

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

LOK SABHA

**STARRED QUESTION NO. 114.
TO BE ANSWERED ON WEDNESDAY, THE 14TH DECEMBER, 2022.**

PROMOTION OF INDIGENOUS TOYS

***114. SHRI CHANDRA SEKHAR SAHU:
SHRI GIRISH BHALCHANDRA BAPAT:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

वाणिज्य एवं उद्योग मंत्री

- (a) whether it is a fact that the Toy Industry in India has historically been import dependent, if so, the facts thereof;
- (b) whether lack of raw material, technology, design capability, etc. has led to huge import of toys and its components, if so, the facts in this regard;
- (c) whether the quality of imported toys is very low and hazardous which affects the health of children in India;
- (d) if so, whether there is an urgent need to implement quality control order and mandatory sample testing of imported toys;
- (e) if so, the steps taken by the Government in this regard; and
- (f) the other steps taken by the Union Government to promote indigenous toys to encourage innovation and new age design to suit global requirements?

ANSWER

**वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)
THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

(a) to (f): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF THE LOK SABHA STARRED QUESTION No. 114 FOR ANSWER ON WEDNESDAY, THE 14TH DECEMBER, 2022.

(a) & (b): Government has taken proactive steps to restrict import of sub-standard and unsafe toys and to promote domestic toy industry. As a result of various steps taken by the Government, the volume of import of toys into the Indian market has shown a consistently decreasing trend. The import of Toys (HSN Codes 9503, 9504, 9505) to India has decreased from USD 332.55 million in 2014-15 to USD 109.72 million in 2021-22, a decrease of approximately 67%. Exports of Toys (HSN code 9503, 9504, 9505) from India have increased from USD 96.17 million in 2014-15 to USD 326.63 million in 2021-22, an increase of approximately 240%.

(c): Department for Promotion of Industry and Internal Trade engaged Quality Council of India (QCI), which is an autonomous organization under DPIIT, to conduct mystery shopping and testing of toys to assess quality of toys in the market. This exercise was done during September to November, 2019. 121 different varieties of toys were procured and submitted to NABL accredited laboratories to perform tests. As per the report submitted by QCI, it was found that:

- (i) As many as 30% of plastic toys failed to meet the safety standards of admissible levels of phthalates, heavy metals etc.
- (ii) 80% of plastic toys failed on mechanical and physical safety properties.
- (iii) 45% soft toys failed on the admissible levels of phthalates.
- (iv) In case of electric toys, failure was 75%.
- (v) Overall, only 33.10% toys passed all tests while failure rate was 66.90%.

(d) & (e): A series of steps were initiated by the government to address these issues:

1. Directorate General of Foreign Trade (DGFT) vide Notification No.33/2015-2020, dated 02.12.2019 mandated sample testing of each import consignment and no permission for sale unless the quality testing is successful. In case of failure, the consignment is either sent back or destroyed at the cost of the importer.
2. Basic Custom Duty (BCD) on Toys (HS Code-9503) was increased from 20% to 60% in February, 2020.
3. A Quality Control Order for Toys was issued on 25/02/2020, through which toys have been brought under compulsory certification from Bureau of Indian Standards (BIS) with effect from 01/01/2021. As per the Order, every toy in the market must conform to the requirements of relevant Indian Standard and bear the Standard Mark under a license from BIS as per Scheme-I of BIS (Conformity Assessment) Regulations, 2018. This order is applicable to domestic manufacturers as well as foreign manufacturers who intend to export their toys to India.

