

A SURVEY ON TREND PATTERNS OF SPORTS INDUSTRY IN TERMS OF IMPORT & EXPORT IN INDIA.

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ABSTRACT

A study was intended to check the past trends of Indian sports goodtrade in term of imports & exports, and to explore future scenarios. A time series data from 2001-2016, gathered from various secondary sources, were used for analysis. Growth rates for the past trends were calculated by using Least Square Method, whereas the forecasting was done of imports and exports. An increasing trend in case of imports and decreasing trend in exports during the study was seen. According to the forecasting results, imports were anticipated to reach at Rs. 233173.98 thousand, while exports were planned to reach at Rs. 212304.00 thousand\$, respectively.

Key-words: Import; Export; Trade Pattern; Sports Industry

INTRODUCTION

“Imports can be defined as the purchases of goods or services by a domestic economy from a foreign economy”.

The local purchaser of the service or good is called an importer. Exports & imports critical for many economies and they are the describing financial transactions of international trade”. Exports & imports may seem like the terms that have little bearing on today`s life, but they apply a profound influence on the customer and the economy. In today`s interweaved global economy, consumers are used to seeing merchandises and produce from every corner of the world in their local stores. These foreign products or imports provide more choices to consumers and help them manage overwrought household budgets. But so many imports in relation to exports which are products transported from a country to foreign endpoints can alter a nation`s balance of trade and diminish its currency. Exports & imports is important for developed as well as developing countries. The structure and volume of global trade has undergone significant changes during last 20 years. The main factors of world trade are hi-tech innovations, growing income and trade liberalization.

Prior to 1948, India's trade was a typical foreign trade, in which we used to supply raw materials to our overseas master and imported the manufactured goods. This is why, naturally the industrialization at home was not allowed. The original handicrafts suffered because of the competition from the British manufactured merchandises as well as British traders situated in India as well as overseas.

When India became independent, was worryingly dependent upon the imports. The greater imports and insignificant exports mean a burden on the balance of trade. The consequence is pressure on the economy. So, thereencouragement was needed to the exports. The imports were inflexible, and to fight with the pressure of the foreign dues, the country was needed to boost its exports.

Equilibrium of Trade is the difference between the monetary value of exports and imports of production in an economy over a convinced period. A positive stability is known as a trade surplus if it consists of exporting more than is imported; it is also known as encouraging trade balance. A negative balance is referred to as a trade shortfall.

The total exports of Sports Goods and toys for the year 2015-16 based on export returns submitted by members of SGEPC is Rs. 1,024.56 crore as against Rs. 971.11 crore in the year 2014-15, registering a growth of 5.50 per cent. The top five export items of this sector are Inflatable balls, Inflatable Balls Accessories, Sports Nets, Athletic Goods–General Exercise Equipments and Cricket Bats. Indian Sports Goods and Toys are being exported to 130 countries in the year 2015-16 and are in demand in certain of the most developed nations of the world like United Kingdom, North Korea Australia, USA, South Africa, and Germany etc.

MATERIALS AND METHODS

This study was a survey conducted to determine the growth of import and export of sports good in India, and to check the past trends of Indian sports good trade. For the study following steps were performed:

1. Trend analysis of Import and Export of Indian Sports Good
2. Forecasting

The trend of exports and imports of Indian sports good was calculated by MS Excel.

Structure of Trade (2001-2016)

India's sports goods exports reached a level of US\$ 262.00billion during 2015-16(P) cataloguing a negative growth of 15.57per cent as paralleled to a negative growth of 1.29 per centduring the last year. In spite of the recent holdup faced byIndia's export sector due to global slowdown, goodsexports recorded a compound annual growth rate (CAGR) of8.43 per cent from 2006-07 to 2015-16 (P).During the year 2015-16 (P), the cumulative value ofexports was US\$ 262.00 billion as against US\$ 310.34 billionover the corresponding period of the previous year registering anegative growth of 15.57 per cent. Cumulative value of importsfor the year 2015-16 (P) was

US\$ 380.36 billion as against US\$448.03 billion during the corresponding period of the previous year registering a negative growth of 15.11 per cent. The trade deficit in April-March 2015-16 (P) was valued at US\$ 118.35 billion which was lower than the deficit of US\$ 137.70 billion during 2014-15.

Table- 1

Following table shows India's export & import trade in terms of growth Table no 1 and Figure no 1 shows the ten years average exports and imports in thousands of US dollars at present market prices.

