

Status of Sports Goods Industry in Punjab - An Overview

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Abstract:

This paper highlights the present status of sports goods industry in the Punjab state during the year 2018-19. The Jalandhar district of the Punjab state was the major hub of sports goods industry. Therefore, the Jalandhar district was specifically selected for the present study. Random sampling technique was base of the sample. A sample of 150 industrial units dealing with wide range of industry goods were taken for the study. Further, the sample was categorized into small, medium and large industrial units on the basis of number of employees and hence, each 50 small, medium and large category of industrial units were selected for the study. The study was based on the primary data. The relevant data of study were collected through well structured pre-tested survey schedules. Industry owner or responsible person was the main respondents of the study. The collected data were compiled in excel sheet by assigning codes. Simple statistical tools like frequencies and percentages were used to analyze the data. The main findings of the study brought to the fore a significant fact that the manufacturing of sports goods is no longer a profitable enterprise and manufacturers have been either turning their business from manufacturing to trading or have started trading along with manufacturing of sports goods. In general, majority of the sports industries were dealing with more than one sport goods, particularly all traders in the sample were dealing with multiple products. The study also concludes that market share of the sports industries observed to be varied with size of industry. The concentration of sports industries having market share more than 20 per cent was the highest on large farms. The large size industrial units were observed to be more competitive as compared to small and medium size. Moreover, the study highlighted the present scenario of different sizes of sports goods industries in terms of type and scale of business, extent of imports and exports, extent of demand and competition which could be helpful for stakeholders and policy planners on account of sustaining and uplifting the sports industry in the Punjab state.

Key Words: Industries, sports goods, scale of business, trader, and manufacturer.

Introduction

India's sports goods industry is an important component of Indian economy. Being labour intensive in nature, it provides employment to more than five lakh people in the country. India's sports goods have been gaining popularity in the world and have occupied a good share in the global market. Indian domestic industries have been exporting nearly 60 per cent of its production and its exports have been reported at US \$ 232.80 million in the year 2017-18 as compared to US \$ 224.83 million during the previous year (*IBEF, 2019*). A flourishing sports sector has a significant socio-economic impact by improving physical health and mental ability of nation's human resources. Apart from this, sports industry can and may contribute from one to five per cent to the total gross domestic product (GDP) of the country (*Lunghar, 2016*).

Sports goods industry in India is more than a hundred years old. Indian sports goods industry has its root in Sialkot, Pakistan. During the partition of British India into India and Pakistan during 1947, many Hindu artisans moved from Sialkot, Pakistan traditionally a major centre of the sports goods industry to Punjab in India (**Raju, 2007 and Prakash, 1956**). The mahashak traditional stitches community started living in the district of Jalandhar, Batala and Ludhiana.

According to department industrial policy and promotion, Jalandhar is one of the largest producers of footballs cricket bats and other inflatable sports equipments. Jalandhar is an important supplier of quality sports goods to more than 130 countries including some of the most developed nations of the World. Today approximately 1,300 factories and smaller units are working in the sports industry Jalandhar, in which approximately 1.70,000 skilled or unskilled workers are working (**Kulkarni, 2008 and ESGNPC, 2008**).

The Sports Goods Manufacturing units are located at two localities in the city Basti Nau and Basti Danishmandan. Now with the growth of the industry it has spread to joining areas of Nakodar road, Basti Sheikh Road, Industrial Area and Sports Complex on Kapurthala road and G.T. road towards Amritsar. Skilled workers engaged in this industry are the important part elements in the production and are settled in Bhargav Camp, Gandhi Camp, Basti, Guzan, Basti Sheikh and Basti Danishmandan, adjacent to the manufacturing unit. The entrepreneurs setting up modern units with mechanized production systems are open space with more area to achieve better results (**Ahluwalia, 2012**).

The sports industry of Punjab is an integral part of the state economy. It generates significant amount of employment to a large number of people. Although, the sports industry of Punjab is highly recognized in terms of import and export of sports goods, but this sector have been facing a big challenge in terms of manufacturing and trading of sports goods due to high degree of competitiveness at national and international market (**Vasudevan, 2011**). Taking into consideration of all these facts, the present study was designed to assess the current status of sports industry in the Punjab state.

