

COMPENDIUM OF PROCEEDINGS

Conference Series on Sports for Employment
Jallundhar, Punjab (18th November 2016)



Under the Aegis of

SPORTS GOODS
FOUNDATION OF INDIA

Implemented & Presented by



National Archive of Useful Knowledge Resources & Initiatives for Skills
NAUKRIS



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FOUNDATION

&

Mr. Geoff Carroll – Global NOS Specialist



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Conference Series on Sports for Employment Jallundhar, Punjab (18th November 2016)

Venue: SHG Training Centre, Vill: Parsurampura, GT Road &
Hotel Day's Inn. Parikrama. Jyoti Chowk, Jallundhar

Agenda:

1. How to make sports manufacturing an employable sector and discussion on opportunities
2. To spread awareness about the work of SPEFL with regards to the qualification packs and national occupational standards
3. Explore business opportunities as training providers as well as opportunities under the PMKVY scheme
4. Open house discussion on probable areas where qualification packs can be made from the participants.
5. Occupational mapping for the state of Punjab.

Background

The sport industry today is not only exciting but it is a lucrative and continually growing segment of the entertainment, arts, and recreation industry. As a global industry that attracts passionate fans, spectators and players throughout the world, sports have an enormous impact on people's lives through education, diplomacy, personal achievement, business and overall entertainment. It is estimated that the sports industry globally generates between \$400 and \$425 billion in revenue annually. Many more billions are generated through related industries such as hospitality, event management, and fitness/recreation. Segments of the sports industry offer additional avenues for varying career paths. For example, sports marketing might include a number of areas from product placement, celebrity endorsement, sponsorship sales, merchandising, corporate relations, sales activation, and a host of other activities. Numerous opportunities and resources exist in both the public and private sector for anyone looking to break into this dynamic field.

In the Indian context, it may already be apparent that India is moving out of the shadows and beginning to take noticeable steps into the sports arena. However there is an absence of support system in sports i.e. right kind of coaches, academy, event managers, sports goods manufacturers, infrastructure managers and developers, administrators, sports scientist, physiotherapists, sponsorship experts and so on. Hence there is a demand of sports experts from outside India. On the other hand 78% of the children who join school show some interest and often, good aptitude for one sport or the other than anything else but they don't pursue their passion because of lack of encouragement and lack of career opportunities. In India, there will be 1.33 million new sports persons by 2017,

which implies India will require a staggering 0.3 Million sports personnel (support staff) in sports sector. It is now time to revive sports education with a holistic approach of training, and fulfil the demand of skilled personnel and provide opportunities to youth by giving them right direction and orientation.

Challenge areas are the lack of professional training or evaluation and therefore, lower skills and no acceptability for workforce. Also, most courses are outdated and need to be redesigned. There is lack of linkage with the industry. This results in poor quality, and most importantly, huge attrition rates because the typical sports enthusiast does not see a clearly mapped career linked with his/her personal growth through the right kind of training. Though there are courses being offered through various physical education and sports institutions across diploma, bachelors/ masters/PhD. but these courses do not cover skill development relating to the sector need and there is a disconnect between requirement of industry, training provided and skills available.

It is important that key stakeholders in the industry and experts in India should work towards setting up a strong base and it calls for a consultative process by means of a National Series of Roundtable Dialogue on Sports for Employment.

The Indian Sports Goods Manufacturing Industry

The sports goods industry of India has its roots in Sialkot, Pakistan. When India was partitioned in 1947, many of Sialkot's skilled craftsmen migrated across the border into Punjab, settling in Jalandhar, where the Indian sports goods industry is now based. The Mahashaks, traditional stitchers' community, started living in the districts of Jalandhar, Batala and Ludhiana. The Mahashaks of Jalandhar and Batala are still engaged in ball stitching and Jalandhar has grown as the major centre of India's sports goods industry, which has been considered to be the hub of the imports and exports of sports goods materials in India. The role of Small Scale industries in these areas can never be under estimated, as they play the major role in holding together the sports market in India.

Sports Goods Industry has remained not only one of the important livelihood avenues but has also been the savior of various traditional skills that have been inherited by the workers over generations. The unique and high-skill oriented processes for the production of exquisite sports products helped the industry to survive the onslaught of automated production systems. The United Nations Industrial Development Organization (UNIDO), an agency of the United Nations with the mission of helping countries pursue sustainable industrial development, has also given a major boost through its programs on ground.

