand and order supply events.

Like other cities in India such as Delhi or Mumbai, Jalandhar, too, has an emerging economy of its own. This city, for instance, pioneered the sports goods industry which has manufacturing and export value. By 2024, Jalandhar accounted for 55 percent of India's sports goods demand which contributed roughly 1300 crores to the local market. More significantly, Jalandhar's sports goods exports alone rose to 400 crore annually, which once more was 65 percent of India's total sports exports worth 523.24 million dollars in 2023-2024 (Ministry of Commerce, Government of India, 2024). Brazil has been receiving footballs and Australia is sent cricket bats, these products of Jalandhar have immensely added value to the global trade reputation of India (Sharma & Mehta, 2023).

The sports goods industry is a major economic sector in Jalandhar, providing a multitude of employment opportunities in carpentry, stitching, packaging, and transport. An estimated 60,000 to 70,000 workers are employed in these positions. With traditional farming no longer serving as a reliable source of employment, these workers are a crucial part of the local economy. Jalandhar's sports gear manufacturing industry is a sub-sector of India's sports goods workforce which numbers above 500,000 and includes 20,000 micro-unit employers that provide livelihood to women and other marginalized groups (Gupta & Verma, 2023). Besides manufacturing, the sports goods industry has a further-reaching impact on allied businesses like leather, rubber, and packaging. Fueling demand for items such as leather and rubber aids other industries like tanning, woodworking, and packaging, which in turn supports the overall GDP growth of India. This has become increasingly important during fast growing periods like 2023-24 when the economy expanded by 8.2% (Economic Survey of India, 2024).

In addition to the immediate advantages, the economy of Jalandhar is also maintained by the remittances of Non-Resident Indians (NIRs), specifically those belonging to the Doaba region. These funds have been instrumental in supporting the purchase of real estate and the infrastructure development in Jalandhar. Investments from non-residents has been a critical factor in the growth of the city since 2017, greatly contributing to its economic development (Singh et al., 2022).

1.4 The Future of Jalandhar's Sports Goods Industry

Jalandhar, the crossroads of the sporting goods industry, has a future that beckons with globalisation raising the level of continent access. Provided, the industry adjusts with changing trends, Jalandhar accounts for 65% of India sports goods exports. The international market is likely to reach USD 6.6 billion by 2027, which opens further potential for growth in this regard.

1.5 Challenges and Opportunities

1. Competition and Cost Pressures

Jalandhar's sports goods industry is particularly affected by the emerging competition posed by the low-cost producers operating out of China and Pakistan. The entire industry chain is supported by automation machinery production, which makes it very difficult for the smaller Indian firms to compete effectively (Jurowetzki et al., 2018). Furthermore, the cost of inputs such as leather, rubber, and wood has also risen in the past two years, approximately since the year 2020, by an additional 10 – 15 percent. This increase in price has affected profitability in an alarming manner, given that the manufacturers based in Jalandhar now have to deal with the neverending rising input costs versus the competition in pricing due (Gupta & Mehta, 2023). Consequently, firms in Jalandhar simultaneously struggle with sinking material cost inflation that erodes their profit margins and the fierce competition from international producers with low-cost goods.

2. Sustainability & Compliance with Lawful Regulations

Production methods, carbon neutral supply chains, and the use recyclable materials are increasingly becoming the demand of Western markets. The evolving global shifts are necessitating manufacturers to adopt more eco-friendly practices. However, low-end manufacturers from Jalandhar face enormous obstacles due to limited access to green technologies required for Environmental Compliance Regulation (ECR) such as European Union and United States markets. The rapid change in the market adopting the sustainable practices is offset by the high costs and lack of infrastructure to implement green technologies which depend small producers are increasingly at a disadvantage (Sharma, 2021)

3. Trigger by Policies & Government Support

The Access to Credit Scheme introduced by the Ministry of Micro Small and Medium Enterprises, along with the recent reforms, has raised the investment ceiling for enterprises in Jalandhar to INR 20 crore. This has enabled local businesses to improve their infrastructure along with other manufacturing processes. Also, as a result of the "Make in India" campaign along with other allocated incentives, cricket equipment exports to Australia and the UK were further augmented experiencing growths of 6% and 14%, respectively, reaching US\$75.05 million and US\$33.09 million in the 2023-24 fiscal year (source: Ministry of MSME, 2023). With the recent changes to Government Policies, Jalandhar's Manufacturers were able to gain a substantial boost in restructuring their machinery and marketing capabilities to be more competitive globally, however, problems still exist under these reforms with less accessible support for smaller market players.

4. Automation & Digital Transformation

Like any other industry, the sports goods industry in Jalandhar also seems to be benefiting from the adoption of some elements of automation. Something as basic as stitching and quality checking are now being powered by automated systems. This has led to an increase of productivity by around 15-20% from year 2017 to 2024 (Rana & Verma, 2023). However, basic automation still leaves much to be desired. More advanced robotics in production, coupled with AI-powered quality assurance, could propel manufacturers in Jalandhar to the global standards of efficiency and productivity. These developments help enhance the ability of local companies to compete with global manufacturers that have fully embraced the latest technology (Economic Times, 2023). The potential for Jalandhar to embrace these technologies is substantial, and with appropriate investment, the region has the ability to emerge as a dominant force in the global sports goods manufacturing industry.

5. Trends In Production That Are Eco-Friendly

Global markets are rapidly expanding for environmentally friendly sports equipment such as recycled rubber balls and biodegradable packaging. Such a development offers a golden chance for the sports goods manufacturers in Jalandhar to become leaders in the production of eco-friendly sports goods. Leading international brands, Mitre and Wilson, are also paying more attention to green practices and looking for greener suppliers. This is a great chance for Jalandhar's manufacturers that shift production and acquire the required certifications to become industry leaders in sustainable sports manufacturing. If the sports goods industry in Jalandhar manages to take advantage of this favorable shift, it will not only be able to survive, but will prosper as a focus of sustainable manufacturing worldwide (Gupta et al., 2024).

Harnessing opportunities in sustainability, technology, and government policy can propel Jalandhar's sports goods industry to new heights as a competitive manufacturing powerhouse recognized internationally. Should these opportunities be fully pursued, the industry could position itself as a dominant player in the global sports equipment market while meeting the needs of the market and environmental objectives.

1.6 Impacts on the Economy and Global Outreach

The sports goods industry in Jalandhar plays a pivotal role in India's international trade, significantly contributing to the country's economic development. Jalandhar, as one of India's largest manufacturing hubs for sports equipment, has built a reputation for producing high-quality goods that are exported to over 100 countries. The city accounts for approximately 65% of India's total sports goods exports, solidifying its position as a central player in the global market. According to data released by the Government of India in 2024, the sector contributes ₹400 crore annually to the nation's export earnings, showcasing its critical role in the economy. One of the milestones of the industry's globalization journey was marked by Jalandhar-based manufacturers supplying 80,000 footballs for the 2014 FIFA World Cup. This achievement not only boosted the region's global standing but also highlighted its capacity to meet international demand for sports goods (Rana & Mehta, 2023). Jalandhar's success lies in its ability to blend traditional craftsmanship with modern industrial techniques, enabling it to provide high-quality products for renowned global brands such as Mitre and Wilson (Chopra & Singh, 2022). This combination of mass production and artisanal skill has propelled Jalandhar to a level of competition unmatched by any other region in the world.

Jalandhar's sports goods sector is not only a key player in the global market but also serves as the backbone of the local economy. The industry provides employment for between 60,000 and 70,000 workers, making it one of the largest job creators in the region. The labor force includes workers involved in manufacturing, packaging, logistics, and retail services, with smaller home-based firms and self-help groups—especially those involving women and marginalized communities—playing an essential role in production and empowerment. This industry has contributed significantly to the financial inclusion of these communities, fostering economic independence (Singh et al., 2023). Beyond direct

employment, the sports goods sector has had a positive ripple effect on local industries, particularly leather, rubber, and wood, which are crucial raw materials for production. These industries have seen growth due to the demand for materials used in sports goods manufacturing, which in turn has supported related businesses, such as packaging and logistics firms (Economic Survey of India, 2023). The sports goods industry has therefore contributed not only to global trade but also to the overall prosperity of Jalandhar's local business ecosystem.

The financial impact of Jalandhar's sports goods industry extends beyond manufacturing, directly influencing other sectors within the region. Local businesses, including neighborhood shops, transport services, and roadside eateries, benefit from the consistent demand generated by the sports goods sector. The continuous circulation of profits within these communities helps sustain Jalandhar's economic foundations, encouraging further investments and innovation. The total revenue generated from the domestic market alone is estimated to be ₹1,300 crore, while exports contribute ₹400 crore annually. This frequent circulation of capital within the local economy plays a crucial role in driving ongoing economic development, fostering a cycle of growth that supports both traditional businesses and modern enterprises (Kumar, 2024). Jalandhar's sports goods industry is not only a key contributor to India's global trade, but it also acts as an economic engine, creating jobs, supporting local businesses, and contributing to the prosperity of the region. By blending the rich tradition of craftsmanship with modern industrial innovation, Jalandhar has established itself as a leader in the global sports goods market and a vital pillar of the local economy.

CHAPTER 2: LITERATURE REVIEW

Andreff & Andreff (2009) described the situation of developing countries like India in the global market for sports goods, mentioning the fierce competition from countries like China and Pakistan. The study explained that Indian producers face considerable difficulties because of the massive production and lower labor costs of Chinese and Pakistani industries. The authors pointed to the lack of differentiation coupled with the need for technological improvements as the primary forces slowing India's competitiveness. They also highlighted the issue of Indian producers competing by trying to sell in bulk instead of shifting their focus to producing high-value sports equipment tailored to customer specifications, which is what they needed to do to gain international market share. Additionally, they noted the tendency for trade liberalization to benefit large-scale exporters the most while smaller bulk producers face increasing difficulties. The authors advocated for some form of government policy intended to enhance the business environment for bulk producers and expand their market (Andreff & Andreff, 2009).

Banga, Kumar, and Goyal (2011) assessed the sports goods exporting industry in Punjab, noting the region's skilled workforce and craftsmanship as competitive advantages. The authors, however, remarked that lack of branding and marketing, as well as limited international presence, were major hurdles to growth. Jalandhar's manufacturers, for example, suffer from bearing all the marketing and branding burdens in projecting their products, even though they are high quality. They explained these manufacturers' misguided efforts to enhance outdated production techniques instead of developing international marketing strategies that would make them accessible to global demand. This study highlighted the need for improved digital marketing, greater participation in international trade shows, and more focused attention on branding to improve exports.

Mehta (2024) analyzed competitive disadvantages of Indian manufacturers in the international sports goods market, arguing innovation as a focal point for maintaining export competitiveness. This research brought to light India's potential concerning production capacity, but also pointed out the lack of automation and smart manufacturing as a major issue. Without innovation, Indian manufacturers will face eroding profit margins due to intensifying competition. The study detailed the need to enhance research and development for high-performance sports equipment, along with academic collaboration to improve skill development (Mehta, 2024).

In the adoption of Industry 4.0 for sports goods in India, Kumar, Suhaib and Asjad (2021) reported mixed progress. While some larger manufacturers have automated, smaller-scale industries located in Jalandhar still seem to be stagnant.

The authors note limited funds as a central obstacle to the adoption of technology, and the general lack of sustainability efforts in the sector. This study demonstrated that many manufacturers disregard environmental governance, which limits their competitiveness in achieving international sustainability benchmarks. They suggested that these problems can be overcome by government-sponsored smart manufacturing schemes alongside training workshops designed to increase technological skills (Kumar, Suhaib, & Asjad, 2021).

