

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 4832**  
**TO BE ANSWERED ON 25.03.2021**

**PROMOTION OF TOY INDUSTRY**

†4832. SHRI MOHANBHAI KALYANJI KUNDARIYA:  
SHRI DIPSINH SHANKARSINH RATHOD:  
SHRI ANIL FIROJIYA:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether efforts are being made to address the problems related to capacity building, design innovation and improvement in machinery to boost toy industry;
- (b) if so, the details thereof;
- (c) whether any proposals regarding setting up of any toy unit in the country have been received from various State Governments, particularly from the Government of Madhya Pradesh to promote the business of toys; and
- (d) if so, the details thereof and the reaction of the Union Government thereto?

**ANSWER**

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI NITIN GADKARI)

(a)& (b): Government of India has taken several steps to promote and develop indigenous toy industry. To cater to the design and innovation related needs of MSMEs including toy sector, the Ministry through its network of MSME Technology Centres works for design and development of tools, moulds, dies, jigs, fixtures, prototypes etc. Besides, Ministry of MSME is conducting various skilled development programmes for aspiring and existing entrepreneurs in accordance with the demands of industry to fill the gap of skilled workforce in the MSME sector including Toy Industry.

(c) & (d): Under the Prime Minister's Employment Generation Programme (PMEGP) implemented by this Ministry, any person can set up an enterprise including a toy manufacturing unit anywhere in the country by availing financial assistance from banks of upto Rs. 25 lakh and can avail the benefit of subsidy of upto 35% of the project cost.

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