

LOK SABHA
UNSTARRED QUESTION NO. 903
TO BE ANSWERED ON 23.07.2021

TOY FAIR

903. SHRI KURUVA GORANTLA MADHAV:
DR. BEESETTI VENKATA SATYAVATHI:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) whether the Government is planning to organize a regional physical toy fair at selected locations across the country;
- (b) if so, the details thereof indicating cities/districts selected therefor;
- (c) whether the Government is taking any steps to promote toy products which are eco friendly and sustainable as a part of toy clusters across the country; and
- (d) if so, the details thereof?

उत्तर
ANSWER
वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)
THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES
(SMT. DARSHANA JARDOSH)

(a) to (d): The Government has taken initiatives to organize 15 numbers of Toy Fair across the country during the year 2021-22 for benefiting toy cluster artisans with a view for overall development of cluster artisans at Bangalore, Vijaywada, Visakhapatnam, Thanjavur, Puducherry, Hyderabad, Varanasi, Lucknow, Prayagraj, Jaipur, Delhi, Guwahati, Kolkata, Bhubaneswar and Ahmedabad.

A Virtual Toy fair was organized during 27th February 2021 to 4th March 2021 in which 1074 exhibitors participated. During the year 2020-21 need based interventions have been provided to various Toy Clusters across the country such as Design & Training, Marketing Support for the sustainable development of handicraft artisans.