Year	Import (US Dollar thousand)	Export (US Dollar thousand)
2001	11927	39956
2002	17348	46396
2003	19823	57653
2004	24932	64850
2005	41356	86539
2006	65537	104039
2007	62237	82897
2008	100910	108083
2009	84879	88915
2010	114614	113545
2011	128090	141672
2012	135381	140451
2013	141622	168080
2014	147461	184366
2015	162671	153777
2016	164826	137712

Sources: ITC calculations based on UN COMTRADE statistics

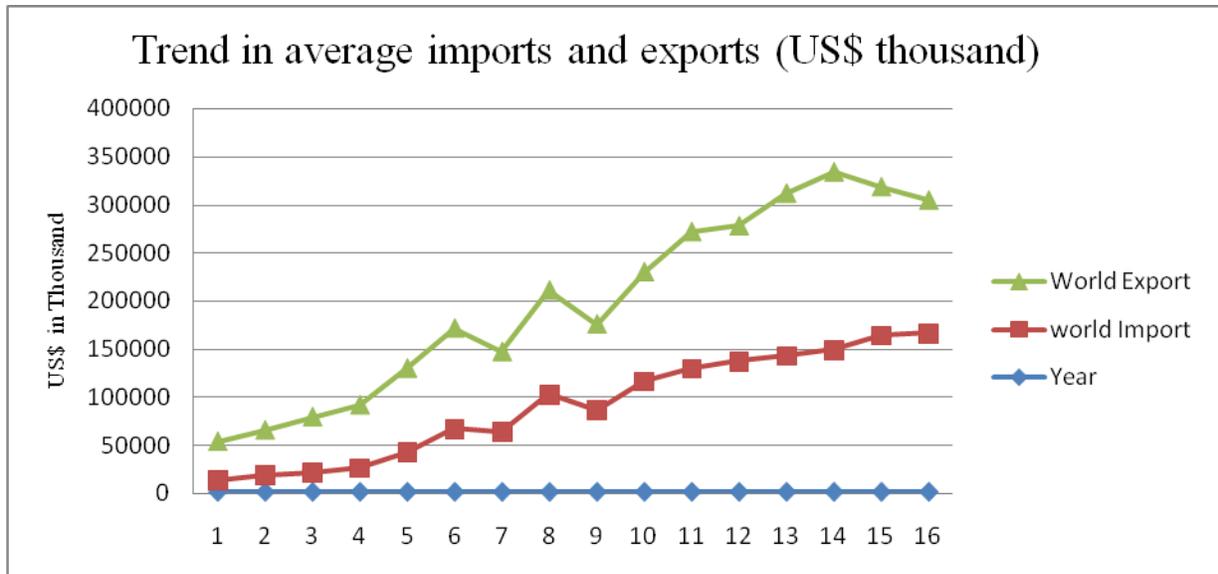


Figure 1: Trend in average imports and exports (US \$ thousand at current prices)

Now, it is the evident from the above table and graphs that exports and imports have shown an increasing trend over the time period. Exports were as low as 184366thousand dollars in 2014 which has increased to 88915thousand dollars in 2009. Trend shows that exports are always lower than imports.

