

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
LOK SABHA**

**UNSTARRED QUESTION NO. 1055.  
TO BE ANSWERED ON WEDNESDAY, THE 26<sup>TH</sup> JULY, 2023.**

**TOY MANUFACTURING INDUSTRY**

**1055. SHRI LAVU SRI KRISHNA DEVARAYALU:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

**वाणिज्य एवं उद्योग मंत्री**

- (a) whether the Government has any data on the export value of indigenous toys from India including Kondapalli and Etikopakka toys from Andhra Pradesh;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government is of the intent of establishing a toy manufacturing cluster in Kondapalli town of Andhra Pradesh;
- (d) if so, the details thereof and if not, the reasons therefor;
- (e) whether the Government proposes to initiate a Production Linked Incentive scheme for indigenous toy manufacturing in the country; and
- (f) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI SOM PARKASH)**

- (a) & (b):** The details of export data for toys from India including Kondapalli and Etikopakka is given in the table below:

**Exports of Toys from India in Financial Year 2022-23:**

S.No	HS Code	Commodity	Export Value (INR Lakhs)			
			India	Andhra Pradesh (A.P.)	Krishna district, A.P. (includes data of Kondapalli town)	Vishakaptnam district, A.P. (includes data of Etikopakka town)
1	9503	Other toys, reduced-size models and similar recreational models, etc	123,218.8	950.1	0	8.3
2	9504	Video Game Consoles and Machines, Articles for funfair, table, or parlour games.	27,656.3	0.4	0.05	0
3	9505	Festive, carnival or other entertainment articles, including conjuring tricks and novelty joke	108,998.5	0.9	0	0

Source: Tradestat, Department of Commerce (DoC) website; District-wise data from DGCIIS website

**(c) & (d):** Toy manufacturing cluster at Kondapalli, Andhra Pradesh is being supported by the Ministry of Micro, Small & Medium Enterprises (MSME), and Ministry of Textiles:

- (i) Ministry of MSME under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) scheme is supporting Kondapalli Wooden Toy Clusters benefitting 201 artisans; and providing assistance of Rs. 132.85 lakhs.
- (ii) Development Commissioner, Ministry of Textiles has identified Kondapalli in Krishna District of Andhra Pradesh for the sustainable development of handmade Kondapalli 'wooden toy' cluster along with other toy craft clusters across the country. Need based hand-holding support such as design and marketing interventions are being sanctioned under the scheme of National Handicraft Development Programme (NHDP) to benefit the toy craft cluster artisans in these clusters. However, there is no provision of establishing toy manufacturing clusters under the schemes run by the Office of Development Commissioner (Handicrafts).

**(e) & (f):** The issue of expanding the PLI scheme for new sectors is yet to be decided.

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