- 3.1 QCO on Toys was amended on 11.12.2020 to exempt goods and articles manufactured and sold by artisans registered with Development Commissioner Ministry of Textiles and by registered proprietor and authorized users of a product registered as Geographical Indication by the Office of Controller General of Patents, Designs and Trademarks.
 - 3.2 Special provisions were notified by BIS on 17.12.2020 so as to grant license to micro scale units manufacturing toys without testing facility for one year and without establishing in-house testing facility.
 - 3.3 BIS have granted 1001 licenses to domestic manufacturers and 28 licenses to foreign manufacturers for manufacture of toys with BIS standard Marks.
 - 3.4 To test the quality of toys now available in the market, BIS drew 2077 samples of toys in the year 2022 for testing. Out of these, 82% of samples passed all tests as per the relevant standards.
4. There has been a substantial improvement in the quality of the toys from 2019 to 2022 due to various steps taken by the Government.

(f): Government has taken several steps to promote indigenous toys in India to encourage innovation and new age design to suit global requirements. Some of these steps are enumerated at Annexure-A.

ANNEXURE-A

ANNEXURE REFERRED TO IN REPLY TO PART (f) OF THE LOK SABHA STARRED QUESTION NO. 114 FOR ANSWER ON 14.12.2022.

Steps taken to Promote Indigenous Toys

1. 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 toy designing and manufacturing; monitoring quality of toys, restricting imports of sub-standard and unsafe toys; promoting indigenous toy clusters; boost local manufacturing and incentivize toy manufacturers to promote Made in India toys.
2. The National Education Policy 2020 formulated by Ministry of Education focuses on play and activity-based learning. A handbook on 'Toy Based Pedagogy' has been published by NCERT with the objective of ensuring that the learning process for children is enjoyable and fun. It prescribes toys, especially based on India's rich wealth of indigenous toys and games to be used at different stages to help develop many competencies in young children.
3. The Ministry of Micro, Small & Medium Enterprises (MSME) has approved **19** toy clusters covering **11749** artisans with Gol assistance of Rs. **55.65** crore under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) as under:

S. No.	Toy Cluster Name	State	District	Type of Toy manufactured	Total Artisans	Gol Assistance (in lakh Rs.)
1.	Kondapalli Wooden Toy Cluster	Andhra Pradesh	Krishna	Wooden Toys	231	132.85
2.	Sagara Woodcrafts Cluster	Karnataka	Shivamogga	Wooden Toys	580	229.48
3.	Channapatna Lacware Toys Cluster	Karnataka	Ramanagara	Wooden Toys	250	239.12
4.	Soft Toys and Sportswear Cluster	Madhya Pradesh	Shajapur	Soft toys, uniforms, sportswear, bags, shirts	755	380.6
5.	Bamboo based Indigenous Toys Cluster	Madhya Pradesh	Balaghat	Bamboo Toys	760	303.36
6.	Toy Cluster Budni	MADHYA PRADESH	SEHORE	Wooden Toys, Utility Products, Home decor etc	374	250

S. No.	Toy Cluster Name	State	District	Type of Toy manufactured	Total Artisans	GoI Assistance (in lakh Rs.)
7.	Wood Based Toys Cluster	MADHYA PRADESH	NIWARI	Wooden Educational Toys	703	335
8.	Traditional Indian Bamboo and Wood based toys cluster	Madhya Pradesh	Mandla	Bamboo and Wood Toys	776	363.35
9.	Wood based traditional Indian Toys and Associated Fabric Based Accessories Cluster	Madhya Pradesh	Sehore	Wooden Toys, Board Games, Pedagogical Toys	812	299.23
10.	Bamboo Craft and Bamboo Toys Cluster	Madhya Pradesh	Ratlam	Bamboo ornaments, bottles, furnitures, decorative items made from bamboo	701	347.702
11.	Soft Toys Cluster	Madhya Pradesh	Barwani	Soft Toys	1005	352.04
12.	Indore Mahila Garment Leather Toys And Jute Product Cluster	Madhya Pradesh	Indore	Zari-Zardozi Embroidery Garments, Leather Toys and Jute Fibre based Gift Items	332	195.24
13.	Plush Toys Cluster	Maharashtra	Parbhani	Plush Toys	1050	387.73
14.	Traditional Indian Fabric based Toys Cluster	Rajasthan	Sri Ganganagar	Fabric based toys/ accessories for babies	819	291.66
15.	Deep Hast Shilp Wooden Toys Cluster	Rajasthan	Udaipur	Wooden toy, wooden accessories, wooden kitchen, utensils, and wooden decorative items	250	150.017
16.	Wood Craft Cluster	Rajasthan	Jodhpur	Gift articles, toys, etc	889	395.23
17.	Palm Leaves Toys and	Tamil Nadu	Vellore	Palm leave toys, decorative items, hand	460	232