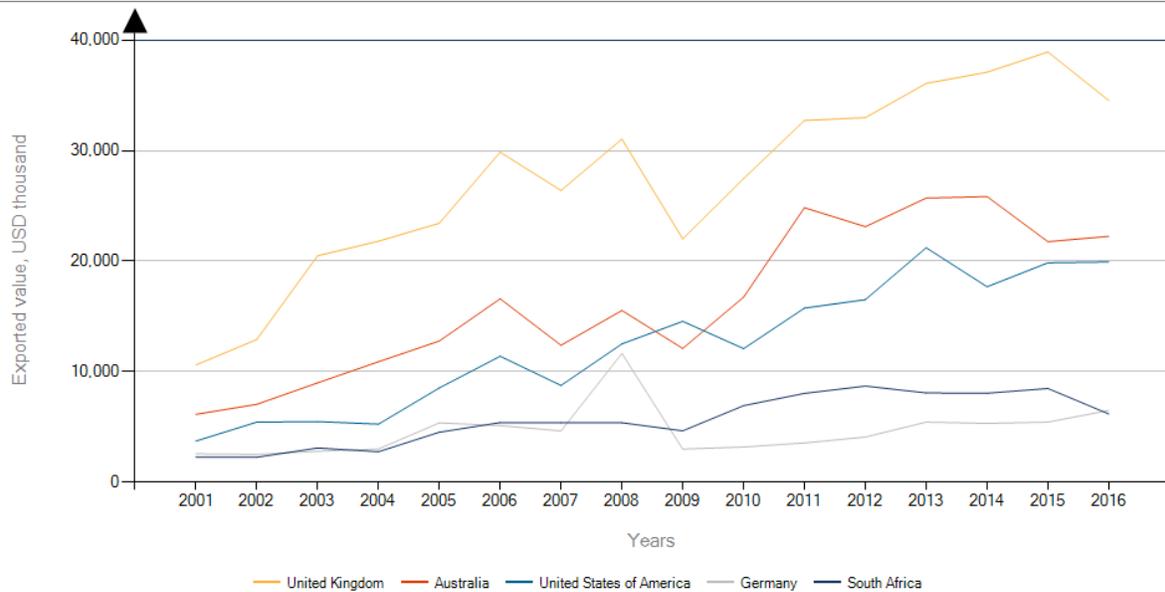
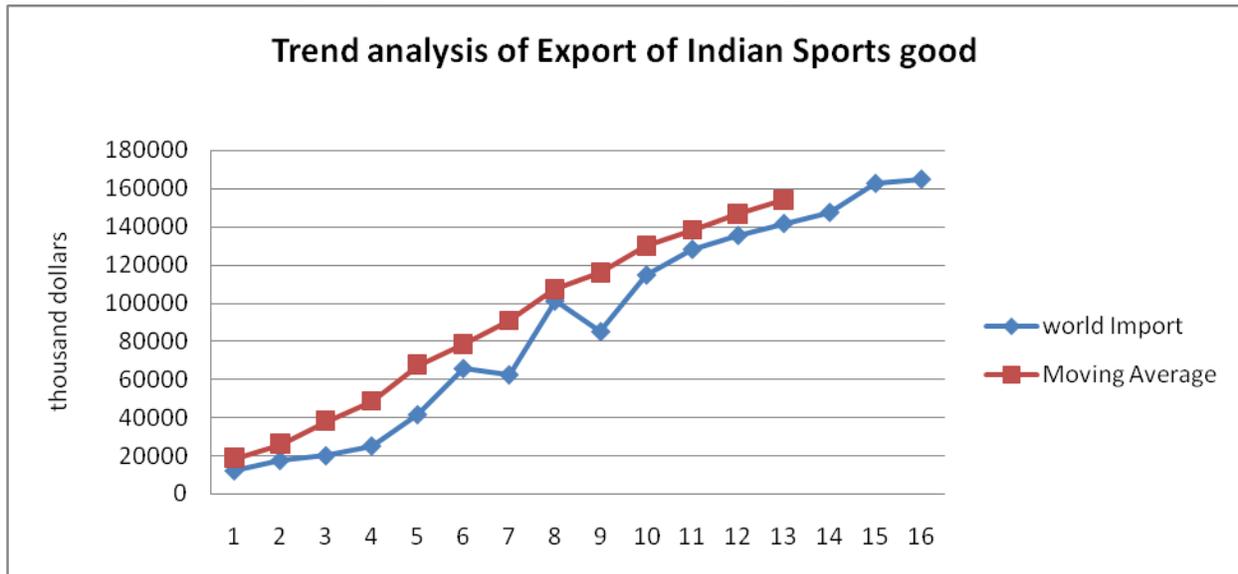
Table- 2

Year	Import (US Dollar thousand)	Export (US Dollar thousand)
2017	185837.77	180011.10
2018	197233.29	188549.68
2019	209804.79	196839.23
2020	222003.98	204602.47
2021	233173.98	212304.00

Table no 2 shows the forecasted value of import & export in upcoming 5years. It is the evident from the above mentioned table and graphs that the exports and imports have shown an increasing/varying trend over the time period. Exports were as little low as 184366thousand dollars in 2014 which has increased to 88915thousand dollars in 2009. Trend shows that exports are always lower than imports.

1.1: Exports Structure

India's structure of export has changed greatly over the period of time. First of all starting from the exports of equipment for general physical exercise, gymnastics, athletics, other sports, now most of exports consist of semimanufactured goods and manufactured goods. Nevertheless, the nature of these manufactured goods has not changed generally. Table no 2 shows the average percentage share of major exportable merchandises in total exports.



