

# खेल खिलौनों का



वो गुड्डे, वो गुड़िया, वो छोटी सी चिड़िया  
वो राजा की रानी, वो खिलौनों की कहानी ।  
वो गलियाँ वो माटी, हमें है सताती  
कहाँ खो गये हैं, कहाँ से है लाना ॥

— ललित अम्बष्ठा



# PREFACE



Any development, whether personal, professional, or that of a nation, comes at a cost. Whether we realize or not, many times a nation develops at the cost of nature, culture, tradition, and local artisans. Being the oldest civilization of the world, India has endured more than any civilization. We have witnessed that a more developed civilization is more prone to destruction. A balanced approach of development with respect to nature, culture, tradition, and their life is needed for long term sustainability of any civilization. The current status of Indian toy industry is one of such examples of a fast developing civilization. During last 3 decades, we lost our traditional way of childhood life. Now, our children do not play with traditional toys, and we actually don't know where these old toys have gone extinct, slowly and gradually.

As we have progressed and people have become more advanced and tech-savvy, the demand for handmade legendary toys has drastically come down. With the advent of techno-products, the Indian toys have almost

lost their value, the interest of little eyes and the uninterested parents who move quickly to get an iPad for their kids rather than stopping on the road and buying the toys with which they themselves have spent their childhood.

Suddenly the techno-friendly toys have become need of the hour to educate kids, to stop them from crankiness and to make them appear “advanced” among peers, resulting into in a hyperloop of rat-race. This paper is not only about information on the “TOYS OF INDIA” but also a reality check on how and where do we lack in promoting our Indian-toy industry which was once popular amongst every age group and that was our real crown. This story is all about pushing our Toy Industry to global heights and those million dreams who are the manufacturers of our Indian toys, whose eyes are still in the search of customers who will stop-by their make-shift shops on the roadside or a fair to buy their 3-year-old daughter the famous “Thanjavur Doll” rather than ordering a “Barbie Doll” online.



## खिलौनों की कहानी

curious to play with them; there was something which was always interesting about the Indian toys. Over the time, as technology has knocked the door, the Indian toy industry which was once the bread and butter of numerous families has drastically lost its value and worth. But what are we doing to bring back the lost glory, is the question of the hour.

The million dollar question is whether our new generation is even aware about these Indian toys, whether the traditional toy makers are available to cater to the young generation, and whether our civilized society is willing to reinstate this legacy.

You might have wondered what makes Indian toys so unique and different from the toys that are popular nowadays amongst the new generation. Well, the history of Indian toys dates back to some 5000 years ago. Yes! You read it right, from the history books we read about Harappa and Mohenjo-Daro, the books about Indian Independence where there were stories of hard-fought battles and uniquely built brick houses but there was one thing missing any mention and that was the origin and description of toys.

And now as we enter a new year which is 2023, there is something to be discussed about and we need to re-think as to how India didn't do justice with its unique art and cultural heritage quite prevalent in Indian toys. Days when our grandmothers brought toys from the local haats, we were always



KARNATAKA

# CHANNAPATNA TOYS

## Identity

- **Uniqueness**- They are 'well-known' toys from the state of Karnataka.
- **Product Variety**- decorative toys, animals, kitchen set, top, educational toys etc.
- **History**- These toys have their presence since the 20<sup>th</sup> century
- **GI Status**- Registered



## Reputation

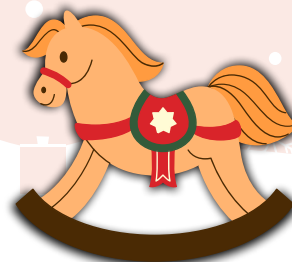
- Pages on Facebook, Twitter, Instagram, Youtube
- Presence on E-commerce platforms like- India Mart, Amazon, Flipkart, etc. can be seen.
- Reports on Promotional Strategies, innovation and analysis of channapatna toys have been published.

## Economics

- Number of artisans engaged- 3,000
- Toys sold on a large commercial scale
  - Price- Rs. 15/- to > 4,500/-
  - Turnover- Rs. 6 to 10 crore
- Exported to countries like USA, UK, Italy, Germany, Netherlands, etc.
  - Visva Scheme introduced by Karnataka Government

## Access

- Vendor participation in fairs and exhibitions- Surajkund Mela, Pragati Maidan in Faridabad and Delhi respectively
  - Presence at Airport Shops
  - Presence at malls in Metro cities
- Dedicated Website by the name 'fairkraft creations'.
- Artisan Pride Production Company is working for the artisans



MAHARASHTRA

# SAWANTWADI TOYS



## Economics

- Number of artisans engaged- Not reported
- Toys are sold within and nearby areas of Maharashtra
  - No exports
  - Turnover- Not Reported
- Price- Rs. 200/- to > 4,000/-



## Identity

- Uniqueness- They are 'less known' toys from the state of Maharashtra
- Product Variety- Fruits, toys, dolls, kitchen set, chess sets, board games, rocking horses, etc.
- History- The craft has a history of around 250 years.
- GI Status- Registration in process

## Reputation

- Presence on social media pages like- Facebook, twitter can be seen.
  - Prime Minister's address in Mann ki Baat
- Presence on e-commerce platforms like Amazon and IndiaMart
- Reports on Study and Revival strategies of traditional art forms.

