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Professional and academic profiling of personalities involved in sports industries

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Abstract

Sports industry has become the new source of national economic growth and it becomes increasingly important in such aspects as enlarging domestic demands, offering employment positions, etc. India has emerged as an important supplier of quality sports goods in the global market over the last few years. Presently, sports goods in the country are being exported to more than 100 countries across the world and are in demand in some of the most developed nations in the world. A self-made check list was used as a tool. The check list was used for the purpose of the collecting data and information. Information given by the sports manufacturers was verified personally from the available evidences and documents. People working in five manufacturing units of sports industries available in Jalandhar only were taken as the sample with purposive sampling technique. Total number of employees on various designations was found to be 585. Most of them have academic qualification but, no one have any degree or diploma in physical education or sports. The people who are working in the manufacturing units of sports industry don't have any background in the field of physical education and sports profession. Majority of people who are working in the manufacturing units of sports had academic qualification and few of them had professional qualification.

Keywords: Professional qualification, academic qualification, sports industry

Introduction

Sport industry is a market in which organization, business, activities and people involved in producing, promoting or organizing any activity focused on sports. Indian sports goods industry is in its emerging stage, though over hundred years old and some of the manufacturing centres over the year have been established in and around Jalandhar, Meerut, Delhi, Agra, Moradabad, Chennai, and Calcutta of these, Jalandhar and Meerut together claim around 75% to 80% of the total production. Presently, sports goods in the country are being exported to more than 100 countries across the world and are in demand in some of the most developed nations in the world. In Jalandhar sports industries there are few sports manufacturing units in the Basti Danish Manda region. In the leather complex region (Jalandhar) there are few more industries which manufactures different sports products. The emerging sports industries are like Metro sports, Sakay Sports, Nevia Sports, Balbro brothers and Rabro sports. Academic and professional qualifications add knowledge and skill to one's capabilities. So to examine the academic and professional qualification of people involved in sports manufacturing industry this problem has chosen.

Objectives of the study

- To scrutinized the academic qualification of personalities involved in manufacturing units of Jalandhar sports industry.
- To observe the professional qualification of personalities involved in manufacturing units of Jalandhar sports industry.

Significance

Jalandhar based sports industry plays an important role in raising the economy of Jalandhar. The people who are working from top to bottom in sports manufacturing industry should be equipped with good academic and professional qualification. If the people from different

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sports ground will be a part of sports industry. It will provide new opportunities for jobs in the field of sports and physical education. It will enable to produce new and advanced equipments for the use of sports.

Delimitations

- The study was delimited to the manufacturing units of Jalandhar Sports Industry.
- The study was restricted to the academic and professional qualification of personalities involved in manufacturing units of Jalandhar Sports Industry.

Methodology

The purpose of the study was to find out professional and academic profiling of personalities involved in sports industries. To achieve the purpose of this study, the investigator conducted a survey on different manufacturing units of Jalandhar Sports Industry. Information given by the sports manufacturers was verified personally from the available evidences and documents. People working in five manufacturing units of sports industries available in Jalandhar only were taken as the sample with purposive sampling technique. A self-made check list was used as a tool to collect the data. The data was analyzed by calculating frequencies and percentages keeping in view each objectives of the present study.