Sources: ITC calculations based on UN COMTRADE statistics

The sports goods industry of India is almost a century old and has flourished, driven by a skilled labor force. By keeping the point that is labor-intensive in nature, the industry offers employment to more than 500,000 people. The sporting goods of India are widespread around the world and

have made a benchmark in the worldwide sports goods market. The local industry exports approximately 60 % of its total output.

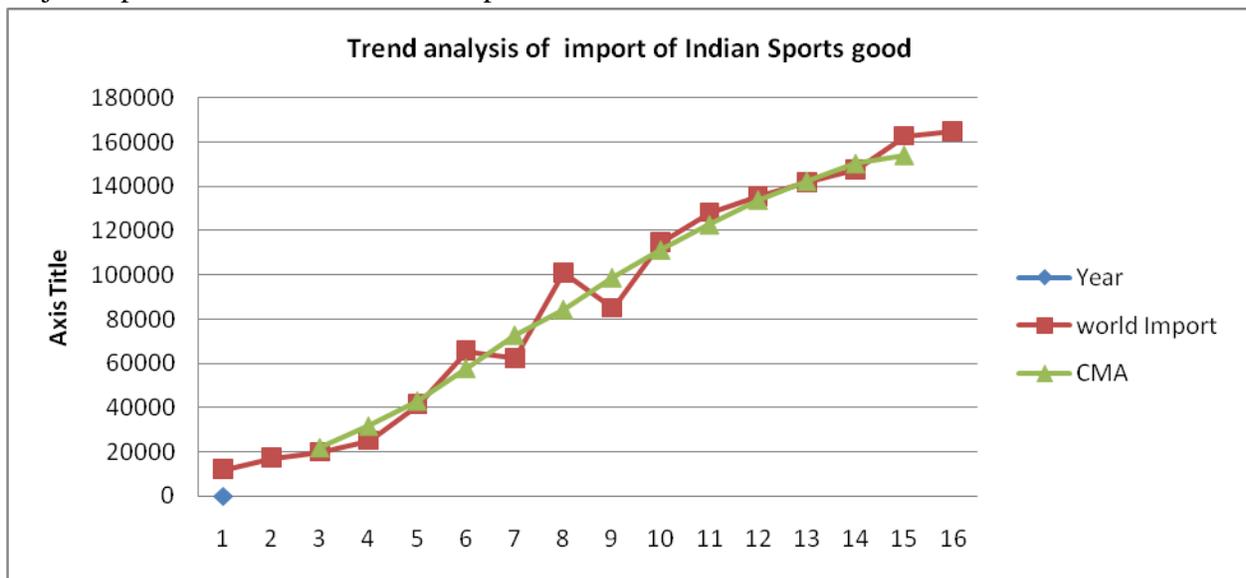
India has showed up as the main global sourcing goal for inflatable balls and different games products for universal brands, for example, Mitre, Lotto, Umbro and Wilson.

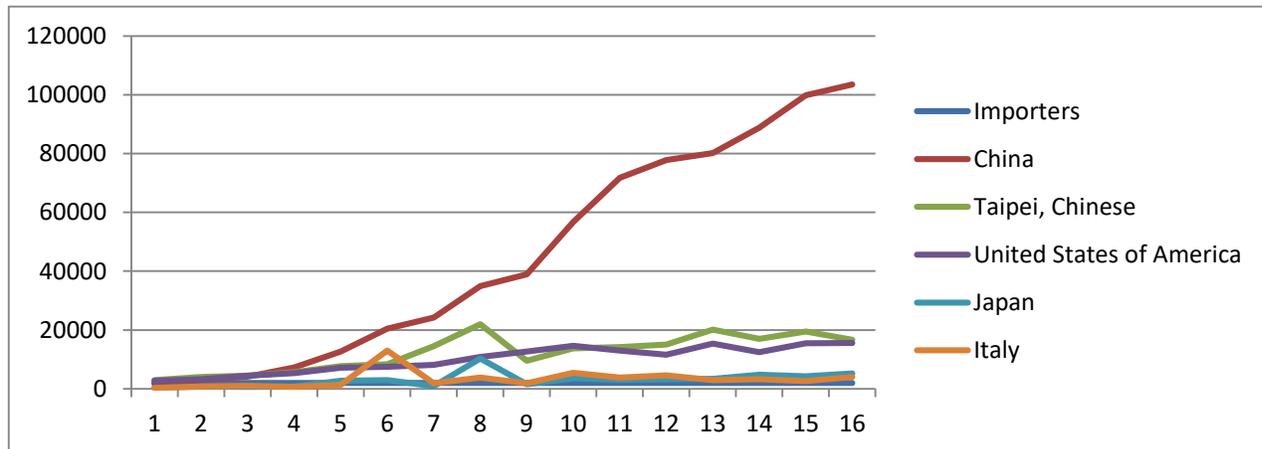
Total export for sports equipments stood at US\$ 225.61million in 2016-17. In 2014–15, the UK, the US, the UAE, Australia, South Africa and Germany were the major export markets for Indian sports goods. France, Poland, the Netherlands, Belgium, Canada, New Zealand and Italy, were among other export destinations.