## Access

- No dedicated website available
- Least participation in major international craft fairs
  - No presence at airports etc.



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ANDHRA PRADESH

# KONDAPALLI BOMMALLU

## Identity

- \* Uniqueness- They are well known toys from the state of Andhra Pradesh
- \* Product Variety- Dolls, Animals and birds, games, wall hangings, sport articles etc.
- \* History- 400 years

GI Status- Registered

## Economics

- \* Number of artisans- 200 (Approx.)
- \* Export- 20-35% decline observed
- \* Turnover- Rs. 5 crore
- \* Price- Rs. 300/- to > 3000/-

## Reputation

- \* A dedicated website by the name 'kondapalligifts.com' is present.
- \* Pages on Facebook and other social media platforms could not be found.
- \* Articles on insights and awareness about Kondapalli toys have been published

## Access

- \* Presence on E-commerce platforms like Amazon, Flipkart, Indiamart can be seen.
- \* Participation in International toy fair in Delhi.



# ETIKOPAKKA TOYS

## Identity

- **Uniqueness-** Etikopakka toys are 'well known' toys from the state of Andhra Pradesh
- **Product Variety-** Toys, Games, gifts, images of Gods, candle stands, jewellery boxes, photo frames and decorative items.
- **History-** The craft is estimated to have its origin in the 18th century (225 years Approximately)
  - **GI Status-** Registered

## Access

- Presence on E- Commerce platforms like Amazon, Flipkart, Indiamart, GTagged may be seen.
- Presence on social media platforms like facebook and twitter may be seen.
  - Stalls on Vishakhapatnam Railway Station
  - Vizag railway station identified for promotion of Etikopakka toys



## Reputation

- The toys have a dedicated website specifically for sales and promotion of Ettikkopakka Toys.
  - Praised by the Prime Minister in Mann ki Baat
- Forums like National Innovation Foundation, UNESCO/CII Seal/Award of Excellence for handicrafts

## Economics

- Number of artisans involved- More than 12,000
  - Price- Rs. 200/- to > 4000/-
- Export- Exported to countries like USA
  - Turnover- Not reported





RAJASTHAN

# KATHPUTLI TOYS



## Identity

- ◆ **Uniqueness-** Kathputli is a well known toy from the state of Rajasthan
  - ◆ **Product Variety-** dolls, animals like horse, elephant etc.
  - ◆ **History-** These toys have their presence since 1500 years

**GI Status-** Registered

## Reputation

- ◆ Presence on social media pages like Facebook, Twitter, Instagram
- ◆ Presence on E-commerce platforms like Amazon, Flipkart, Indiamart
- ◆ Reports published on Study and promotional strategies of Kathputli.

## Economics

- ◆ **Price-** Rs. 200/- to > 2000/-
- ◆ **Number of Artisans-** Around 5000
- ◆ **Annual Turnover-** Rs.1 - 2 Crore
- ◆ **Exported to countries like** Australia, Spain, Canada, USA, Brazil, Mauritius

## Access

- ◆ **Presence in fairs and exhibitions**
  - ◆ Presence at airports
- ◆ **Participation in major craft fairs and exhibitions like** Surajkund mela etc.
  - ◆ Presence at Regional toy fair, 2022 at Varanasi

॥ सिर्फ खिलौने नहीं हैं हम ॥

किसी बालक की मनुहार हैं हम  
कहीं दादी नानी का प्यार हैं हम।  
किसी चूल्हे के अंगार हैं हम  
कहीं तीज कहीं त्यौहार हैं हम॥

नन्हे होठों की मुस्कान हैं हम  
कहीं आन बान और शान हैं हम।  
किसी भाई का दुलार हैं हम,  
कभी जीत, कभी हार हैं हम॥

धरोहर की चूनर का तार हैं हम  
बचपन की यादों का दरबार हैं हम।  
कहीं उम्मीद कहीं इंतज़ार हैं हम  
कभी धूप कभी बौछार हैं हम॥

कहीं घर का रोज़गार हैं हम  
और पुश्तैनी व्यापार हैं हम।  
कभी देश, कभी संसार हैं हम  
कभी माटी, कभी कुम्हार हैं हम॥

सिर्फ खिलौने नहीं हैं हम॥  
सिर्फ खिलौने नहीं हैं हम॥

— श्रुति कौशिक



# INDORE LEATHER TOYS



## Economics

- Number of artisans engaged- 5000 (approx.)
- Turnover- Rs. 12 to 15 crore
- Price- Rs. 50/- to > 7,000

## Reputation

- Presence on social media pages like- Facebook, twitter can be seen.
- SADMAP organizes exhibitions for craftsmen to sell the toys
- Slight presence on e-commerce platforms like IndiaMart

## Identity

- Uniqueness- They are 'well known' toys from the state of Madhya Pradesh.
- Product Variety- Animals like horse, rhinoceros, giraffe, bull, tiger, camel. Mainly created as showpiece, furniture and souvenirs
- History- Started in the year 1943
- GI Status- Registered

## Access

- No dedicated website available.
- Participation in Kumbh Mela at Ujjain.
- Less participation in major international craft fairs.
- No presence at Airports etc.