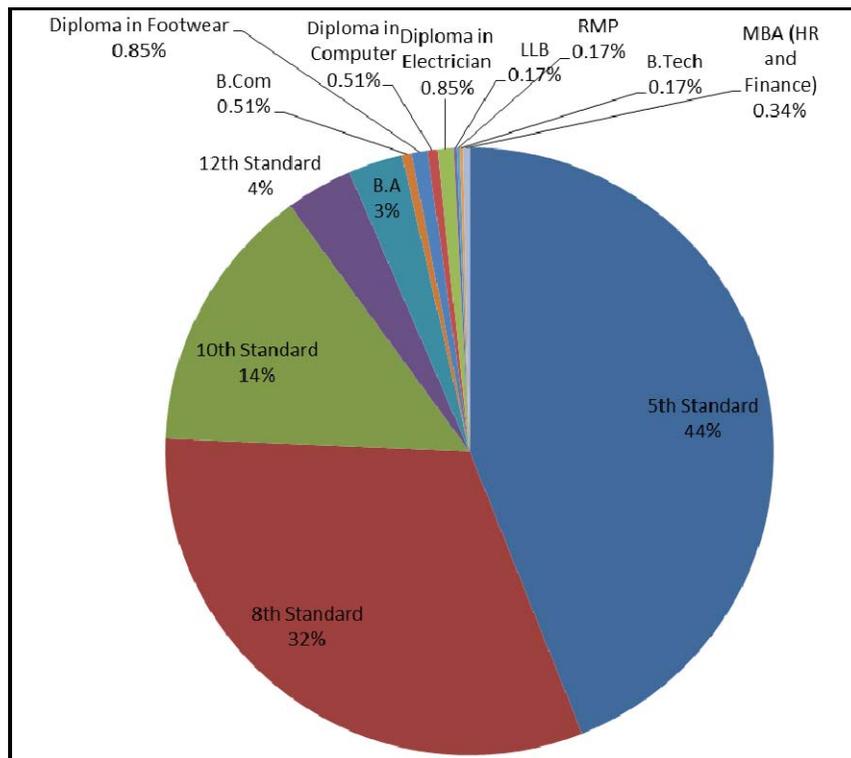
Results and Discussions

The people who are working in the manufacturing units of sports industry don't have any background in the field of physical education and sports profession. Majority of people who are working in the manufacturing units of sports had academic qualification. The table no. 1 shows the academic and professional qualification of personalities involved in manufacturing units of Jalandhar sports industry, Punjab. 44.10% employees are qualified up to 5th standard whereas

31.79% employees are up to 8th standard, 14.35% employees are up to 12th standard, 2.90% are graduates in Arts, 0.51% are having B.com and Diploma in Computer, 0.85% are having Diploma in Footwear and Diploma in Electrician, 0.17% are LLB, RMP, and B.Tech., and 0.34% are having Masters in Business Administration. But the investigator could not find any of the employees who had any degree or diploma in physical education or sports. So 0% employees were found to be degree/ diploma holder in Physical Education and Sports.

Table 1: Academic and Professional qualification of Personalities involved in Sports Industry

Level of qualification	Number of employees	Total Number of employees	Percentage
5 th	258	585	44.1%
8 th	186	585	31.79%
10 th	84	585	14.35%
12 th	21	585	3.58%
B.A	17	585	2.90%
B.Com	3	585	0.51%
Diploma in Footwear	5	585	0.85%
Diploma in Computer	3	585	0.51%
Diploma in Electrician	3	585	0.85%
LLB	1	585	0.17%
RMP (Registered Medical Practitioner)	1	585	0.17%
B.Tech	1	585	0.17%
MBA (HR and Finance)	2	585	0.34%
D.P.Ed	0	585	0%
BPE	0	585	0%
B.P.Ed	0	585	0%
M.P.Ed	0	585	0%
MS	0	585	0%
NIS Diploma	0	585	0%



Graph 1: Academic and Professional qualification of personalities involved in Sports Industry

Conclusion

This study revealed that the employees had academic and professional qualifications but there was nobody who was found to be a sports person or had any relation with Physical Education and Sports profession. For the success and optimum growth of sports manufacturing industry it is necessary to have right person in a right place or we can say right job for a right person. So the people who have physical education and sports background will contribute a lot for the growth of sports industries. Thus the author suggests that sports manufacturing industry should have an inclusion of people with sports profession and sports background. As they are the real users of the product and they may understand the problems lying with manufacturing easily.

Recommendations

1. Similar project can be conducted on larger sample.
2. Similar kind of project can be conducted on comparison in different sports industries.
3. Similar kind of project can be conducted with different variables.

Acknowledgement

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