The Indian sports goods industry has expanded to include the areas of Meerut, (Uttar Pradesh) and Gurgaon, (Haryana). Most of India's sports goods are exported to the United Kingdom, The United States of America, Germany, France and Australia. The industry is mainly concentrated in Jalandhar and Meerut.

The Indian sports goods industry manufactures 318 items. However, major

items that are exported are inflatable balls, hockey sticks and balls, cricket bats and balls, boxing equipment, fishing equipment, indoor games like carom and chess boards and different kinds of protective equipment.

The sports goods industry cluster of Jallundhar is a unique example of a transplanted cluster, where a major segment of an existing cluster shifted lock stock and barrel. The industry was founded by Sardar Bahadur, Sardar Ganda Singh Oberoi in the year 1883 at Sialkot and Sports equipment became the first Indian products to be exported in 1885.

Originally the sports goods manufacturers based themselves in two areas of Jallandhar city: ie Basti Nau and Basti Daneshmandan. It has since spread to other areas such as Nakodar road, Basti Sheikh road, Industrail area, Kapurthala road and GT road.

The Indian sports goods industry is a highly labor intensive industry, which provides employment to the weaker sections of society and also employs a large number of women. The highly skilled workers, master trainers and skill monitors are mostly living in and around Bhargav camp, Gandhi Camp, Parshurampura (GT road) and Basti guzan etc.

The sports goods industry in India has witnessed a phenomenal growth over the past five decades and now occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and export. There has been an increasing emphasis on its planned development, aimed at optimal utilization of resources for maximizing returns, particularly from exports.

According to SIMRI, the sports goods industry in India is nearly a century old and has flourished due to the skills of its workforce. Being labor intensive in

nature, the industry provides employment to more than 500,000 people. The nucleus of this industry in India is in and around the states of Punjab and Uttar Pradesh.

- Jalandhar in the state of Punjab and Meerut in the state of Uttar Pradesh account for nearly 75 per cent of total production.
- Together, the two towns house more than 3,000 manufacturing units and 130 exporters.
- The Indian sports goods industry also has a presence in the cities of Mumbai, Kolkata and Chennai, albeit at a lower scale.

A report titled “A study of factors promoting sports goods industries in India” conducted by the Department of Physical Education & Sports Sciences, University of Delhi in 2013 states that in Jalandhar sports good manufacturing sector, only 59% of the workers are skilled, 28% are semi skilled and 13% are unskilled work force.

The study also concludes that the status of employment of Jalandhar sports goods industries shows that 93% of sports goods industries have witnessed an increase in the status of employment. Result also depicts the career advancement guidelines followed by Jalandhar sports goods industries for encouraging the employees, which accounts for 67% sports goods industries using various training modules to upgrade the skills of their employees from time to time.

Almost similar growth trends have been observed in the case of both skilled and unskilled workers.

Few well organized manufacturing units employ more than 450 workers but other small and unorganized units operate with 8 to 10 workers. Broadly it has

been found that nearly 50% of the workforces are skilled in sports goods sector. The study recommends that Skill development center need to be set up for imparting training to the work force on various products.

It is also important to understand that International markets give higher weightage to international accreditation specifications certificate. This needs to be established in India in collaboration with accreditation certification agency. The role of skill development and certified workforce is extremely important in this context.

The status of labor has witnessed a dramatic change over the years. It is also observed that the sports goods industries also implement the career advancement guidelines for their workers, but still the effort needs to be emphasized for better results.

India's share of the global sports goods export market is expected to grow manifold, with the country establishing the credibility of its goods in the international market. Indian sporting goods are well known around the world and have made a mark in the global sports goods market. The industry exports nearly 60 per cent of its total output to sports-loving people the world over.

- The sports goods market in India was valued at US\$ 2 billion in 2012-13. The market is growing as 35-40 per cent a year and expected to cross US\$ 3.6 billion. The growth is expected on account of increasing awareness about health and fitness in the country.
- As far back as 2013-14 India exported sports goods worth around US\$ 256 million and registered a growth of about 19 per cent.
- The major items to be exported includes inflatable balls, cricket bats general exercise equipment, sports nets and protective equipment for

cricket.

- The most interesting factor is that the land of Sports Engineering, United Kingdom is the major importer of Indian sports goods. It shows India's ability to grow as a sporting super power.



