

Panel Discussions

Reinventing the Future Toys - Design, Learning, Creativity, Entrepreneurship



26th August 2022: The discussion had among panelists, Mr. Aditya Das, Scientist D/Joint Director, Bureau of Indian Standards; Mr. Kishore Rao, CEO, Aequs Infra & Director on the Board of QuEST Global Engineering Private Ltd.; Mr. Aditya Lingam, Assistant Professor, Unitedworld Institute of Design (UID), Karnavati University, Gandhinagar; Ms. Anavila Misra, Founder, Anavila; and Ms. Swapna Wagh, Founder, Desi Toys, share about Product Innovation and Design in Toys; Marketing and global Trends in Toy Sector; Online Promotion and Branding; Support for Reviving and Developing Traditional Indian Toy Crafts; and Safety & Quality Standard Guidelines for Toys Manufacturing in India who detailed about their domains.

Ms. Anavila Misra spoke on the importance of 'connect' and 'engage' in toys that children can treat as companions and even name them. Such toys inspire creativity and expression. Hence, with an aim to create something wonderful, thoughtful and sustainable for kids, Anavila launched handmade toys called 'Busa and Friends', under her brandname, 'Anavila' that is well known for handwoven linen saris. They aim at familiarising young minds with the Indian culture and more importantly, the sari so Busa is a tool to sensitise the young towards slow fashion and a more

sustainable lifestyle. 'Busa and Friends' (dolls and animals) are handcrafted using leftover linen, organic cotton and khadi from Anavila's apparel production. Referring to her venture, 'Desi Toys', Swapna Wagh spoke around how entrepreneurs can think about starting their business with traditional toys and she works with artisans at the primary level. The growing popularity of 'made in India' tag and the Atma-nirbhar Bharat Abhiyaan is making a good wave and is also helping Indian manufacturers, so now is the time to work on traditional toys but give it a practical and modern spin to make them durable and interesting. She shared about how their toys combine play and craft forms to reflect a flavour of India. She also shared pointers on tapping benefits in a competitive market.

Mr. Kishore Rao spoke about his firm- Aequs Infra that specializes in 'built-to-suit' ecosystems of efficiency. With regard to the scope of business in toys, he mentioned the opportunity, possibility, ease of doing business and financial benefits with the availability of skilled workers. Focusing on how favourable infrastructure is integral, he explained on the importance of scaling up business with a conducive ecosystem. Among many segments, Aequs Infra has a Toys facility that helps manufacturing without constraint. Mr. Rao detailed on its facilities. ■

Geographical Indication (GI) - Ecosystem and Initiatives for Brand Promotion through Market Linkage



27th August 2022: This panel discussion had panelists like Dr. Rajani Kanth (Padam Shri Samman) who has played a vital role for protection & promotion of traditional handicrafts, handloom products through Geographical Indication (GI) registration under Intellectual Property Rights, especially in Uttar Pradesh and is Executive Director, Human Welfare Association, Varanasi; Mr. Sachin Dhania, Deputy Secretary, O/o The Department for Promotion of Industry and Inter Trade (DPIIT), Ministry of Commerce & Industry, Govt. of India; Dr. Manish Pande, Director & Head, Project Analysis and Documentation Division, Quality Council of India, New Delhi; Mr. Prashanth Kumar Bhairappanavar, Assistant Registrar of Geographical Indications at Geographical Indications Registry, Chennai; and legal expert, Mr. Pravin Anand, Managing Partner, Anand & Anand, Noida.

Dr. Manish Pandey moderated the panel discussion and provided the audience with an elaborate and insightful description of GI. Dr. Rajani Kant stressed on the importance of getting one's own GI certification and said that the Certificate specifies the particular region of India. He further said that the GI should increase producer's money, otherwise

it is of no use. GI could be India's 'golden bird'. He gave examples of famous Indian arts and how their legacy is being carried on for many years and is making a mark on the world. Atma Nirbhar Bharat, along with GI certificates will take India's legacy to international borders, he emphasised.

Mr. Pravin Anand focused on the remarkable and revolutionary change that the world of Intellectual Property (IP) was going through, making it more accessible for the common man. Mr. Prashanth Kumar spoke about the kind of products that would qualify as GI. He described each criteria in great depth and urged a community approach towards GI certification. He shed light on the legal aspects of the law and advised people on how to act swiftly. Ms. Aayushi Dhawan, Associate Manager, PADD, QCI made a presentation on the Voluntary Certification Scheme for Geographical Indication of Goods (VCSGIG).

Mr. Sachin Dhania said that GI is our cultural heritage and a community right, and it is necessary to organize a forum where all artisans and producers can interact with the industry, consumers and the government machinery to address their issues. This was followed by a Q&A round. ■