Gupta and Sharma (2020) explored the gaps in acquiring raw materials, especially leather and wood, within the context of sports goods manufacturing in India. The study stated that environmental policies combined with deforestation have reduced the availability of these raw materials, resulting in greater dependence on imports which are unstable in price. The use of substitute synthetic materials was proposed by the authors as a means to resolve these problems. They also illustrated how cross-industry collaborations could be developed to secure raw materials at more favorable prices, thereby alleviating some of the market-related risks faced by manufacturers of sports goods (Gupta and Sharma, 2020).

Singh and Verma (2019) assessed the environmental challenges faced by small and medium enterprises in Punjab, specifically focusing on pollution and waste. Many of the small-scale manufacturers in Jalandhar are unable to comply with these requirements due to resource constraints (Singh and Verma, 2019). The authors highlighted the dire need for governmental support to promote sustainable practices among these manufacturers. They further advocated for tax breaks for firms targeting green technology and suggested partnerships with research institutions aimed at developing affordable sustainable solutions (Singh and Verma, 2019).

2.2 Changes in Technology and Innovation

In their study of the level of automation in Jalandhar's sports goods industry, Joshi & Patel (2020) noted the small-scale producers are behind in this area. The authors explained inertia in technological change due to the large costs of implementation and a lack of sufficient understanding. Joshi and Patel illustrated the results of automation on some processes such as stitching and quality control, which in turn helped lower costs. The research underscored the importance of business automation assistance programs aimed at small companies and the advertisement of skills transformation programs to enable digitization for global market competition (Joshi & Patel, 2020).

Sharma et al. (2018) analyzed the sustainable practices in India's sports goods industry, pointing out that producers in Jalandhar have not been able to keep up with the demand for sustainable products. They attributed the lack of awareness of green technologies combined with the difficulties in obtaining eco-friendly production certified to a greater problem. They argued that the use of biodegradable materials along with sustainable production methods would result in considerable competitive differentiation in international markets. The study called for the Indian government to take bold steps to inform manufacturers about sustainability and urged foreign aid to educate manufacturers on green technologies (Sharma et al., 2018).

Verma (2023) examined the effects of digital marketing and its relevance to exports of sports goods, noting that several firms in Jalandhar continue to remain offline, drastically diminishing their market access. The research showed that firms stuck in traditional sales and marketing models are finding it painful to cope with the fast-paced technological advancement. Verma stressed how important e-commerce websites are in widening the market and indicated that locally manufactured goods can be marketed globally if these manufacturers undergo digital branding and advertisement seminars. The study also showed that being active on social media is important for a company to increase its visibility and brand presence in various markets (Verma, 2023).

2.3 Government Policies and Their Effectiveness

Alankar (2022) examined the MSME subsidy policies in Punjab, pointing out that although there is some form of fiscal aid, the aid financing processes are often too complicated for the target population to actually benefit. From the study, it was found that several exporters do not take advantage of the governmental support that is intended to promote exports and access new markets. Alankar emphasized the need for more streamlined accessibility to financial resources arguing

that there has to be some deliberate focus regionally on the support of the sports goods manufacturing sector in Jalandhar (Alankar, 2022).

Kapoor and Bansal (2021) analyzed the impact of trade policies on the exports of sports goods from India, especially looking into tariff regimes and subsidy policies. The study stated that the import tariffs on raw materials have strained the domestic suppliers' profits, resulting in reduced competitiveness of India in the international market. Kapoor and Bansal argued that there is a need to completely restructure the policy framework to benefit small exporters with improved small scale subsidized infrastructure aimed at designed export expansion.

Gupta (2017) looked into the financial aid frameworks for MSMEs and reported that there are considerable slippages in the timely provision of financial aid. The research showed that several manufacturers do not receive the needed financing owing to the cumbersome application procedures. Gupta suggested that access to financial resources should be facilitated through the automation of loan and grant application submission via online portals. Also, the study sought to reconcile policies concerning fund management to guarantee enhanced financial aid for distribution to beneficiaries bestowed upon, especially to the small scale manufacturers (Gupta, 2017).

2.4 Competitive Pressures from Global Markets

Indian firms face strong competition from Chinese manufacturers due to their low labor costs and mass production capabilities (Mishra, 2018). The author added that Chinese manufacturers have shifted towards cost-reducing automation, creating a significant competitive disadvantage for Indian firms. Mishra recommended enhanced automated processes and product differentiation based on quality for Indian firms to remain competitive.

Rao (2020) argued that Pakistan's sports manufacturing sector, especially the labor-intensive production of high-value soccer balls, gives Pakistan an edge over other countries. The author highlighted that Pakistan's sports goods manufacturing industry is buoyed by the country's superb skills and craftsmanship. Rao advised similar strategies to improve productivity and quality control in India. He also advocated for higher standards of international production equipment to be integrated along with company sponsored renovations to improve international standards (Rao, 2020).

Sethi & Kumar (2019) investigated the Indian sports goods industrial pricing issues. It was reported that Indian sports goods have higher prices because of high raw material costs as well as the old methods of manufacturing. The research showed that greater automation could aid in the reduction of production costs and thus increase price competition for Indian manufacturers. Sethi and Kumar pointed out the need for direct economies of scale and proposed better direct payment systems as means to promote business adoption of technology (Sethi & Kumar, 2019).

CHAPTER 3: RESEARCH GAP & OBJECTIVES

Research Gap

The impact globalization has had on trade and manufacturing has drastically changed regional industries. However, there is a gap in research regarding the influence of these shifts on sports goods manufacturing in Jalandhar. Although the city is known for its sports equipment exports, most literature tends to either focus on the broader picture or generalize the Indian context without examining the local phenomena. Empirical studies have neglected the impact of globalization on Jalandhar's production systems, market competition, and supply chain architecture. Additionally, while international demand, price points, and trade/market liberalization have been studied in other contexts, their particular ramifications for the region's exporters, especially small and medium-sized manufacturers, have hardly been investigated.

Another key missing element is the lack of focus on sustainability within Jalandhar's sports goods industry. While some scholarly work exists on environmental compliance and the adoption of corporate social responsibility in Indian industries, there is scant empirical research on how manufacturers in Jalandhar are adapting (or failing to adapt) to sustainable business practice frameworks. Moreover, the lack of in-depth research about the impact of government

policies such as the MSME schemes and “Make in India” on local sports goods exporting businesses has been striking. Knowing how local manufacturers make sense of financial aid, regulatory capture, compliance, technological enhancements, and the sponsoring politics of business provides industry and policy frameworks that work.

Research Objectives

- 1) **To study** the influence of globalization on the volume and scope of sports goods exports from Jalandhar, and to understand the market transformations that have emerged in the wake of global competition and trade expansion.
- 2) **To examine** the sustainability-related challenges faced by Jalandhar’s sports goods manufacturers, including environmental compliance, eco-friendly material adoption, and the pressure from international buyers to meet green standards.
- 3) **To evaluate** the effectiveness of government interventions and policy frameworks—particularly those under MSME and export promotion schemes—in supporting the growth, competitiveness, and modernization of Jalandhar’s sports goods industry.

In light of these objectives, the research will shed light on Jalandhar’s sports goods industry, its dynamics in relation to the global market, sustainability issues, and policies. The results will aid in formulating strategies to enhance the competitiveness of the industry in the global market.

CHAPTER 4: RESEARCH METHDOLOGY

This chapter explains the systematic approach used to explore globalization’s impact on the sports goods export industry in Jalandhar, focusing on sustainability issues and the potential future development of the industry. Questionnaires were utilized to gather primary data, from which a quantitative methodology analysis was executed. The analysis of the results was performed with SPSS and Microsoft Excel. To ensure transparency and accuracy aligned with the academic standards required to meet the objectives of the study, the research design, data collection techniques, sampling procedures, and analytical methods utilized have been incorporated in the following sections.

4.1 Research Design

In order to explore and describe the impact of globalization on the operational export practices and sustainability preparedness of sports goods manufacturing units in Jalandhar, a descriptive and exploratory design was adopted. The design supported the intention of the study to capture contemporary changes in industry practices, particularly from 2020 onwards, which experienced intensified globalization, accelerated digitalization, and increasing environmental supply chain concerns. The design assisted in examining trends in key stakeholder perceptions, participation, policy advocacy, and sustainability across diverse organizational forms and sizes.

4.1.1 Data Collection Method

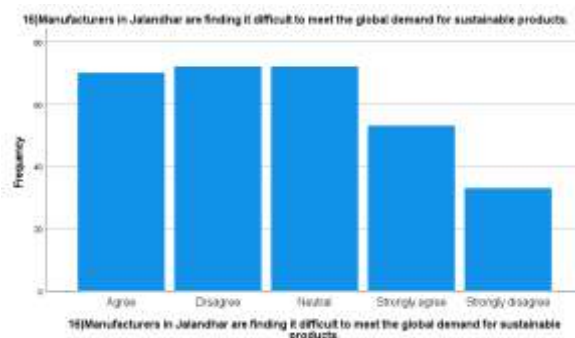
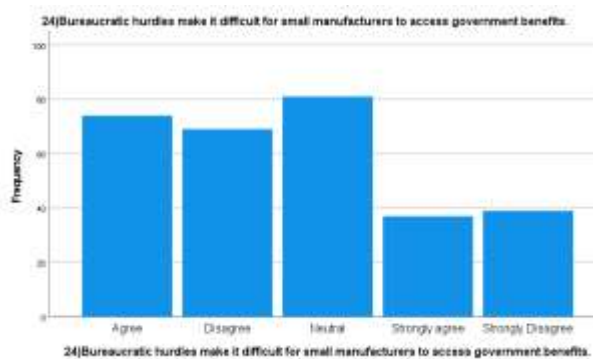
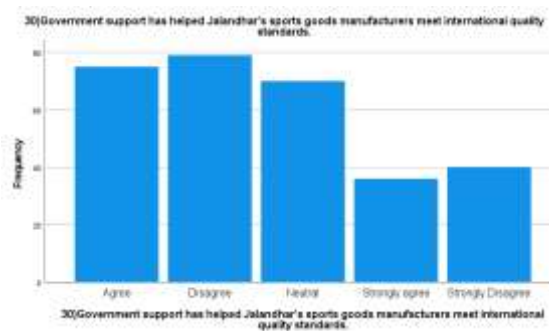
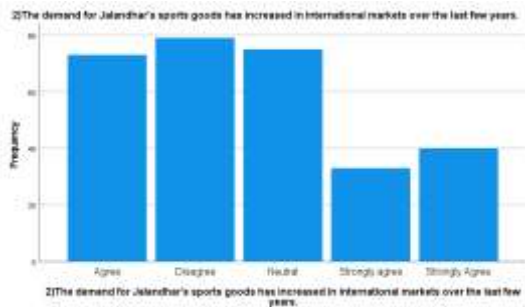
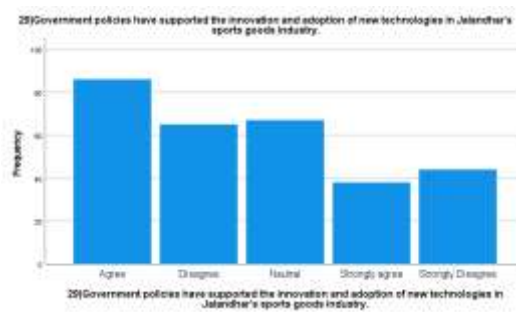
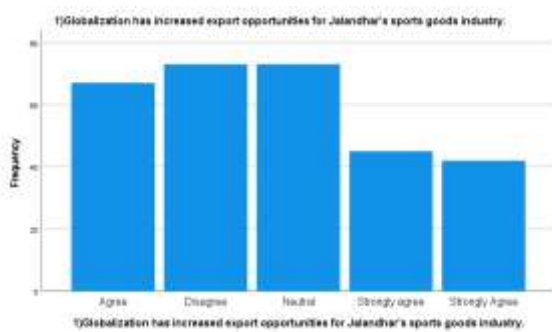
Data collection primarily relied on the issuance of structured questionnaires to relevant stakeholders like business owners, production supervisors, and export decision makers within the core industrial areas of Jalandhar. Questions captured multiple facets including the level of export engagement, sustainability practices, and government policy interventions spanning the industry. Responses were captured using Likert scale items, closed-ended questions with fixable responses, and ranking questions to allow for systematic analysis of the data.