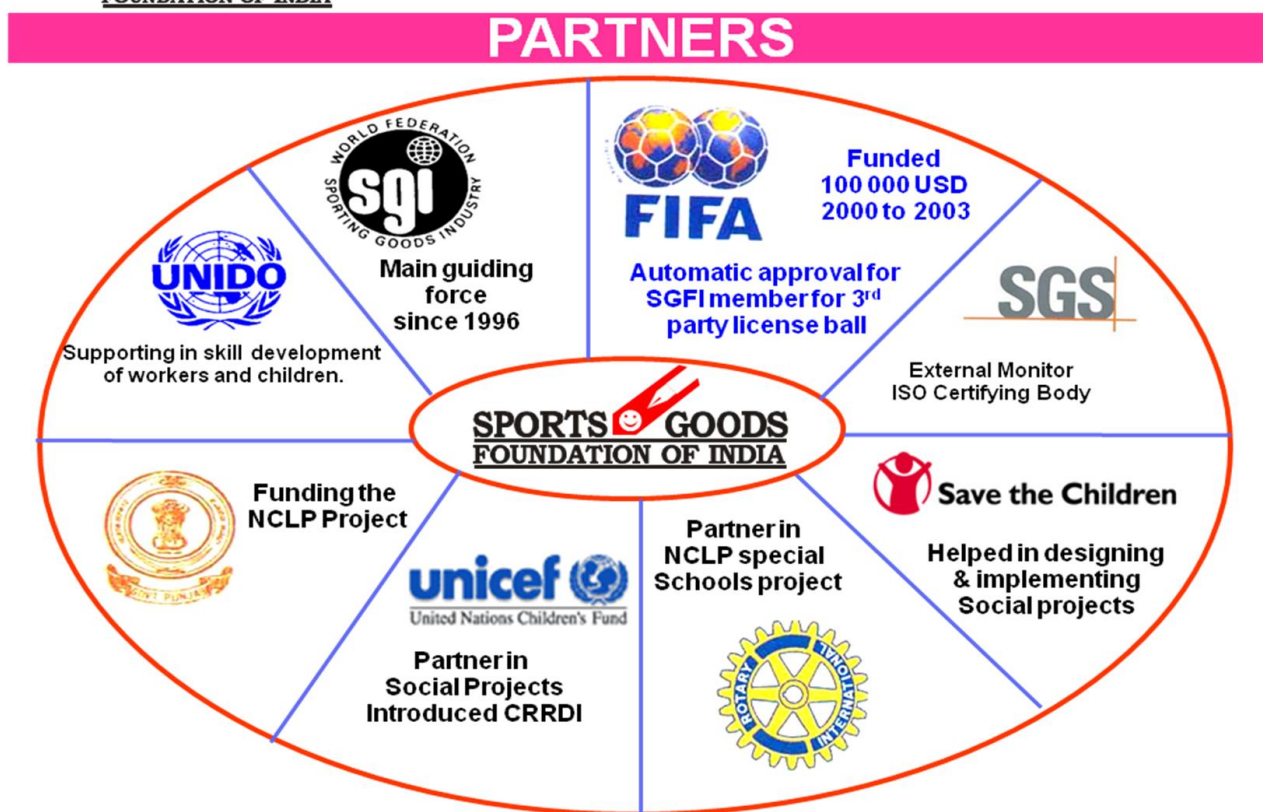
ABOUT SGFI

SGFI was started a decade back by volunteer members from the Indian Sports Industry with an objective to address the child labor issue. Over the period of time with experience and learning's drawn because of close contact with the community SGFI's vision was broadened and they started looking at root causes like education, health, social security and women empowerment. The strategy followed was bottoms up approach, which meant understanding what is required at the community level and then devising methodology, action plan and activities addressing the needs of the community. To take this agenda forward, support was extended by UNIDO-CDP in the form of capacity building, knowledge linkage, monitoring and evaluation. This is part of Jalandhar's social responsibility, which we define as SERB (Social and Environmental Responsibility of Business).

Seeing the working of SGFI, the CBSE (Central Board of Secondary Education), has included a chapter titled "SGFI & its organizational setup" in the textbook on Health, Physical Education and Sports for class XII nationwide. Additionally, IIM Bangalore has conducted a 28 pages case study on SGFI to be taught across more than 500 business schools across the world.

