

# Toyathon: Steps towards creating innovative Indian toy industry ecosystem

Dr.Veto Dey <sup>1st</sup> and Dr.Yogita Gupta <sup>2nd</sup>

*Assistant Professor, T.John College, Bangalore, Academic Consultant ,Pune*

Corresponding author [taragem3@gmail.com](mailto:taragem3@gmail.com)

Received: 07<sup>th</sup> July 2021

Revised: 21<sup>st</sup> August 2021

Accepted: 03<sup>rd</sup> September 2021

---

**Abstract: Background/Objective** -India relies on a large number of imports from a wide range of countries throughout the world, and its import exceed its export ratio. All import and export activities were halted around the world during the Pandemic. Transportation of goods and services has been halted. We realized that the time had come to rely on local creativity, products, and production. Shri Narendra Modi ji, our Prime Minister, started the Aatma Nirbhar Bharat Campaign to meet demand, increase production of various commodities in the country and to boost the economy and convert challenges into opportunities. Over the last few years, India's toy Industry has undergone a significant transformation. India has one of the world's greatest young populations, and the country's toy sector has grown rapidly, still India does not rank among the world's leading toy innovators and manufacturers.

**Purpose**-The article attempts to investigate the meaning, significance, and impact of Atam Nirbhar Bharat on the Indian toy Industry. The paper also discusses the role of government initiatives like Toyathon which help to find out the hidden potential of toy industry.

**Finding**-The government is recognising the sector's potential and try to put it on the global map.

**Application**- The focus of this paper is on Toycathon-2021, a competition aimed to challenge India's creative minds to produce new toys and games based on Bhartiya civilisation, history, culture, and mythology.

**Keywords:** Aatam Nirbhar Bharat, Toy Industry, Toyathon, Ecosystem, Government initiatives

---

## 1.Introduction: Aatm Nirbhar Bharat

Aatam Nirbhar Bharat” is a Hindi phrase that means "Self-Reliant" in English. It also means "less dependent on others" or "don't be dependent on others." Aatam Nirbhar Bharat is a word coined in the

aftermath of the COVID-19 outbreak in India. Our Hon'ble Prime Minister Shri Narendra Modi ji's objective is to make India and Indians self-sufficient by initiating local manufacture of all essential products. Aatam Nirbhar Bharat Abhiyan also includes a vocal forlocals' slogan. India is reliant on a vast number of imports from a variety of countries throughout the world, and its import is far higher than its export expenditure. During the epidemic, all import and export activity were halted around the world. Goods and service transportation were halted.

It was extremely difficult to survive without resources at the time, as commodities could not be imported due to the suspension of transportation services. Hospital beds, PPE kits, Covid test kits, medicines, ventilators, and other essential respiratory and medical equipment, such as hand sanitizers and N95 masks, were in short supply in India.

We realised that the moment has come for us to rely on local innovation, products, and manufacturing. Our Prime Minister, Shri Narendra Modi ji, launched the Aatma Nirbhar Bharat Campaign to meet these demands and promote the manufacture of these commodities in the country. To promote the economy and turn obstacles into opportunities, he created the five pillars of Aatam Nirbhar Bharat.

The Five pillars of Aatam Nirbhar Bharat focus on:

1. Economy
2. Infrastructure
3. System
4. Vibrant Demography and
5. Demand

The Five phases of Aatam Nirbhar Bharat are:

Phase-I: Businesses including MSMEs

Phase-II: Poor, including migrants and farmers

Phase-III: Agriculture

Phase-IV: New Horizons of Growth

Phase-V: Government Reforms and Enablers

Aatam Nibhar Bharat essentially implies that we are able to create what we need locally and then export the surplus products to play a larger part in the global economy. This is Aatam Nirbhar Bharat's true vision.