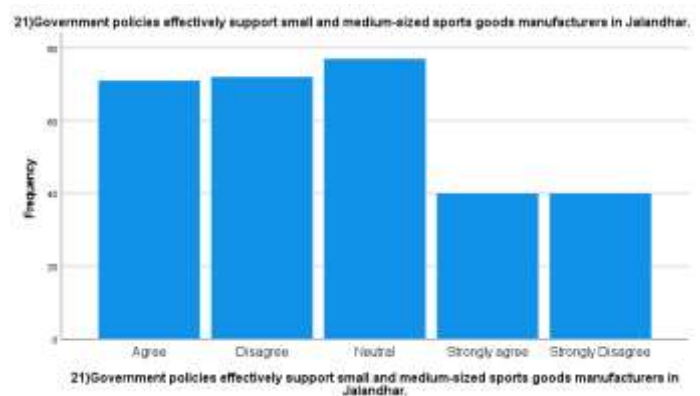
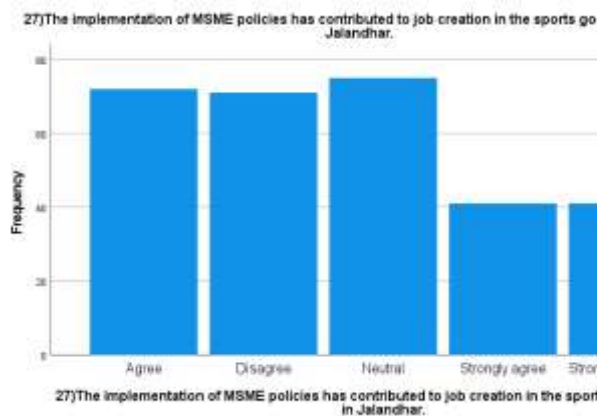
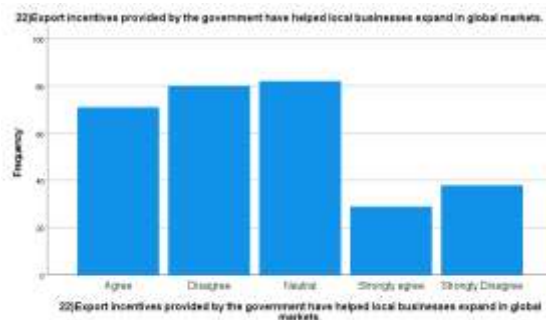
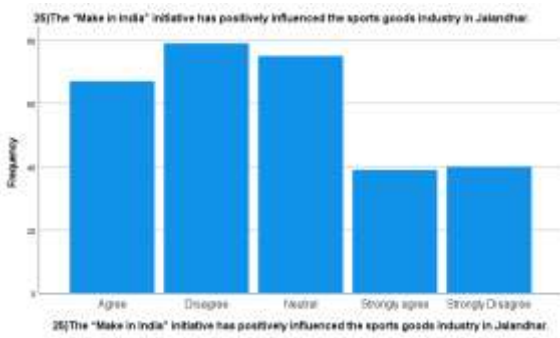
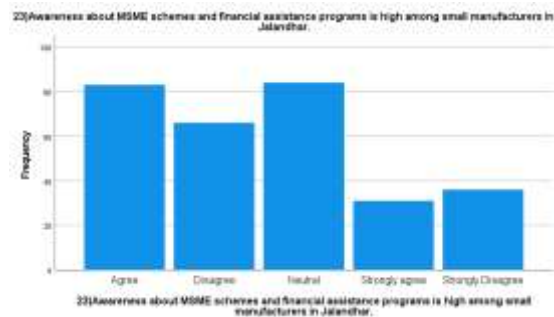
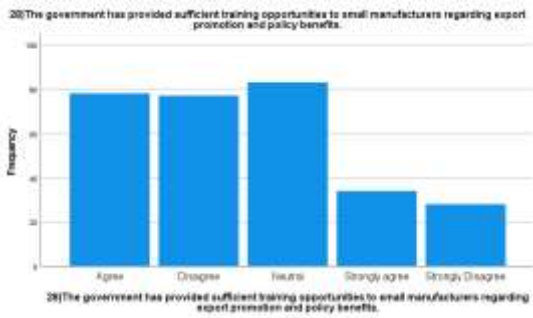
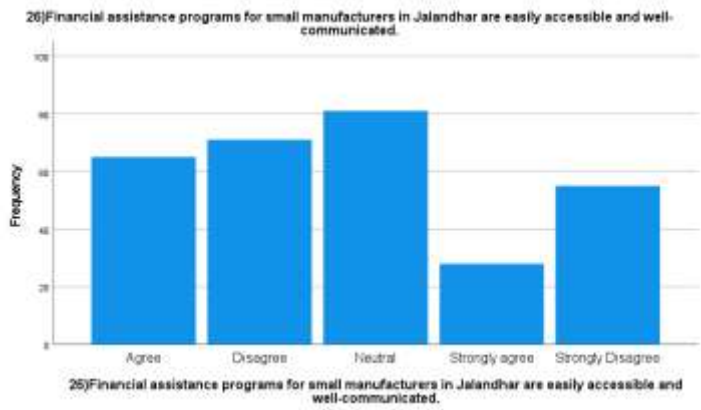
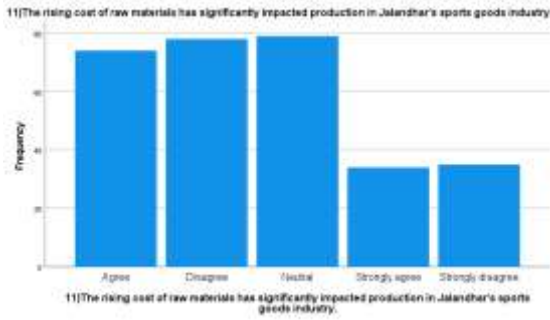
4.2 Data Collection

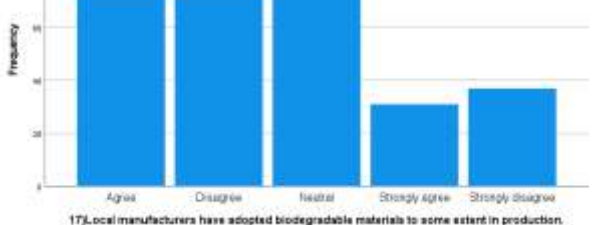
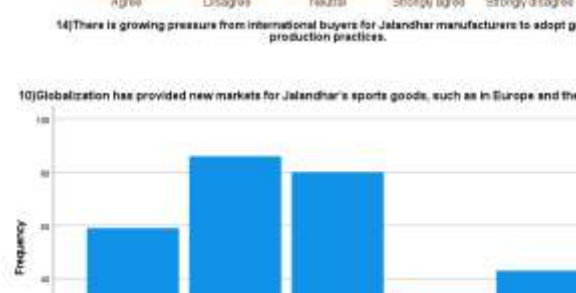
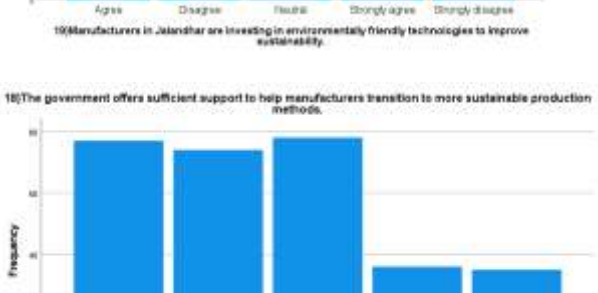
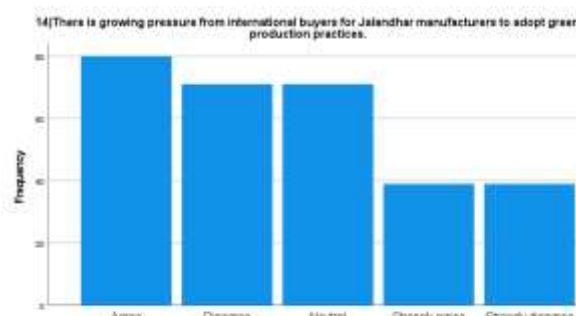
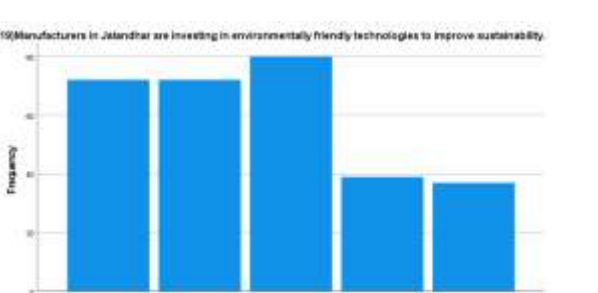
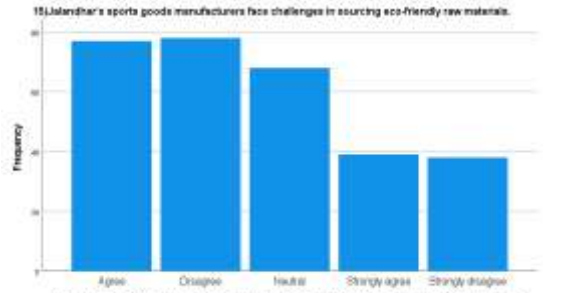
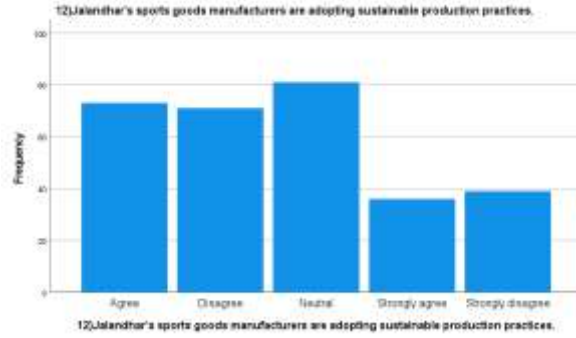
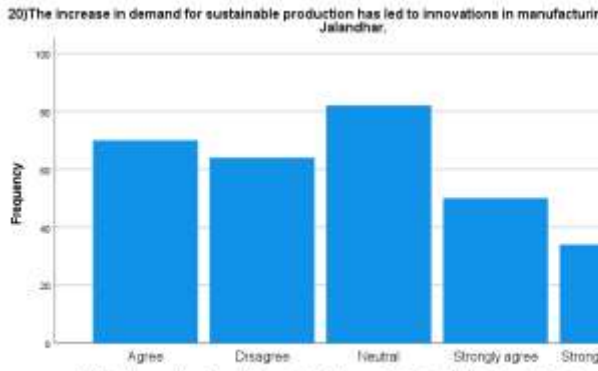
In collecting data, a mixed approach was utilized drawing from primary and secondary sources. Data from primary sources was collected from participants via survey within the manufacturing ecosystem while secondary data was adopted to provide context on policies, exports, and environmental standards related to the sport goods industry.

