

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

LOK SABHA

**UNSTARRED QUESTION NO. 4720.
TO BE ANSWERED ON WEDNESDAY, THE 24TH MARCH, 2021.**

TOY SECTOR

4720. SHRI CHANDRA SEKHAR BELLANA:

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

वाणिज्य एवं उद्योग मंत्री

- (a) whether the Government has identified the by sector as one of the champion sectors, with a long term vision and plan to develop toy clusters in the country;
- (b) if so, the details thereof;
- (c) whether the Government plans to give a boost to domestic toy manufacturers; and
- (d) if so, the details thereof?

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):** Yes Sir. The toy sector has been identified as one of the champion sectors. A number of measures have been identified to develop toy clusters in the country with a long term vision. Some of the measures identified are: Using toys as a learning resource; Designing of toys based on Indian values, culture, and history; Organizing hackathons and grand challenges for toy designing and manufacturing; Public procurement of indigenous toys; Promoting Made in India toys; Promoting indigenous toy clusters; Monitoring quality of toys; Controlling imports of sub-standard and unsafe toys, etc.
- (c) & (d):** A number of toy clusters have been identified for boosting domestic toy manufacturers. The details of the toy clusters are enclosed at Annexure.

ANNEXURE**ANNEXURE REFERRED TO IN REPLY TO PARTS (c) & (d) OF THE LOK SABHA UNSTARRED QUESTION NO. 4720 FOR ANSWER ON 24.03.2021.****Details of Toy Clusters**

A. (i) The following toy Clusters under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) of Ministry of Micro, Small & Medium Enterprises (MSME) are being implemented;

S.No.	Cluster Name	State Name	District	No. of Artisans
1	Kondapali Toy Cluster	Andhra Pradesh	Krishna	201
2	Sagara Woodcrafts and Toy Cluster	Karnataka	Shivamogga	580

(ii) Further, following 13 clusters from Rajasthan, Karnataka, Tamil Nadu, Maharashtra, M.P. and U.P. have been approved under SFURTI scheme which will benefit 8797 artisans;

S. No.	Name of the Cluster	State Name	District	No. of Artisans
1	Deep Hast Shilp Wooden Toys Cluster	Rajasthan	Udaipur	250
2	Channapatna Lacware Toy Cluster	Karnataka	Ramnagaram	250
3	Palm Leaves Toys And Leather Products Cluster	Tamil Nadu	Vellore	460
4	Bamboo Based Indigenous Toys Cluster	Madhya Pradesh	Baihar, Balaghat	760
5	Traditional Indian Bamboo and Wood Based Toys Cluster	Madhya Pradesh	Sijohra Village, Mandla	776
6	Wood based Traditional Indian Toys and Associated Fabric Based Accessories Cluster	Madhya Pradesh	Barkheda, Sehore	812
7	Traditional Indian Fabric Based Toys Cluster	Rajasthan	Sri Ganganagar	819
8	Chitrakoot Wooden Toys and Carving Cluster	Uttar Pradesh	Karvi, Chitrakoot	750

9	Wood Craft Cluster	Rajasthan	Jodhpur	914
10	Soft Toys Cluster, Barwani	Barwani	Madhya Pradesh	1005
11	Plush Toys Cluster	Parbhani	Maharashtra	1050
12	Bamboo craft and Bamboo Toys Cluster	Madhya Pradesh	Ratlam	701
13	Lucknow Soft Toys Cluster	Uttar Pradesh	Lucknow	250

B) Ministry of Textiles has identified 13 clusters across the country with a view for the overall development of cluster artisans. These clusters are located at Channapatna, Kinhai, Kondapalli, Etikopaka, Nirmal, Tanjore, Cudappah, Varanasi Chitrakoot, Jaipur, Dhubri, Bishnupur and Indore. Virtual Toy fair was organized during 27th February 2021 to 4th March 2021 in which 1074 exhibitors participated, including 215 artisans from these 13 clusters. Need based intervention are being provided in these clusters such as Technology support, marketing, soft and hard interventions, infrastructural support for the sustainable development of handicraft artisans.
