

Impact of Government Policy Changes on Business and Industry:

A case study of Indian Toy Industry

Indian Toy Industry:

Toys were first created in India during the Indus Valley Civilization around 8,000 years ago. The initial toys consisted of bird-shaped whistles, monkeys with extended arms for sliding down ropes or sticks, and small farming carts. The country has a strong tradition in the art of toy-making. Some of the toys and dolls that have been uncovered in Harappa and Mohenjo-Daro were small carts and dancing women. These toys were fashioned out of materials found in nature, including bamboo sticks, hay, and various types of clay such as soil, rocks, and fiber cloth. (Indian toy manufacturers scale up amid rise in demand; Eyes Global Markets,2022)

In India, there exists a vibrant tradition of storytelling through toys, which has been upheld by our forebears. This cultural practice involves creating toys that represent unique perspectives on life. Moreover, religion has played a crucial role in shaping this tradition, with a separate category of toys being made to portray the tales from famous epics such as Ramayana and Mahabharata. (Vikaspedia domains)

Despite the fact that the Indian toy industry has a deep-rooted cultural heritage, domestically manufactured toys accounted for only 20 percent of the Indian market. (Narayanan V, 2022)

For centuries, toy-making clusters have been present in India, and they serve as a testament to the fact that toy-making is a heritage that has been inherited and passed down through generations. Many artisan families have dedicated themselves to this craft and have settled in regions that are favorable to their trade. These toys are environmentally friendly and are constructed using locally sourced wood and natural dyes. (Indian Toy Industry)

It is surprising to note that artisans from most of these toy-making clusters have not formed their own associations. (Lath, 2021)

Legacy of Indian Toy Makers:

India has a thriving culture of indigenous popular toys that have been in existence for a long time. These toys were traditionally linked with fairs and festivals. There are two primary types of traditional toys that craftsmen and artisans throughout the country create. The first category consists of static, figurine-style craft toys, while the second category comprises dynamic, moving, and sound-producing "mela" toys. (Sudarshan Khanna,1987)

Despite the passage of time, there are still some similarities in the tradition of folk toys. Many concepts and ideas for toys that have been passed down through generations are still being created today. Various communities continue to produce toys that resemble those made many years ago. Recently, there has been a growing recognition among people in society that factory-made toys cannot replace the traditional, handcrafted toys that express our cultural heritage. Society has come to appreciate that toymakers have a much broader role than just creating playthings, and as a result, artisans who create these indigenous toys are now recognized as professionals in their field. (Sudarshan & Khanna, Surabhi, 2015)

Major centers of Toy making in India are:

Sl.No.	Centre	Toy name
1.	Chennapatna (Karnataka)	Chennapatna toys
2.	Jaipur and Jodhpur	Kathputhlis
3.	Nirmal City (Telangana)	Nirmal toys
4.	Tanjore (Tamilnadu)	Thanjavur Thalaisyatti Bommai
5.	Natungram (WestBengal)	Wooden dolls
6.	Birbhum district (WestBengal)	Taal-patar Sepai
7.	Punjab	Handwai
8.	Maharashtra	Bahatuktli
9.	Bhil and Bhilala tribes from Jhabua Dist. (Gujarath)	Hastashilpa
10.	Rewa (Madhyapradesh)	Betel Nut's Toy/Supari toys
11.	Kondapalli village (Andrapradesh)	Kondapalli Toys

12.	Andrapradesh	Etikoppakka Bommalu
13.	Bihar	Kanyaputri Dolls (Champaran)
14.	Bargarh in Sambalpur district (Odisha)	Wooden toys
15.	Asharikandi (Assam)	Terracotta toys
16.	Tamilnadu	Vilachery doll
17.	Nadia Dsitriect (West Bengal)	Clay dolls of Krishnanagar

Source: List prepared by compiling from various sources

Impact of Government Policy on Toy Business and Industry:

The Indian toy industry is highly fragmented and regionally based, and it is predominantly unorganized. (India's growing toy exports: IBEF, IBEF 2022)

In 2014-15, the import of toys into India amounted to Rs 1,936 crore, while the export was only Rs 328 crore, indicating a six-fold difference. The toy industry was struggling due to a lack of investment and technology, as well as intense competition from low-priced imported toys. Moreover, the production of traditional toys had been neglected, and the local toy industry was highly fragmented.