UTTAR PRADESH

# VARANASI WOODEN TOYS



## Identity

- \* Uniqueness- These are 'well-known' toys from the state of Uttar Pradesh
- \* History- 6th century BCE
- \* Product Variety- wooden dolls and decorative items
- \* GI Status- Registered

## Economics

- \* Price- Rs. 150/- to > 3000/-
- \* Number of artisans engaged- 3000 (approx)
- \* Annual exports- 5 crore
- \* Turnover- Not reported

## Reputation

- \* Presence on social media platforms like facebook, twitter, instagram
- \* Presence on E-commerce portals like Amazon, Flipkart, Indiamart
- \* Present on Export Promotion Beuro
- \* PM's address about Varanasi Toys in 'Mann ki Baat'

## Access

- \* Dedicated website for the promotion and sales of Varanasi Toys- Not available.
- \* Craftsmen participation in major craft fairs of India such as Surajkund mela
- \* No presence on airports or railway stations.



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## CHITRAKOOT WOODEN TOYS



### Economics

- No. of families involved- 30
- Turnover- Not reported
- Export- Not reported
- Price- Rs. 100/- to > 1000/-

### Identity

- Uniqueness- They are well known toys from the state of Uttar Pradesh
- Product variety- Wooden cars, wooden cart, wooden trucks, etc.
- History- No proper report
- GI Status- Registration in process

### Reputation

- Presence on UP Government's Local for vocal site
- Presence on India Mart
- Presence on mydukan website
- Presence on amazon, flipkart —Nil
- Coverage on print journalism like zeenews, etc.

### Access

- Presence at UP Government Local for vocal market
- No presence at airports
- No presence in major malls or shopping complexes.
- Toys sent to different districts for sale
- Presence at UP government's one district one product website



# BIHAR

## KANIYA PUTRI DOLLS & CLAY TOYS

### Identity

- Uniqueness- These are least known toys from the state of Bihar
- Toy variety- cloth dolls, clay animals like birds, horses, decorative items
- History- Not reported

GI Status- Not registered



### Reputation

- Very few blogs published about the dolls
  - Displayed at India Toy fair
  - Displayed at virtual toy fair
- No presence on E-commerce platforms like Amazon, Flipkart, or IndiaMart etc.
- No presence on social media platforms like facebook, twitter or Instagram etc.
- Slight presence on Youtube might be seen

### Economics

- Number of artisans involved: Not reported
- Turnover: Not Reported
- Price: Not Reported
- Exports: Not Reported

### Access

- No dedicated website for sales and promotion of toys
  - Least participation at craft fairs/exhibitions
  - No presence at airports or railway stations
    - No presence in malls or marts.

# JAMMU & KASHMIR

## WALNUT WOOD TOYS AND PAPER MACHIE

### Identity

- Uniqueness- These toys are 'least known' from the state of Jammu and Kashmir.
- Toys Variety: Dolls, decorative items, animals like ducks, elephants, parachute decorative pieces, etc.
- History: Not reported

GI Status: Registered



### Reputation

- No reports or blogs published on walnut wood toys and paper mache.
- No promotional activities reported for the toys
- No promotional pages on social medias like facebook, linkedin, twitter or instagram
- No presence on E-commerce platforms like Amazon, Flipkart, or Indiamart etc.

### Access

- No dedicated website for sale/promotion of the toys
- No participation of craftsmen in fairs/ exhibitions
  - No presence at Railway stations or Airports
  - No presence at malls etc.



### Economics

- Number of artisans engaged: Not Reported
- Turnover: Not reported
- Price: Not reported
- Exports: Nil



## ॥ चाक कहाँ से लाऊं ॥

आज बाल हठ कर बैठा मन  
बचपन की गलियों में जाऊं।  
समय समय की बात कहूँ  
पर, मन मसोस रह जाऊं ॥

हो गए धूमिल इतने, सपनों में ही आते  
खिलौने कुछ ऐसे हैं जो, आज भी मन भरमाते।  
फिर गुड़िया का ब्याह रचाते  
फिर बच्चे बन जाते ॥

एक ख्वाब की कथा निराली, गुड़िया मिलने आयी  
अपने ब्याह के बाद के किस्से और कहानी गाई।  
अब गुड़िया के भीतर रहतीं, गुड़ियाँ बड़ी निराली  
बड़ी में छोटी, और भी छोटी, सुन्दर और सयानी ॥

और साथ में लेके आयी  
वही खिलौने वाला।  
जिससे कभी लिया था हमने  
गुड्डा एक निराला ॥



पूछ लिया फिर हाल चाल जो  
यूँ मन भर भर आया।  
अपनी व्यथा का उसने जब  
अलग ही राग सुनाया ॥