Objectives of the Study

1. To assess the profile of different sizes of industrial units i.e. small, medium and large sports good industries of the Punjab state.
2. To assess the market share of small, medium and large units of sports good industries of Punjab.
3. To examine the extent of change in demand of sports goods in domestic market.
4. To assess the extent of competition among small, medium and large sports good industries of the Punjab state.
5. To assess the extent of change in exports and imports of small, medium and large sports good industries of the Punjab state.

Methodology

Sample:

The present study was conducted in Punjab state during the year 2018-19. The Jalandhar district of the Punjab state was the major hub of sports goods industry. Therefore, the Jalandhar district was specifically selected for the present study. Random sampling technique was base of the sample. A sample of 150 industrial units dealing with wide range of industry goods were taken for the study. Further, the sample was categorized into small, medium and large industrial units on the basis of number of employees and hence, each 50 small, medium and large category of industrial units were selected for the study.

Tools:

The study was based on primary data. Well structured, pre-tested survey schedules for sports goods industry was prepared for collecting the data. All relevant aspects of study were

included in questionnaire by taking into the objectives of the present study. Industry owner or responsible person etc was the respondents of the study.

Statistical Techniques:

The collected data was compiled in excel sheet by assigning codes. Simple statistical tools like frequencies and percentages were used to analyze the data.

Results and Discussion

Results:

The results of the profile, market share, change in demand, extent in competition and export-import status are presented in the following tables and their interpretations are given accordingly. Graphical representation of each variable is also shown for logical comparisons among different sizes of industrial units.

1.1 Type of business of sample sports industries

Table 1 indicated that among the total 150 industry units, there were 85 manufacturer units which constituted 56.67 per cent share in the total sample. There were 21.33 per cent traders in the sample and 22 per cent were both the manufacturer as well as traders. The proportion of the manufacturers was the highest in small category (80%), followed by large (74%) and medium industry units (16%). The per cent share of trader was the highest on medium category (44%), followed by small (10%), whereas none of the large category industry unit was a sole trader. Out of 50 industry units, 40 per cent of the medium category units and 26 per cent of large category units were dealing with both trading and manufacturing of sports industry.

Table 1: Distribution of sample sports industries according to type of business

Year of establishment	Small (n=50)		Medium (n=50)		Large (n=50)		Total (N=150)	
	No	%	No	%	No	%	No	%
Manufacturer	40	80.00	8	16.00	37	74.00	85	56.67
Trader	10	20.00	22	44.00	0	0.00	32	21.33
Both	0	0.00	20	40.00	13	26.00	33	22.00

1.2 Scale of business in terms of type of product category

The distribution of sports industries on the basis type of product and type of business is given in Table 2. Out of the total 150 industry units, 67.33 per cent were dealing with multiple products, while remaining 32.67 per cent have been limited their business to single product only. Category-wise, the proportion of units dealing with multiple products came out to be the highest (96%) in case medium, followed by large (60%) and small (46%) category of sports industry. Small category of sports industries dominated over in terms of single product as it occupied 54 per cent share in total 50 units, respectively.

Out of the total 85 manufacturer units, mostly i.e. 57.65 per cent were dealing with single product, while remaining 42.35 per cent extended their business to multiple products. It is noticed here that all traders were found to deal with more than one product.

Table 2: Distribution of sample sports industry on the basis of scale of business in terms of type of product category

Scale of business	Manufacturer		Trader		Both		Total	
	No	%	No	%	No	%	No	%
Small								
Single product	27	67.50	0	0.00	0	0.00	27	54.00
Multiple product	13	32.50	10	100.00	0	0.00	23	46.00