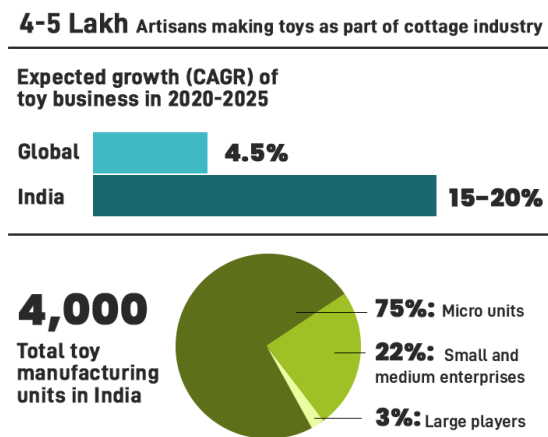
Over the past three years, there has been a notable change in the Indian toy industry. After being a net importer for many years, the industry has now become a net foreign exchange earner. The import of toys in India has dropped by 70 percent, from \$371 million in 2018-19 to \$110 million in 2021-22, while exports have risen by 61.4 percent, from \$202 million to \$326 million during the same period. Furthermore, in the quarter ending April-August 2022, the country's toy exports registered a remarkable 636 percent growth compared to the same period in 2013. (Shikha Sharma, 2022)

Thus, the volume of Indian toy exports has increased significantly in the last 2-3 years. The Indian toy industry is currently experiencing a prosperous phase, with domestic manufacturers expanding their production capacity to cater not only to the domestic market but also to the rising demand from international markets.

As domestic players in the Indian toy industry break away from the dominance of countries like China, the demand for toys featuring Indian mythological characters, desi movie characters, and superheroes such as Chota Bheem has increased. (www.ETBrandEquity.com, 2022)

The Indian toy industry is expanding its global reach as manufacturers explore new markets and increase exports to countries in the Middle East and Africa. (Indian toy manufacturers scale up amid rise in demand; Eyes Global Markets 2022)

Following chart depicts the Current Outlook of the Toy Industry in India



Source: <https://www.geeksforgeeks.org/toy-industry-in-india-and-its-future/>

From the above chart we can understand that India's expected growth of toy business between 2020-2025 would be in the range of 15-20% as against 4.5% growth expected at the Global level.

The pie chart clearly indicates the share of toy manufacturing units in India with majority being Micro Units and least share being owned by Large Players. Thus, it can be inferred that Micro Units have greater potential to contribute to the toy economy.

Most of the toy makers in India are situated in NCR, Maharashtra, Karnataka, Tamil Nadu, and scattered throughout central states of India. The industry is divided with 90% of the market

operating informally, and there are approximately 4,000 toy manufacturing units from the MSME sector. (Toys Manufacturing Industry in India: Invest in toys sector)

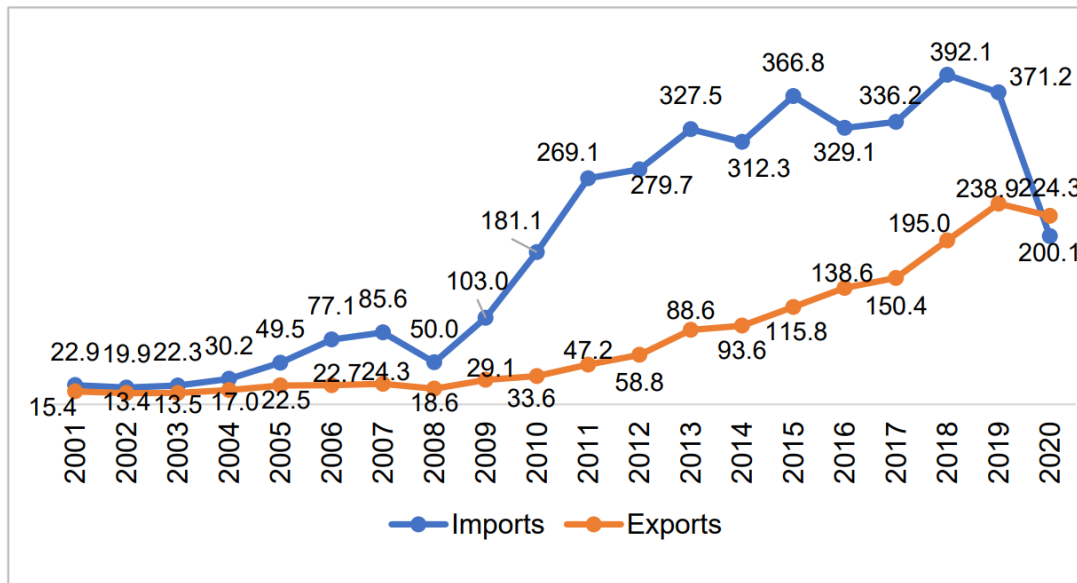
It is anticipated that the toys sector in India will expand to \$2-3 billion by 2024, a significant increase from its 2017 size of \$1.7 billion. The Indian toy industry represents only 0.5% of the global industry, indicating that there is immense potential for growth. The demand for toys within the domestic market is expected to increase at a rate of 10-15%, which is higher than the global average of 5%. Additionally, for every \$100 million invested in the sector, it is estimated that 20,000 direct jobs and 8,000 indirect jobs can be created. (Sharma, 2022)