SGFI is currently headed by it's Chairman: Mr. Satish Wasan and Executive Director: Mr Ravi Purewal and operates from Nakodar road in Jallundhar.

SGFI is partnered by many well-known organizations and leads the skill development initiative through it outreach centres across the region.



All the member of SGFI who keenly supported and were represented by the SGFI office at the conference roundtable at Dey's Inn are Listed below.

Akay International, Anandco Sporting Corporation, Avran Exports, Behari Lal & Co, Beat All Sports, Brightway Exports International, Bhaizada & Sons, Cosco (India) Ltd., F.C Sondhi & Co (India) P. Ltd, Freewill Sports Pvt. Ltd., Hans Raj Mahajan Worldwide, Hans Raj Mahajan & Sons, Legend International, Kamal Brothers, Mayor & Co, Rattan Brothers, RK Mahajan

Exports, RKM Worldwide, Ranson Sports industry, Sakay Traders, Sarve Parkash & Co, Sporting Syndycate Pvt. Ltd., Savi International, Sharma Exports, Soccer International Pvt. Ltd., Spartan Sports Industries, Wasan Exports and Worldwide Cricket Co Pvt. Ltd.



Compendium and flow of events at the Conference

Invitations were sent out by the SPEFL-SC and SGFI for participation in the conference.







The Chairman & Governing Council of the SPEFL-SC cordially invites you to participate at this flagship National Series of dialogues to shape a roadmap towards making sports a sustainable career opportunity for the young demography of India.

Under the aegis of

**SPORTS & GOODS
FOUNDATION OF INDIA**

Jalandhar

Venue
Dey's Inn
Parikrama City Centre
Jyoti Chowk, Jalandhar

Date
Friday Nov 18, 2016

*Morning Conference with SHGs
starts at 1030 hours
Conclusion at 1545 hours*

*Evening conference with Industry
Registration starts at 01830 Hrs
Conclusion at 2130 Hrs
Please join us for dinner at the venue*

Implementing Partners



RSFP: Jalandhar: Dr. Ravi Purowal +91 9216020377 sgfi@sgfi.org
Delhi: Mz.Soual +91 9711803235 associate @tanjw.asia

The conference was divided into two parts. Part one was held at the Pararampura village in a skill training & production centre with over 150 participants from nearly 30 such centres across Jalandhar and Part two was held with Industry owners at Day's Inn, Jyoti Chowk.

Men and women who are involved in sports goods manufacturing as their livelihood attended the conference with enthusiasm and a participative approach. The issue of broad basing sports skills was well taken and discussed threadbare in the context of new generation's involvement, education vs skills, career roadmaps and long-term sustainability of the industry itself.

These points were further discussed at the evening roundtable with Industry heads and manufacturers. This dual approach proved extremely fruitful in achieving the objectives of the SPEFL-SC to create an occupational map as well as get the industry involved to promote skill development in the sector.

Understanding the need for taking the message of skilling, SPEFL-SC decided to hold this meeting at ground zero with a group of about 100 women from the village Parsurampura, who are directly involved in the manufacturing of a variety of balls.



The agenda of the meeting was to introduce the mission of Skill India project of the government of India and how skills in sports can lead to better employment and business opportunities for, both, the participant and the industry.

Most of the equipment is hand made by the women in village clusters. These are

untrained but skilled workers who are driving the industry's demands. The medium of the meeting was in Hindi with occasional translation in Punjabi by the group coordinator Mr. Dilbagh Singh, who has been a master trainer and motivator for over 40 years.

In the second half, the representative of SPEFL-SC and Naukris consortium met the industry players through the Sports Goods Federation of India (SGFI), to explain the mission of skill India and advantages of having skilled labour in the business. The industry players were enthusiastic and welcomed the move. They could clearly connect the requirement for trained workforce and its positive impacts on the manufacturing of the goods.



Mr Dilbagh Singh, Head of self-help group welcomed all the delegates and introduced them to the participants. He briefed the participants about the agenda of the meeting and took them through their own past and present skill-

employment cycles. The topic of sustainable employment through skill development and the opportunities for furthering their own livelihoods was well stressed upon. This created the needed traction among participants and they immediately took on a participative approach by asking questions and taking the meeting to a level of productive discussion, which lasted right to the end.