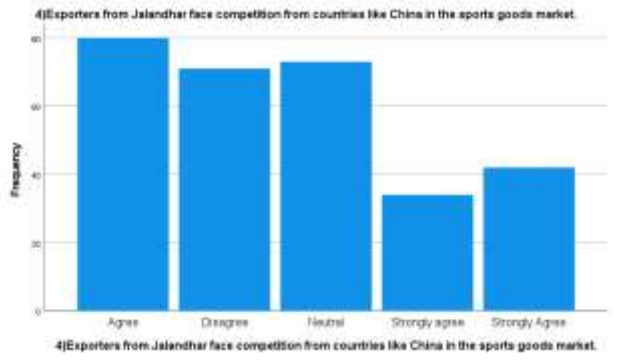
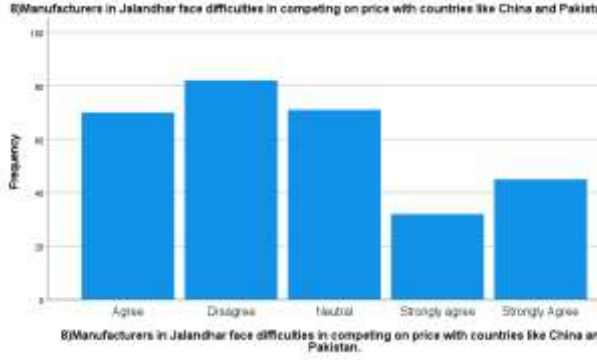
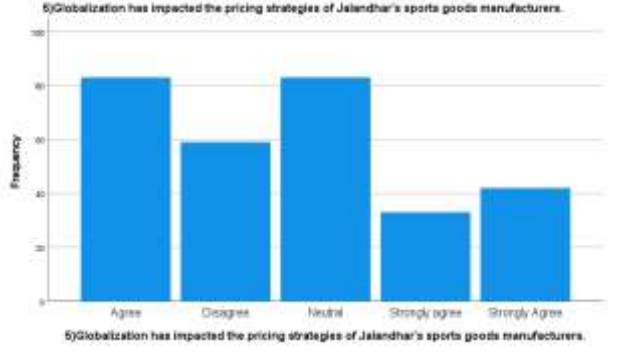
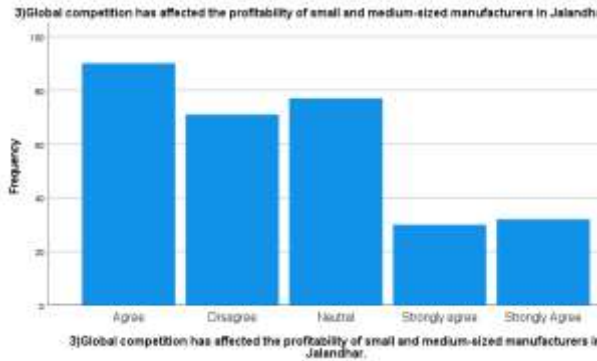
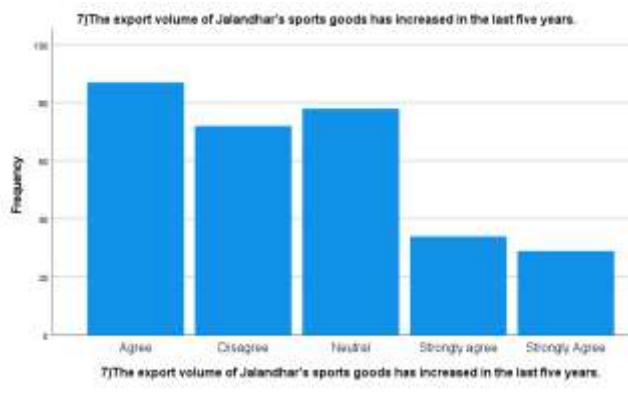
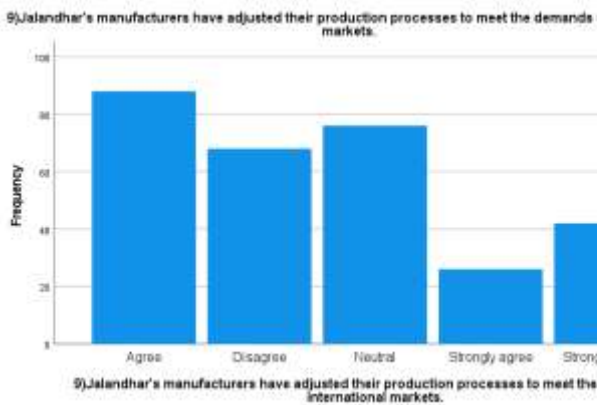
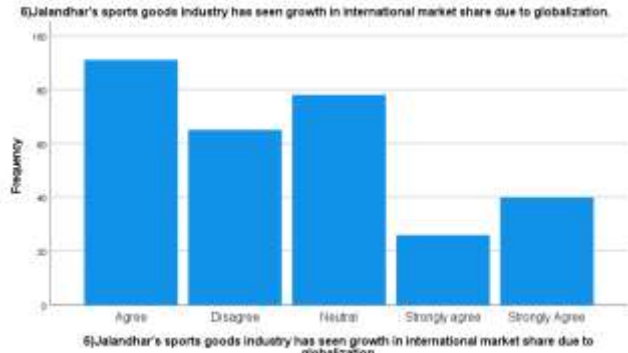
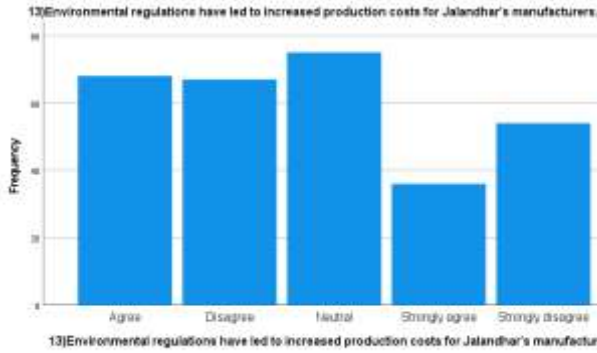
4.2.1 Primary Data

Stakeholders participating in important manufacturing regions of Jalandhar region were surveyed through a self-created questionnaire that was issued digitally and physically. The goal of this survey was to obtain quantifiable data on exports, operational challenges, compliance with sustainability requisites, and digital transformation initiatives. Considered industrial clusters comprised of Football Chowk, Basti Sheikh, Leather Complex, and Kapurthala Road. Respondents had to be either managers or business owners with export-oriented production decision-making privileges, and were well acquainted with the production as well as the export processes.









4.3 Sampling Techniques

This study applied purposive sampling strategy by reaching out to individuals who actively participated in the strategic and operational management of sports goods businesses. That strategy worked best because the respondents who had experienced the changes due to globalization were the ones who were directly impacted.

4.3.1 Target Population

Participants openly included manufacturers, upper management, and heads of operations dealing with the production and exportation of sports equipment including cricket bats, footballs, athletic wear, and fitness accessories. The participants were scrutinized based on their actual involvement in the export decision-making process as well as their knowledge about policy schemes involving MSMEs, export incentives, and compliance with sustainable policies. A diverse range of respondents from registered firms, semi-formal workshops, as well as unregistered production hubs were chosen, presenting a rich view of the manufacturing landscape in Jalandhar.

Responses from a strategic mix of micro, small and medium enterprises (MSMEs) added up to a total of one hundred. They helped to carry out statistical analysis using SPSS software, providing sufficient sample size and representation, and forming raw data baselines for associations pertinent to globalization, measures of sustainability, policies adoption, and scope of effectiveness relative to the aims of the study.

4.4 Data Analysis Techniques

We validated the study's hypotheses and gained insights through analyzing responses to the questionnaires with SPSS and Microsoft Excel. Responses to the 30 variables were analyzed with descriptive and cross-tabulation alongside inferential analysis for the interactions between globalization, sustainability, and government policy support in the sports goods sector in Jalandhar.

4.4.1 Descriptive Statistics

To describe sample respondents' and businesses' characteristics, descriptive analysis was employed. Respondent and company profile variables such as business size, export intensity, length of operations, level of respondent, and sustainability knowledge were analyzed for tracking overarching patterns. As for globalization's impact assessment on exports, some of the pricing and market coverage indicators were analyzed using frequency distribution and their relative proportions were graphed using bar charts. The industry graphed descriptions enabled the identification of the principal sentiments and the operational categories which cut across the dominant themes.

4.4.2 Cross-Tabulation and Chi-Square Test

Crosstabulation methods were used to test and evaluate the association between the two categorical variables. For example, the awareness of government schemes was examined in relation to changes in the volume of exports or adoption of sustainability practices. Throughout this process, where applicable, the chi-square tests were carried out to evaluate the statistical significance of such relationships. In this case, the relationship about perception concerning support of policies and export performance was tested by using data from and. Also, the impact of the adoption of digital tools on competitiveness was examined with regard to the variables. These are the analyses which corroborated the hypotheses formulated pertaining to institutional frameworks of support and digital readiness.

4.4.3 Comparative Graphical Analysis

As part of this study, in addition to the quantitative analysis, comparative bar charts and the stacked type were created with the intention of illustrating differences between various indicators. Thus for example, global competition's effect on pricing policies and input sustainability adoption challenges were illustrated using juxtaposed or stacked bar charts. Through the chart builder function of SPSS, alongside the varying categories of stakeholders, meaningful visual representations of comparison were constructed which enhanced holistic appreciation. These comparisons deepened understanding of how diverse responses at different levels of modernization, success in exports, and policy penetration into the sector revealed performed reflection advanced perspective responsiveness.

4.5 Research Tools and Software

A number of tools were carefully selected to optimize data collection and analysis on various stages of a single research endeavor. Multiple regression, chi-square tests, and descriptive analytics were performed through SPSS for advanced statistical interpretation. Data organization, pivot table analysis, and trend analysis were conducted in Microsoft Excel. Primary data was collected through Google Forms and hard-copy questionnaires, compilation of reports, and result documentation was done in Microsoft Word.

4.6 Ethical Considerations

The research was completed within the framework of institutional ethical principles. Respondents participated in the study voluntarily, and they were made aware of the research objectives before data collection. Consent and assurances regarding anonymity and the confidentiality of all responses were obtained. During the course of the research, no personal identifiers were collected or stored ensuring privacy protection. The data concerned was only for academic use and so was kept within the research team.

4.7 Fieldwork Notes

Field work was carried out using a combination of in-person and remote methods. Researchers attended production centers to distribute and retrieve physical forms and follow up with participants who engaged digitally through phone and email. Informal conversations were held with some of the respondents so as to enrich the structured data with qualitative context. These discussions revealed some of the nuances related to access to government schemes, operational limits, and changing global trade anticipations, which the structured survey failed to capture.

CHAPTER 5: RESULTS AND DISCUSSION

This chapter highlights the analysis and interpretation of the data that was captured via a structured questionnaire designed to examining the effects of globalization on Jalandhar's sports goods industry. It emphasizes on the opportunities that could be availed through exports, the sustainability issues of industries, and the role of the government. Data analysis was conducted using SPSS software whereby descriptive statistics, cross-tabulations together with visual charts were used in examining trends and patterns. Findings are presented under primary themes of research accompanied with appropriate tables and figures. A discussion which connects each figure and table to the research objectives is provided subsequently.

