



SPORTSCOM

Sports Goods Manufacturing Strategies, Opportunities and Challenges

13th October 2025 | Meerut

The Workshop on Sports Goods Manufacturing

Strategies, Opportunities, and Challenges, held on October 13, 2025, in Meerut, was a landmark summit that set the stage for a new era in the Indian sports goods industry. Organized by the SPORTSCOM Industry Confederation with support from NITI Aayog, the event brought together manufacturers, policymakers, and industry leaders with a clear and ambitious vision: to transform India into a Global Sports Manufacturing Hub.



Vision 2036: Thinking Big, Aiming for the World

Participants emphasized the need for the Indian sports goods sector to think ambitiously and build on its core strengths—India's large domestic market and competitive workforce. A shared vision that emerged during the workshop was India's aspiration to capture 20% of the global sports equipment market by 2036, a milestone that could drive major socio-economic impact, including the creation of nearly 22 lakh direct and 45 lakh indirect jobs.



Building a robust ecosystem across Innovation, Infrastructure and Skill

Discussions highlighted the growing role of AI-enabled automation in improving quality, design, and sustainability. Speakers also stressed the importance of developing ancillary industries and cluster-based ecosystems to support R&D and high-performance equipment manufacturing.

Skill development remained a key focus, with support for creating structured training pathways in collaboration with the Sports, Physical Education, Fitness and Leisure Skills Council to upgrade the existing workforce and prepare new talent for the sector's evolving needs.

Inaugural Session

The session brought together representatives from NITI Aayog, Ministry of Youth Affairs and Sports, SGEPC, UP State Government, and leading industry stakeholders. During the discussions, manufacturers highlighted critical challenges, including the need for capacity expansion, access to advanced technology, and strengthening the competitiveness of domestic production. The dialogue also explored opportunities for collaborative initiatives, innovation adoption, and policy support to enhance India's global market presence.



L-R: Mr. Jalaj Dani President, SPORTSCOM; Mr. Sumnesh Agarwal, Chairman, Sports goods and Toys, Export Promotion Council; Mr. Vineel Krishna Ravella, Joint Secretary, Department of Sports, Ministry of Youth Affairs & Sports; Mr. Sanjeet Singh, Senior Adviser, NITI Aayog, Government of India



Mr. Sanjeet Singh

Senior Adviser
NITI Aayog
Government of India

It is our role to ensure that we all come together in ensuring that we are able to come up with a very clear action plan. To ensure that our sports manufacturing industry can really reach the heights to which it is destined to do so, and at the earliest and quickest time possible. ”



Mr. Vineel Krishna Ravella

Joint Secretary
Department of Sports
Ministry of Youth Affairs & Sports
Government of India

The sports sector is getting a whole new level, and it's going to be very transformative. Next decade is the decade of sports. The government intends to invest in sports sector and that will reflect in future. We envision to closely work with the state government and industry together and elevate Indian Brands to the Global level. ”



Mr. Jalaj Dani

President
SPORTSCOM
Industry Confederation

We are amongst the best in the activity. But we still need Industry Participation. Lots of funds are available in internship programs and in many other programs. And we will make sure what they call qualification packs or QPs, we will get them approved. We will ensure that you are not only upgrading your existing people to better skill sets, but also getting in new people to the fold. ”



Mr. Sumnesh Agarwal

Chairman
Sports Goods and Toys Export
Promotion Council

Our Hon'ble Prime Minister Shri Narendra Modi ji envisions that the 2036 Olympic Games should be hosted in India - powered entirely by Made in India sports products. The aim is to establish India as a global sports superpower. To achieve this goal, the government is undertaking several initiatives focused on strengthening the country's sports infrastructure. Driven by this vision, the sports industry will undoubtedly become a pillar of Aatmanirbharta. ”

Session I: Opportunities and Challenges for Sports Goods Manufacturers in India

The first panel discussion moved the workshop into focused deliberations, with industry leaders examining the key opportunities and persistent challenges shaping India's sports goods manufacturing landscape. Speakers highlighted the urgent need to enhance product quality, diversify materials, and scale capacities to meet global demand. They also pointed out the importance of adopting new technologies and strengthening export competitiveness. The session set a clear tone for actionable collaboration, aligning industry priorities with the broader goal of expanding India's global footprint.



L-R: Mr. Rakesh Kohli, Chairman, STAG International; Mr. Neeraj Jain, Director, COSCO; Mr. Sanjeet Singh, Senior Adviser, NITI Aayog, Government of India; Mr. Puneet Anand, Director, Sanspareils Greenlands; Mr. Jalaj Dani, President, SPORTSCOM

Session II: Infrastructure and Skill Development, Government support & initiatives for sports sector growth

The second panel discussion focused on strengthening infrastructure, skilling, and government-led initiatives required to accelerate the growth of India's sports goods sector. Led by Mr. Vineel Krishna, Joint Secretary, Ministry of Youth Affairs & Sports, and joined by officials from the Government of Uttar Pradesh and industry representatives, the discussion highlighted bottlenecks faced by manufacturers-particularly around land availability, testing facilities, and workforce development. Panelists emphasized the need for state-supported clusters, upgraded common infrastructure, and integrated skilling programs to build a future-ready ecosystem. Collaborative approaches such as industry consortiums and shared facilities were strongly encouraged to drive scale, quality, and competitiveness.



L-R: Mr. Tarun Dewan, Executive Director, SGEPC; Mr. Sumnesh Agarwal, Managing Director PR Cricket; Mr. Deepender Kumar, Deputy Commissioner Industries, Meerut; Mr. R. Vineel Krishna, Joint Secretary, Ministry of Youth Affairs and Sports; Mr. Gaurav Jain, Secretary, Indian Industries Association, Meerut Chapter; Mr. Tahsin Zahid, CEO, Sports, Physical Education, Fitness and Leisure Skills Council

Session III: Innovation and Technology Integration in Sports Goods Manufacturing

The third panel discussion highlighted how the Indian sports goods industry is entering a new phase driven by advanced materials, smarter manufacturing, and digital technologies. Panelists noted that while automation has traditionally been limited to high-volume products, emerging innovations—including AI-enabled design, precision engineering, and sustainable production techniques—are beginning to reshape the sector. The discussion underscored the need to accelerate technology adoption across clusters, strengthen R&D capabilities, and build an ecosystem that enables manufacturers to compete with global leaders.



L-R: Mr. S Raju, CEO, Sports Mongers; Mr. Amber Anand, CEO, NELCO Pvt. Ltd.; Mr. Shekhar Bhalla, Partner, Bhalla International; Mr. Ashish Mahajan, CEO, National Sports

The Collaborative Roadmap and Way Forward

The workshop concluded by laying the foundation for a unified roadmap between the industry and key government bodies, including NITI Aayog and the Ministry of Youth Affairs & Sports. The dialogue reinforced a shared commitment to elevate India's sports goods sector from a volume-driven manufacturer to a globally recognized hub of quality, innovation, and competitive excellence.

A strong takeaway from the discussions was the governments' willingness to enable international market access, streamline processes, and support the industry in scaling its global presence.

The event closed on an optimistic and energetic note, with participants expressing collective confidence in achieving India's long-term vision for global leadership. The Meerut workshop stands out as a pivotal moment—one that brought clarity of purpose, alignment of priorities, and a renewed resolve to drive the sector into its next phase of growth.

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