

## Report on the 1st Joint Roundtable

**Theme: “Leveraging the Union Budget 2026–27 Allocation for Sports Goods Manufacturing Sector.”**

**Organised by ASIP & CSRI**

<b>Roundtable No. 01</b>	<b>Date: 27 February 2026</b>
<b>Organised by: ASIP &amp; CSRI</b>	<b>Meeting Venue: India Habitat Centre</b>
<b>Time: 3:00 PM</b>	<b>Subject:</b> Sports Goods Manufacturing Sector Budget Allocation (MYAS)

### 1. Roundtable Opening & Welcome

Mr. **Rajpal Singh**, Founder and Director General, CSRI, opened the roundtable by welcoming the **Guest of Honor**, *Sh. K.M. Harilal*, Director, Department of Sports (MYAS), *Sh. Tarun Dewan*, Executive Director, SGEPC, and all distinguished industry leaders and speakers. He highlighted the significance of the **joint initiative by ASIP and CSRI** to convene this first-of-its-kind roundtable focused on the **INR 500-crore budget allocation** to the Sports Goods Manufacturing Sector announced in the Union Budget 2026.

He emphasized two core agenda points:

- **Understanding the INR 500-crore allocation** and its implications
- **Developing an efficient utilization plan** to strengthen the sector and maximize national and global competitiveness

Mr. **Neeraj Jha**, Secretary General, ASIP, then introduced all speakers and reiterated the purpose of the roundtable:

- To gather **clear industry insights**
- To deliberate on **practical, actionable recommendations**
- To ensure that the Ministry receives **industry-driven proposals** for optimal budget utilization

He opened the floor for discussion on the following themes:

- Budgetary provisions and implications
- Opportunities for MSMEs, clusters, and exports
- Technology adoption and innovation
- Skill development and workforce readiness
- Policy support required from MYAS and other ministries
- Strengthening India's global competitiveness

**Following participants attended the Roundtable:**

1. Sh. KM Harilal, Director, Department of Sports, MAYS
2. Mr. Tarun Dewan, Executive Director, SGEPC
3. Mr. Shiv Prakash Singh, MD, Shiv Naresh
4. Mr. Rajesh Kharbanda, Managing Director, Nivia
5. Mr. Pranav Kohli, Founder, Stag Iconic
6. Mr. Jose Leon, Founder, Athrise
7. Mr. Arjun Gupta, Founder, Kragbuzz
8. Mr. Mohit, Founder, Notch Merch
9. Dr. Kanishka Pandey, Faculty and Head, IMT Ghaziabad
10. Mr. Saurabh Malhotra, CEO, Novo Niti
11. Mr. Ahetesham Khan, Executive Director, Nangia Global
12. Ms. Ashita Jain, Nangia Global
13. Mr. Deepak Garg, Labo Sports
14. Mr. Anuj Sharma, Labo Sports
15. Mr. Naveen, Silverstone Sports
16. Dr. Shaji Prabhakaran, Founder, ASIP
17. Mr. Neeraj Jha, Secretary, ASIP
18. Mr. Munish Rao, Board Member, ASIP
19. Mr. Rajpal Singh, Founder, CSRI
20. Ms. Ved Kaur, Deputy General, CSRI
21. Mr. Shakya, Director Projects, CSRI

## **2. Discussion on the Theme**

### **2.1 Understanding the Budget Allocation**

Mr. **Rajpal Singh** invited *Sh. Tarun Dewan* to explain the context and intent behind the INR 500-crore allocation.

#### **Insights by Sh. Tarun Dewan**

- The Sports Goods Manufacturing Industry has now been formally placed under the **Ministry of Youth Affairs & Sports (MYAS)**.

- SGEPC has long advocated for **dedicated schemes and financial support**, especially with the vision of increasing the use of **Indian-made sports goods in global events like the Olympics**.
- The allocation aims to **strengthen both existing and new manufacturers**, with a dual focus on **domestic consumption** and **export expansion**.
- The allocation is **beyond industry expectations** and therefore must be **strategically and efficiently utilized**.
- He appreciated ASIP and CSRI for convening the roundtable at a crucial moment.

### Insights by Sh. K.M. Harilal

- Explained the **government's financial cycle**, typically structured over **five years**.
- A one-year allocation of INR 500 crores may indicate a **total 5-year sectoral allocation of approx. INR 2,500 crores**.
- MYAS is currently drafting the utilization plan and is **open to incorporating industry recommendations**.
- There is **no existing scheme** yet backing the INR 500-crore allocation; hence, industry inputs are vital.
- The allocation signals **strong government intent** to develop the sector.
- The Ministry expects **concrete, actionable recommendations** from industry leaders to build a **structural foundation** for long-term growth.