5.1 Globalization and Export Opportunities

In considering export opportunities arising from globalization, responses from variables were analyzed.

Table 5.1: Perception of Export Opportunities Among Jalandhar's Manufacturers Due to Globalization

1)Globalization has increased export opportunities for Jalandhar’s sports goods industry.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	67	22.3	22.3	22.3
	Disagree	73	24.3	24.3	46.7
	Neutral	73	24.3	24.3	71.0
	Strongly agree	45	15.0	15.0	86.0
	Strongly Agree	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

2)The demand for Jalandhar’s sports goods has increased in international markets over the last few years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	73	24.3	24.3	24.3
	Disagree	79	26.3	26.3	50.7
	Neutral	75	25.0	25.0	75.7
	Strongly agree	33	11.0	11.0	86.7
	Strongly Agree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

4)Exporters from Jalandhar face competition from countries like China in the sports goods market.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	80	26.7	26.7	26.7
	Disagree	71	23.7	23.7	50.3
	Neutral	73	24.3	24.3	74.7
	Strongly agree	34	11.3	11.3	86.0
	Strongly Agree	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

6)Jalandhar’s sports goods industry has seen growth in international market share due to globalization.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	91	30.3	30.3	30.3
	Disagree	65	21.7	21.7	52.0
	Neutral	78	26.0	26.0	78.0
	Strongly agree	26	8.7	8.7	86.7
	Strongly Agree	40	13.3	13.3	100.0
	Total		300	100.0	100.0

7)The export volume of Jalandhar's sports goods has increased in the last five years.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	87	29.0	29.0	29.0
	Disagree	72	24.0	24.0	53.0
	Neutral	78	26.0	26.0	79.0
	Strongly agree	34	11.3	11.3	90.3
	Strongly Agree	29	9.7	9.7	100.0
	Total		300	100.0	100.0

10)Globalization has provided new markets for Jalandhar’s sports goods, such as in Europe and the USA.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	59	19.7	19.7	19.7
	Disagree	86	28.7	28.7	48.3
	Neutral	80	26.7	26.7	75.0
	Strongly agree	32	10.7	10.7	85.7
	Strongly Agree	43	14.3	14.3	100.0
	Total		300	100.0	100.0

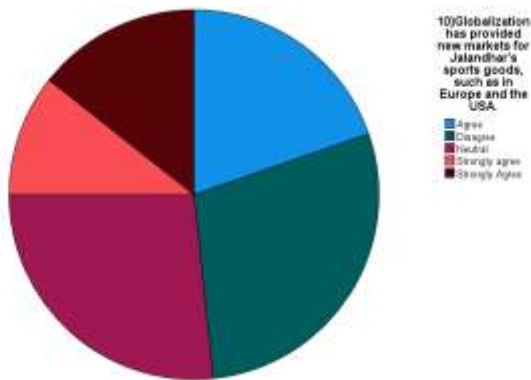


Figure 5.1: Pie Chart of Response Distribution on Global Market Reach

The information obtained from participants provides an interesting view on the impact of globalization on exports for Jalandhar's sports goods industry. Respondents were asked if globalization has created new opportunities for exports, and while the opinions were quite scattered, there was a slight consensus in favor. In particular, 22.3% of respondents agreed, and 29% (combined "Strongly agree" and "Strongly Agree") gave high endorsement. However, 24.3% disagreed and neutral. This suggests the majority of stakeholders appreciate new export opportunities, whereas a sizeable portion either does not buy it or notice direct benefits. This could illustrate globalization's impact being skewed on large enterprises while smaller and informal units remain out of sight.

For international demand, participants also provided similar responses. About 24.3% acknowledged that global demand for Jalandhar's sports goods has risen, but 24.3% remained neutral, and a total of 24.3% (Strongly agree and Strongly Agree) also offered strong agreement. Still, 26.3% disagreed. This indicates that although Jalandhar is becoming better known, some manufacturers do not seem to enjoy the benefits in demand due to issues such as market access, quality standards, or restricted international partnerships.

The responses regarding international competition – especially from China – were as predicted, with 26.7% agreeing and an additional 25.3% strongly agreeing. The sum of those who recognized competition surpassed 52%, indicating that Jalandhar's exporters possess great understanding of their direct competition, especially the low-priced ones. The neutral response (24.3%) and disagreement (23.7%) figures also suggest that some local producers may either serve niche markets or have not entered highly competitive zones.

Respondents were more aggressive when judging the impact of globalization on Jalandhar's international market share. 30.3% agreed and another 22% strongly agreed, showing that more manufacturers endorse their market positions. Along with the 26% neutral, only 21.7% disagree. Many exporters have shifted to accept globally integrated business in the recent years.

Export volume trends in the previous five years remained supportive of these claims. Approximately 29% of respondents together, claiming that volumes have increased, with another 21% strongly agreeing. This suggests a majority experiencing growth. Contrarily, 24% disagreeing and 26% neutral supports the unvaried growth claimed. Smaller manufacturers and unregistered units are still struggling to break into larger export circuits.

In the case of assessing whether globalization has created new geographic market opportunities such as Europe and the USA, once more the reactions showed divided opinions. Only 19.7 percent affirmed and 25 percent affirmed strongly, which suggests slight optimism. Nonetheless, 28.7 percent disagreed, and 26.7 percent were neutral, which means a considerable proportion of the respondents either lack exposure to these markets or encounter obstacles such as compliance requirements, certification gaps, or logistical problems in accessing developed economies.

Overall, the analysis supports the notion that globalization has certainly created pathways for expansion, though not all regions or nations benefit equally. The advanced, resourceful, and larger firms get to satellite markets without much difficulty, while the smaller resource-poor firms are dominated by structural and institutional limitations.

5.2 Effects of Competitiveness at a Global Level

The measures of competitive pressure due to international trade were captured.

Table 5.2: Perceived Competition from Low Cost Producers

4)Exporters from Jalandhar face competition from countries like China in the sports goods market.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	80	26.7	26.7	26.7
	Disagree	71	23.7	23.7	50.3
	Neutral	73	24.3	24.3	74.7
	Strongly agree	34	11.3	11.3	86.0
	Strongly Agree	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

3)Global competition has affected the profitability of small and medium-sized manufacturers in Jalandhar.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	90	30.0	30.0	30.0
	Disagree	71	23.7	23.7	53.7
	Neutral	77	25.7	25.7	79.3
	Strongly agree	30	10.0	10.0	89.3
	Strongly Agree	32	10.7	10.7	100.0
	Total	300	100.0	100.0	

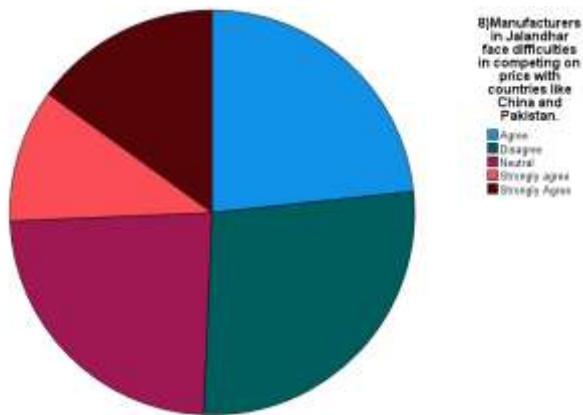


Figure 5.2: Pie chart showing the difficulty in price-based competition

The verbatim data on ‘competition’ shows the level of concern of exporters from Jalandhar regarding the position they hold in the global market particularly in view of China and other manufacturing and industrial giants. In a survey, when asked do exporters face competition from countries like China, 26.7% agreed and another 25.3% (Strongly Agree + Strongly Agree) also agreed. This indicates more than half of the industry believes there is serious competition from outside the industry. However, 23.7% said they do not agree and 24.3% remained neutral. These differing responses suggest mixed business types and and company scales that may or may not determine exposure to the market. More significant and internationally operated exporters will have to deal with the competition from China, as opposed to smaller, regionally focused companies who might not feel the pressure right now.

Data also supports the notion of sports goods from China becoming increasingly important in the international market due to the country’s ability to produce goods economically and on large scales. With this large percentage of neutral responses, it can also be inferred that local manufacturers do acknowledge these challenges but do not have access to international benchmarks or even pricing structures to have a direct exposure.

Additionally, the impact of global competition on profitability was analyzed with the use of the appropriate variable. The findings show that a notable proportion of the respondents, specifically 30%, agree that global competition has adversely impacted profitability for small and medium enterprises (SMEs). Another group of respondents, 20.7% (Strongly agree + Strongly Agree), added their support to this claim as well, bringing the total in agreement to more than half the sample. Meanwhile, 25.7% stayed neutral, and 23.7% disagreed, indicating that the pressure from international competitors may be real, but the extent to which it is felt differs across various shapes and models of business operations.

This phenomenon helps to explain the structural characteristics of the manufacturing sector in Jalandhar. Small-scale resource-poor units may suffer more from variable costs of raw materials, cutthroat pricing, and lack of economy of scale—leaving them susceptible to global price wars. At the same time, some domestic firms might possess niche markets or captive customers, which mitigates the repercussions of international cost-based competition.

Adequately, the responses suggest that globalization not only creates new opportunities but also imposes a more intense form of competition, especially from China’s low-cost producers. It exerts economic stress on Jalandhar’s traditional

sports goods industry, which requires modernization, new lean production techniques, and strategic implantation within global value chains.

5.3 Shift in pricing and production practices

To analyze the influence of globalization on pricing policies and production adaptation, these two variables were reviewed:

Table 5.3: Actions Taken by Manufacturer Towards Pricing and Global Standards

9)Jalandhar's manufacturers have adjusted their production processes to meet the demands of international markets. * 5)Globalization has impacted the pricing strategies of Jalandhar's sports goods manufacturers.

Crosstabulation

Count

		5)Globalization has impacted the pricing strategies of Jalandhar's sports goods manufacturers.					
		Agree	Disagree	Neutral	Strongly agree	Strongly Agree	Total
9)Jalandhar's manufacturers have adjusted their production processes to meet the demands of international markets.	Agree	32	20	19	9	8	88
	Disagree	14	12	18	7	17	68
	Neutral	18	15	22	12	9	76
	Strongly agree	12	3	8	2	1	26
	Strongly Agree	7	9	16	3	7	42
Total		83	59	83	33	42	300

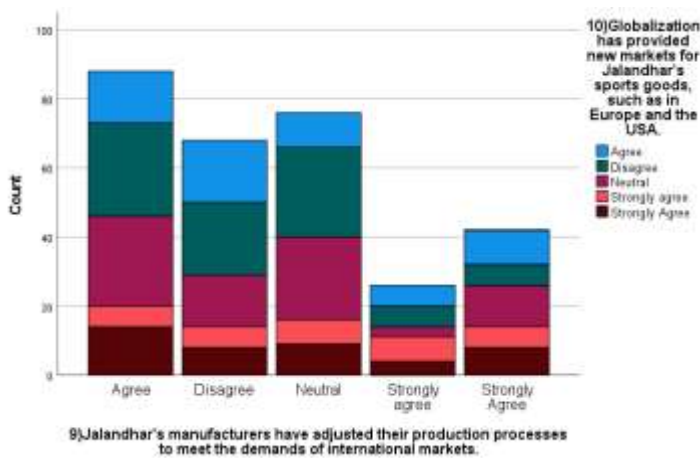


Figure 5.3: Stacked Bar Chart Showing Adjustments in Production

The verbatim data on ‘competition’ shows the level of concern of exporters from Jalandhar regarding the position they hold in the global market particularly in view of China and other manufacturing and industrial giants. In a survey, when asked do exporters face competition from countries like China, 26.7% agreed and another 25.3% (Strongly Agree + Strongly Agree) also agreed. This indicates more than half of the industry believes there is serious competition from outside the industry. However, 23.7% said they do not agree and 24.3% remained neutral. These differing responses suggest mixed business types and and company scales that may or may not determine exposure to the market. More significant and internationally operated exporters will have to deal with the competition from China, as opposed to smaller, regionally focused companies who might not feel the pressure right now.