Total	40	100.00	10	100.00	0	0.00	50	100.00
Medium								
Single product	2	25.00	0	0.00	0	0.00	2	4.00
Multiple product	6	75.00	22	100.00	20	100.00	48	96.00
Total	8	100.00	22	100.00	20	100.00	50	100.00
Large								
Single product	20	54.05	0	0.00	0	0.00	20	40.00
Multiple product	17	45.95	0	0.00	13	100.00	30	60.00
Total	37	100.00	0	0.00	13	100.00	50	100.00
Overall								
Single product	49	57.65	0	0.00	0	0.00	49	32.67
Multiple product	36	42.35	32	100.00	33	100.00	101	67.33
Total	85	100.00	32	100.00	33	100.00	150	100.00

1.3 Market share of sample sports industry

Table 3 shows that out of total 150 units, 63.33 per cent of the sports industries were constituted up to than 10 per cent share in the total market. Fourteen per cent of the total sample units were occupied market share between 11-20%, whereas each 11.33 per cent of the sports industries were constituted market share between 21-30 and more than 30 per cent, respectively.

Category-wise, the proportion of industry units occupied market share up to 10 % came out to be the highest on small (92%), followed by medium (58%) and large (40%) category of sports industry. Likewise, the proportion of industry units having market share between 11-20% worked out to be the highest in case of medium size industry (36%) followed by small size sports industries (6.00), whereas the proportion of industry units having market share between 21-30% and more than 30 per cent was the highest on large size industrial units.

Table 3: Distribution of sample sports industry unit according to market share

Market share	Small		Medium		Large		Overall	
	No	%	No	%	No	%	No	%
Up to 10 %	46	92.00	29	58.00	20	40.00	95	63.33
11-20%	3	6.00	18	36.00	0	0.00	21	14.00
21-30%	1	2.00	3	6.00	13	26.00	17	11.33
Above 30%	0	0.00	0	0.00	17	34.00	17	11.33
Total	50	100.00	50	100.00	50	100.00	150	100.00

1.4 Extent of change in demand of sports products in domestic market during last ten

Years, sample sports industry, Punjab

The perusal of Table 4 shows that majority of the respondents i.e. about 58 per cent reported that demand for sports goods was increased at the rate 5-10 per cent during the last ten years in the domestic market. Like-wise, about 32 and 10 per cent of the respondents in the sample reported that demand for sports goods was increased at the rate 1-5 and 10-25 per cent during the last ten years. Category-wise, mostly i.e. all the respondents in case of medium, about 73 and 30 per cent of the respondents in the case of small and large category reported that demand for sports goods was increased by 5-10 per cent during the last ten years. However, the proportion of respondents reporting 1-5 (54.05%) and 10-25 (16.22%)

per cent increase in demand of sports goods was the highest on large category of industrial units. The extent of decrease in demand for sports goods during last ten years is as important as increase in demand. The results revealed that majority of the respondents i.e. about 62 per cent reported that demand for sports goods was declined at the rate 10-25 per cent during the last ten years in the domestic market. Like-wise, each about 14 per cent of the respondents in the sample reported that demand for sports goods was decreased at the rate 1-5 and 5-10 per cent during the last ten years in the domestic market. Nearly 10 per cent of the respondents were reported that the demand for sports goods declined by more than 25 per cent in the domestic market.

Category-wise, none of the respondents in case of large size category were reported about decrease in demand, while mostly i.e. 80 per cent in the case of medium and about 22 per cent of the respondents in the case of small category reported that demand for sports goods was decreased by 10-25 per cent during the last ten years. However, the proportion of respondents reporting 1-5 (44.44%), 5-10 (22.22%) and more than 25 (11.11%) per cent decrease in demand of sports goods was the highest on small category of industrial units.

