

Seventeenth Loksabha

an&gt;

Title: Re. Financial Assistance to Andhra Pradesh for creating an Integrated Toys Park SEZ.

**DR. BEESETTI VENKATA SATYAVATHI (ANAKAPALLE):** Thank you Madam, Chairperson. Indian Toys Industry is estimated to be 1.5 billion dollars, making up 0.5 per cent of global market share. During August 2020, in his 'Mann ki Baat' addressed to the country, hon. Prime Minister Shri Narendra Modi *ji* expressed his desire to establish India as a global toy hub. He also mentioned 'Etikoppaka toys' which is in my parliamentary constituency, Anakapalle, Andhra Pradesh. The Government of India later developed a comprehensive action plan in 2020 to boost local manufacturing by setting up toy production clusters across the country, launching schemes to incentivize manufacturing and exports, strengthening research and development for toys, and building toy clusters on dedicated SEZs. The toy SEZs will create customized and self-sustained ecosystems catering to export markets. Therefore, hon. Chairperson, Madam, the Andhra Pradesh Government, under the dynamic leadership of Shri Y. S. Jagan Mohan Reddy Gaaru has identified 114 clusters under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Micro and Small Enterprises-Cluster Development Programme (MSE-CDP), and has proposed to establish an integrated toy park, encompassing the entire gamut of traditional, electronic and plush toys for domestic and export markets. Hence, I would request the Ministry of Micro, Small and Medium Enterprises to provide financial assistance to Andhra Pradesh for creating an integrated toys park that could emerge as a role model for toy clusters in the country. Thank you, Madam.

**माननीय सभापति :** डॉ. ढालसिंह बिसेन जी,

सुश्री दिया कुमारी जी ।