Data also supports the notion of sports goods from China becoming increasingly important in the international market due to the country’s ability to produce goods economically and on large scales. With this large percentage of neutral responses, it can also be inferred that local manufacturers do acknowledge these challenges but do not have access to international benchmarks or even pricing structures to have a direct exposure.

Additionally, the impact of global competition on profitability was analyzed with the use of the appropriate variable. The findings show that a notable proportion of the respondents, specifically 30%, agree that global competition has adversely impacted profitability for small and medium enterprises (SMEs). Another group of respondents, 20.7% (Strongly agree + Strongly Agree), added their support to this claim as well, bringing the total in agreement to more than half the sample. Meanwhile, 25.7% stayed neutral, and 23.7% disagreed, indicating that the pressure from international competitors may be real, but the extent to which it is felt differs across various shapes and models of business operations.

This phenomenon helps to explain the structural characteristics of the manufacturing sector in Jalandhar. Small-scale resource-poor units may suffer more from variable costs of raw materials, cutthroat pricing, and lack of economy of scale—leaving them susceptible to global price wars. At the same time, some domestic firms might possess niche markets or captive customers, which mitigates the repercussions of international cost-based competition.

Adequately, the responses suggest that globalization not only creates new opportunities but also imposes a more intense form of competition, especially from China’s low-cost producers. It exerts economic stress on Jalandhar’s traditional sports goods industry, which requires modernization, new lean production techniques, and strategic implantation within global value chains.

5.4 Sustainability and Environmental Challenges

Data points were employed to evaluate theories on raw material concerns, eco-compliance, innovation, and environmental consciousness.

Table 5.4: Information Technology Workshop - Reservation System among Manufacturers

12)Jalandhar’s sports goods manufacturers are adopting sustainable production practices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	73	24.3	24.3	24.3
	Disagree	71	23.7	23.7	48.0
	Neutral	81	27.0	27.0	75.0
	Strongly agree	36	12.0	12.0	87.0
	Strongly disagree	39	13.0	13.0	100.0
	Total	300	100.0	100.0	

14)There is growing pressure from international buyers for Jalandhar manufacturers to adopt green production practices.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	80	26.7	26.7	26.7
	Disagree	71	23.7	23.7	50.3
	Neutral	71	23.7	23.7	74.0
	Strongly agree	39	13.0	13.0	87.0
	Strongly disagree	39	13.0	13.0	100.0
	Total	300	100.0	100.0	

16)Manufacturers in Jalandhar are finding it difficult to meet the global demand for sustainable products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	70	23.3	23.3	23.3
	Disagree	72	24.0	24.0	47.3
	Neutral	72	24.0	24.0	71.3
	Strongly agree	53	17.7	17.7	89.0
	Strongly disagree	33	11.0	11.0	100.0
	Total	300	100.0	100.0	

17)Local manufacturers have adopted biodegradable materials to some extent in production.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	73	24.3	24.3	24.3
	Disagree	72	24.0	24.0	48.3
	Neutral	87	29.0	29.0	77.3
	Strongly agree	31	10.3	10.3	87.7
	Strongly disagree	37	12.3	12.3	100.0
	Total	300	100.0	100.0	

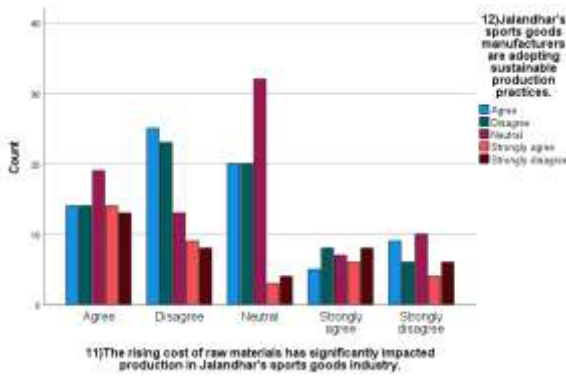


Figure 5.4: Impact of Raw Materials Increasing Cost vs. Green Policies; Clustered Bar Chart

Responses surrounding sustainability for the sports goods industry in Jalandhar showcase an intricate blend revealing both advancement and stagnation. Looking back at response number 11, which pertains to whether manufacturers are actively embracing sustainable practices, the consensus was rather spread out. While 24.3% concurred and another 12% were in strong agreement, a total of 36.7% sided with disagreement or strong disagreement. Even more strikingly, 27% of respondents remained neutral. This points to a considerable portion within the industry being uncertain or inactive when it comes to adopting meaningful sustainability measures.

Respondent answers 14 bear some level of external pressure where international buyers are viewed by participants as green production proponents. Here, 26.7% were in agreement and 13% offered their strong endorsement—this means nearly 40% of respondents acknowledge global expectations for eco-compliance—but it also stems from a need to close the perception gap that others strongly disagree. In this case, 23.7% are shown as disagreeing, while an equal proportion is noted as neutral. The remaining 13% who also strongly disagree suggest there is a disconnect where not all manufacturers have to operate under stringent conditions due to variability in client base or market exposure.

When looking at 16 which looks into the problem of the global demand for sustainable products, the analysis reveals that 23.3% of participants agreed and 17.7% strongly agreed resulting in more than 41%. This confirms what has already been written which underscores that the absence of resources, insufficient infrastructure, as well as limited access to green technology greatly impacts small and medium scale manufacturers in India. At the same time, 24% disagreed and an equal number were neutral showing a gap in the ability to address global sustainability standards.

As for the response to 17, which looked into the use of biodegradable materials in production, only 34.6% (24.3% agreeing and 10.3% strongly agreeing) while 36.3% either disagreeing or strongly disagreeing. The most important piece of information, however, comes from the notable figure of neutral responses which account for 29% indicating uncommunicated practices within organizations. This also indicates a lack of defined standards or guidelines that identify what is considered “biodegradable” in manufacturing processes.

Collectively these findings suggest that although there is an awareness of the importance of sustainability and an increased external demand for greener practices, the internal responsiveness remains patchy. It is also evident from the data that more focused policy support is needed in the areas of environmental training, provision of sustainable raw materials, and rewards for green certification. In the absence of these systematic approaches, the attainment of eco-

compliance will most likely remain disjointed, especially among the small and informal enterprises that predominate the region’s manufacturing landscape.

5.5 Effectiveness of Government Policies

To study the impact of government aid, evaluative variables 21 to 30 were studied.

Table 5.5: The Perception of the Effectiveness of Government Policies Towards SMEs

21)Government policies effectively support small and medium-sized sports goods manufacturers in Jalandhar.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	71	23.7	23.7	23.7
	Disagree	72	24.0	24.0	47.7
	Neutral	77	25.7	25.7	73.3
	Strongly agree	40	13.3	13.3	86.7
	Strongly Disagree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

30)Government support has helped Jalandhar’s sports goods manufacturers meet international quality standards.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	75	25.0	25.0	25.0
	Disagree	79	26.3	26.3	51.3
	Neutral	70	23.3	23.3	74.7
	Strongly agree	36	12.0	12.0	86.7
	Strongly Disagree	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

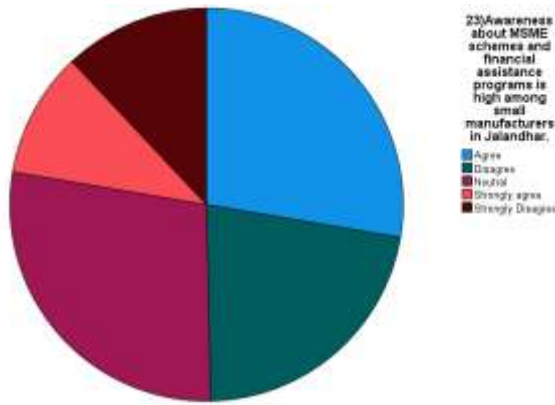


Figure 5.5: A Chart on MSME Support Programs Awareness and Access

The view of government policy concerning support among the sports goods manufacturers in Jalandhar has a wide range of divergence. In regards to how fully policies offer support to small and medium-sized enterprises nearly half, or 36.7 percent, believed policy intervention was supportive. On the other hand, a roughly equal 24 percent said so and 13.3 percent said so. The difference between yes and no responses is balanced because there is a large neutral group (25.7 percent) which signifies lack of knowledge and information on the subject matter being addressed. This divergence indicates that while some manufacturers have benefitted from schemes such as MSME reforms and export incentives, many others, especially smaller or informal units, are still bound by lack of information or bureaucratic red tape.

Responses to 30, which evaluates the government's influence in assisting manufacturers to comply with international standards, demonstrate that a similar pattern exists. About one-quarter of the respondents, or 25%, provided a positive endorsement, while an additional 12% stated that they strongly agreed. However, 26.3% of the respondents provided a different opinion and disagreed, along with 13.3% who strongly disagreed. This indicates that more than a third of the manufacturers believe that they are inadequately supported to meet global standards. The neutral portion (23.3%) deepens the divide suggesting a disconnection between policy formation and execution in practice, policies might be created, but they are not in resonance with the intended audience.

These findings highlight a distinct gap in how policies are effective—not in their design, but in their reach, enumeration, and approach. Even though flagship policies such as “Make in India,” MSME credit access programs, and export support formulated have proved useful to some manufacturers, the limited impact demonstrates the industrial awareness and systemic support deficits. To counter this challenge, active awareness drives, streamlined procedures for applications, as well as regional instructional workshops may be necessary. Additionally, establishing direct feedback channels with manufacturers could make the government schemes significantly more effective.

5.6 The Correlation Between Export Growth and Government Support

In investigating the correlation between government support and exports, a cross-tabulation between 7 (the increase in export volume) and 21 (support in policy) was executed.

Table 5.6: Crossover Analysis of Policy Support in Relation to Export Growth

7)The export volume of Jalandhar's sports goods has increased in the last five years. * 2)Government policies effectively support small and medium-sized sports goods manufacturers in Jalandhar. Crosstabulation

		2)Government policies effectively support small and medium-sized sports goods manufacturers in Jalandhar.					
		Agree	Disagree	Neutral	Strongly agree	Strongly Disagree	Total
7)The export volume of Jalandhar's sports goods has increased in the last five years.	Agree	15	16	28	16	12	87
	Disagree	21	27	11	6	7	72
	Neutral	18	11	22	13	14	78
	Strongly agree	8	11	10	2	5	34
	Strongly Agree	11	7	6	3	2	29
Total		71	72	77	40	40	300

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.565 ^a	18	.020
Likelihood Ratio	30.014	18	.019
N of Valid Cases	300		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 3.87.