Indian Toy Industry's Contribution to the Indian Economy:

The toy industry plays a significant role in the Indian economy, with the majority of toy manufacturers operating under the MSME sector, which is one of the major industrial sectors of the country. Although India's share in the global toy market is only 0.5%, the industry is worth more than 1.5 billion USD. With the relaxation of foreign trade policies and a decrease in export charges, Indian toys are now more easily exported to different parts of the world. The toy manufacturing sector provides employment to a large population in the country. Although the toy industry does not currently make a significant contribution to India's GDP, government policies aimed at reducing toy imports have helped to promote the growth of the Indian economy. (GeeksforGeeks, 2022)

Following Chart depicts the Imports and Exports of India's Toys and Games between 2001 to 2020

India's toys and games exports (USD Million)



Source: KPMG Report on India's Toy Industry

Given the recent push for "Local se Vocal" (meaning, promote local goods and brands), there are expectations that India will become a global hub for the toy industry by 2025-2030 (Economic Times, 2022) and the "made-in-India" toys have a significant advantage in the domestic market, where manufacturers are increasing their production capacity to meet the growing demand, both locally and internationally. (PTI, 2022)

Government Policy or Initiative to Promote the Growth of Toy Industry:

The toy industry has received significant attention over the past two years, more than ever before. It started with our Prime Minister's call to the industry during his monthly 'Mann Ki Baat' address last year, urging the industry to be self-reliant in toys and to transform India into a global toy hub. There has been considerable activity in the previously low-profile toy industry since then. The Prime Minister emphasized the need for the industry to be "vocal for local" and to concentrate on developing toys and games in India, as most of the toys sold in the country are imported, resulting in the outflow of foreign exchange worth crores of rupees. (Jeswant R, 2021)

Toycathon 2021:

Toycathon 2021 was organised with a goal to involve all toy makers across India and showcase the capabilities of the Indian toy industry to the world. This initiative focused on creating smarter toys in India with the assistance of AI. It was a collaborative effort between Indian toy manufacturers, as well as various ministries, including the Ministry of Education, All India Council of Technical Education (AICTE), Ministry of Women and Child Development (MCWD), Ministry of Commerce and Industry, Ministry of Textile, and Ministry of Micro, Small, and Medium Enterprises (MSME). (GeeksforGeeks, 2022)

Toy Cluster Program:

Due to the fragmented nature of the toy industry, the Government of India (GOI) is working on streamlining the sector by establishing specific zones, such as Special Economic Zones (SEZ), through the Toy Cluster program. This move is intended to aid manufacturers in easily exporting their products overseas. The government has approved the establishment of toy clusters under various schemes to help achieve this goal. (GeeksforGeeks, 2022)

The Ministry of Micro, Small & Medium Enterprises (MSME) has approved 19 toy clusters under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI). Nine of these clusters are in Madhya Pradesh, three in Rajasthan, two in Uttar Pradesh and Karnataka, and one each in Andhra Pradesh, Maharashtra, and Tamil Nadu. (Ministry of Commerce & Industry, GOI [Press Information Bureau], 2022)

The Scheme of Fund for Regeneration of Traditional Industries has approved the establishment of eight new toy manufacturing clusters with an outlay of INR 2,300 crore. These clusters are located in three locations in Madhya Pradesh, two in Rajasthan, and one each in Karnataka, Uttar Pradesh, and Tamil Nadu. (Team, 2021)

Noida's Toy Park, near Jewar airport site

134 companies have invested INR 4.10 billion (US\$49.71 million) to set up their toy factories in the Yamuna Expressway Industrial Development Authority (YEIDA), creating 6157 permanent jobs. The YEIDA will oversee the project, and companies such as Fun Zoo Toys

India, Fun Ride Toys LLP, Super Shoes, Ayush Toy Marketing, Sunlord Apparels, Bharat Plastics, Jai Shree Krishna, Ganpati Creations, and RRS Traders have reportedly invested. The Toy Park will incentivize products such as stuffed, electronic, plastic, and silicon toys, and regional artisans making wooden toys will also be encouraged to set up there. The Uttar Pradesh government has allocated 100 acres in Sector 33 of the YEIDA area for the toy industry, with a 5-acre area designated for companies to showcase and promote their toy products. Additionally, Khilona 2023 is scheduled for August 18-20, 2023, at the same location, with B2B registrations available for overseas buyers, buying and sourcing consultants, domestic volume buyers, and general domestic visitors.

