

Sports goods manufacturers in jalandhar



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Introduction about Jalandhar

It is the oldest city in Punjab situated at a distance of about 84 kms southeast of Amritsar on the G. T road going to Calcutta. Jalandhar is India's foremost producer of sports goods. Its steel and iron re-rolling mills, rubber goods, electric goods, automobile parts, and sewing machine factories and handloom products are also very famous. Today, it is a major rail and road junction and an army cantonment. This city has twelve kots and twelve gates. It is one of the biggest centers of the vernacular press in India, most of the vernacular papers, magazines in Hindi, Punjabi and Urdu are published here. Jalandhar is famous for export of quality sports goods all over the world. It is a town of great antiquity which has become a highly industrialized center of commercial activity.

Jalandhar is the ' sports city of India' as it has not only finest sport industry but also a large number of sportsmen. In fact, 12 of India's greatest hockey players have come from a single village, Sansarpur, in Jalandhar city. The railway line from Beas to Jalandhar was opened in 1869 and was completed upto Phillour by the next year. The Doab was linked to the rest of the Punjab by the railway bridges, constructed over the Beas in 1869 and over the Sutlej in 1870.

Industry in Jalandhar

A Jalandhar rank second in India in the rate of urbanization and has the highest density of population at 598 persons per square km, as per the 1991 census. The reason for this is growing industrialization. Industrial production of sports goods began on a small scale during the late forties. Over the

years, the sports goods industry has grown at an impressive rate and of late Indian sports goods are also exported to different countries.

Most of India's sports goods are exported to the United Kingdom, The United States of America, Germany, France and Australia. Rough estimates suggest that today Jalandhar has more than one hundred major industries and about 20, 000 small-scale industries with a most conservative estimate of an annual turnover of approximately Rs 450 crores the industry is mainly concentrated in Jalandhar and Meerut. The Indian sports goods industry manufactures 318 items. The Indian sports goods industry is a highly labour intensive industry which provides employment to the weaker sections of society and also employs a large number of women. 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. The main industries in Jalandhar are-

Sports Good Industry

Jalandhar has the nucleus of sports goods industry in Punjab and has about 90% of the total sports goods units of the State. The product manufactured relates to all traditional products like foot-ball, cricket bats, hockey and cricket balls, hockey sticks, tennis badminton and squash rackets, balls, soft leather goods, shuttle cocks etc. This industry being labour intensive despite inadequate capital and technology, has reached a stage where it is reckoned as a major cottage industry providing direct employment to about 10000 workers.

Hand Tools Industry

Jalandhar is known for the manufacturing of Hand Tools like Spanner set, screw driver, nose pliers etc. 50 units are engaged in the manufacturing of hand tools giving employment to 8000 people.

Auto Parts Industry

Jalandhar is known for the manufacturing of good quality of auto parts. There are 300 units engaged in the manufacturing of auto parts providing employment to 4500 people. Several units are supplying auto parts to the original manufacturers of automobiles. There is export of Rs. 213. 53 lacs of auto parts from Jalandhar during the year 1991-92.

Rubber Goods Industry

Jalandhar is known for the manufacturing of rubber goods items like V-shape chappals, V-Belts, Scooter/Cycle tyres and rubber rolls. There are 625 units giving employment to 6500 persons. There is export of Rs. 682. 62 lacs from Jalandhar.

Surgical Instruments

Surgical Instruments units are labour intensive units. There are 275 units in Jalandhar providing employment to 2500 persons.

Tanning Industry

Jalandhar is known for manufacture of shoes and a number of allied units. Bawa Skins is an important export house of Jalandhar. At present, there are a large number of tanning units providing employment to a major section of the scheduled caste and other weaker sections.

Main Products of the District

Sports goods.

Finished leather and leather goods.

Hand tools.

Rubber goods.

Pipe fittings and Valve & cocks.

Sanitary fittings.

Auto parts.

Surgical goods.

Books publishing.

Electrical goods.

Agriculture implements.

Ball bearings.

Garden tools.

Toffee & tablets making machines.

Building hardware.

Lathe & Drill chucks.

Food products.

Establishments in Jalandhar

In Jalandhar, three kinds of establishments are usually found:

Big establishments: These are generally geared to exports besides catering to the domestic market.

