

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 552
TO BE ANSWERED ON 06/12/2023

EXPORT OF TOYS

552. SHRI KESINENI SRINIVAS:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) the data on the export value of indigenous toys from India in the last five years, State-wise;
- (b) whether the Government is taking any specific initiatives to promote the exports of indigenous toys from India, including Kondapalli toys from Andhra Pradesh and if so, the details thereof;
- (c) whether there are any financial incentives and input subsidies targeted at artisans in the indigenous toy industry;
- (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 the domestic toy industry; and
- (f) if so, the details thereof, and if not, the reasons therefor?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

- (a) State/UT-wise value of export of toys (under ITC – HS 4 digit level 9503, 9504, 9505) during last five years are given at **Annexure**.
- (b) to (d) Ministry of Micro, Small & Medium Enterprises (MSME) is implementing Scheme of Fund for Regeneration of Traditional Industries (SFURTI) and as a part of SFURTI scheme, 2 clusters, viz. Kondapalli Toy cluster, Andhra Pradesh and Sagara

woodcrafts toy cluster benefitting 781 artisans with an assistance of Rs. 3.62 cr have been supported. Further, 13 clusters from Rajasthan, Karnataka, Tamil Nadu, Maharashtra, M.P. and U.P. have been approved with an assistance of Rs. 40.42 cr and benefitting 8797 artisans. Ministry of Textiles has identified 13 clusters to develop and provide marketing platforms. These clusters are located at Channapatna, Kinhal, Kondapalli, Etikopaka, Nirmal, Tanjore, Cudappah, Varanasi Chitrakoot, Jaipur, Dhubri, Bishnupur and Indore. Various Training Programmes are being conducted there. More than 200 artisans from these clusters participated in the Toy Fair, 2021 (on Virtual Mode).

Further, Government of India has taken the following measures to promote India's export including indigenous toys:

- (i) New Foreign Trade Policy has been launched on 31st March, 2023 and came in to effect from 1st April, 2023.
- (ii) Under the Market Access Initiative Scheme, financial assistance upto 90% is provided for Toys etc. for organising/participation in fairs/exhibitions/Buyer Seller Meets/Reverse Buyer Seller Meets, publicity campaign and brand promotion. Besides, 50% of the expenditure incurred by the exporters towards Testing of Toys is also reimbursed as per Scheme guidelines.
- (iii) To compensate the Exporters for the non-creditable duty/tax costs (such as Electricity Tax, Stamp duty, Mandi Fee, Tax on fuel, etc.) that are embedded in the export goods, the export items of toys falling under HS Code 9503, 9504 and 9505 are eligible for the rate of new scheme for Remission of Duties or Taxes on Export Products (RoDTEP).
- (iv) In order to restrict import of toys of undesirable quality and prices, sample testing of imported toys has been made mandatory and a Quality Control Order on toys under BIS Act has also been issued. Further, Basic Customs Duty rates on toys and its parts have been increased from 60% to 70% in Budget 2023-24.
- (v) Under the District Export Promotion Hub initiative, twelve districts with Toy clusters have been identified for export promotion. Eight categories of toys, including Kondapalli Toys, have got the GI tag.
- (vi) Common Digital Platform for Certificate of Origin has been launched to facilitate trade and increase Free Trade Agreement (FTA) utilization by exporters.
- (vii) Active role of Indian missions abroad towards promoting India's trade, tourism, technology and investment goals has been enhanced.

(viii) Regular monitoring of export performance with Commercial Missions abroad, Export Promotion Councils, Commodity Boards/ Authorities and Industry Associations and taking corrective measures from time to time.

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

Annexure

Statement referred to in reply of part (a) of Lok Sabha Unstarred Question No. 552 for answer on 6th December 2023.

State/UT-wise value of export of toys (under ITC – HS 4 digit level 9503, 9504, 9505) during last five years

(Value in 1000 US\$)

S. No	State	2018-19	2019-20	2020-21	2021-22	2022-23
1	Uttar Pradesh	46677.1	49461.3	47948.6	75818.7	85424.1
2	Maharashtra	56159.3	76305.0	66915.8	78105.4	61658.6
3	Karnataka	31326.8	36486.2	48183.0	63423.1	56322.3
4	Tamil Nadu	4729.1	8438.9	13676.4	18912.6	23553.1
5	Haryana	13284.7	16934.9	15126.8	20283.1	22276.6
6	Delhi	16361.1	15798.7	12227.2	17607.1	21108.0
7	Rajasthan	8101.5	8442.4	10659.5	15429.1	19170.2
8	Gujarat	5251.9	7775.8	6385.6	16236.9	12261.9
9	Punjab	4419.2	4149.7	5412.2	7379.7	7006.7
10	Kerala	2389.5	2755.0	2641.7	3668.7	6088.2
11	Goa	8815.3	8655.4	5483.5	4279.2	2803.4
12	West Bengal	1137.3	1085.1	1251.8	1789.2	1725.1
13	Telangana	332.7	191.1	196.2	786.5	1286.3
14	Andhra Pradesh	3376.7	1377.9	1570.6	654.5	1186.4
15	Jammu & Kashmir	94.0	115.9	329.9	503.7	789.2
16	Madhya Pradesh	15.8	76.6	159.4	386.9	577.7
17	Chandigarh	193.7	239.7	197.5	390.4	282.8
18	Bihar	164.8	191.9	194.6	214.3	167.7
19	Uttarakhand	18.6	116.2	74.8	76.0	54.9
20	Odisha	0.0	0.7	0.0	2.9	34.6
21	Dadra & Nagar Haveli	0.0	0.2	4.2	126.6	27.2
22	Assam	0.5	17.1	14.9	30.4	22.5
23	Daman & Diu	65.9	42.1	0.0	4.0	19.2
24	Puducherry	3.8	10.2	11.5	12.6	18.6
25	Chattisgarh	13.7	11.9	20.7	2.4	15.8
26	Jharkhand	0.0	0.6	0.0	0.0	1.5
27	Himachal Pradesh	0.9	2.4	1.1	0.0	0.0
28	Manipur	0.0	0.0	0.0	0.3	0.0
29	Unspecified	530.5	63.7	272.9	501.9	1849.9
	Total Export	203464.4	238746.7	238960.5	326626.2	325732.3

Source: DGCI&S