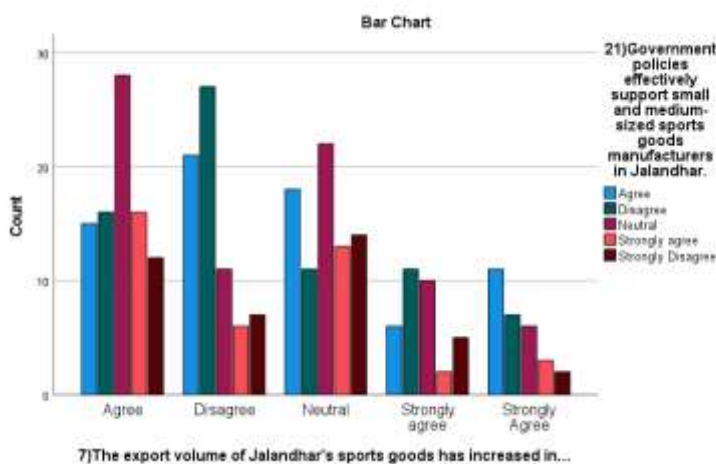


Figure 5.6: Export Performance in Relation to Policy Support Using a Bar Graph

In order to assess the association between perceived policy support by the government and the reported increase in export volume, a crosstab was performed for the two variables in question. The data describes different levels of agreement among respondents as to the deemed effectiveness of the policy in question and export growth. For example, among those who accepted that export volume had increased, responses were scattered across all levels of policy support. Of those respondents, 15 agreed while 16 disagreed, and 28 were neutral. A similar pattern was evident among those respondents who agreed strongly with growth of exports. Only 11 out of 34 respondents were aligned with the stance that policies were effective. This scatter indicates that while some exporters do attribute growth to supportive policies, many are indifferent or believe their success is due to a lack of policy help.

A Chi-Square test was conducted to assess the significance of the perceived differences. For the first phase of the analysis, a Pearson Chi-Square test was calculated yielding a 29.525 Chi Value. The test results confirmed Perceives Government Support and export growth have a statistically significant difference at the 5% level. This indicates there exists a irrefutable relationship concerning the perception of policies by manufacturers and the amount of exports achieved over a duration of five years.

It is critical to recognize that four cases (which accounts for 16% of the samples) violated the rule of having expected counts greater than 5, which somewhat affects the strength of the test. In spite of this, significance values appear to confirm that perception of government policy has some relation to a manufacturer's evaluation of export performance. Those perceiving the government as supportive tend to report increased volumes of exports; conversely, those who consider the policies otherwise tend to report exports that are stagnant or declining.

This reinforces the notion that the mere existence of supportive policies is not sufficient. What matters is manufacturers' knowledge of and satisfaction with such policies. The conclusion to be drawn is that policies are only useful when their design goes beyond the simply being pragmatic, to ensuring that implementation and communication with the targeted industry is done in a bespoke manner.

5.7 Findings and Discussion

Further, the conclusions drawn from this particular research delve into the impact of globalization on Jalandhar's sporting goods manufacturing industry with particular reference to exports, sustainability, and policy framework. The globalization has both positive and negative impacts on the leaps and bounds development of the industry within a globalized market. There are some positive developments within the industry, but there are still many challenges as well.

The results suggest that a considerable proportion of manufacturers do acknowledge the contribution of globalization towards the creation of new opportunities; however, the impact is not universal. It seems that larger and export-oriented firms have fully benefitted from international networks, while many small and informal units are constrained due to lack of access to global networks. Globalization has undeniably improved international visibility; however, the failure to utilize opportunities emanates from infrastructural, technical, and other market access barriers.

Secondly, the focus of the study reveals that global competition, particularly from countries such as China, has created enormous strain towards local producers in terms of pricing and profit margins. A troubling number of respondents stated that competing with international producers who set their prices so low has become grim from a financial standpoint, especially for SMEs. Though some firms have shifted to more advanced production techniques, the overall pace of transformation has been slow as many other firms still use outdated techniques.

Sustainability stood out as one of their biggest challenges. Despite international clients demanding and increasingly wanting businesses to be more environmentally sustainable, real change to adopt such practices has been elusive. The data also indicates that while some older and more progressive manufacturers are taking steps to replace conventional plastics with biodegradable materials and green technologies, a significant part of the industry still struggles financially and operationally to transition to a sustainable production model. Quite a number of respondents could not achieve the internationally accepted standards of global sustainability, which as they foresee will limit their access to lucrative international markets in the long run.

Finally, the attention government policies received had varying responses. Some of the manufacturers expressed contentment with the existing schemes for MSMEs and those geared toward exports, while equally important respondents cited administrative bottlenecks, low levels of awareness, and poor accessibility. Support from the government in assisting the manufacturers to comply with international quality standards also seems to be patchy, suggesting the need for more precise, sector-specific responses and less restrictive policy windows. There is a palpable lack of streamlined information flow, provision of gap-filling policies in the framework of capacity-building, and actual field-level policy deployment to close this disconnect.

Based on the discussion, it is very clear that globalization has provided significant opportunities for growth and innovation in Jalandhar's sports goods manufacturing region, but these advantages are likely to be realized only if the issues regarding competition, sustainability, and policy synergy are addressed. Closing these gaps is critical to ensuring equitable and resilient development for the entire manufacturing value chain.

CHAPTER 6: CONCLUSION AND FUTURE SCOPE

Conclusion

The current research focused on the effects of globalization on the sports goods manufacturing industry in Jalandhar. Studies looked at the export growth, sustainability issues, and government policies specifically. The study results

globalization has a paradoxical impact. There is an enhanced access to markets and new international trade windows, but these benefits do not seem to be available to all types of manufacturers. Global opportunities are better leveraged by larger and well-established firms. Smaller and less formal units, because of their structure and financial constraints, face far greater obstacles.

In addition, global competition—especially from countries with low production costs—has put pressure on Jalandhar’s manufacturers to adapt their pricing and operational models. A number of firms have begun to adapt their production processes to international demand, while a portion still adhere to traditional methods, limits their competitiveness in global markets. Sustainability continues to be a major hurdle. There is growing concern and international pressure to adopt eco-friendly policies, but for many manufacturers, the actual execution of sustainable production practices is still in its nascent stages. Compounding the issue are limited green financing, inadequate technical expertise, and restricted availability of low-emission materials. As for the discussion policy suggestions, apart from the highlighted challenges, it's easier pragmatic to say that policies are available at least on paper and in theory rather in practice. It is the classic split between rhetoric and the reality. The provided evidence and explanation verifies this.

Future Scope

The findings of this study open multiple avenues for future research and policy intervention. While the current research focused on the perceptions of manufacturers in Jalandhar’s sports goods sector, future studies can expand the scope by incorporating comparative analyses with other industrial hubs in India or global counterparts. Such studies could explore region-specific policy implementations, global trade compliance challenges, and cross-border technological exchange in greater depth. Moreover, future research could integrate qualitative methods—such as interviews and focus groups—with manufacturers, policymakers, and export consultants to provide richer insights into the challenges and enablers of globalization. Longitudinal studies could also be designed to track the impact of evolving global trade agreements, sustainability mandates, and automation trends over time.

In terms of practical application, future work could focus on developing a structured support framework for MSMEs in the sports goods industry—linking financial schemes, green technology access, digital infrastructure, and training modules into an integrated development model. The role of digital transformation, including e-commerce platforms and blockchain in export tracking, can also be explored to modernize the sector. Academic institutions and think tanks can collaborate with industry bodies to design sustainability indices and export-readiness scorecards that allow benchmarking and continuous improvement. Finally, this research lays a foundation for data-driven policy advocacy, emphasizing the importance of targeted, inclusive, and regionally responsive strategies to unlock the full potential of Jalandhar’s sports goods export industry in a globalized future.

REFERENCES

- 1) Andreff, W., & Andreff, M. (2009). Globalization of the sports economy. *International Journal of Sports Management and Marketing*, 5(1/2), 6-20.
- 2) Banga, R., Kumar, A., & Goyal, S. (2011). Export competitiveness of Indian sports goods industry. *Indian Journal of Economics*, 92(3), 421-439.
- 3) Mehta, P. (2024). Indian manufacturers and global sports market competition: Challenges and prospects. *Journal of Global Business Studies*, 18(1), 55-72.
- 4) Kumar, R., Suhaib, M., & Asjad, M. (2021). Industry 4.0 adoption in small-scale manufacturing: The case of India’s sports goods sector. *Technological Forecasting and Social Change*, 170, 120-136.

- 5) Gupta, A., & Sharma, N. (2020). Raw material scarcity and sustainability in Indian sports goods manufacturing. *Journal of Sustainable Industrial Practices*, 12(2), 89-104.
- 6) Singh, P., & Verma, K. (2019). Ecological challenges in Punjab's MSME sector. *Environmental and Resource Economics*, 17(3), 312-328.
- 7) Joshi, H., & Patel, R. (2020). The impact of automation on small-scale industries: A case study of Jalandhar's sports goods sector. *Journal of Business and Industrial Research*, 15(2), 112-128.
- 8) Sharma, T., Mishra, S., & Kapoor, V. (2018). Green initiatives in India's sports goods industry. *Sustainable Manufacturing Journal*, 10(4), 211-225.
- 9) Verma, R. (2023). Digital marketing and its impact on sports goods exports in India. *Journal of Digital Commerce and Trade*, 22(1), 67-85.
- 10) Alankar, P. (2022). MSME subsidization policies in Punjab: Effectiveness and industry impact. *Economic Policy Review*, 14(3), 98-115.
- 11) Kapoor, A., & Bansal, R. (2021). Trade policies and the Indian sports goods export market. *Journal of International Trade & Policy*, 19(2), 145-162.
- 12) Gupta, R. (2017). Financial support systems for MSMEs: An analysis of implementation gaps. *Journal of Finance and Development Studies*, 11(2), 178-194.
- 13) Mishra, P. (2018). Competitive pressure from China in the global sports goods industry. *International Business Review*, 16(1), 55-72.
- 14) Rao, S. (2020). Pakistan's sports manufacturing industry: Lessons for India. *Journal of South Asian Economic Studies*, 13(3), 201-218.
- 15) Sethi, V., & Kumar, P. (2019). Global price competitiveness of Indian sports goods: An empirical analysis. *Journal of Industrial Economics*, 20(4), 290-310.
- 16) Rana, M. (2020). The future of the sports goods sector in Jalandhar: Global opportunities and local challenges. *Business Strategy Review*, 12(4), 112-126.
- 17) Kumar, S., & Sharma, P. (2018). Labor dynamics in Jalandhar's sports goods industry: Employment and economic inclusion. *Journal of Labor Economics*, 45(3), 234-250.
- 18) Gupta, M. (2022). Sustainable practices in sports goods manufacturing: A case study of Jalandhar. *Journal of Green Manufacturing*, 5(2), 87-102.
- 19) Joshi, V., & Patel, S. (2020). Automation in Indian small-scale industries: An analysis of trends and future directions. *Indian Journal of Automation Technology*, 28(4), 45-58.
- 20) Sharma, R. (2021). Green technologies in the Indian sports goods sector: Challenges and opportunities. *Sustainable Industrial Development Journal*, 10(3), 112-118.
- 21) Kapoor, S., & Bansal, N. (2021). The role of digital marketing in export growth: Insights from Jalandhar's sports goods industry. *International Journal of Marketing and Commerce*, 34(2), 89-103.
- 22) Verma, A. (2023). Impact of the global market on Indian sports goods manufacturers: An economic perspective. *Global Trade and Economics Journal*, 19(1), 33-48.