Small establishments: These usually manufacture sports goods for the domestic market. Both the big establishments as well as the small establishments are registered either under the Factories Act, 1948, or under the Shops and Establishment Act of the state of Punjab.

The unregistered units: These are found particularly in the urban pockets of Jalandhar. These units are mostly small home-based units which are usually run by the family members, but at times with the help of a couple of hired employees. These units do not have a direct access to market. It has been seen that many a times when the big establishments – especially exporters – are not able to cope with large orders from their foreign clients, distribute a share of the production to these small unregistered, home-based units.

Small and Medium Enterprises (SME)

In the Indian context, the small and medium enterprises (SME) sector is broadly a term used for small scale industrial (SSI) units and medium-scale industrial units. Any industrial unit with a total investment in its fixed assets or leased assets or hire-purchase asset of upto Rs 10 million, can be considered as an SSI unit and any investment of upto Rs 100 million can be termed as a medium unit. An SSI unit should neither be a subsidiary of any other industrial unit nor be owned or controlled by any other industrial unit.

Description of SME in the manufacturing sector:

For the Manufacturing Sector, the MSMED Act 2006 defines micro, small and medium enterprises (MSMEs) as mentioned below:

A micro enterprise is an enterprise where investment in plant and machinery does not exceed Rs 25 lakh.

The investment in plant and machinery in a small enterprise is more than Rs 25 lakh, but does not exceed Rs 5 crore.

A medium enterprise is one where the investment in plant and machinery is more than Rs 5 crore, but does not exceed Rs 10 crore.

In all these, the cost excludes that of land, building and the items specified by the Ministry of Small Scale Industries with its notification No SO 1722 (E) dated October 5, 2006.

Major SME in Jalandhar

Food Processing

Agricultural Inputs

Chemicals & Pharmaceuticals

Engineering, Electricals, Electronics

Electro- medical equipment

Textiles and Garments

Leather and leather goods

Bioengineering

Sports goods

Plastics products

Computer Software, etc.

SME for Sports Goods in Jalandhar

There are approximately 1, 000 small and medium sports goods manufacturers based in Jalandhar. The largest sports gear manufacturing hub in the country. The industry provided direct employment to more than 1.5 lakh people. The sports industry in the country is estimated at Rs 5, 000 crore. “ The contribution of Jalandhar to the industry is 60%. SME units based in Jalandhar made up to 25, 000 to 30, 000 footballs a day in 2008.

SME sports goods manufacturing units in Jalandhar are witnessing brisk business over the last few months. Spurt in demand ahead of the FIFA World Cup has prompted small-scale sports and football equipment manufacturers to increase their supplies in order to meet the burgeoning demand. With FIFA World Cup round the corner, we are witnessing a steep increase in demand for football and soccer

goods, which in turn, is helping the Jalandhar football equipment industry to witness rise in its sales and margins,” said R Kumar, proprietor of Union Sports International, a small-sized manufacturer of sports ball in Jalandhar.

SME sports equipment manufacturers are also undertaking training programmes to manufacture machine-stitched football, thereby shifting their

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focus from the hand-stitched ones. Promotional campaigns undertaken by retail houses are also helping to perk-up sale of soccer goods.

Demand for Jalandhar-made sports goods has gone up significantly over the last few months and is likely to increase further, with the peak business period beginning from March and likely to continue till May-end this year for global market, while it will last up to September in India.

Objectives of SME for Sports Industry in Jalandhar

High contribution to domestic production

Significant export earnings

Low investment requirements

Operational flexibility

Location wise mobility

Low intensive imports

Competitiveness in domestic and export markets

Limitations of SME for sports Industry in Jalandhar

Low Capital base

Concentration of functions in one / two persons

Inadequate exposure to international environment

Inadequate contribution towards R & D

Lack of professionalism

SWOT Analysis of SME for Sports Industry in Jalandhar

Strengths

Contribution to National Economic Growth.

Generating Employment and Vitalizing Indian brand to the world.

Regional Development.

Technological Innovation.

Export Market Expansion.

Weakness

Lack of Funds Lack of Marketing Skill Lack of Information.

Poor adaptability to changing trade trends.

Non-availability of technically trained human resources.

Lack of management skills.

Opportunity

Enhanced credit support.

Support for technological upgradation.

Growing domestic and international markets.