## **2.Impact of Aatm Nirbhar Bharat Abhiyan**

The impact of the Aatam Nirbhar Bharat Abhiyaan can be seen in the fact that, from zero production of Personal Protective Equipment (PPE) Kits before March 2020, India has now built a capacity to locally produce more than 2 lakh PPE kits per day, and this capacity is gradually rising. Previously, India relied on imported personal protective equipment (PPE) and paid a high price for it. India has also

created its own Covid testing tools, and a number of vaccines are available. Aatam Nirbhar Bharat Abhiyan is, in some ways, a reinforcement of Make in India.

As a result, the Aatam Nirbhar Bharat goal is a true approach to nurture and grow India's inventions, as well as to make India a global leader in every way. Aatam Nirbhar Bharat offers economic and support packages.

To ensure the success of Aatam Nirbhar Bharat Abhiyan, the Indian government has approved bailout and support packages for several industries in order to improve market liquidity. Shri Narendra Modi, our Prime Minister, announced the economic package, as well as other items. The value of the packages released during the lockdown was over US\$ 283.73 billion, or around 10% of India's GDP. The economic package was supposed to give various section of the country support and power. One of the most important suggestions of the Aatam Nirbhar Bharat packages is that worldwide tendering is no longer required for tenders worth up to 200 crores. This will benefit Indian businesses, and their competitiveness will rise as a result.

### **2.1 Long term Benefit of Aatam Nirbhar Bharat Abhiya .**

In India, the Aatam Nirbhar Bharat Abhiyan encouraged the development of innovative products and inventions. As a result, India's imports will fall while exports rise, reducing our trade imbalance in the long run. Export marketing will enable us to save money while also allowing us to make more.

## **3. Indian Toy Industry**

India is a wonderful land of astonishing wooden toys (Rao et al 2011). Toys and games have been around since the dawn of civilisation, and they have played an important role in the development and education of humans. These toys are made of a variety of materials, including plastic, wood (Charmondusit et al 2014), eco-efficiency, and fabric. In the future, high-tech interactive toys and innovatively created toys will be significant ingredients (Law, C. K., & Chan, S. F 2003).

Toys were first invented in India some 8,000 years ago, during the Indus Valley Civilization. Whistle-shaped parrots, toy monkeys with extended hands that could slide down a rope or stick, and miniature farm carts were among the first toys. All of these toys were manufactured using natural materials including bamboo sticks, hay, and natural clay such as mud, rocks, and fibre fabric.

Today, however, the introduction of modern technology and mechanisms has prompted businesses to create new and imaginative toys (Deepa 2012). India is expected to become the global hub by 2025-2030, thanks to the new 'Local se Vocal' revolution. A burgeoning young population, rising disposable budgets, and a flurry of innovations targeting the junior population base are propelling the Indian toy industry forward. Every toy segment, including electronic toys, puzzles, construction and building toys, dolls, rideons, sports and outdoor play toys, infant/pre-school toys, and activity toys, is poised for major growth.

**3.1 Associations:** There are different association for Indian Toy Industry these are as follow:

- Toy Association of India
- Export Promotion Council for Handicrafts (EPCH)
- The Associated Chambers Of Commerce & Industry Of India (ASSOCHAM)
- The Federation of Indian Chambers of Commerce & Industry (FICCI)
- Confederation Of Indian Industry (CII)

- Sports Goods Export Promotion Council of India

Toy Association of India (TAI), New Delhi A Profile of Toy Association Of India (TAI)

The Toy Association of India (TAI) has its headquarters in New Delhi and had been established in 1995 with the primary objective of bringing together the toy manufacturers, traders & end users in order to promote higher business relations amongst them. The Toy Association of India (TAI) has its presence from all over the country comprising of members from different states. At present the Toy Association of India (TAI) has more than 600 registered members from all over India out of which approximately 275 are simply the toy manufacturers while the rest are the importers, exporters, wholesalers, distributors, retailers and suppliers of toys. Support Services offered by Toy Association of India (TAI) to its members: To bring the toy industry together in order to improve contact between manufacturers and traders. Represent the industry's challenges and diverse requirements to government officials. To advise the Government of India on import and export policies and levies, taking into account the Toy Industry's interests and growth. To support the toy business in upgrading their units with contemporary plant and machinery in order to maintain higher quality and safety of the toys, and to build a more favourable working relationship between the industry and the government. To hold fairs and exhibitions in various parts of the country to bring together producers, traders, and end users in order to keep them informed about new play-way ways and to serve as a link between importers and exporters.

- **The All India Toy Manufacturers' Association (TAITMA), Mumbai**The All India Toy Manufacturers' Association (TAITMA) has its headquarters in Mumbai which had been established in 1976 and has more presence in the Western region. At present, TAITMA has nearly 150 registered members of which about a 100 are toy manufacturers while the rest are importers, exporters, wholesalers, distributors, retailers and the suppliers of toys. The main objectives is to unite all toy producers on a single platform, and to in stil a code of ethics among the producers to prevent the plagiarizing of other people's ideas and products To seek financial help and subsidies from all government entities that solely provide support for the toy industry's growth and development. To educate and persuade producers to use better safety standards developed by the Bureau of Indian Standards, GOI, in order to improve product quality. To encourage people to attend toy shows and exhibitions.

#### 4.Key statics of Indian Toy Industry

The Indian toy sector is estimated to be worth \$1.5 billion, accounting for 0.5 percent of the world market. Toy production in India is mostly concentrated in the National Capital Region (NCR), Maharashtra, Karnataka, Tamil Nadu, and clusters throughout the central regions. The industry is fragmented, with 90% of the market being unorganised and 4000 toy industry units coming from the MSME sector. India's toy business has the potential to expand to \$2-3 billion by 2024. The Indian toy sector accounts for only 5% of the worldwide toy market, indicating significant room for expansion. Domestic toy consumption is expected to increase by 10-15%, compared to a global average of 5%.Indian toy industry has a bright future ahead(Nandy 2007).

Some other trends: From 2016 to 2027, there will be a 2.5x growth in per capita income. By 2025, the share of affluent and elite consumers in Tier 2 and Tier 3 cities will have increased by 1.2 times. By 2027, Gen "I" will account for 3.80% of the population.

## 5.Ecosystem In India

Call to start-Mr. Narendra Modi ji has urged budding entrepreneurs to look into the toy industry. He also advised industry participants to support indigenous toys rather than relying on imported items.on Mandatory quality certification -To help resuscitate our domestic industry, the government has made toy quality certification mandatory. Since September 1, 2020, India has been imposing quality control for imported toys to guarantee that only products that meet criteria enter the country. enter the country.

Phased manufacturing programme (PMP)-The government is working on a PMP for toys with the goal of creating a strong domestic manufacturing ecosystem. The domestic toy business in India is made up of 4,000 micro, small, and medium-sized firms (MSMEs) that operate mostly in the unorganised sector, which is a key priority area for the government.

Programmes boosting the toy sector -Toy Labs, a national toy expo for innovative Indian-themed toys, has been established by the government as part of a campaign to promote traditional toys made in the country. A strategy is also in the works to develop networks of toy labs, such as Atal Tinkering Lab, to promote physical toys and children's learning, play, and innovation.

Pumping investments into the sector -The Department of Promotion of Market and Internal Trade (DPIIT) has convened a round table to solicit large-scale manufacturers' participation in the \$1.75 billion toy industry. India has also encouraged top global toy companies to invest, and a round table discussion with prominent toy companies is being arranged to discuss Indian-themed toys.

Educating customers- Many young children are glued to tablets and apps because some electronic gadgets are labelled instructive when they are not. Traditional toys are beneficial for language development, pretend play, and problem solving. While many electronic toys cause problems with eyesight, hearing, and posture, traditional toys aid in a child's healthy physical development.