Koppal Toy Cluster in northwest Karnataka

The first toy cluster in India is located in Koppal, a remote area in northwest Karnataka. It is operated by Aequus Infra, a subsidiary of Aequus Pvt. Ltd, and began operations this year. The cluster is not just a manufacturer, but also a Special Economic Zone (SEZ) that is designed to attract multiple players to set up their toy manufacturing factories. It covers an area of 400 acres and includes a fully integrated system with an SEZ for exports, a domestic tariff area (DTA) for the Indian market, and free trade warehousing zone (FTWZ) facilities. This mix of facilities will be beneficial for both local and overseas toy manufacturers.

The Koppal Toy Cluster aims to build an entire ecosystem that supports the entire value chain of the toy manufacturing industry, including toy makers, suppliers, and vendors. It will provide social infrastructure, residential accommodation for workers, and skilling initiatives. The cluster is strategically located with easy connectivity to major trade hubs like Hubballi and Bengaluru. Over the next decade, the cluster aims to create more than 25,000 direct jobs and 100,000 indirect jobs and attract investments worth INR 40 billion (US\$483.26 million). It currently manufactures toys not only for Hasbro but also for other global players like Chicco, Spin Master, Stomp Rocket, and Play Shifu. (Melissa, 2022)

Rajasthan's 1st Toy Zone in Khushkhera in Bhiwadi

Investors have shown interest in the sports goods and toys zone located in Khushkhera, Bhiwadi, with 22 out of the 39 available plots having been sold in the product-specific cluster. Companies such as Jasco Handicrafts, Dang, Gaabaa Jee, ESPI Toys, Nippon Toys, and

Cheikku Toyz have purchased the plots, and the proposed 21 new projects are expected to attract investments of INR 62 crore and create more than 1,000 jobs. The Rajasthan state government plans to highlight its competitive incentives under the Rajasthan Investment Promotion Scheme (RIPS) and promote itself as a compelling investment destination in the toy sector. The Khuskhera industrial area's strategic advantage lies in its location in the National Capital Region and availability of quality infrastructure and skilled manpower. (India Times, 2021)

Toy Cluster of Central India at Budhni:

The government is planning to build the first toy cluster in Indore, Central India, at a cost of Rs 2.84 crore. This project is part of the 'Ek Zila-Ek Utpad Yojana' initiative, which aims to ensure that every district produces at least one product. As part of this scheme, the government intends to provide affordable wood to toy sellers and create employment opportunities for them.

The government is interested in promoting the wooden toys made in Budhni as they are in high demand, which would help boost the economic progress of skilled wood craftsmen. To support these artisans, the government has pledged to provide training, raw materials, and capital, as well as collaborate with the JAM portal and big companies to promote and market their art of toy-making.

Out of the eight planned toy clusters, two major ones are already being established in states that have offered incentives for accessing land, while the remaining six are in the process of being set up. (Reporter, 2021)

Design and Skill Development Programs:

The Development Commissioner (Handicrafts), Ministry of Textiles, Government of India organized a 2-month Design Development Workshop on Clay Toys Crafts from December 27, 2021, to March 15, 2022, at Ghurni Cluster in Krishnanagar, Nadia district of West Bengal. The workshop aimed to upgrade and design new clay toys and crafts. A total of 30 artisans were selected based on their skill levels to generate product ideas that cater to the latest trends. The workshop focused on familiarizing artisans with existing clay dolls and terracotta designs

and current product trends in the market and as per client demands. During the 1-month product development phase at Ghurni Cluster, 25 prototypes of various clay toys and crafts with new designs were created.

A 2-month Design Development Workshop on Sital Patti Crafts was held by EPCH from 27th December 2021 to 15th March 2022 at Ghughumari Cluster in Cooch Behar, West Bengal, under the Design and Upgradation Scheme of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. 30 artisans from the cluster were chosen based on their skill levels to generate product ideas that are suitable for the latest trends. The workshop aimed to educate artisans on both existing designs and the latest product trends. (e-CRAFTCIL, 2022)

Atma-Nirbhar Bharat and Make in India Scheme:

The Indian government is working towards creating an ecosystem under the Atma Nirbhar Bharath scheme that enables Indian toy manufacturers to produce toys within the country without relying on imports. The aim is to promote locally made toys and encourage consumers to choose them. (GeeksforGeeks, 2022)

Toys Quality Control to get BIS certification:

Starting from January 2021, the government has mandated all toy manufacturers, regardless of whether they are based in India or abroad, to obtain BIS (Bureau of Indian Standards) certification to sell their toys in India, according to the Toys (Quality Control) Order. (Press Trust of India, 2023)

The "game changer" decision of the government to prohibit the sales of toys without certification in the country has a notable effect on encouraging local manufacturing and reducing imports from China. (Indian Retailer Bureau, 2022)

Other Key Initiatives by the Government:

1. The government is encouraging start-ups, entrepreneurs, and educational institutions to develop innovative technology and design for toys and promote the use of local toys.
2. The National Education Policy (NEP) 2020 acknowledges the importance of toys in the growth and development of children and emphasizes their inclusion in the curriculum.
3. The government is promoting the purchase of safe and good quality "Made in India" toys and creating awareness among consumers about this.
4. The government is creating toy producer clusters and connecting them with artisans to upgrade their skills and provide credit facilities, as well as facilitating engagement with foreign investors.
5. The government is promoting the domestic manufacturing of electronic toys.

Central Government Schemes:

- Scheme For Granting Recognition & Registration to in-house R&D Units
- Remission Of Duties & Taxes on Exported Products (RoDTEP)
- Duty Drawback Scheme
- Export Promotion Capital Goods (EPCG) Scheme
- Custom Bonded Warehouse Scheme
- Increase in BCD for Electronic Toys (under HSN 9503) from 5% to 15% to encourage domestic manufacturing.

State Incentives:

- Capital subsidy
- Stamp duty exemption
- Interest subsidy
- Tax reimbursement
- Electrical duty exemption (Toys Manufacturing Industry in India | Invest in Toys Sector, n.d.)

Inclusion of toys in the National Education Policy (NEP) 2020:

Reiterating the significance of toys in the overall growth and development of children, as a part of the implementation plan of National Education Policy 2020, toys aligned with Indian culture and ethos will be used as pedagogical tools.

The Government of India has taken up initiative to use toys as a tool for education. It has initiated the process for the preparation of National Curriculum Frameworks (NCFs) for School Education and Early Childhood Care and Education under the NEP 2020, which would inter alia include curriculum development for use of toys in pedagogy and as learning resources in pre school and school education. (Dept. of School Education & Literacy, GOI, 2022)

The Ministry of Education is set to include toy and puppet making skills in the Kala Utsav program, which is aimed at inspiring students to explore and create local toys, and organize puppet shows for secondary and higher education students. The program seeks to introduce indigenous toy making to students and encourage them to develop a range of local toys. (Edited by : IANS, 2020)

The policy includes provisions to hire guest faculty, including artists and craftspeople from local communities, to teach music, art, languages, and handicraft. It also allows for the placement of artists-in-residence in schools or school complexes to foster students' exposure to and engagement with art and creativity. (Zamit | Art Integrated Learn. . . , n.d.)

Toys are recognized as an important pedagogical tool by the New Education Policy 2020, which means they are not only important for supporting children's right to play and livelihoods, but also for educational purposes. (KPMG, 2021)

The New Toy Story:

The Indian toy industry is largely unorganized, with over 4,000 micro, small, and medium-sized enterprises (MSMEs) operating throughout the country, accounting for approximately 90 percent of the industry. (Melissa, 2022)

India has recently started focusing on the toy industry to enhance its domestic manufacturing capacity. The Indian toy industry has made significant strides to establish itself in the domestic and international markets and move out of China's shadow. In a "Mann ki Baat" address, Prime Minister Narendra Modi called for India to become a toy hub and urged startups and entrepreneurs to support local toy production as part of the Atmanirbhar Bharat campaign. He emphasized the importance of eco-friendliness in Indian-made toys and highlighted that the global toy industry was worth over ₹7 lakh crore, with India's share being comparatively small. (The New Toy Story, 2022)

As a result of the government's actions, there has been a significant reduction in toy imports from \$370 million in 2018-19 to \$110 million in 2020-21, while toy exports have increased by 61.30% from \$202 million to \$326 million in 2020-21. In 2020, the central government launched the "Product Specific Industrial Cluster Development Programme" to create toy clusters in dedicated SEZs and transform them into customized, self-sustaining ecosystems that cater to export markets. (Melissa, 2022)

The prime minister's call to transform Indian toys into learning tools and promote them domestically has had a significant impact. Various states are taking the lead in developing toy manufacturing ecosystems and marketing new toy clusters, marking a major shift in domestic toy production. (The New Toy Story, 2022)

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About the reference: This is an article written in The Economic Times on August 14th 2022, which focuses on how 'made-in-India' toys have a very clear edge in the domestic markets and the manufacturers are scaling up their production capacity to meet the growing local as well as international demand. It also provides details on how the import of toys into India has declined sharply from USD 304 million in 2018-19 to USD 36 million in 2021-22, as per data obtained from the Ministry of Commerce & Industry.

2. <https://vikaspedia.in/education/childrens-corner/toys-of-india>

About the reference: This is a portal which has been developed as part of the national level initiative - India Development Gateway (InDG), dedicated for providing information / knowledge and ICT based knowledge products and services in the domain of social development. InDG comes under Ministry of Electronics and Information Technology (MeitY) a Government of India initiative and is executed by Centre for Development of Advanced Computing, Hyderabad. Content for the research was taken from Toys of India section which has given toy story of various states of the country.