Inflatable balls, cricket bats & leg pads, rugby balls, sports nets and gymnasium & athletics equipment accounted for about 35 per cent share of the total sports goods exports, as of 2014–15. Indian games items have been sent out for worldwide occasions. For the 2014 FIFA World Cup in Brazil, Jalandhar supplied 80,000 soccer balls, whereas Meerut supplied training and practice kits such as free-kick dummies, corner flags, cone markers and linesmen flags.

Imports Pattern

Being a creating nation, India imports generally comprises of supplies of gymnastic, fitness outside diversion types of gear like table tennis table ,T.T ball, slimming mashines and other products and high value added products. The Table 8 reveals the average percentage share of major import commodities to total imports.





To the extent piece of imports is concerned, it hasn't changed essentially finished the time. There has been an unobtrusive change in imports of capital merchandise. Crude materials stay ruled imports all through the time of investigation. China is importing sports stuff to India in large extent. The graph itself shows that how china affecting the market of India. Some more countries are there like USA, Japan, and Italy etc. Numerical figures show that a considerable amount of imported raw material going up over the time.

Table- 3

Exporters	China	Taipei, Chinese	United States of America	Japan	Italy
2001	1707	2962	2684	391	265
2002	3005	4066	3226	809	816
2003	4099	4404	4428	662	945
2004	7243	5649	5362	757	724
2005	12702	7652	7144	2701	1293
2006	20419	8299	7439	2977	12969
2007	24236	14514	8146	895	1828
2008	34926	21993	10786	10294	3854
2009	38877	9567	12641	1521	1880
2010	56728	13698	14614	3605	5427
2011	71686	14174	13005	3021	3801
2012	77828	15060	11621	3292	4542
2013	80198	20129	15383	3375	2916
2014	88752	16956	12467	4741	3288
2015	99851	19421	15433	4226	2649
2016	103471	16611	15575	5239	4034

Sources: ITC calculations based on UN COMTRADE statistics

CONCLUSION & RECOMMENDATIONS

The results of this study show that import and export of Indian sports goods is fluctuating rigorously. For the study on line data was taken from the year 2001 to 2016 .On behalf of data forecasting was done. It shows that the import of sports good is increasing, excessively.By seeing the results of forecasting the import and export both are increasing, but the import of sports good is going beyond the imagination. The industry of Indian sports goods manufactures more than 300 objects/items. The United Kingdom is the major importing country of sports goods manufactured in India followed by other countries like Australia, USA, Germany, and France.

Specially, there are some items that are exported include hockey sticks and balls, inflatable balls, cricket bats and balls, boxing related equipment, fishing equipment, indoor games like Carom and Chess boards and some protective equipment like cricket batting pad, abdominal guard etc. Mostly, the English Willow is the finest willow, Kashmir Willow is being used in manufacturing of cricket bats. According to Sports Goods Export Promotion Council (SGEPC) total value of export of Indian sports industry is estimated to be around Rs 586 crores. This indicates year on year growth rate of 13%. Top 5 performers which constituted for more than 60% of the total export value are Inflatable Balls, Hammocks, Boxing Equipment, Cricket Bats & General Exercise Equipment. In this the massive growth of Hammocks was recorded, which was around 76% (in Rs). All of them be determined by Kashmir for their willow clefts. There are nearly 400 micro enterprises situated at Meerut used to have manufacturing badminton racquets and shuttles. Most of the companies have shut shop. In this industrial hub, there are so many Manufacturers of sports goods and fitness equipment in western Uttar Pradesh are simply incapable to compete with Chinese imports. In the country, there are around 2,300-odd sports goods manufacturers, 800 are based in Meerut. Mostly, they all are struggling in the face of rising imports from China (SGEPC).

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