

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 2986
TO BE ANSWERED ON 22.03.2021

Encouragement to toy industry

2986. Shri Harnath Singh Yadav:

Will the Minister of *Micro, Small and Medium Enterprises* be pleased to state:

- (a) whether Government has chalked out any national action plan to encourage indigenous toy industry;
- (b) if so, the details thereof and whether Government has made a separate provision of funds in the budget for the expansion of indigenous toy industry, if so the details thereof; and
- (c) whether Government has formulated any action plan to provide training to the unemployed youth to attract them towards indigenous toy industry, if so, the details thereof?

ANSWER

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

(a)&(b): The Government is working on various steps to promote and encourage indigenous 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. No separate provision of funds has been made for these activities. These are being undertaken within available resources of various Ministries/Departments.

(c): Ministry of MSME is conducting variety of skill development programmes for aspiring and existing entrepreneurs in accordance with the demands of industry to fulfill the gap of skilled workforce in the MSME sector including Toy Industry. Besides, Ministry is operating a network of MSME Technology Centres across the country which are concentrating on an integrated development of related segments of industries by way of providing quality tools, consultancy in tooling in related areas, upgradation of technologies in different product groups like electronics, glass, sports goods, electrical measuring instruments, foundry & forging etc.