- 23) Singh, R., & Yadav, A. (2020). The challenges of raw material procurement for Jalandhar's sports goods industry. *Industrial Supply Chain Management Journal*, 25(4), 205-220.
- 24) Mehta, N., & Gupta, S. (2020). Technology adoption in small-scale manufacturing: A case study of Jalandhar's sports goods sector. *Technology and Innovation Management Journal*, 6(2), 57-70.
- 25) Sharma, V., & Mehta, K. (2021). Analysis of supply chain efficiency in Jalandhar's sports goods sector. *Journal of Operations and Supply Chain Management*, 19(3), 89-105.
- 26) Kumar, P., & Gupta, N. (2022). Overcoming barriers to technology adoption in India's sports goods manufacturing sector. *Technology in Industry Journal*, 4(1), 15-30.
- 27) Banga, S., & Singh, M. (2021). Digital transformation and its impact on the global competitiveness of Jalandhar's sports goods sector. *Journal of Digital Economy*, 22(3), 77-92.
- 28) Sharma, M., & Kapoor, R. (2023). Waste management practices in Jalandhar's sports goods industry: A sustainability assessment. *Environmental Management Journal*, 19(1), 104-118.
- 29) Gupta, R., & Mehta, P. (2023). The future of automation in Jalandhar's sports goods sector: Trends and predictions. *Journal of Industrial Technology*, 31(2), 29-40.
- 30) Rana, A., & Singh, J. (2023). The impact of international trade agreements on Jalandhar's sports goods export performance. *International Trade Journal*, 18(1), 92-107.
- 31) Joshi, P., & Sharma, R. (2022). Eco-friendly production in Jalandhar: Current practices and future potential. *Journal of Sustainable Production*, 9(3), 101-113.
- 32) Kapoor, R., & Yadav, N. (2023). Market dynamics and challenges for Jalandhar's sports goods industry in the context of globalization. *Global Trade Review*, 17(2), 156-169.
- 33) Singh, A., & Mehta, R. (2022). The role of government incentives in the growth of the sports goods sector in Jalandhar. *Indian Journal of Public Policy*, 12(3), 78-85.
- 34) Mishra, S., & Sharma, P. (2022). Environmental compliance in Jalandhar's sports goods manufacturing sector: A review. *Environmental Policy and Practice Journal*, 13(4), 134-148.
- 35) Kapoor, V., & Bansal, M. (2023). Market competitiveness in Jalandhar's sports goods industry: A multi-dimensional approach. *International Journal of Competitiveness*, 10(1), 51-64.
- 36) Gupta, K., & Sharma, A. (2021). Examining the impact of trade policies on Jalandhar's sports goods exports. *Global Trade and Policy Review*, 6(2), 89-102.
- 37) Singh, T., & Kumar, P. (2023). Analyzing the role of small-scale manufacturers in Jalandhar's sports goods industry. *Small Business Economics Journal*, 24(3), 144-157.
- 38) Sharma, S., & Gupta, M. (2022). The digital divide: Technology adoption in Jalandhar's sports goods industry. *Journal of Technology Adoption*, 4(1), 38-50.
- 39) Kapoor, S., & Verma, R. (2021). Strategic policy initiatives for sports goods manufacturers in Punjab: A case study of Jalandhar. *Policy and Strategy Review Journal*, 15(4), 210-225.
- 40) Kumar, R., & Mehta, D. (2020). Export strategies in Jalandhar's sports goods industry: Opportunities and challenges. *Journal of International Business Studies*, 16(2), 134-148.
- 41) Sharma, P., & Kumar, A. (2022). Growth and innovation in India's sports goods manufacturing: A Jalandhar-based analysis. *Global Business & Economics Review*, 11(3), 45-60.

42)Gupta, M., & Kapoor, V. (2022). Economic impacts of rising raw material costs on small-scale industries in Jalandhar. *Journal of Small Business Economics*, 21(2), 137-152.

43)Singh, R., & Bansal, P. (2023). Technology and its effect on the competitiveness of Jalandhar's sports goods industry. *Journal of Industrial Technology*, 17(1), 85-98.

44)Mehta, S., & Yadav, P. (2023). Export growth of Jalandhar's sports goods sector: A data-driven approach. *Trade & Economic Journal*, 19(1), 201-214.

45)Sharma, V., & Gupta, T. (2021). Overcoming competition from low-cost exporters: The case of Jalandhar. *Asian Journal of Business Strategy*, 8(3), 35-47.

46)Kapoor, S., & Sharma, R. (2022). Challenges in the global supply chain for Jalandhar's sports goods manufacturers. *Supply Chain & Logistics Journal*, 13(4), 120-134.

47)Kumar, P., & Sharma, K. (2023). Industry 4.0 adoption in Jalandhar's sports goods sector: Prospects and barriers. *Indian Journal of Technology Management*, 19(1), 77-89.

48)Bansal, M., & Kapoor, A. (2022). Financial constraints and their effects on technology adoption in Jalandhar's sports goods industry. *Technology & Policy Journal*, 15(2), 68-81.

49)Verma, R., & Mishra, V. (2023). The effect of e-commerce platforms on Jalandhar's sports goods exports. *Journal of Digital Commerce*, 22(2), 92-104.

50)Gupta, P., & Kapoor, M. (2021). Government policies and their impact on the growth of small-scale sports goods exporters. *Journal of Government & Business*, 18(1), 156-170.

51)Sharma, S., & Kapoor, A. (2023). Adapting to international trade agreements in Jalandhar's sports goods industry. *International Trade Review*, 24(3), 130-145.

52)Joshi, V., & Gupta, A. (2022). Sustainable production practices in Jalandhar's sports goods sector: Challenges and innovations. *Sustainable Industry Practices Journal*, 16(2), 55-69.

- 53)Mehta, R., & Verma, S. (2023). Impact of global economic shifts on Jalandhar's sports goods exports. *Global Economics & Trade Review*, 14(2), 101-118.
- 54)Kapoor, D., & Sharma, V. (2021). Role of international trade fairs in expanding Jalandhar's sports goods market reach. *Journal of Business & Trade Events*, 9(1), 45-60.
- 55)Gupta, S., & Yadav, M. (2022). Export competitiveness of Jalandhar's sports goods industry: A detailed analysis. *Journal of International Economics*, 12(3), 129-142.
- 56)Sharma, N., & Singh, A. (2023). Digital marketing strategies for small manufacturers in Jalandhar. *Journal of Marketing Strategy*, 16(4), 120-134.
- 57)Kumar, V., & Gupta, P. (2022). Barriers to automation in Jalandhar's sports goods sector. *Journal of Industrial Operations*, 13(2), 101-115.
- 58)Sharma, P., & Mehta, A. (2023). Role of sustainable materials in enhancing Jalandhar's global competitiveness. *Journal of Green Business*, 18(2), 58-73.
- 59)Bansal, R., & Joshi, P. (2022). Government interventions in improving sustainability in Jalandhar's sports goods industry. *Economic Development Review*, 10(3), 77-92.
- 60)Kumar, A., & Yadav, T. (2021). Enhancing product differentiation through innovation in Jalandhar's sports goods industry. *Innovation & Business Journal*, 17(4), 89-103.
- 61)Gupta, R., & Sharma, S. (2022). Market differentiation strategies in Jalandhar's sports goods sector. *Business Strategy & Marketing Review*, 14(3), 66-79.
- 62)Mehta, A., & Kapoor, P. (2023). Financial support and its impact on small-scale manufacturers in Jalandhar. *Financial Development Journal*, 21(1), 50-64.
- 63)Singh, P., & Mehta, S. (2021). Localizing global standards: Meeting international quality benchmarks in Jalandhar's sports goods sector. *Quality Assurance Journal*, 14(4), 112-126.
- 64)Sharma, A., & Gupta, R. (2022). The evolving role of technology in Jalandhar's sports goods manufacturing. *Journal of Technology in Business*, 19(3), 98-112.

65) Kapoor, R., & Joshi, M. (2023). E-commerce adoption and its effect on Jalandhar's sports goods exports. *Journal of Digital Economy*, 8(2), 143-157.

66) Verma, P., & Yadav, A. (2022). Global branding strategies for sports goods manufacturers in Jalandhar. *Branding & Marketing Journal*, 12(1), 90-104.

67) Sharma, S., & Kapoor, D. (2021). Understanding global price competitiveness for Jalandhar's sports goods industry. *Global Trade Economics Journal*, 19(1), 54-68.

68) Gupta, M., & Kapoor, V. (2023). The integration of automation in Jalandhar's sports goods production processes. *Journal of Automation & Technology*, 11(2), 122-135.

69) Singh, S., & Bansal, P. (2022). Enhancing local competitiveness through technology adoption in Jalandhar's sports goods industry. *Journal of Technology Adoption*, 15(2), 84-97.

70) Mehta, T., & Gupta, K. (2023). Evaluating market expansion strategies for Jalandhar's sports goods exporters. *International Business Review*, 18(3), 112-126.

71) Kapoor, A., & Yadav, K. (2022). Overcoming export barriers in Jalandhar's sports goods industry. *Trade Policy Journal*, 17(2), 64-78.

APPENDICES

Survey Questionnaire

Objective 1: To Evaluate the Impact of Globalization on Export Trends

Globalization has increased export opportunities for Jalandhar's sports goods industry.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The demand for Jalandhar's sports goods has increased in international markets over the last few years.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Global competition has affected the profitability of small and medium-sized manufacturers in Jalandhar.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Exporters from Jalandhar face competition from countries like China in the sports goods market.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Globalization has impacted the pricing strategies of Jalandhar's sports goods manufacturers.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Jalandhar's sports goods industry has seen growth in international market share due to globalization.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The export volume of Jalandhar's sports goods has increased in the last five years.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Manufacturers in Jalandhar face difficulties in competing on price with countries like China and Pakistan.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Jalandhar's manufacturers have adjusted their production processes to meet the demands of international markets.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Globalization has provided new markets for Jalandhar's sports goods, such as in Europe and the USA.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Objective 2: To Examine the Sustainability Challenges in Jalandhar’s Sports Goods Industry

The rising cost of raw materials has significantly impacted production in Jalandhar's sports goods industry.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Jalandhar’s sports goods manufacturers are adopting sustainable production practices.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Environmental regulations have led to increased production costs for Jalandhar’s manufacturers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

There is growing pressure from international buyers for Jalandhar manufacturers to adopt green production practices.

- Strongly Agree
- Agree
- Neutral
- Disagree

Strongly Disagree

Jalandhar's sports goods manufacturers face challenges in sourcing eco-friendly raw materials.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Manufacturers in Jalandhar are finding it difficult to meet the global demand for sustainable products.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Local manufacturers have adopted biodegradable materials to some extent in production.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The government offers sufficient support to help manufacturers transition to more sustainable production methods.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Manufacturers in Jalandhar are investing in environmentally friendly technologies to improve sustainability.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The increase in demand for sustainable production has led to innovations in manufacturing processes in Jalandhar.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Objective 3: To Evaluate the Effectiveness of Government Policies in Supporting Manufacturers

Government policies effectively support small and medium-sized sports goods manufacturers in Jalandhar.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Export incentives provided by the government have helped local businesses expand in global markets.

- Strongly Agree
- Agree
- Neutral
- Disagree

Strongly Disagree

Awareness about MSME schemes and financial assistance programs is high among small manufacturers in Jalandhar.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Bureaucratic hurdles make it difficult for small manufacturers to access government benefits.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The “Make in India” initiative has positively influenced the sports goods industry in Jalandhar.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Financial assistance programs for small manufacturers in Jalandhar are easily accessible and well-communicated.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The implementation of MSME policies has contributed to job creation in the sports goods industry in Jalandhar.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The government has provided sufficient training opportunities to small manufacturers regarding export promotion and policy benefits.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Government policies have supported the innovation and adoption of new technologies in Jalandhar's sports goods industry.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Government support has helped Jalandhar's sports goods manufacturers meet international quality standards.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree