

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 845
TO BE ANSWERED ON 17.09.2020

PROMOTION OF TOY INDUSTRY

845. SHRI RAJVEER DILER:

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

- (a) whether China has captured toy industry and if so, the details thereof;
- (b) the steps being taken by the Government for generating maximum employment to promote this industry in the country in such circumstances;
- (c) whether the 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;
- (d) whether the Government proposes to make loans on low interest rates available to the enterprising unemployed youth desirous of setting up said enterprise; and
- (e) if so, the details thereof?

ANSWER

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

(a): Details of total import of toys into India and the import of toys from China during last three years are as under:

(Value: Rs. in crore)

Year	Total Imports	Imports from China
2017-18	2210.47	1984.66
2018-19	2498.48	1930.86
2019-20	2315.80	1749.43

*sources: DGCIS

(b)to(e): To promote the domestic manufacturing of toys, Ministry of MSME is continuously making efforts to support toy manufacturing through its various schemes aimed at providing credit support for new enterprise creation and expansion, technological assistance and upgradation, infrastructure development, skill development and training, enhancing competitiveness and market assistance of MSMEs. Besides, awareness programmes on CE certification, improved plastic processing for toys, packaging, IPR, etc. are organized for toy industry on regular basis. Further, in Union Budget 2020-21, to promote make in India and create a level playing field for MSMEs, basic Customs Duty on toys has been increased from 20% to 60%.

Besides, Ministry of MSME through its flagship scheme, namely, Prime Minister's Employment Generation (PMEGP) is generating self-employment opportunities by establishment of micro enterprises in all parts of the country. Any unemployed youth can set up a toy manufacturing unit by taking financial assistance (loan) from banks of upto Rs.25 lakh under PMEGP and avail subsidy of upto 35% of the project cost.

Further, under the Aatma Nirbhar Bharat Abhiyan, several measures have been taken for MSME sector which include Rs.20,000 crore Subordinated Debt for Stressed MSMEs; Rs. 50,000 crore equity infusion through MSME Fund of Funds; Rs. 3.00 lakh crore Emergency Credit Line Guarantee Scheme for MSMEs; revision in criteria for classification of MSMEs and no global tenders for Government procurement up to Rs.200 crores.