The government is gradually instilling a new mindset in consumers, encouraging them to choose safe and high-quality "Made in India" toys rather than cheap and low-quality imported toys. Traditional toys are essential for child development and are of high quality.

Inducing the value of traditional toys -A proposal for a 'Team Up for Toys' campaign is in the works, with the goal of educating consumers about the dangers of online gaming addiction in children. The programme also tries to encourage children to play with toys that promote physical activity, Indian culture, and national ideals. The proposed action plan assigns duties to nine ministries in order to increase India's part of the global toy market and encourage people to prefer Indian toys over foreign toys.

Involving various sectors to uphold the toy story -The government has asked the Ministries of Education, Textiles, Industry and Business, Commerce, Women and Child Development, Culture, Tourism, Railways, Urban Development, Science and Technology, and Information Technology to contribute to the improvement of the toy industry. A senior official from the DPIIT has discussed how many businesses might help the toy industry.

## 6.Challenges of India Toy Industry

Due to the surge of Chinese items, India's faltering toy industry is facing difficult times, aided by low labour costs and contemporary technology in China. According to an Assocham analysis, the

penetration of Chinese toy products in the Indian market has forced roughly 40% of Indian enterprises to close in the previous five years, with almost 20% of toy manufacturers on the verge of bankruptcy. Experts attribute this worrying trend to the lack of easy availability of credit, upgraded technology and raw material.

Many manufacturers are unable to modernise their technology or obtain high-quality raw materials due to a lack of financial resources(Sunny 2014), which has a negative impact on company while Chinese products are priced competitively in the Indian market. India, lags behind other countries due to a lack of research and development. Research and development is the key success factor for the toy industry (Sun, H., 2005) (Chan, T. C 2007). An increased demand of electronic toy is on rise(Muñoz 2009)electronic and battery-operated toys and games are still not mass-produced in India, they hence imported from China.

## 7.Toycathon

Despite the fact that India is home to numerous worldwide popular games such as Chess, Ludo, and Snakes and Ladders, it is not among the major toy innovators and makers.

Toycathon-2021 is designed to challenge India's imaginative brains to create fresh toys and games based on Bharatiya civilization, history, culture, and mythology, as part of our Hon'ble Prime Minister, Shri. Narendra Modi's "AatmaNirbhar Bharat Abhiyan."

Toycathon 2021 is an inter-ministerial initiative organised by the Innovation Cell of the Ministry of Education, with support from the All India Council for Technical Education, the Ministry of Women and Child Development, the Ministry of Commerce and Industry, the Ministry of MSME, the Ministry of Textiles, and the Ministry of Information and Broadcasting. India's toy sector is currently valued at roughly 1.5 billion dollars, with imported toys dominating the market. Furthermore, the vast majority of these toys do not reflect Indian culture, civilisation, or values. Toycathon 2021 is a golden opportunity for Indian students, teachers, start-ups, and toy experts/professionals to submit their inventive toys/games creations and compete for a prize pool of Rs. 50 lakhs.

### 7.1 Focus of Toycathon 2021

- Toy/Games concepts based on Indian civilization, heritage, culture, mythology,
- History, ethos, technology, ethnicity, national heroes and important events
- Inculcate positive behaviour and good values('Sanskaar')
- Toys for specially-abled/ Divyanga children
- Boosting physical and mental fitness
- Using eco-friendly, indigenous, non-hazardous or recycled material
- Focus on promoting Vedic Mathematics
- Encouraging national unity and respecting the cultural diversity.
- Supporting missions like Swatch Bharat, Beti Bachao Beti Padhao, Environment
- Conservation, Climate Change, Digital India, Skill India, Ek Bharat Shreshtha Bharat.
- Rediscovering/redesigning traditional Indian toys
- Toys for pedagogy (for teaching students' difficult concepts in Math, Science, Languages, Social Sciences, etc.)
- Design should confine to basic toy guidelines issued by Govt. of India.