अब चकाचौंध बिकती है, लाली  
अब गुड़िया कौन बियाहे।  
मिट्टी काठी रस्सी के अब  
लट्टू कौन चलावे ॥

ढूँढ़ूँ कैसे फिर से बचपन  
कहाँ कहाँ चिल्लाऊं।  
खो गयी मिट्टी, खो गए लट्टू  
चाक कहाँ से लाऊं ॥  
चाक कहाँ से लाऊं ॥

—श्रुति कौशिक





# PUNJAB

## FOLK TOYS



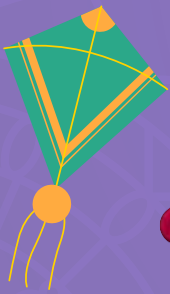
### Identity

- Uniqueness: These are less known toys from the state of Punjab
- History: More than 100 years ago
- Product Variety: Chankana, ghuggu, handwai, rattlebox, dolls, etc.

GI Status- Not Registered

### Reputation

- Slight presence on youtube and other social medias
- Very few blogs about these toys have been published
  - No reports about the analysis of Punjab Toys
- No dedicated website for sales and promotion of toys.

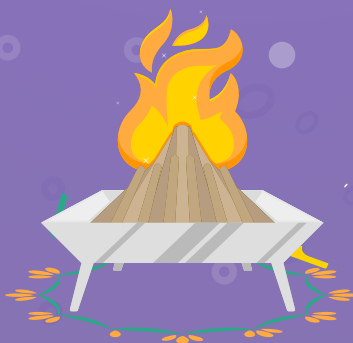


### Economics

- Number of artisans involved- Not reported
  - Price- Not reported
  - Exports- Not reported
  - Turnover- Not reported

### Access

- No presence on e-commerce websites like justdial, amazon, flipkart, Indiamart.
- No presence on railway station or airports for sales and promotion.
  - No presence in major shopping malls
  - Slight presence in major craft fairs of India.
- Presence may be seen in the local toy shops & nearby regions of Punjab.



# TELANGANA

## NIRMAL TOYS

### Identity

- Uniqueness: The toys are well known from the state of Telangana
- Product variety: Peacock Couple, Tiger Couple, Village lady
- History: 400-year-old rich tradition

GI Status: Registered



### Reputation

- Pages on Facebook, Twitter, Instagram
- Presence on E-Commerce platforms like- Indiamart
- Articles and journals present on government websites.



### Economics

- No. of artisans engaged- 80-100 (approx)
- Toys not sold on large commercial scale
  - Price- Rs.100/- to 2000/-
- Turnover- Fifty lakhs to one crore
  - Exports- Not reported

### Access

- Vendor participation in fair and exhibitions: Yes
  - No presence at railway station/ airports
- No dedicated website for sales and promotion of toys





# TAMILNADU

## THANJAVUR DOLLS



### Identity

- Uniqueness: These are 'well known' toys from the state of Tamil Nadu
- Product Variety: Dolls
- History: Early 19th century
- GI Status- Registered



### Economics

- No. of artisans engaged- 2000
- Toys sold on a large commercial scale
  - Price- Rs.400 to 1500
- Turnover – 50 lakhs to 1 crore
  - No exports reported

### Reputation

- Pages on Facebook, Twitter, Instagram
- Presence on E-Commerce platforms like- Indiamart, Amazon, Flipkart
- Report on Thanjavur dolls of Tamil Nadu on Encyclopedia on intangible cultural heritage

### Access

- Vendor participation in fair and exhibitions: collector office in Thanjavur
  - Presence at railway stations
  - Slight presence in shopping complexes
- No dedicated website for sales and promotion of the toys



# JUNYALI DOLLS

## Identity

- Uniqueness- These are less known toys from the state of Uttarakhand
- Product variety: Musical Doll with Paranda, Pichora, Back Wings
- History: Not reported

**GI- Not Registered**

## Access

- Minimum participation in exhibitions/ craft fairs
- No presence at airports/ railway station
- No presence in malls/ shopping marts etc



## Reputation

- Pages on Facebook, Instagram, Youtube.
- Presence on E-commerce platforms like India Mart, Amazon, Flipkart can be seen
- Reports on Uttarakhand state website: uttarakhand Haat

## Economics

- No. of artisans involved- Not reported
- Price- Rs.750/- to 1000/-
- Exports- Not reported
- Turnover- Not reported



# WEST BENGAL

# NATUNGRAM DOLLS

## Identity

- \* Uniqueness - These are well known toys from the state of West Bengal.
- \* Product Variety - Owl, Gour Nitai, Jagannath
- \* History- since 1950's

GI Status: Registration in process



## Reputation

- \* Pages on Wikipedia
- \* Presence on E-commerce websites like Indiamart, Amazon
- \* Reports on Wooden dolls on Rural Craft hub.
- \* Natungram toys are supported by the department of MSME & Government of West Bengal.
- \* No reports on analysis and promotional strategies of the toys
- \* No dedicated website for sale and promotion of the toys.
- \* Slight presence in press journals.



## Economics

- \* No. of artisans engaged- 300 (approx.)
- \* Sold on a large commercial scale.
- \* Price- Rs.30 to Rs.3000
- \* Turnover Rs. 3-Rs.4 Lakh
- \* Exports- Not reported

## Access

- \* Slight Vendor participation in fairs and exhibition locally
- \* Presence at three day wooden doll fair in association with UNESCO was organised.
- \* No presence at airports or railway stations.
- \* No presence at malls or shopping complexes.



# TRIPURA

## BAMBOO DOLLS

### Identity

- Uniqueness- These are less known toys from the state of Tripura.
  - History- Not reported
  - Product variety- Various male and female dolls are made wearing their traditional attire
- GI Status- Not Registered



### Reputation

- No presence on E-commerce platforms like Amazon, Flipkart, IndiaMart etc.
- No dedicated website, or social media page
- No dedicated pages on social medias like facebook, twitter, Instagram
- Slight presence on youtube



### Access

- No presence at major craft fairs of India
- No presence at Airports or railway station
- No presence at malls/ shopping complexes
- No coverage by print media

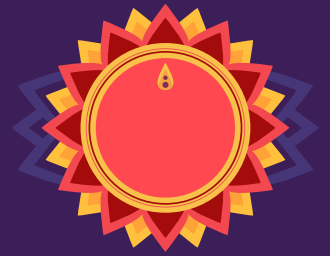
### Economics

- Number of Artisans involved- Not Reported
- Price- Rs. 100/- to >Rs. 1500/-
- Turnover- Not reported
- Exports- Not reported





# WEST BENGAL



## KRISHNANAGAR CLAY & EARTHENWARE TOYS



### Identity

- \* Uniqueness- They are 'Lesser known' toys from the state of West Bengal.
  - History- 18th century
- \* Product Variety- figures of animals, men, women, decorative items, etc.
- \* GI Status- Registration in process



### Reputation

- \* Very few blogs published about these toys
- \* Presence at Bharat Online portal
- \* Slight presence on E-commerce platforms like amazon, flipkart, justdial etc
- \* Slight presence on social media platforms like facebook, twitter, instagram

### Economics

- \* Number of people involved- Not reported
  - Turnover- Not reported
- \* Price- Rs. 100/- to > Rs. 5000/-
- \* Exports- Not reported



### Access

- \* The craft has its presence at rural melas and craft Emporias
  - \* No presence in malls or marts
- \* No participation at major craft festivals of India
- \* No presence at malls or shopping complexes.



## ASHARIKANDI TERRACOTTA EARTHENWARES



### Identity

- These are the 'lesser known' toys from the state of Assam
  - History: More than 100 years
- Product Variety- Animal figures like horses, Rhino, Elephants etc.
- GI Status- Registration in process

### Economics

- Number of artisans- 800 (approx.)
- Price- Rs. 100/- to Rs. 2000/-
  - Turnover- 12 crores
  - Export- Not Reported

### Reputation

- Slight presence on e-commerce platforms like Amazon, Flipkart, Justdial etc.
- A few blogs regarding this toy industry have been published
- No reports for promotional strategies have been published

### Access

- Slight presence on Facebook, Twitter and Youtube
  - Slight coverage on print media
  - No presence at airports or railway stations
- No reports of participation of craftsmen in the local craft fairs or major craft fairs of India
- No presence at major malls or shopping complexes





## BATTO BAI DOLLS OF GWALIOR



### Reputation

- \* Promotional activities done by Madhya Pradesh Tourism department.
- \* No dedicated website for promotion and sale of these toys
- \* Very few blogs and articles on awareness about Batto Bai Dolls have been published
- \* The lady 'Batto Bai' is an internationally acclaimed artist, who won various state and central government awards for contributing towards India's Handicraft industry.

### Identity

- \* These are 'least known' toys from the state of Madhya Pradesh.
- \* Product Variety- Dolls
- \* History- Not reported
- GI Status- Unregistered

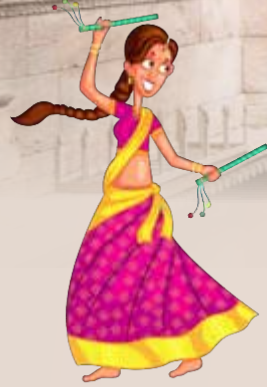
### Access

- \* Presence on social media like Facebook, LinkedIn, Twitter, Instagram
- \* No presence on E-commerce platforms like Amazon, Flipkart or Indiamart
- \* No participation in major craft fairs/exhibitions like Surajkund Mela etc.
- \* No presence at airports or railway stations

### Economics

- \* Turnover- Not Reported
- \* Exports- No Exports
- \* Price- starting from Rs.100/- per pair
- \* Number of artisans involved- Not reported

# TOYS OF (CLAY AND (LOTH



## Identity

- Uniqueness: These are 'Less Known' toys from the state of Gujarat
  - History: Not reported
- Product Variety: cloth animals like elephant, horses, dolls, clay and terracotta toys like elephants etc.

GI status: Not Registered

## Access

- Slight participation of craft persons at major exhibitions and craft fairs.
  - No presence at railway stations or airports
  - No presence at malls and shopping complexes
- No presence on other social media platforms like facebook, instagram, linkedIn etc.