Table 4: Extent of change in demand of sports products in domestic market during last ten years, sample sports industry, Punjab

Percent change	Small		Medium		Large		Overall	
	No	%	No	%	No	%	No	%
Increased								
1-5%	2	18.18	0	0.00	20	54.05	22	31.88
5-10%	8	72.73	21	100.00	11	29.73	40	57.97
10-25%	1	9.09	0	0.00	6	16.22	7	10.14
Total	11	100.00	21	100.00	37	100.00	69	100.00
Decreased								
1-5%	4	44.44	0	0.00	0	0.00	4	13.79
5-10%	2	22.22	2	10.00	0	0.00	4	13.79
10-25%	2	22.22	16	80.00	0	0.00	18	62.07
More than 25%	1	11.11	2	10.00	0	0.00	3	10.34
Total	9	100.00	20	100.00	0	0.00	29	100.00

1.5 Extent of competition among local sports manufacturer in Punjab

The level of competition is another important component of the sports industry. The extent of competition has been classified into three level namely intensive (> 20 players), medium (10 to 20 Players) and Low (0-10 Players), respectively. It is evident from Table 5 that out of total 150, 63.33 per cent of the sample units have been received intensive competition, followed by medium (25.33%) and low (11.33%) degree of competition in sports industries. Category-wise, the small and medium categories of sports industries have been facing relatively more competition as compared to large category. Highest number i.e. 42 respondents in case of medium category reported that there was intensive competition among local sports manufacturers, followed by small (41) and large (12) category of industrial units. As evident from the table 5, the large industrial units have been facing medium and low competition, as the proportion of respondents reporting former (42%) and later (34%) type of market competition from local manufacturers was the highest on large category of industrial units, respectively.

Table 5: Extent of competition among local sports manufacturer in Punjab

Extent of competition	Small		Medium		Large		Overall	
	No	%	No	%	No	%	No	%
Intensive (> 20 players)	41	82.00	42	84.00	12	24.00	95	63.33
Medium (10 to 20 Players)	9	18.00	8	16.00	21	42.00	38	25.33
Low (0-10 Players)	0	0.00	0	0.00	17	34.00	17	11.33
Total	50	100.00	50	100.00	50	100.00	150	100.00

1.6 Extent of change in the export of sports products during last ten years, sample sports industry, Punjab

An overview of Table 6 shows that out of total, majority of the respondents i.e. about 62.50 per cent reported that exports for sports goods were increased at the rate 11-25 per cent during the last ten years. Like-wise, about 25 and 12.50 per cent of the respondents in the sample reported that exports for sports goods was increased up to 10 per cent and 26-50 per cent during the last ten years. Category-wise, mostly i.e. about 82 per cent respondents in case of medium, half of the respondents in case of small (50%) and about 45 per cent of the respondents in the case of large category reported that exports for sports goods was increased by 11-25 per cent during the last ten years. However, the proportion of respondents reporting increase in exports up to 10 per cent and 26-50 per cent increase was the highest on small (50%) and large (18.18%) category of industrial units.

The results also revealed that majority of the respondents i.e. 56 per cent reported that exports for sports goods was declined up to 10 per cent during the last ten years. Like-wise, 40 and 4 per cent of the respondents in the sample reported that exports for sports goods was decreased at the rate 11-25 and 26-50 per cent during the last ten years. Category-wise, all the respondents in case of small size category, about 56 and 20 per cent in case of large and medium category were reported that exports for sports goods was decreased up to 10 per cent during the last ten years. However, the proportion of respondents reporting 11-25 and 26-50 per cent decline in exports was the highest on medium (80%) and large (6.25%) size units, respectively

Table 6: Extent of change in the export of sports products during last ten years, sample sports industry, Punjab

Percent change	Small		Medium		Large		Overall	
	No	%	No	%	No	%	No	%
Increased								
Up to 10 %	1	50.00	1	9.09	4	36.36	6	25.00
11-25%	1	50.00	9	81.82	5	45.45	15	62.50
26-50%	0	0.00	1	9.09	2	18.18	3	12.50
Above 50%	0	0.00	0	0.00	0	0.00	0	0.00
Total	2	100.00	11	100.00	11	100.00	24	100.00
Decreased								
Up to 10 %	4	100.00	1	20.00	9	56.25	14	56.00
11-25%	0	0.00	4	80.00	6	37.50	10	40.00
26-50%	0	0.00	0	0.00	1	6.25	1	4.00
Above 50%	0	0.00	0	0.00	0	0.00	0	0.00
Total	4	100.00	5	100.00	16	100.00	25	100.00