## 8. Conclusion

Toys no longer merely satisfy a child's entertainment needs; they also meet the growing need for skill development in children. Over the years, the demand for toys has increased by double digits. The branded Indian toys have been replaced by low-cost Chinese toys. Chinese toys are reported to have taken over 80% of the toy market. The export/import ratio has dropped dramatically, demonstrating that India's worldwide competitiveness in toy production is eroding. The toy industry is one of the booming sectors where encouragement is needed to increase global competitiveness (Khajeheian 2018) (Dae-Yong 2020) The government is recognising the sector's potential and try to put it on the global map. Despite the fact that over 40% of toy manufacturing units shuttered during the epidemic, the government, with the vision of Aatam Nibhar Bharat, wants to turn this into an opportunity. To promote local products, a number of initiatives have been undertaken.

Toycathon2021 is a step towards atam Nirbhar bharat. It is created to challenge India's innovative minds to make new toys and games based on Bhartiya civilisation, history, culture, and mythology. The Indian toy business, according to experts, is durable and may surprise sceptics. And according to industry experts, the Indian toy business is in the midst of a transformation. The Indian government has announced the creation of a national action plan for the country's toys industry, which would include need-based interventions for overall sector growth.

## 9. References

- Ahn, D. Y. (2020). Competition and mergers in the retail market for toys. *Applied Economics*, 52(47), 5139-5157
- Chan, T. C., & Chin, K. S. (2007). Key success factors of strategic sourcing: An empirical study of the Hong Kong toy industry. *Industrial Management & Data Systems*
- Charmondusit, K., Phatarachaisakul, S., & Prasertpong, P. (2014). The quantitative eco-efficiency measurement for small and medium enterprise: A case study of wooden toy industry. *Clean Technologies and Environmental Policy*, 16(5), 935-945.
- Deepa, T. (2012). *The toy industry study: Mahindra Retail*.
- Khajeheian, D. (2018). Market analysis, strategy diagnosis and opportunity recognition in toy industry. *International Journal of Entrepreneurship and Small Business*, 33(2), 220-240.
- Law, C. K., & Chan, S. F. (2003). Panorama of toys design and development in Hong Kong. *Journal of materials processing Technology*, 138(1-3), 270-276.
- Market Line Industry Profile (2020) *Toys & Games in Japan*. , 1-39.
- Muñoz, I., Gazulla, C., Bala, A., Puig, R., & Fullana, P. (2009). LCA and ecodesign in the toy industry: case study of a teddy bear incorporating electric and electronic components. *The International Journal of Life Cycle Assessment*, 14(1), 64-72.
- Nandy, M. (2007). *Indian Toy Industry-A Bright Future Ahead*. University of Surrey.

Rao, M. V., Balaji, M., & Joshi, S. C. (2011, October). Etikoppaka: an Indian village perpetuating the joy of wood through the tradition of toy art. In International Conference and Exhibition on Art and Joy of Wood, held at IWST Bangalore (pp. 19-22).

Sunny, K. P., & Sund, R. (2014). Productivity & Competitiveness of Indian Toy Industry: Prospects & Challenges. *Productivity*, 55(1).

Sun, H., & Wing, W. C. (2005). Critical success factors for new product development in the Hong Kong toy industry. *Technovation*, 25(3), 293-303.

### **Internet Sources:**

<https://toycathon.mic.gov.in/> /Date accessed:05/04/2021

<https://www.investindia.gov.in/sector/consumer-goods/toys-manufacturing>. Date accessed:05/04/2021

<https://www.ibef.org/indian-toys#manufacturers>. Date accessed:07/04/2021

<https://www.thedollarbusiness.com/news/indias-toy-industry>. Date accessed:10/05/2021

<https://www.essaybanyan.com/essay/essay-on-atma-nirbhar-bharat>. Date accessed:10/05/2021

<https://www.selfstudymantra.com/2020/12/essay-on-aatm-nirbhar-bharat.htm>. Date accessed:11/05/2021