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About the reference: This is an article written by Narayanan V in The Hindu Business Line on September 30th 2022. Flourishing trade. The article “titled Indian toy manufacturers in the midst of a golden period: Toy Association of India President” focuses on what Ajay Agarwal, President, Toy Association of India spoke to Businessline during All India Toys Expo.

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About the reference: www.indianmirror.com is an Indian portal to reflect the true India. It was started way back in 1998 to provide information on India on its glorious past, history, geography, arts, crafts, music, culture, religion, Traditions, people, places of interest, tourist destination, India travel places and much more. The website has hosted a write up on Indian Toy Industry covering History, Market Capitalization, Size of the industry, Contribution to Economy, Employment opportunities and Latest developments.

5. <https://www.deccanherald.com/opinion/panorama/the-indian-toy-story-971309.html>

About the reference: Its an article written by Aparajitha Lath in Deccan Herald on 7th April 2021, on the topic “The Indian Toy Industry” The article discussed on the need to realise the true potential of GI registrations for toys. The author has highlighted that Governments that control GIs should be made accountable to toy manufacturers and ensure that benefits flow to the local communities as well.

6. Sudarshan Khanna. INDIAN TOYS & TOY MAKERS: Our Design Heritage, <https://www.arvindguptatoys.com/arvindgupta/sudarshan.pdf>

About the reference: The website has hosted an article on Indian Toys and Toy Makers: Our Design Heritage, written by Sudharshan Khan a faculty of Industrial Design at NID. This paper is based on an article published in the Indian Express of 2nd May 1987 Ahmedabad - 380 007 India. The article focuses on how It is essential to create ways and means by which talented toymakers, innovative educationists and committed designers’ team up to salvage this sector of our design heritage

7. Khanna, Sudarshan & Khanna, Surabhi. (2015). Dynamic Ephemeral Ingenious Toys: Playful Design Heritage for Innovative Learning & Earning.

About the reference: This is a research article which focuses on how the design heritage can be integrated for innovative learning and earning which our current education curriculum does not permit.

8. <https://www.ibef.org/blogs/india-s-growing-toy-exports>

About the reference: India Brand Equity Foundation is an initiative of Ministry of Commerce and Industry, Government of India, which provides success stories of Brand India, story of its dynamism, its economic resilience through its reports, posters, videos on its website. The article on India's Growing Toy exports discusses on Toy export market opportunity, Export trend, Government initiatives, National Toy Action Plan, SFURTI, Product-Specific Industrial Cluster Development Program and the Road Ahead.

9. <https://www.moneycontrol.com/news/opinion/how-indias-toy-story-can-help-boost-economy-9324421.html>

About the reference: www.moneycontrol.com is the largest online financial platform in India. It had published an article on How India's toy story can help boost economy authored by Shikha Sharma on 13th October 2022. The article focuses on what led to the growth of toy industry in the last few years and also discusses on what needs to be done to sustain and increase the growth in the years to come.

10. <https://brandequity.economicstimes.indiatimes.com/news/business-of-brands/global-aspirations-for-indias-toy-story/93568402#:~:text=The%20demand%20for%20toys%20based,countries%2C%20According%20to%20industry%20experts.>

About the reference: Its an article published in Economic Times of Times of India. The article is published on 15th August 2022. The articles focuses on how the Government policies have helped toy industry to explore global markets and enhance exports.

11. <https://www.investindia.gov.in/sector/consumer-goods/toys-manufacturing#:~:text=The%20toy%20manufacturers%20in%20India,units%20from%20the%20MSME%20sector.>

About the reference: Invest India is the investment promotion agency which is the advisor, guide, and facilitator to every investor looking to make a home in India. They offer a one-stop solution to global and domestic investors who are handheld throughout their journey into the world's most liberal investment destination from the day they start exploring India as an investment destination to the time of deployment of their

investments and even beyond. Certain facts for the study was taken from an input titled Toys manufacturing – Creating India’s Toy Story.

12. <https://www.geeksforgeeks.org/toy-industry-in-india-and-its-future/>

About the reference: GeeksforGeeks is a digital platform which constantly strives to offer the best of education. This platform is designed for every Geek wishing to expand their knowledge, share their knowledge and is ready to grab their dream job.

An article on Toy Industry in India and its Future authored by Ayush is published in the website. This article focuses on the current outlook of the toy industry in India.

