

# The India Toy fair

27<sup>th</sup> February to 4<sup>th</sup> March 2021



The Hon'ble Prime Minister of India, Shri Narendra Modi inaugurated the first ever 'The India Toy Fair' virtual, on 27th February at via video conferencing. He interacted with artisans from craft clusters: Channapatna in Karnataka, Varanasi in Uttar Pradesh and Jaipur in Rajasthan. As the artisans shared their stories and experience of toy-making, the Prime Minister suggested that innovation and competition in toy-making can fuel India's vocal for the local campaign and can popularise indigenous Indian toys both in the domestic and global markets. The event, scheduled for 4 days was extended by 2 days, finally culminating on 4th March 2021.

Shri Narendra Modi, in his address in 'Mann Ki Baat' in August 2020, laid stress on the importance of toy manufacturing as a major potential sector in India for becoming a global sourcing hub. He pointed out India's present miniscule share in the global toy market and urged for coordinated efforts to be undertaken for boosting toy manufacturing in India in line with the theme of "Atmanirbhar Bharat" and "Get vocal for local" campaigns, launched by the Government to promote indigenous industries.

Acting upon this clarion call, the Government of India worked assiduously on several important initiatives. Toys were identified as one of the 24 key sectors under Aatmanirbhar Bharat Abhiyan. A National Action Plan for Toys was devised in consultation with several central Ministries and Departments. Toycathon-2021 was launched to challenge India's innovative minds to conceptualise novel Toy and Games based on Indian civilization, history, culture, mythology and ethos. And, the first of its kind India Toy Fair Virtual was organised from 27th February 2021 to 2nd March 2021.

The Ministry of Textiles, Govt. of India projected this "1st India Toy Fair Virtual 2021" as the most preferred marketing platform for toys within the Indian domestic market as well as

abroad, as a marketplace for the Indian toy industry. EPCH as a nodal agency organised this fair as a B2B/B2C event on Virtual/Digital format due to the restrictions resulting from the ongoing Covid19 pandemic.

In preparation, and based on the Central Theme - 'Promote 'Right to Play', Encourage Innovation, Build High-class Manufacturing, Enhance Domestic Demand & Exports', EPCH worked on a strategised groundwork with Design & Technical Development Workshops at several toy making craft hubs throughout India. Artisans, crafts persons and entrepreneur were hand-held across region specific crafts, especially from MSME segments. The show became an ideal platform for integrating a variety of diverse exhibitors/manufacturers across Indian clusters under one umbrella, as well as to identify new markets within online gaming, science, math, technology, engineering, etc. It strongly underlined the spirit of 'Vocal for local toys', local artisans, crafts persons and toy manufacturers. The website of the event was jointly launched by Smt Smriti Zubin Irani, Minister of Textiles; Mr. Piyush Goyal, Minister of Commerce and Industry; and Mr. Ramesh Pokhriyal, Minister of Education, on 11th February 2021.



*Fair Website launch - (from L to R) The Union Minister of Railways, Minister of Commerce & Industry and Minister of Consumer Affairs, Food and Public Distribution, Shri Piyush Goyal along with the Union Minister of Textiles and Women & Child Development, Smt. Smriti Irani and Union Minister of Education, Shri Ramesh Pokhriyal Nishank*



*Closing Ceremony: (from L to R) Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Mr. Upendra Prasad Singh, IAS, Secretary Textiles and Dr. Rakesh Kumar, Director General, EPCH*

## The Virtual Platform

The virtual exhibition during the India Toy Fair 2021 aimed to include variety of toy related exhibitors including Exhibitors at the fair constituted Toy Clusters; Crafts persons (Special Awardees); Manufacturers (Indian Brands); Exporters; Fair Trade Organisations; Self Help Groups (SHGs); Associations/ Promotional Organisations such as EPCs/Boards/State Corporations/ Chambers; Doll Museums / Toy Stores; Design Centres; Start Ups few like e.g. Smartivity / Skillmatics; as well as Partner States. **1,074 exhibitors from over 30 states** and union territories participated in the virtual Fair, representing the length and breadth of the country.

State pavilions were created on the virtual platform to showcase their toy related policies, clusters, initiatives, and plans by means of official videos, photographs, documents, social media links, and websites. **A total of 11 States** were represented : Gujarat, Telangana, Uttar Pradesh, Rajasthan, Karnataka, Maharashtra, Tamil Nadu, Haryana, Tripura, Andhra Pradesh and Himachal Pradesh.

Product categories to be displayed in the fair included Traditional Toys, Dolls, Katputli, toys and Articles, Stuffed / Wooden Toys, Toys made from Natural material, Technical / educational toys, sports, Leisure, Outdoor, games, toy model, Books for Learning-story books, Musical instruments, Puzzles & Board



Games, Geographical Indication(GI) toys, Gaming, Recyclable toys/ sustainable/ Environment friendly, playground, outdoor toys, toys for all ages, Innovative toys, Toy banks, etc.