Threats

Distrust between SMEs and Financial Institutions.

Non-tariff barriers from developed countries.

Steps for setting up a SME Unit For sport good Industry

Obtain information on possible product lines

Identify suitable lines of activity

Obtain information on marketing, technical & financial aspects of these lines of activity

Select the product

Prepare a project profile/report

Obtain a Provisional Registration Certificate and get permission from the concerned authorities if necessary

Apply for the necessary infrastructure for plots/sheds, NOC from Pollution Control Board, Power & Water connection etc.

Apply and obtain finance from financial institutions Simultaneously

arrange machinery

construct shed if required

obtain NOC from the pollution control board

arrange for electrical power connection

arrange for water & sewerage connection

recruit staff required

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arrange for raw material

arrange for marketing

Commissioning of the plant & trial run

Commercial Production

Major sports goods manufactured by SME Units in Jalandhar

Boxing

Leather Boxing Gloves

Leather Punching Gloves

Inflatable Boxing Gloves

Kick Boxing Gloves

Straight Leather Punching...

Punching bags

Punching balls

Cricket

Cricket Bats

Cricket Batting Gloves

Cricket Batting Grips

Wicket Keeping Gloves

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Wicket Keeping Pads

Cricket stumps(wickets)

Cricket balls

Batting pads

Helmets

Inflatable Balls

Football

Basketball

Volleyball

Handball

Tennis

Tennis ball

Tennis table

Tennis net

Badminton

Badminton racket

Shuttle cock for indoor \$ outdoor games

Badminton net

Hockey

Hockey stick

Hockey ball

Pad

Helmet

Target market for SME (sport goods, Jalandhar)

It may be difficult to believe, but most of India's exports of sports goods come from SMEs. And the targeted countries are UK, USA, Germany, France, and Australia. And the SME clusters are mainly based in Jalandhar.

Some of the prominent items manufactured by these industries include: hockey and cricket equipments, fishing gear, boxing kits, protective equipment and also indoor games.

Raw material

Raw materials include wood, steel, aluminum, plastics and resins, fiberglass etc. products are generally shipped directly to retailers and sporting goods distributors. Third party warehouses and logistics providers are often used to bring products to market.

Details of Raw Materials required & Machinery required for Sports Goods Industry:

Price range

A company dealing with manufacturing of sport goods needs to asses the nature of their prevailing market in order to come up with competitive price.

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So in this sector if the company is relatively new then they use introductory pricing strategies where the price of product is lowered at the beginning of production but as the company establishes itself in the market than they decide to raise their prices.

Competitive Landscape

The primary demand drivers for sporting goods are consumer income and demographic trends. The profitability of individual companies is determined by efficient manufacturing and effective marketing. Large companies enjoy advantages in economies of scale and brand recognition, and often offer a wide range of products, but SME companies compete effectively by offering specialized or unique products that interest enthusiasts.

Operational Plan

Production

A wide variety of manufacturing processes are used to produce various types of sporting goods including metal, plastic and woodworking operations and tooling; assembly; packaging; supply chain coordination and shipping.

Although much sporting goods manufacture is labor intensive, some processes are automated.

Automation

At a time when maintaining full capacity production and bearing high costs have become difficult for most businesses in Punjab, investment in automating processes by small firms in the state still continue to be steady. Despite facing severe hurdles on various fronts, small-scale units in the Punjab's industrial sector are investing substantially in automation.

Cost

Cost related to production on their side would be of stamping the goods with their label and name. This would be the only cost which they would be bearing on the production side

Quality control

Quality control is an ongoing process, which starts right from the initial stages and right up to finishing. They provide quality charts or quality specification for quality control.

There are many kind of raw material which used to produce a good, so it depend upon their customer that what kind of quality they want.

INVENTORY CONTROL:-

They try to use economic order quantity and just in time policies to manage their inventory.

Location

They operate their functions with main office in Jalandhar.

Infrastructure

Their buildings are small storied and divided into various parts for storing raw materials and one room for labeling. 24 hrs power supply. They follow just in time policy so they use a shed to store raw material.

MANUFACTURING

Their core focus area of related to manufacturing are-

Benchmarking against global standards so as to efficiently manufacture quality products.

