

Regional Toy Fair in Varanasi promotes heritage toy crafts

Varanasi, Uttar Pradesh; 27th-30th May 2022



Background : Hon'ble Prime Minister of India, Shri Narendra Modi made a clarion call for promoting 'Handmade in India', especially for items such as toys, with a thrust on 'Make in India' initiative as a response to the growing global demand for handicrafts. In response, EPCH, under the support of 14 Ministries and departments of Government of India, organised the first virtual National Toy fair 'The India Toy Fair' from 27th February- 2nd March, 2021 with a participation of entrepreneurs / primary producers / exhibitors from toy & dolls clusters on an Indian basis.

As a step forward, the Sub-Committee of India Toy Fair decided to organise the 2nd India Toy Fair at the national level in physical format and also conduct smaller regional fairs in different cities of the country. Accordingly, EPCH, with support of O/o Development Commissioner (Handicrafts) organised the first Regional Toy Fair at Deendayal Hastkala Sankul, Trade Facilitation Centre & Museum, Badalapur,

Chandmari, Varanasi, U.P. during 27th - 30th May, 2022. The objective was to spread awareness about Indian regional toys amongst visitors to the fair.

The products on display were Wooden toys from Chitrakoot (Uttar Pradesh); Lacquerware toys & Dolls from Varanasi (Uttar Pradesh); Handmade Jute toys from Gajipur (Uttar Pradesh); Terracotta Toys from Gorakhpur (Uttar Pradesh); Chennapatna Toys from Ramnagra (Karnataka); Raja Rani Dolls from Kadappa (Andhra Pradesh); Kondapalli Toys from Tirupathi (Andhra Pradesh); Leather toys from Indore (Madhya Pradesh); Kathputli crafts from Jaipur (Rajasthan); Asharikandi Terracotta toys from Assam; and Keibul Sagram Toy from Manipur.

The fair was participated by 64 artisans from different toy craft clusters. Besides, artisans from traditional toy crafts clusters, 11 entrepreneurs and manufacturers of Indian Toy also participated in the fair. To garner visitor response, the event was promoted through electronic and print media like, advertisement in leading news papers, hoarding in the prominent locations of Varanasi, advertisement through FM radio, distribution of handbills, news paper insertions of handbills and publicity through E-rickshaw in strategic locations.



Inauguration



The first Regional Toy fair was inaugurated by Smt. Mridula Jaiswal, Mayor, Varanasi Nagar Nigam in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Mr. Umesh Singh, Joint Commissioner Industries, Varanasi; Mr. R K Verma, Executive Director, EPCH; Mr. Virendra Kumar, Regional Director, Central Region, O/o DCH, Lucknow; Mr. Amitabh, President and Mr. Anil Kumar Agarwal, General Secretary, Eastern U.P. Exporters Association; Mr. Jai Prakash Mundra, Chairman and Mr. Rajesh Kumar Tiwary, Vice Chairman, Indo-American Chamber of Commerce, Varanasi Chapter; Mr. Rameshwar Singh, National Awardee; and exporters of Varanasi.

After the inauguration, Smt. Mridula Jaiswal, along with other dignitaries visited the fair and interacted with participants and encouraged them. The participants shared

about the manufacturing process of their crafts, marketing as well as demand of their products in the market.

Theme Display & Visitors

In a "Theme Display" a show window of representative toys from different toy crafts clusters of India was also set up to create awareness amongst the visitors. This theme was the attraction of the fair and was liked by the visitors.

The fair was visited by over 23,000 people and a visit of 600 students from schools was also organised.

Business Generated

As per the feedback received from the participants, on the spot sale of Rs.19.65 lakh in 4 days was generated and expected business in future is to the tune of Rs.32 lakh. The fair concluded with very positive and encouraging response to all participants. ■