

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 432
TO BE ANSWERED ON 06.02.2023

PROMOTION OF TOY INDUSTRY

432. SHRI HARNATH SINGH YADAV:
SHRI VIJAY PAL SINGH TOMAR:

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

- (a) the efforts being made to address the problems related to capacity building, design innovation and improvement in machinery to boost the toy industry of the country;
- (b) whether Government proposes to impart training and apprise intricacies of the industry to unemployed youth desirous of starting toy industry and if so, the details thereof;
- (c) whether Government proposes to provide loans on low interest rates to the enterprising unemployed youth desirous of setting up the said enterprise and if so, the details thereof; and
- (d) the steps taken/being taken by Government for generating maximum employment to promote this industry in the country?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a)to(d): 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.

Further, a comprehensive National Action Plan for Toys has been formulated by the Government to promote designing of toys based on Indian values, culture and history, using toys as a learning resource, organizing hackathons, and grand challenges for toys designing and manufacturing, monitoring quality of toys, restricting imports of sub-standard and unsafe toys, promoting indigenous toy cluster, boost local manufacturing and incentivize toy manufacturers, etc.

To promote MSME sector including toy industry, the Ministry of MSME is implementing various schemes for providing credit support for new enterprise creation, technology upgradation, skill development and infrastructure development. Under Prime Minister's Employment Generation (PMEGP), margin money assistance upto 35% of the project cost is being provided for setting up of a unit costing upto Rs. 50 lakh for manufacturing sector and Rs. 20 lakh in the service sector. Under the Scheme of Funds for Regeneration of Traditional Industries (SFURTI), assistance is provided for creation of Common Facility Centres with latest machines, design centres, skill development, etc. A total of 19 Toy Clusters have been approved under the scheme benefitting 11749 artisans with an outlay of Rs. 55.65 crore.