### 2.2 Integration with National Policy Direction: NITI Aayog Task Force

A major development highlighted during the roundtable is that **NITI Aayog has already undertaken a comprehensive study on the Sports Goods Manufacturing Sector**. A **dedicated Task Force** constituted by NITI Aayog is in the **final stages of completing its report**, which is expected to:

- Provide a **national-level strategic blueprint** for the sector
- Identify structural gaps and global benchmarking opportunities
- Recommend policy reforms, incentives, and institutional mechanisms
- Align the sector with India's broader manufacturing and export ambitions

This creates a **unique policy convergence**:

- **Govt** has announced a dedicated **INR 500-crore allocation** for this sector
- **NITI Aayog** is finalizing a **national strategy and task force recommendations**
- **Industry bodies (ASIP & CSRI)** and others are consolidating ground-level insights

This alignment positions the sector for **transformational reform**, provided the recommendations from all three channels are harmonized.

## 2.3 Key Takeaways from Industry Leaders

### Quality & Standards

Mr. **Rajesh Kharbanda** emphasized that **India cannot lead globally without leading domestically**. Upgrading product standards is essential to unlock export potential.

### Sector Growth Aspiration

Mr. **Pranav Kohli** highlighted the Ministry's aspiration to grow the sector's global share from **0.5% to 15%**, urging industry leaders to align with this ambition.

### Industry Suggestions & Takeaways

Area	Suggested Action	Key Takeaway
Testing Facilities	Establish internationally accredited labs in India	Create minimum national standards and credible testing systems
Approval Processes	Simplify Centre–State approvals	Single-window, time-bound compliance facilitation
Sector Expansion	Develop clusters beyond Jalandhar & Meerut	New Sports Manufacturing Zones across States
Market Share	Improve quality & target exports	Stronger export promotion and global positioning

### Core Insight:

*Without standardization and credible testing systems, scale alone cannot deliver global leadership.*

## 2.4 Additional Notes from Discussion

- A draft **Export Promotion Scheme** proposes reimbursement of **testing & certification costs up to INR 25 lakhs per company per year**.
- States have expressed interest in establishing **Sports Manufacturing Zones**; 5–6 new clusters may be feasible.
- For existing clusters, **capital subsidies and subsidized debt** are essential for modernization.
- MYAS may explore models like **MOFPI's Food Processing Parks**.
- **Sports education** must begin at the school level to build long-term demand and awareness.
- **Skill development** remains a major challenge; structured training pipelines are needed.

## 3. Concluding Session

Dr. **Shaji Prabhakaran**, Founder & President, ASIP, congratulated all participants for a highly productive discussion. He emphasized:

- The Ministry's openness to industry inputs presents a **historic opportunity**.
- Efficient utilization of the INR 500-crore allocation can significantly enhance **global competitiveness** and strengthen the **domestic ecosystem**.
- The roundtable successfully highlighted **critical challenges** and **priority areas** that must be addressed in the Ministry's final plan.
- He thanked *Sh. Harilal* for his insights and commitment to supporting the sector.
- He also acknowledged the proactive participation of the industry leaders and other participants.

## 4. Recommendations for Building a Robust Sports Goods Manufacturing Sector in India

The following recommendations synthesize roundtable insights and global best practices, aligned with MYAS's intent and the INR 500-crore allocation.

### 4.1 Strengthening Quality, Standards & Testing Infrastructure

- Establish **National Sports Equipment Testing & Certification Authority (NSETCA)** under MYAS.
- Set up **3–4 internationally accredited labs** (North, West, South, East) to reduce dependence on foreign testing.

- Introduce **mandatory national quality standards** for key sports goods categories.
- Provide **testing subsidies** for MSMEs to ensure compliance affordability.
- Recognize supplies to **international sports events as deemed exports**.

#### 4.2 Cluster Development & Infrastructure Expansion

- Develop **5–6 new Sports Manufacturing Zones** in States expressing readiness (e.g., UP, Haryana, Punjab, Tamil Nadu, Karnataka).
- Upgrade existing clusters (Jalandhar, Meerut) with:
  - Common Facility Centres (CFCs)
  - Tool rooms and prototyping labs
  - Shared logistics and warehousing
  - Automation and digital manufacturing support
- Provide **capital subsidies** for modernization and **low-interest credit lines**.

#### 4.3 Technology Adoption & Innovation

- Launch a **Sports Manufacturing Technology Upgradation Scheme (SMTUS)**.
- Promote adoption of:
  - Robotics and automation
  - Advanced materials (composites, bio-materials)
  - 3D printing for prototyping
  - AI-enabled quality control
- Establish **Innovation Grants** for startups developing sports tech, equipment, and materials.

#### 4.4 Skill Development & Workforce Readiness

- Create a **National Skill Council for Sports Manufacturing (NSCSM)**.
- Introduce **industry-aligned vocational programs** in ITIs and polytechnics.
- Develop **apprenticeship programs** with leading manufacturers.
- Integrate sports manufacturing modules in **school and college curricula**.
- Partner with leading universities and institutions for **executive education**.