The homepage featured the key statistics of the fair including number of registrations, number of exhibitors and number of speakers. It contained a welcome message, "Indian Toys, Global Playground", which presented in brief the story and objective of the fair. A welcome video was also placed on the homepage to introduce the visitors to the fair along with the lists of key speakers, participating ministries, participating organisations and sponsors. The visitors page presented in brief the advantages of visiting the fair for the target groups including children, parents, educators and businesses. The agenda page detailed the sessions and activities taking place over the four days of the fair along with an embedded link to partake in these sessions and activities. It also presented an overview of the speakers and envisaged outcomes of each session and activity. The page presented the map of India on which the visitor could view the types of toys crafted in different States and Union Territories. The data for this page was sourced directly from Government representatives of the respective States and Union Territories. This page was created in collaboration with MyGov to increase user engagement on the website. It redirected the user to the MyGov campaign for "Tell your toy story" where the user could upload a video of their toy story. Hundreds of entries were received from schools and individual participants. This page was created to collate and exhibit the press coverage on The India Toy Fair 2021 with inputs from Press Information Bureau of India.

## Panel Discussions and Webinars

Throughout the India Toy Fair, several panel discussions, webinars and activities were planned on various topics with the

aim of addressing the toy industry holistically. The topics ranged from aesthetics of the toys and games, significance of skilling and entrepreneurship for our artisans, importance of toys in the classrooms and pedagogy for an all-round development of school children, quality and standards applicable for the Toy manufacturing units, and so on. The assorted topics addressed the way ahead for the growth of the Toy Industry in the country. Additionally, it showcased our collective strength in Toy manufacturing. Also, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. were also held.

**CEO Conclave:** The first day of the India Toy Fair concluded with a CEO conclave between the Government and Industry; panellists included Minister of Textiles, Minister of Commerce & Industry, and 10 global industry stalwarts. The topics of discussion included design and innovation, quality and standards, toy-based pedagogy, cluster development, manufacturing capabilities & best practices, and export potential.

**Panel Discussions:** Other panel discussions were, Role of Augmented Reality/Virtual Reality in Electronics Toys; How Toys and Play based Pedagogy go hand in hand with Education?; Product Innovation and Design in Toys; and Importance of Skill Enhancement and Entrepreneurship for promoting India's Toy Industry.



Press Clippings

**Webinars:** Topics were a total of 18 webinars on various topics: Use of Open Ended and Gender-Neutral toys in Early Childhood Development; Development of Multisensory Toys for Children with Special Needs; Marketing and Global Trends in Toy Sector; Driving Investments to India- Making India the next Global Hub for Manufacturing and Sourcing of Toys; New Trends - Electronics and STEM Toys; Online Video Games - Boon or Bane; Integrated Learning with Toys - A Design Approach; Role of Design in upscaling production of local products and promoting nationalism; Significance of Quality & Safety in Toys; Success Stories of Entrepreneurs working with Traditional Toy Clusters; Scaling up Toy Exports from India; Toys and parents- Innovative engagement with children for learning at home; Indian toy manufacturing and sourcing opportunities that Indian states (Gujarat, Tamil Nadu and Uttar Pradesh) have to offer to the Toy industry; Design Town Hall on Toys; Ecosystem for Online Gaming Industry and eSport Industry in India; How do Packaging Solutions Enhance Profitability for Toy Industry?; and Use of Textiles in Toy Designs; Puppetry show, and Impact of Design in Puppetry.

An initiative taken by the Government of Gujarat. Entries were invited for two categories: Amateur and Professional. The Challenge received 222 entries in the Amateur Category and 63 entries in the Professional Category. 6 winners in the two categories were felicitated during the Closing Ceremony. Ministry of Textiles and EPCH anchored Craft Demonstrations - Varanasi's Wooden Toy Cluster, Channapatna, Etikoppaka, Koppal's Kinhal and Kondapalli Toy Cluster as well as Jaipur's Kathputli Nagar, Narsapura and Asharikandi Clusters. Other activities were, Embracing Robotics, Artificial Intelligence and Drone Technologies in the Toy Industry, anchored by DST and CII; Online Activity for School Children by Dost Education (NGO) on Importance of Toys in Child's Development, anchored by Department of School Education, Dost Education and FICCI; Virtual Tour of Shankar Doll Museum, New Delhi, anchored by Ministry of Textiles and EPCH; Making toys with locally available materials for playing with children from birth to six years, Demonstrating and Making 'Play & Learn Toy' with waste material available at home by Pratham as well as Make your own toys on cinematic theme, anchored by UNICEF; and Virtual Visit to Centy Toys (Toy Manufacturing Unit), anchored by TAI/TAITMA.

The Fair was supported and coordinated by Ministry of Textiles, Ministry of Commerce and Industry, Ministry of Information and Broadcasting, Ministry of Electronics and Information Technology, Ministry of Education, Ministry of Science and Technology, Ministry of Skill Development and Entrepreneurship, Ministry of Micro, Small and Medium Enterprises and Industry Associations/Chambers. It was closely supported by Industry Associations/ Chambers/ EPCs: FICCI, CII, PHDCCI, TAI, TAITMA, SGEPC, EPCH, UN Women, UNICEF, NeGD, UID, MyGov, i-Hub, Karnavati University, NCERT, CBSE, Indian Handicrafts, Children's University, CCL and IIT Gandhinagar.