## Reputation

- Slight presence on Pintrest
- No reports on promotional strategies or analysis of the toys
- No dedicated website for sales and promotion of the toys
  - No government reports on upliftment of the craft



## Economics

- Number of persons engaged: Not reported
- Price: Not reported
- Turnover: Not reported
  - Exports: Nil



# KARNATAKA

## KINHAL TOYS



### Identity

- Uniqueness-Kinhal falls under the category of 'less-known' toys from the state of Karnataka.
- Product Variety- decorative toys, fruits, Vegetables animals, kitchen set, etc.
- History- These toys have their presence since the 15th -16th century

GI Status- Registered

### Economics

- Number of artisans engaged- Only 25 Families
  - Price- Not Reported
  - Turnover- Not Reported
- Exported to other countries like USA and Bhutan

### Reputation

- No dedicated website for promotion and sales of Kinhal Toys Pages for promotion on Facebook, Twitter, Instagram, Youtube
- No Presence on E-commerce platforms like- India Mart, Amazon, Flipkart, etc. can be seen.
- No Reports on promotional Strategies, innovation and analysis of Kinnal toys have been published

### Access

- Participation observed in Regional Toys Fair inaugurated at Varanasi
- No participation of Vendors in fairs and exhibitions- Presence on Airport Shops
  - No Presence at malls in Metro cities
  - No presence at Railway stations/airports



# Economics



Wood, Metal, Clay and other handcraft toys just share 5-6 percent of total export and import categories.

Indian toys Industry has the potential to grow to \$2-3 bn by 2024

Import of toys into India has declined sharply from USD 304 million in 2018-19 to USD 36 million in 2021-22.

Domestic toy demand forecasted to grow by 10-15% .



There is huge domestic demand of these toys as per Indian demography

Indian import is of \$285 mn for the last 3 years under the IEC Code 9503.

Only 10 GI registered in traditional and handcraft toys category in India.

Export of toys increases from \$96.17 mn in 2014-15 to 326.63 million in the 2021-2022 with USA and UK being the lead export destinations

## Major Traditional Players

- Channapatna
- Kinhal
- Kondapalli
- Etikopaka
- Nirmal
- Tanjore
- Cudappah
- Varanasi

## Startups

- Ariro Wooden
- Toiing
- Shumee
- Imagimake
- Win Magic
- Indyhaat
- Zephyrtoys

## Major Players

- Fisher Price
- Hot Wheels
- Lego
- Mattel
- Mega Bloks
- Chicco
- Simba
- Hamleys
- Hasbro

## Major Indian Toys Brand

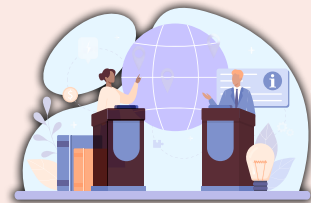
- Funskool
- Shalinindia
- Desi Toys
- Kidz Valle
- Smartivity
- Kreedaa
- Varnam



Margin money assistance up to 35% of the project cost is provided for the unit costing up to Rs.50 lakh for manufacturing sector and Rs.20 lakh in the service sector



19 toy clusters across the country have been approved under the Scheme benefitting 11,749 artisans with an outlay of INR 55.65 Cr



Over 60 toys clusters in India and adding



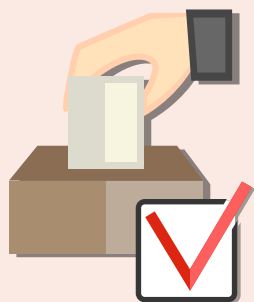
There is compulsory Bureau of Indian Standards (BIS) certification with effect from 01/01/2021.

Ministry of Textiles has identified 13 clusters across the country with a view for the overall development of cluster artisans.



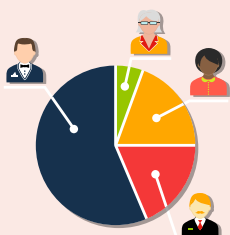
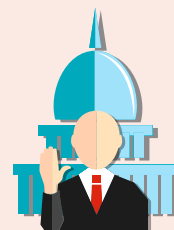
Govt has increased import duty from 20% to 60% in toy categories to combat with foreign Toys

Government of India has signed Free Trade Agreement with United Arab Emirates (UAE). Under this agreement UAE provides zero duty market access for exports of Indian toys.