#### 4.5 Export Promotion & Global Market Access

- Expand the **Market Access Initiative (MAI)** for sports goods.
- Support participation in **international trade fairs**.
- Create a **Global Branding Campaign – “Made in India for the World of Sports”**.
- Facilitate **B2B matchmaking** with global federations and event organizers.
- Build **export intelligence cells** to track global demand trends.

#### 4.6 Policy & Regulatory Support

- Introduce a **single-window clearance system** for sports manufacturing units.
- Provide **GST rationalization** for raw materials and finished goods.
- Enable **fast-track approvals** for innovation and R&D facilities.
- Encourage States to offer **land, power, and logistics incentives**.

#### 4.7 Sustainability & Green Manufacturing

- Promote **eco-friendly materials** and **circular manufacturing models**.
- Provide incentives for **energy-efficient machinery**.
- Develop a **Green Certification Framework** for sports goods.

#### 4.8 Strengthening Domestic Demand

- Integrate Indian-made sports goods into:
  - Khelo India
  - School and university sports programs
  - Sports Federations procurement
  - Government procurement
- Promote **Buy Indian Sports Goods** campaigns.
- Encourage federations to adopt **Indian-certified equipment**.

#### 4.9 Role of ASIP and CSRI as Long-Term Partners to MYAS

To ensure continuity, sectoral alignment, and sustained momentum, **ASIP and CSRI** can play a pivotal role in supporting MYAS through structured engagement, research, and capacity-building initiatives.

##### A. Convening and Dialogue Platforms

ASIP and CSRI can institutionalize a **National Sports Manufacturing Roundtable Series**, held quarterly or biannually, to:

- Facilitate continuous dialogue between industry, government, and academia
- Track progress on the INR 500-crore allocation and subsequent schemes
- Identify emerging challenges and opportunities
- Ensure alignment with NITI Aayog's strategic roadmap

These roundtables can rotate across major clusters to ensure inclusivity and regional representation.

##### B. Knowledge Sessions and Capacity Building

ASIP and CSRI can organize:

- **Technical workshops** on standards, testing, and certification
- **Skill development seminars** for MSMEs and cluster workers
- **Technology adoption sessions** on automation, materials, and digital manufacturing
- **Export readiness programs** for global market access

These sessions will help manufacturers, especially MSMEs upgrade capabilities and meet global benchmarks.

##### C. Research, Studies, and Policy Support

ASIP and CSRI can undertake **targeted studies** in collaboration with MYAS, including:

- Cluster diagnostics and modernization needs
- Global benchmarking of sports goods manufacturing
- Skill gap assessments and workforce planning
- Export competitiveness analysis
- Sustainability and green manufacturing pathways

These studies can feed directly into MYAS policy design and complement the **NITI Aayog Task Force report**.

#### D. Monitoring & Evaluation Support

ASIP and CSRI can assist MYAS by:

- Developing **KPIs and monitoring frameworks** for scheme implementation
- Conducting **periodic impact assessments**
- Providing **feedback loops** from industry to policymakers

This ensures that the INR 500-crore allocation delivers measurable outcomes.

#### E. Building a National Sports Manufacturing Network

ASIP and CSRI can help create a **national consortium** of manufacturers, startups, testing bodies, and academic institutions to:

- Promote collaboration
- Share best practices
- Drive innovation
- Strengthen India's global positioning

### 5. Proposed Utilization Framework for the INR 500-Crore Allocation

Component	Proposed Allocation	Purpose
Testing & Standards Infrastructure	INR 120–150 Cr	Labs, certification, standardization
Cluster Development & CFCs	INR 150–180 Cr	New zones, modernization, shared facilities
Technology Upgradation	INR 80–100 Cr	Automation, R&D, advanced materials
Skill Development	INR 40–50 Cr	Training, apprenticeships, curriculum
Export Promotion	INR 30–40 Cr	Branding, fairs, market access
Innovation & Startups	INR 20–30 Cr	Grants, incubation
Sustainability Initiatives	INR 20–25 Cr	Green manufacturing

## 6. Concluding note

The roundtable demonstrated a strong alignment between **industry aspirations** and **government intent**. With the INR 500-crore allocation, India has a unique opportunity to:

- Build a **globally competitive sports goods ecosystem**
- Strengthen domestic manufacturing
- Expand exports
- Create skilled jobs
- Position India as a **global hub for sports goods**

**ASIP** and **CSRI**, through sustained engagement, structured dialogue, and evidence-based research, can serve as **long-term institutional partners** to MYAS ensuring that the sector not only grows but becomes globally competitive, innovation-driven, and future-ready.

The recommendations emerging from this roundtable provide a **clear, actionable roadmap** for MYAS to design a comprehensive, future-ready scheme that can transform the sector over the next five years.