1.7 Extent of change in the imports of sports products during last ten years, sample sports industry, Punjab

Table 7 shows that out of total (24), majority of the respondents i.e. about 67 per cent of the respondents were reported that imports for sports goods was increased up to 10 per cent during the last ten years. Remaining about 33 per cent of the respondents in the sample reported that imports for sports goods was increased at the rate of 11-25 per cent during the last ten years. Category-wise, mostly i.e. each 71.43 per cent of the respondents in case of small and large were reported that imports of sports goods was increased up to 10 per cent during the last ten years. However, the proportion of respondents reporting increase in imports by 26-50 per cent was the highest on medium (40%), followed by small and large category of industrial units.

The results revealed that majority of the respondents i.e. 75 per cent reported that imports for sports goods was declined up to 10 per cent during the last ten years, while remaining 25 per cent were reported fall in imports by 11-25 percent, respectively. Category-wise, each 50 per cent of the respondents in case of small size category were reported decline in imports up to 10 and 11.25 per cent. The corresponding figures in case of medium units were 83.33 and 16.67, while these figures estimated at 75 and 25 percent in case of large industrial units, respectively.

Table 7: Extent of change in the imports of sports products during last ten years, sample sports industry, Punjab

Percent change	Small		Medium		Large		Overall	
	No	%	No	%	No	%	No	%
Increased								
Up to 10 %	5	71.43	6	60.00	5	71.43	16	66.67
11-25%	2	28.57	4	40.00	2	28.57	8	33.33
26-50%	0	0.00	0	0.00	0	0.00	0	0.00
51 % and above								
Total	7	100.00	10	100.00	7	100.00	24	100.00
Decreased								
Up to 10 %	1	50.00	5	83.33	3	75.00	9	75.00
11-25%	1	50.00	1	16.67	1	25.00	3	25.00
26-50%	0	0.00	0	0.00	0	0.00	0	0.00
51 % and above	0	0.00	0	0.00	0	0.00	0	0.00
Total	2	100.00	6	100.00	4	100.00	12	100.00

Discussion of Findings

Sports goods industry of Punjab has been dealing with manufacturing and trading of sports goods. It is observed that manufacturing sports industries could not received remunerative price since the last few years owing to high degree to the competition in domestic as well as in international market. Due to astonishing rises in the prices of material cost, labour cost, taxes etc, the manufacturers could not generate significant amount of profit during the last few decades. Therefore, the manufacturing of sports goods is no longer a profitable enterprise and manufacturers have been either turning their business from manufacturing to trading or started trading along with manufacturing of sports goods. Similarly in case of sports units engaged in both manufacturing and trading of sports goods was also dealing with multiple products. In general, majority of the sports industries were dealing with more than one sport goods, particularly all traders in the sample were found to deal with multiple products. A finding of the present study coincides with the finding of (Queen and Weiser, 2007 and Jeswal 2012).

Owing to competitive market, the business of the sports industries is very uncertain in terms of profitability. In order to sustain the profitability, many industries have been dealing

with multiple products. As discussed above, there were three types of sports industries on the i.e. manufacturer, traders and both. The scale and size of sports industries can be evaluated on the basis of the level of market share. The study concludes that market share of the sports industries observed to be varied with size of industry. The concentration of sports industries having market share more than 20 per cent was the highest on large farms. On contrary, the number of sports industry units having market share up to 10% and 11-20% was the highest on small and medium size industries, respectively. The analysis concluded that large size industrial units were observed to be more competitive as compared to small and medium size. A finding of the present research is strongly supported by the finding of (**Vasudevan, 2008, Ahluwalia 2012 and ESGNPC 2008, 2012 and 2013**).