13. <https://www.businesstoday.in/latest/economy/story/domestic-toy-manufacturers-scale-up-amid-rise-in-demand-eyes-global-markets-344647-2022-08-14>

About the reference: An article on Domestic toy manufacturers scale up amid rise in demand; eyes global markets is published in the Business Today on 14th August 2022. The highlight of the article is describing how the 'made-in-India' toys have a very clear edge in the domestic markets and how the manufacturers are scaling up their production capacity to meet the growing local as well as international demand. The article was posted by Vivek Dubey.

14. <https://www.indianretailer.com/article/whats-hot/retail-trends/how-toy-industry-is-evolving-in-india.a7313>

About the reference: Indian Retailer is India's largest news, information and market intelligence provider in the retail sector. Indian Retailer exclusively covers retail business news and activities in this arena. Indianretailer.com keeps daily track of all activities and decisions taken in the sector. The journalist and analysts provide behind-the-scene and in-depth analysis of all major events and happenings. Website also focus on retail-industry specific surveys, studies and reports in order to track and predict upcoming trends.

CEO of Funskool India Ltd. R. Jeswant posted an article on How toy industry is evolving in India on 21st August 2021 in the website. The article focus on how the toy industry is evolving in the recent times.

15. <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1845398>

About the reference: Certain information for the study was taken from the Press Information Bureau publication on 27th July 2022 with regard to Government providing all round support to domestic toy industry. The PIB has presented factual inputs on export and import of toys for the last three years.

16. <https://affairscloud.com/government-approves-8-toy-manufacturing-clusters-worth-rs-2300-crore/>

About the reference: It is a digital platform which provides online services to competitive exam aspirants by providing details on latest Government policies and other important information. The website had published an article on the support provided by Government for Toy manufacturing clusters. The article was published on 22nd February 2021.

17. <https://www.india-briefing.com/news/toy-manufacturing-in-india-government-considering-pli-scheme-worth-inr-35-billion-26647.html/#:~:text=Noida's%20Toy%20Park%2C%20near%20Jewar,to%20create%206157%20permanent%20jobs.>

About the reference: India Briefing is an online platform developed into a premium source for insight on doing business in India. It publishes business news concerning foreign direct investment into India, including the most important tax, legal and accounting issues. The India Briefing Magazine was first published in 2007, and is contributed to by investment professionals based in India. A write up titled Toy Manufacturing in India: Government Considering PLI Scheme Worth INR 35 Billion written by Melissa Cyrill was published on 15th December 2022. The article talks about a comprehensive national action plan developed to boost local manufacturing and incentivize toy and handicraft manufacturers to make India the next global toy production hub.

18. <https://timesofindia.indiatimes.com/city/jaipur/rajs-1st-toy-zone-sells-more-than-50-plots-to-investors/articleshow/81236944.cms>

About the reference: An article on Rajasthan's 1st toy zone sells more than 50% plots to investors was published on Times of India on 27th February 2021.

The article highlights the details on how toy zones of Rajasthan has attracted investors to buy plots in the industrial area in Khuskhera, Rajasthan... It also highlighted the sale of 22 plots out of 39 plots.

19. <https://www.dailypioneer.com/2021/state-editions/cm--toy-cluster-to-be-constructed-in-budhini.html>

About the reference: The Pioneer group, owned and led by our editor-in-chief Dr Chandan Mitra (CMYK Printech Limited), has inherited a rich tradition of journalism and is carrying on the same pursuit of excellence for today's times. At a time when information and knowledge are a flood on digital platforms, The Pioneer stands apart, offering views rather than news, generating diverse opinions, encouraging analysis, making sense of the noise and fostering independent thoughts and implementable solutions for the great Indian conundrum. An article on CM: Toy cluster to be constructed in Budhini was published on 2nd November 2021. The article spoke on CM Shivraj Singh Chouhan's address during the virtual inauguration of Budhni Toy Festival organized from November 1-14.

20. https://www.epch.in/ecraftcil/issue88/pdf/6_Design-SkillDevelopmentPrograms.pdf

About the reference: This information is published in ecraftcil 88th issue released by Export Promotion Council of Handicrafts. The article provides details of two Design Development workshops organized by EPCH.

21. <https://www.outlookindia.com/business/government-not-yet-issued-quality-certificate-to-160-chinese-companies-for-selling-toys-in-india-news-251482>

About the reference: An article on Government Not Yet Issued Quality Certificate To 160 Chinese Companies For Selling Toys In India has been published by Press Trust of India on 6th January 2023 to discuss the details on Indian Government making it mandatory to get the quality certification mark of 'ISI' from the Bureau of Indian Standards (BIS) for the sale of toys in the country effective from January 2021. The article focuses on the release of the information by the concerned authority and its importance.

