

**SPORTS GOODS  
EXPORT PROMOTION  
COUNCIL**

### ***Introduction:***

Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization is working for the promotion of India's exports of sports goods and toys. Founded in 1958, SGEPC represents all the leading manufacturers and exporters of sports goods and toys in India.

### ***Organization:***

The Sports Goods Export Promotion Council is managed by a Committee of Administration (COA), which consists of elected representatives from the Indian industry and includes two Government representatives. The COA is headed by the Chairman, the Vice-Chairman and the Regional Director.

### ***Objectives:***

The Sports Goods Export Promotion Council promotes the entire industry internationally. It also becomes a meeting point for all sports goods exporters from the country to exchange views and decide common strategies for promotion. The main objective of SGEPC is to promote exports of sports goods and toys from India.

### ***Activities:***

The Sports Goods Export Promotion Council's range of activities include both that spur the industry's performance on one hand and those which helps to promote its presence internationally, on the other.

### ***Trade Promotion Activities :***

The Sports Goods Export Promotion Council organizes trade promotion activities like Indian participation in international trade fairs, visits of business delegations, promotional campaigns in international markets etc.

### ***Dissemination of Information :***

The Sports Goods Export Promotion Council provides important information to the members on market intelligence, standards & specifications, quality & design, and on any other issue which may directly or indirectly affect the industry.

### ***Link Between the Industry and the Indian Government:***

The Sports Goods Export Promotion Council is the direct link between the industry and the Government whereby it provides feedback on industry's requirements to the Indian Government and also informs Government directives to the industry.

### ***Export Statistics and Projections :***

The Sports Goods Export Promotion Council collects export data from its members, maintains a statistical record of exports of sports goods and toys and evaluates its performance on an annual basis.

### ***Export Awards :***

The Sports Goods Export Promotion Council recognizes the achievements of exporters and awards the top performers annually.

### ***Membership:***

The Council shall have the following categories of members namely:

- (a) Associate Members
- (b) Ordinary Members

### ***Procedure For Membership:***

(i) The proposal for Membership of the Council shall be made in an application form as may be prescribed by the Committee from time to time and shall be signed by the candidate. The proposal form shall also give the full name, address and such other information as the Committee may require from time to time, and shall contain a declaration signed by the candidate that in the event of his/ her being

enrolled as a member of the Council, he/ she shall be bound by the Memorandum and Articles of Association, Rules & Regulations of the Council. The application form shall be accompanied by a cheque (a bank draft payable at New Delhi in case of applications from outstation) for Annual Subscription and Admission Fee as may be fixed by the Committee from time to time.

(ii) The Committee may call for such further information, documents, statements, clarifications or take such steps to verify the correctness of the details set out in the application form as it may deem necessary in its absolute discretion

(iii) The Chairman may also enroll ordinary members, subject to such enrolment (s) be ratified and confirmed at a meeting of the Committee held for the first time after such enrolment.

(iv) Partner(s), Proprietor(s) of a member, who had ceased to be a member of the Council on account of non-payment of dues, if apply for enrolment as member of the Council in any name whatsoever, such application may be considered only at a meeting of the Committee after the arrears due from the erstwhile member have been settled. The Committee, may, on merits of each case, grant such remission of arrears due from erstwhile member, as it may deem proper.

(v) If the candidate is duly enrolled, the Executive Director/ Secretary shall notify him of the fact and shall issue a Certificate of Membership.

(vi) The Committee shall decide all questions, which may arise as to the eligibility or otherwise of any candidate for admission as a member of the Council and their decision on these questions shall be final.

## (vii) Decision On The Application

a) The committee shall take a decision on the application for membership within two months and its decision shall be final.

b) The decision of the Committee (whether of acceptance or rejection of the application) shall be communicated by the Executive Director/ Secretary to the applicant.

### ***Benefits Of Membership:***

All the leading manufacturers and exporters of sports goods & toys are Sports Goods Export Promotion Council members. The Council works for and offers the following benefits to its members:

**Authentication of Exporters:** The Sports Goods Export Promotion Council records the annual export figures of all the exporters and is a source for authenticated reliable data.

**Promotion of Industry in Overseas events:** Council promotes the entire Industry through:

- ***India Pavilions in leading international fairs:*** The Sports Goods Export Promotion Council organizes participation and forms an India Pavilion where its member exhibitors are provided with thematic stands as per their individual requirements, at highly negotiated rates.
- ***Buyer Seller Meets:*** The Sports Goods Export Promotion Council organizes BSMs in potential countries with the help of Indian Missions and/or local marketing consultants.

- ***Reverse Buyer Seller Meets:*** The Sports Goods Export Promotion Council organizes RBSMs wherein International buyers from all over the world are invited to India for meeting with Indian companies.

***Implementing, Processing & Disbursing Grants and Schemes of the Govt.:***

- a) MDA & MAI Grants for participation in overseas activities.
- b) Duty credit scrip (5% of exports) under MEIS
- c) Duty Free import of notified raw materials for sports goods.
- d) Assistance in fixation of all industry rates of duty drawback

***Overseas Business Enquiries:*** The Sports Goods Export Promotion Council circulates business enquires received directly or through Indian Missions abroad and also provides buyers with the list of the exporters as solicited.

***Market Studies & Dissemination of Information:*** The Sports Goods Export Promotion Council undertakes specific market studies and provides information on market intelligence, trends, related international news, etc. through its communication channels and/or through Seminars and Workshops.

***Export Statistics and Projections:*** For maintenance of records about exports of Sports Goods & Toys as well as evaluation of performance on an annual basis.

***Training and Productivity:*** To increase productivity by upgrading technical skills of professionals engaged in the sector, the Council organizes various training programmes & capacity building training programmes at different locations.

***Dispute resolution:*** Assistance in resolving exporters and international buyer's issues

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