Ministry of Education organized Toycathon 21 where over 17,000 ideas received, and 13900 teams formed to win a large number of prizes up to Rs. 50 lakh

DPIIT organized 'Toy Business League' on 4th -5th January 2022 for enabling a meaningful dialogue between innovators and toys manufacturers



A Virtual Toy Fair 'The India Toy Fair, 2021 (TITF)' 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



Handicraft and GI Toys exempted from Quality Control Order

## ॥ चल फिर चाक चलायें ॥

ढूँढ रहा है तुझको बचपन  
खेलें और खिलाएं।  
कहाँ रुठ कर बैठा है तू  
चल फिर चाक चलाएं ॥

मेलों की रौनक थी तुझसे  
फिर वो दिन लौटाएं।  
छोड़ यह अनबन, छोड़ यह उलझन  
चल फिर चाक चलाएं ॥

गर्व था तुझपे, गर्व है तुझपे  
अपनों का अभिमान बढ़ाएं।  
ला वो गुड्डे, ला वो बर्तन  
चल फिर चाक चलाएं ॥

रोज़ रोज़ की होड़ छोड़ अब  
फिर बचपन में जाएं।  
कुल्हड़ की सारंगी लेके  
चल फिर चाक चलाएं ॥

चकाचौंध के बीच रहेगी  
अपनी वही कथाएं।  
फिर आएंगे गुड्डे गुड़िया  
चल फिर चाक चलाएं ॥

चल मिलकर फिर भारत के  
गौरव को और बढ़ाएं।  
फिर चहकेगी सोन चिरइया  
चल फिर चाक चलाएं ॥

— ललित अम्बष्ठा



# SWOT ANALYSIS

## STRENGTH

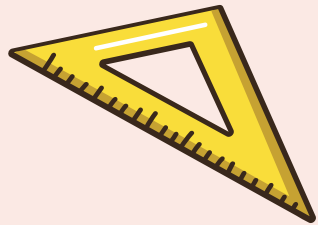
- ★ Carrying real Indian Legacy
- ★ Huge Emotional Connect
- ★ Extraordinary Skillset
- ★ Huge Customer Demand
- ★ Govt. and NGO Support
- ★ National and International Demand
- ★ Never ending demand
- ★ Falls under CSR and ESG
- ★ Abundant raw materials & resources

- ✓ Highly un-organized
- ✓ Lack of awarness of real demand
- ✓ Inconsistent Demand
- ✓ Huge local and global competition
- ✓ Unidentified grassroots issues
- ✓ Lack of education
- ✓ Huge communication gap
- ✓ Non IT enabled product line
- ✓ Lack of interest among customers
- ✓ Lack of local and state level support

## WEAKNESS

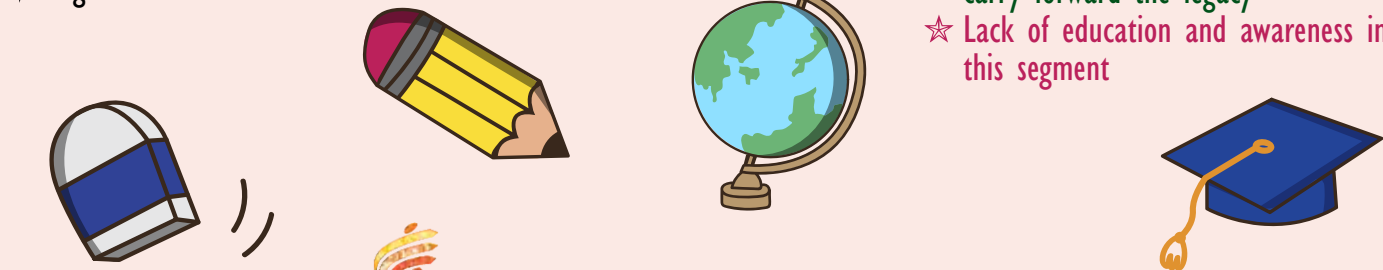
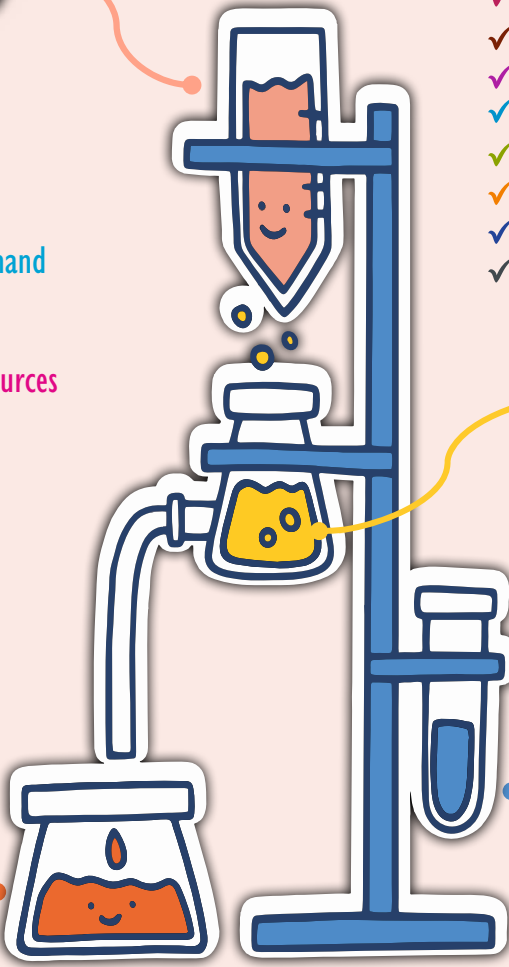
## OPPORTUNITY

