

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1549
TO BE ANSWERED ON 10.02.2022

TRADITIONAL TOYS

1549. DR. SANJAY JAISWAL:

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

- (a) whether the Government has prepared lists of traditional toys for promotion and preservation;
- (b) if so, the details thereof, State-wise;
- (c) whether the Government has received any proposal from the Government of Bihar regarding special promotion policies for development and promotion of Kaniya Putri toy art;
- (d) if so, the details thereof along with the total market of kaniya Putri during the last five years; and
- (e) whether Kaniya Putri toy craft is being recognised under the national toy mission as well and if so, the details thereof?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NARAYAN RANE)

(a)to(e): The Ministry of Micro, Small and Medium Enterprises does not maintain any list of traditional toys. The Government is working on various steps to promote and encourage toy industry. Some of the measures identified are using toys as a learning resource; designing of toys based on Indian values, culture and history; organizing toy hackathons and grand challenges for toy designing and manufacturing; public procurement of indigenous toys; promoting Made in India; promoting indigenous toy clusters; monitoring quality of toys; controlling imports of sub-standard and unsafe toys, etc.

Under the Scheme of Funds for Regeneration of Traditional Industries (SFURTI) of this Ministry, assistance is provided for creation of Common Facility Centres with latest machines, design centres, Raw Material Bank, skill development, exposure visit etc. A total of 14 Toy Clusters across the country have been approved under SFURTI benefitting 8839 artisans with an outlay of Rs.4160.46 lakh.

Office of Development Commissioner (Handicrafts) has also identified 13 Toy Cluster across the country with a view for overall development of cluster artisans of handmade toys. These clusters are being supported in the area of technology, marketing, soft and hard interventions and infrastructural support for sustainable development of handicraft artisans. In addition, 54 artisans have been enrolled under PAHCHAN ID Card under jurisdiction of Madhubani District and its surrounding areas and another 50 artisans were identified.