S. No.	Toy Cluster Name	State	District	Type of Toy manufactured	Total Artisans	GoI Assistance (in lakh Rs.)
	Leather Products Cluster			bags, utility products, Leather products		
18.	Wooden Toys and Carving Cluster	Uttar Pradesh	Chitrakoot	Wooden Toys and Carving	752	451.11
19.	Lucknow Soft Toys Cluster	Uttar Pradesh	Lucknow	Different types, shapes and design of toys	250	229.7

4. Ministry of Textiles has identified 13 toy clusters across the country for the overall development of toy artisans as under:

S. No.	State	District & Cluster Location (Village & Block)	Craft	Classification
1	Karnataka	Channapatna, Ramanagaram	Lacquer Toys	Registered under GI
2	Karnataka	Kinhal, Koppal	Kinhal Toys	Registered under GI
3	Andhra Pradesh	Kondapalli, Krishna	Kondapalli Toys	Registered under GI
4	Andhra Pradesh	Etikopakka, Kallashapatnam, Vishakhapatnam	Etikopakka Toys	Registered under GI.
5	Telangana	Nirmal	Nirmal Toys	Registered under GI
6	Tamil Nadu	Mariamankoil, Tanjore	Tanjore Dolls	Registered under GI
7	Andhra Pradesh	Cuddapah, Laxmigaripalle	Raja Rani Dolls	Not Registered under GI
8	Uttar Pradesh	Varanasi	Wooden Toys	Registered under GI
9	Uttar Pradesh	Chitrakoot	Wooden Toys	Not Registered under GI
10	Rajasthan	Jaipur	Puppet / Kathputli	Registered under GI
11	Assam	Dhubri, Asharikandi	Terracotta Toys	Not Registered under GI
12	Manipur	Keibull Sagram, Leikai, Bishnupur	Toys (Paper machie & Terracotta)	Not Registered under GI
13	Madhya Pradesh	Indore	Leather Toys	Registered under GI

5. Ministry of Education organized Toycathon 21, a unique effort by 6 Ministries & Departments to crowd-source solutions to problems faced by toy industry. Over 1.2 lakh registered for the event and submitted over 17,000 ideas and 13,900 teams were formed to win a large number of prizes up to Rs. 50 lakh.
6. A Virtual Toy Fair was organized from 27th February to 04th March 2021. About 1074 exhibitors from 30 states and UTs covering 68 clusters were on boarded onto the virtual platform. 11 States participated as 'Partner States'. More than 25 lakhs visitors participated in the fair. 103 eminent speakers across the globe attended 41 sessions/webinars.
7. DPIIT organized 'Toy Business League' on 4th -5th January 2022 for enabling a meaningful dialogue between innovators and toys manufacturers with a view to creating collaboration opportunities for Toycathon 2021 winners and realizing the vision of designing toys based on Indian values, culture and history.
8. Government of India has signed Comprehensive Economic Partnership Agreement(CEPA) with United Arab Emirates (UAE). Under this agreement UAE provides zero duty market access for exports of Indian Toys. CEPA has come into effects from 1st May 2022.
9. Government of India has signed Economic Cooperation and Trade Agreement (ECTA) with Australia. Under this agreement, Australia provides zero duty market access for exports of Indian Toys. ECTA will enter into force from 29th December 2022.