Building a strong and motivated work force by emphasizing safety, education and continuous improvement of the manufacturing capabilities and those of the vendors

Plant layout

The main objectives of plant layout is to optimizing the process of production process within the plant. Such an optimizing results in-

Productivity of activities

reduction of cost regarding to

money

time

labour

Land

smooth flow of

materials

labor force

PROCESS LAYOUT

Process layouts are found primarily in job shops, or firms that produce customized, low-volume products that may require different processing

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requirements and sequences of operations. Process layouts are facility configurations in which operations of a similar nature or function are grouped together. As such, they occasionally are referred to as functional layouts. Their purpose is to process goods or provide services that involve a variety of processing requirements.

Advantages of process layouts

Flexibility. The firm has the ability to handle a variety of processing requirements.

Cost. Sometimes, the general-purpose equipment utilized may be less costly to purchase and less costly and easier to maintain than specialized equipment.

Motivation. Employees in this type of layout will probably be able to perform a variety of tasks on multiple machines, as opposed to the boredom of performing a repetitive task on an assembly line. A process layout also allows the employer to use some type of individual incentive system.

Facility layout

Facility layout and design is an important component of a business's overall operations, both in terms of maximizing the effectiveness of production processes and meeting employee needs and/or desires.

Facility layout is “ the physical arrangement of everything needed for the product or service, including machines, personnel, raw materials, and finished goods. The criteria for a good layout necessarily relate to people

(personnel and customers), materials (raw, finished, and in process), machines, and their interactions.”

Advantage of facility layout

Ease of future expansion or change

In Sporting goods manufacturing, Facilities should be designed in such a manner so that they can be easily expanded or adjusted to meet changing production needs. So facility layout is very important

Materials handling

In sports goods manufacturing facility layout makes it possible to handle materials (products, equipment, containers, etc.) In an orderly, efficient and preferably simple manner.

Space utilization

This aspect of facility design includes everything from making sure that traffic lanes are wide enough to making certain that inventory storage warehouses or rooms utilize as much vertical space as possible.

Ease of communication and support

In sports industry communication within various areas of the business and interactions with vendors and customers can be done in an easy and effective manner with the help of facility layout.

So different SME for sport industry in Jalandhar uses different layouts according to their needs.

Supply chain management

The supply chain management system of SME for sports industry is very effective in Jalandhar. Their supply chain management system electronically link suppliers and customers with manufacturing and assembly facilities. Technology is also used to implement just in time strategies that reduce inventory needs while shortening product delivery times.

Various SME for sporting goods in Jalandhar-

Bhaseen Sports Pvt. Ltd.

34 Basti Nau Jalandhar

Punjab, India

Goodwin Sports, Jalandhar

15-16, Dilbagh Nagar Extension, Jalandhar

Punjab , India

Cameo Sports

B-27, Sports & Surgical Complex, Kapurthala Road,

Jalandhar

Punjab, India

Sports Syndicate, Jalandhar

Basti Road,

Jalandhar - 144 001, India

Onkar Exports

Old Hoshiarpur Road, Near HP Petrol Pump,

Jalandhar - 144 004, India

Behari Lal And Company

Nalhan Road, Basti Danishmandan,

Jalandhar - 144 002, India

Gomti Agrico

Near Jalandhar Model School, Tanda Road,

Jalandhar - 144 004, India

Hans Raj Mahajan and Sons

G. T. Road, Suranussi,

Jalandhar - 144 027, India

Chopra Synthetic Rubber Udyog

Plot No. 3, Laxmi Nagar Complex, Opp. Central Leather Research Institute,
Leather Complex Road,,

Jalandhar - 144 003, India

A N Mistry & Sons

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Industrial Town,

Jalandhar-144004

Anand Sports Inds

Jalandhar City,

Jalandhar-144001

Azad Sports Work

Basti Nau,

Jalandhar-144002

Conclusion

Jalandhar has the nucleus of sports goods industry in Punjab and has about 90% of the total sports goods units of the State. This industry being labour intensive despite inadequate capital and technology, has reached a stage where it is reckoned as a major cottage industry providing direct employment to about 10000 workers.

SME sports goods manufacturing units in Jalandhar are witnessing brisk business over the last few months. These units are playing an important role in development of the city.

Their supply chain management system, manufacturing process, layouts, quality control every thing is very effective. So this industry is growing very rapidly.