Mr Sumit Agarwal, Principal Associate & CEO, Tanjun NAUKRIS consortium then took upon the responsibility of taking the house through introductions to each other and proceeded on to tell the

participants about the governments Skill India initiative and its nationwide mission.

- He pointed out how a structured training and the SPEFL-SC certification can lead to better work opportunities across the world while bringing in dignity of labor.
- He also stressed how the equipment making sports industry can become a more acceptable to the overseas buyers and a highly employable industry by structuring it with skill levels.
- He spoke about vertical and lateral movements that become possible once one gains skill training under the guidelines provided by the government.
- Emphasis was also given on the demand- supply resources of the sports industry, as quality training is the need of the hour for jobs like equipment manufacturing.
- He also reiterated on the fact that the future generation may not be willing to take this up as a profession since there is no structured path or career progression seen yet and that the SPEFL-SC could help achieve just that.

He laid a career path before the participants from being a hand-made equipment maker to machine operated equipment maker. The career can progress to being

a quality checker or floor supervisor as the entire industry eco-system progresses.



Mr. Johnson Verghese, SPEFL sector skill council introduced the SPEFL SSC and talked about the role of SSC in skill development. He also extensively outlined the procedure of becoming a training centre and getting certified taking advantage of the fact that the event was being held at just such a training centre and the scope for scaling up was huge. He spoke about:

- How the Sector skill councils appoint Training Partners (TP) .
- He stressed that all program participant must have Aadhar card and a bank account
- The Assessment is done by a third party
- The training partners' curriculum or content is mapped with National

Occupational Standards

- He Presented the procedure of registering as a training partner
- He also Pointed out that the certificate is recognized in 120 countries and the certification holder is considered as a skilled workforce globally.
- That the SHG and the existing workforce can create the training centre can get certified as RPL after a brief training.
- He Introduced PMKVY program which is initiated by the government and implemented under the aegis of NSDC as that helps people to take up skills training at nil or minimal cost.
- He assured the participants that ToT could be done at the village or state level where master trainers will be trained.

He spoke about the Historical background of how the government formed NSDC and further formed sector skill councils to create standardization in the job roles with a target of 40 million unskilled labour to be converted into a skilled workforce.



Rekha Dey, India Director, Sports Education Development Australia (SEDA) talked about the fact that skilled labour is a widely demanded prerequisite for manufacturers not only in India and Asia but also in Australia and European nations as

well. She presented the skill development that SEDA is doing effectively in the sports sector and went on to mention skill development is being done in Australia and the model that has been cascaded in India. She emphasized how a

certification can open up opportunities in the job market in national and international arena.



Sonal Kapoor, Manager SEDA then connected with the group on behalf of the presenters in the local language (Punjabi) and put the entire previous content of the meeting in a nutshell. She also shared her personal experience as trainer and training centre head about the 100% success rate of skilled trainees from SEDA who have found employment from anywhere between Rs. 25,000 to Rs. 1,15,000 per month post skill training. She shared the exciting book on the subject and showed how even the legendary cricketer Mr. Adam Gilchrist had visited the centre to applaud this success story of 1005 employment post skill training. The group was visibly encouraged by this and an hour long question and answer session ensued about how to bring more and more youth into the fold of skill training.

Anshuk Gupta, manager Events & Sports, Tanjun NAUKRIS consortium was present among the crowd of participants and did a one on one talk with participants that were too shy to ask questions. Small focus groups formed around him and many of the ground level queries were fielded skillfully by him and answered to the satisfaction of the participants.

The implementing agency had made it a point to take with them a star student from the nearby Lovely Professional University to showcase the value of skill building and education going hand in hand.



Kusum, Student, presented her story to the women group about how she hails from a very small village in Bihar. She pursued hotel management as an academic option in LPU and took baking as her skill specialization. The skill of baking has landed her a job in Star Cruise during campus placement and she

will be travelling to Singapore for her job with a starting package of Rs. 6.0 Lakhs.

She mentioned that having a skill is good but being certified for the same can open doors and opportunities beyond imagination.

The participants, who all have children of their own, were quick to surround Kusum and take her help in promoting their own children to take up the family tradition of sports manufacturing skills while pursuing their respective education. The acceptance of skill India program was palpable among the participants.

To give a few examples:



Sunita, football/volleyball stitcher narrated her story on how she picked up the skill of stitching the ball from her mother. She make about Rs 6000 per month.