The market of sports industry is very volatile in nature. The demand of sports goods is not static and it is an ever changing process. The pattern of change in demand of sports goods may influence the production pattern of the sports industries. Increased in demand of sports is assumed to be contributed positively towards the expansion of sports industries whereas decrees in demand effects the industry negatively. Therefore, it is very important to determine the extent of change in demand in the last ten years. Category-wise, none of the respondents in case of large size category were reported about decrease in demand, while mostly i.e. 80 per cent in the case of medium and about 22 per cent of the respondents in the case of small category reported that demand for sports goods was decreased by 10-25 per cent during the last ten years. However, the proportion of respondents reporting 1-5 (44.44%), 5-10 (22.22%) and more than 25 (11.11%) per cent decrease in demand of sports goods was the highest on small category of industrial units. Category-wise, the small and medium categories of sports industries have been facing relatively more competition as compared to large category. Large industrial units have been facing medium and low competition. The result is in consonance with the findings of (**Vasudevan, 2008 and Tinman, 2011**).

It is very important to examine the status of sports industries in terms of exports and imports on account of economic sustainability of sports industry. The pattern of change in exports of sports goods may influence the production pattern of the sports industries. Increased in exports of sports is assumed to be contributed positively towards the expansion of sports industries. Therefore, it is very important to determine the extent of change in exports in the last ten years. Category-wise, mostly i.e. about 82 per cent respondents in case of medium, half of the respondents in case of small (50%) and about 45 per cent of the respondents in the case of large category reported that exports for sports goods was increased by 11-25 per cent during the last ten years. However, the proportion of respondents reporting increase in exports up to 10 per cent and 26-50 per cent increase was the highest on small (50%) and large (18.18%) category of industrial units. Category-wise, all the respondents in case of small size category, about 56 and 20 per cent in case of large and medium category were reported that exports for sports goods was decreased up to 10 per cent during the last ten years. However, the proportion of respondents reporting 11-25 and 26-50 per cent decline in exports was the highest on medium (80%) and large (6.25%) size units, respectively. Category-wise, mostly i.e. each 71.43 per cent of the respondents in case of small and large were reported that imports of sports goods was increased up to 10 per cent during the last ten years. However, the proportion of respondents reporting increase in imports by 26-50 per cent was the highest on medium (40%), followed by small and large category of industrial units. Category-wise, each 50 per cent of the respondents in case of small size category were reported decline in imports up to 10 and 11.25 per cent. The corresponding figures in case of medium units were 83.33 and 16.67, while these figures estimated at 75 and 25 per cent in

case of large industrial units, respectively. The result is in consonance with the findings of (FICCI, 2011).

Conclusions

Based on important outcomes of the study, it is concluded that the manufacturing of sports goods is no longer a profitable enterprise and manufacturers have been either turning their business from manufacturing to trading or started trading along with manufacturing of sports goods. In general, majority of the sports industries were dealing with more than one sport goods, particularly all traders in the sample were dealing with multiple products. The study also concludes that market share of the sports industries observed to be varied with size of industry. The concentration of sports industries having market share more than 20 per cent was the highest on large farms. The large size industrial units were observed to be more competitive as compared to small and medium size.

Suggestions:

Punjab state has been emerging as a prominent state in the country in terms of manufacturing sports goods. In the recent years, the manufacturing and trading of sports goods have been emerging as two most important components of the sports industry in the Punjab state. The sports industry have been facing big challenge in terms of profitability of manufacturing sports good due to scarcity of technical workforce, uncertain and competitive global market. To cope with this situation, many of the manufacturers have been taking up trading of sports goods along with its manufacturing. This is one of the most important outcomes of the study and hence, there is need to frame suitable policy to sustain the economic viability of ports units both in manufacturing and trading for the upliftment of sports industry in the Punjab state.

Among the different categories, large industrial units come out to be more sustainable in terms of scale of business, market share, profitability and market competition as compared to small and medium units. The present study is thus suggested to plan suitable suggestive measures with special attention to small and medium units for the overall development of sports industries.

From economic point of view, the foreign exchange earnings are the primary focus of the sports industry. Presently, it is noticed that sports industries have been extensively involved in imports and exports activities. Again, the large industrial units have been leading the small and medium type of industrial units in terms of frequency of imports and exports. The small and medium industrial units are the important segments of the sports industry of the Punjab state and need to develop at sustainable level by supporting with suitable policy measures in the interest of overall development of sports industry in the Punjab state.

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