- ★ Easily sync in with Vocal for Local
- ★ Gain attraction for Govt. support
- ★ Awarness among customers on Local products
- ★ Many govt. schemes have been launched
- ★ GI specific exhibitions and participation in fairs
- ★ Various Clusters and CFCs have been started
- ★ Many NGOs have started working in this area
- ★ Huge Customer Base




## THREAT

- ★ Local vs. Foreign Competition
- ★ Lack of interest among customers
- ★ Technology Development
- ★ Huge competition with other segments
- ★ Lack of interest among new generation to carry forward the legacy
- ★ Lack of education and awarness in this segment




# RECOMMENDATIONS AND SUGGESTIONS


TO KEEP THE PACE IN RIGHT MANNER, AT RIGHT COURSE IN SUSTAINABLE MANNER, WE MUST CONSIDER FOLLOWING AND IMPLEMENTING CERTAIN MEASURABLE FACTORS, LIKE:




GI Awareness programs, policies, and other supportive Govt. schemes must have last mile impact and reach.




Recognition and award should be given to many artisans rather than repetitive award to same artisan each time.




Common facility center and more clusters should be recognized at right place.



Bringing more focus on GI and Handicraft Toys to bring back the legacy and traditional value of India.




Rotation based stalls can be provided to these artisans at each and every airport, railway station, petrol pump, and public places in entire India.




Documentary and govt report should be published and advertised on each toy.




Enhancement of market access and product quality of the handicraft toys through training, mentoring, and financial support wherever needed.




Free access to public places for selling of these toys may be allowed to registered artisans.




Prime time coverage of their stories and struggles should be publicized in various print and electronic media.




Census of total active artisans can be done in each toy cluster.



Many types of rural and remote areas toys are already extinct, or on the verge of extinction and that we have to identify and bring back in mainstream.



Measures should be taken to make these toys available at Anganwadis, play school, pre-school, primary school, childcare facilities centers, etc. under right to play and Sarva Shiksha Abhiyaan.



Promotion of registered users and GI filing should be encouraged at State and Central Level.



# RECOMMENDATIONS AND SUGGESTIONS



Indian festivals should be attached with specific GI products at Govt level. Year and month at central and state level should be dedicated to these handicrafts and GI products.



Night fairs and specific GI weeks should be encouraged in each and every district, city, and metro cities.



Airport and Railway Station can organize "week of specific GI" entire year to promote traditional value of real India.



CSR and ESG compliance should be encouraged in this sector too.



Real effort should be there at each level for participation of these artisans at fair, exhibitions, and cultural events.



Announcement in flights and railways may include GI and traditional value of the city to promote and motivate the people towards Indian nature, culture, tradition, and artisans.



Various ministries, state authorities, nodal centers, IPFCs, Institutes, NGOs, etc. should come forward for the development and upliftment of these artisans and overall revamp of the industry in right manner to maintain our traditional value and legacy.



Various industry reports must be prepared, and surveys must be conducted to help survival of the toy industry.



GI fair, cultural shows, chaupal, competition at various level should be encouraged.



Education on local and global business, packaging, and e-commerce access should be provided to artisans with the help of NGOs and govt.



GI Heritage and Toys Heritage City should be announced by Govt.



Community awareness on website promotion, association functioning, govt. schemes access, logistics should be provided.



IP and GI based education should be incorporated at school and college level.

# THE ROAD AHEAD

Off late, we understood that the development is inevitable, and it would be indeed of a greater value if we can manage to keep intact our nature, culture, tradition, and artisans. The toy industry can play a vital role in generating unimaginable growth and employment opportunities, especially in rural households and has huge potential for recapturing our traditional values. It has the potential to create more than 50,000 jobs in five years and can attract over US\$627 million (INR 5,000 crore) in investments.

Inspired by Indian mythology, history, tradition, and culture, manufacturers are now producing toys in abundance and these products are now being sold across the globe in collaboration with the prime global brands. Along with the numerous Government initiatives, the growing awareness around traditional toys and local handicraft, new India's traditional toy industry is at the cusp of extraordinary growth. Through a plethora of innovations and technical expansion, the industry is witnessing rapid transformation and is likely to become a major contributor to the Indian economy in the future.

This evolution of our traditional toy industry is truly a step towards the vision of a self-reliant India.



आंगन की इस बाड़ी में  
इस बचपन की फुलवारी में  
सावन का आना बाकी है ।।

लहू, गुड्डे, गुड़िया का  
और नन्हीं सी चिड़िया का  
मेलों में फिर आना बाकी है ।।

कुल्हड़ की सारंगी का  
किस्से और कहानी का  
एक दौर अभी भी बाकी है ।।  
एक दौर अभी भी बाकी है ।।

— श्रुति कौशिक



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## About RIPA

RIPA is a not-for-profit organization, with an aim to promote and facilitate indigenous Intellectual Property (IP) at national and international level. RIPA aims at meeting the present and future requirement for growth and development of indigenous IP ecosystem. RIPA further strengths and complements the efforts of indigenous R&D and provides support and upliftment to indigenous artisans and handicraft industry.

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खिलौने वाला आया मम्मी...



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