She agreed that if there was a training before hand, she could have learnt and delivered her targets more efficiently.



Kamla, Volleyball/Handball stitcher, on behalf of the group, asked about the age limit of pursuing the certification. She also enquired about the duration, structure and venue of the trainings. And how soon can they get certified under the RPL scheme.



Roundtable meeting with the manufacturers:



Mr Sumit Agarwal, Principal Associate, Tanjun welcomed all the industry guests and introduced the SPEFL-SC and consortium members present there. He briefly explained about the Skill India Mission and the concept of skill development, its current scenario in India and made a presentation on how the meeting aimed at showcasing and encouraging sports investment from corporates for events, bio-mechanics, sportswear & equipment. He also mentioned about the skill gap study done by FICCI and highlighted that the biggest challenge is that of willingness towards skilling for the lack of a career roadmap. There is lack of will in exploring employment opportunities, resource and infrastructure management and progression in career and how this was being addressed by the SPEFL-SC through creating an occupational map with

the help of Industry and developing the right QPs and NOSs.

Mr Kumar Wasan, of Wasan Exports stressed that skilled labour will lead to higher cost of production as the wages will go high but the quality will also surely improve.



Mr. Ashoo Mehta, Proprietor, Himanshu Sales Corporation threw an interesting light on the subject of allied manufacturers to sports, who also needed specialized skills such as the packaging and printing jobs for the sporting equipment manufacturers. He mentioned that the current workforce is majorly migrated so their stability within the structure is unsure and business gets affected with sudden migration/leave of the workforce. In such a scenario, he stressed, our industry will also need to train work force for packaging and printing section so that they return to the jobs they are skilled for and not find

new unskilled employment on return from their home states.

Mr. Mohit Prabhakar, Freewill Sports, NIVIA shared his experience and pointed to the house that if we get trained workforce, there would be less wastage of material. Secondly, our own training time reduces. The people get trained and leave immediately for better opportunities. Thirdly, a pipeline of workforce gets created which counters attrition.



Mr. Manish and Mr. Lavish, BAS equipment both made a good point when they brought up the issue of skills in product design. They mentioned, that making global quality equipment would need appropriate product description and high quality product design.

They also lamented that since BAS is a prime cricket bat making company, the only place where they get quality willow is from Kashmir and England and

greater emphasis must be given to long-term raw material production by providing skills in those areas such as agri-farming of willow. He said “we have seen this model work in European countries if implemented with right kind of training the product value can increase.”

Mr. Rajnish Khinder, Rattan Brothers pvt ltd. concluded the meeting by asking what is the starting point and as industry how do we contribute to this as well as what would be the role of industry in developing the skills?

Mr. Ravi Purewal, Executive Director SGFI then spoke on behalf of the Industry and summed up the entire day’s deliberations by highlighting the fact that Skill Development in the sports manufacturing sector was a sure way forward and both workforce and industry alike should begin urgent focus on the matter by aligning with the SPEFL-SC. He offered full support of SGFI and its members in bringing the Skill India programme, PMKVY and the QP based training through his Industry Foundation and create sustainable success stories in the very near future with the help of SPEFL-SC.

Evening Roundtable attended by:

Name	Organisation
Rajnish Khinder	Rattan Brothers
Manish	BAS
Lavish	BAS
Ravi Purewal	SGFI
Kumar Wasan	Wasan Exports
Ashoo Mehta	Himanshu Sales Corporation

Prince Kalia	Nivia Synthetic
Mohit Prabhakar	Freewill Sports (Nivia)
Vishal Khinder	Rattan Brothers
Johnson Verghese	SPEFL-SC
Sumit Agarwal	Tanjun Associates
Rekha Dey	SEDA
Sonal Kapoor	SEDA

**Occupational pointers sent in by Mr. Kumar Wasan
(Proprietor-Wasan Exports) post the conference:**

Hello all

further to the meeting, I have looked closely at the areas/avenues where the Sports industry in Jalandhar will need training of skilled workers, going forward.

- 1/ Cricket ball stitching
- 2/ Cricket pads / gloves stitching
- 3/ Boxing glove stitching
- 4/ Football stitching (Hand & Machine)

Our industry will also need to train work force for packaging section. Do keep these points in mind as we make progress.

Thanks for your hospitality.

Regards

KUMAR WASAN

