

**GOVERNMENT OF INDIA  
MICRO, SMALL AND MEDIUM ENTERPRISES  
LOK SABHA**

UNSTARRED QUESTION NO:2502  
ANSWERED ON:08.12.2014  
DOMESTIC TOYS INDUSTRY  
Kodikunnil Shri Suresh

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

- (a): whether it is true that price competitiveness from foreign manufacturers is threatening the domestic toys industry including the wooden toys industry in the country;
- (b): if so, the extent to which the domestic toys industry is affected;
- (c): whether the Government has any proposal/proposes to encourage the manufacturers to enable them to compete with global markets with necessary incentives; and
- (d): if so, the details thereof and the further steps proposed to be taken to save and promote domestic toys industry?

**Answer**

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI KALRAJ MISHRA)

(a)&(b): Domestic toys industry is facing competition from foreign manufacturers; however, wooden toy industry is not as much affected as other types of toys like electronic, plastic & soft toy etc.

(c)&(d): Ministry of Micro, Small & Medium Enterprises operates a number of schemes like Credit Linked Capital Subsidy Scheme, MSE-Cluster Development Programme, MSE Credit Guarantee Fund, ISO-9000 QMS Subsidy, Design Clinic, Technology & Quality Upgradation Support to MSMEs, Support for Entrepreneurial and Managerial Development of SMEs through Incubators, Marketing Assistance & Technology Up-gradation Scheme in MSMEs etc. Toy industry units and Toy Industry Associations can submit proposals to the Ministry under schemes suitable to them. Information and guidelines of the schemes are available in public domain on the portal '[www.dcmsme.gov.in](http://www.dcmsme.gov.in)'.