22. <https://www.indianretailer.com/article/retail-business/whats-hot/indian-toy-manufacturers-scale-up-amid-rise-in-demand-eyes-global-markets.a8105>

About the reference: Indian Retailer is India's largest news, information and market intelligence provider in the retail sector. Indian Retailer exclusively covers retail business news and activities in this arena. Indianretailer.com keeps daily track of all activities and decisions taken in the sector. The journalist and analysts provide behind-the-scene and in-depth analysis of all major events and happenings. Website also focus on retail-industry specific surveys, studies and reports in order to track and predict upcoming trends. An article titled Indian Toy Manufacturers Scale Up Amid Rise in Demand; Eyes Global Markets by Indian Retailer Bureau is published on 16th August 2022. The article provides inputs on the impact of Government policies such as increasing customs duties on imported toys and mandating BIS certification requirements for imports has boosted domestic manufacturing and also helped the industry to explore global markets and enhance exports.

23. <https://openthemagazine.com/feature/the-new-toy-story/>

About the reference: Open, the weekly current affairs and features magazine, is the flagship brand of Open Media Network, the media venture of the RP-Sanjiv Goenka Group. Open, every week, captures the political, economic and cultural spirit of our times and tries to stay faithful to its promise.

An article on “The New Toy Story” was featured by Amitha Shah on 26th August 2022. The article focused on how indigenous manufacturers, encouraged by the government, have emerged out of China’s shadow to create a market at home and abroad.

24. Circular issued by the Ministry of Education regarding safe use of toys dated 11th February 2021

About the reference: Details on safe use of toys in schools as per the circular released by Ministry of Education dated 11th February 2021 is referred to understand the integration of Toys into education as per the NEP.

25. https://dse.education.gov.in/sites/default/files/update/toy_based_pedagogy.

About the reference: Currently the Ministry of Education works through two departments: Department of School Education & Literacy. Department of Higher Education. DSEL has released a handbook for all those who are willing and ready to

take on the initiative to implement Toy-Based Pedagogy for children. This handbook contains a road map for curriculum developers, teachers and teacher educators on the various aspects of Toy-Based Pedagogy. Information related to NEP implementation and Toy industry support is cited in the article.

26. <https://www.indiatvnews.com/jobs/news-indian-students-job-opportunities-online-gaming-jobs-online-games-644632>

About the reference: Rajat Sharma co-founded India TV with his wife Ritu Dhawan in April, 2004 from a swanky studio in Film City, Noida, then considered one of Asia's largest news TV studios. In a short period, India TV has created benchmarks in innovation, impact, ratings, time spends, and viewer-support.

India TV published this article titled Online gaming: Education Ministry looks to tap massive job opportunity for students on 25th August 2020. The article focuses on how Union Education Ministry is working on to support the students in the field of online gaming and toy-making so as to generate employment opportunities for them by organizing a national level hackathon on 'online games' to showcase the talent of Indian students.

27. <https://www.zamit.one/feed-details/4154>

About the reference: Zamit is the world's first AI-driven, future readiness measurement, improvement & monitoring system for the school ecosystem that includes Teachers and Students. Zamit helps with skills necessary for success in the 21st Century. The portal provided details or pointers on Art Integrated Learning For Future Readiness as planned by NEP. The article was published on 16th October 2020.

28. India's toy story – Unboxing fun and beyond - KPMG India, September 2021

About the reference: KPMG India has presented a detailed report on State of play-India's Toy Story-Unboxing Fun and Beyond in September 2021. This report presents a detailed overview of the Indian toy industry focusing both on demand and supply side measures. Given the highly unorganized nature of the industry, data availability was a big constraint. Views of various stakeholders from the toy industry including large and MSME manufacturers, retailers, international sourcing companies, members of FICCI and other toy associations have been included to arrive at estimates wherever data was

not available.

29. Uma Shankar Yadav, & Ravindra Tripathi. (2022). India's toy industries and markets competition with global toys: An overview of the toy industry and How the sector is gearing up for an Aatmanirbhar Bharat. *Bank and Policy*, 2(2), 86–110. <https://doi.org/10.5281/zenodo.6460167>

About the reference: This article aims to study the Indian toys industry and the comparison of toys with the global industry by focusing on marketing, export, and sustainable production of toys in comparison of plastic toys and also studies many questions on toys like why, what were who is the producer, manufacturer seller distribution and future hub of the toy market in future and what is the India situation after PM slogan at vocal for local and be Atmanirbhar Bharat in case of handmade toys and how to compete India market with chines toys industry.

30. Yazgın, E., (2021). Identifying mathematics underachieving gifted in classroom. *Journal for the Education of Gifted Young Scientists*, 9(3), 215-222. DOI: <http://dx.doi.org/10.17478/jegys.884337>

About the reference: This text emphasizes the aspects of toys related to creativity. Relevant to our day, the threats to the place of play and toyin the life of the increasingly lonely child are also discussed.