

IMEDF implants its footprints in Toy Cluster, Karnataka

Title of the Event/Activity/Achievement: **Channapatna Toy Cluster Sanctioned by MoMSME under SFURTI**

Date: 9th February 2021

Location: Virtual

Partners/Donors: Channapatna Lacware Toy Cluster, Ramnagram, Karnataka

Channapatna is a township in the district of Ramanagara known for its handcrafted wooden toys, popularly known as “Gombegala Ooru” or Toys Town in the vernacular language. This craft has been awarded the Geographical Indication (GI) tag to give its artisans their due rights. The toys are made from local wood, painted with natural dyes and finally finished with a natural lac resin. The products range from toys like dolls, planes, trucks, telephones, complete kitchen sets, jigsaw puzzles and a host of other items that are unique and exotic in nature as well as tough and eco-friendly, painted in bright colours making them safe and child-friendly. Lacware is another interlinked handicraft, which is an important source of livelihoods for the local population of Channapatna. As a start, this cluster will enhance the incomes of 250 artisans in the region.

Channapatna Toy cluster got sanctioned by the 36th SSC Meeting, MoMSME under SFURTI on 9th February 2021. The Ministry emphasized on considering toy clusters due to its eco-friendly nature as well as its interlinkage with lacware handicraft, providing sustainable livelihoods to the artisans. The toys are also made using vegetable colors in addition to lac which turns out to be its unique selling point (USP). The Channapatna toy cluster has also received BIS Certification guarantying quality, safety and reliability of their toys. Eventually, it also got featured in the Economic times newspaper that talks about the need to reduce the dependency for toys on imports and improve local manufacturing, considering that the toys are customized keeping in mind the learning needs of children as well as the elderly. The cluster is also a participant at the first toy fair organized from 27th February- 2nd March 2021, trying to increase its visibility

IMEDF is a special purpose vehicle of the Development Alternatives Group that accelerates the development of micro-enterprises at scale. It is also the nodal agency of Ministry of Micro, Small and Medium Enterprises, Government of India for the development of clusters under SFURTI (Scheme of Fund for Regeneration of Traditional Industries).



News Flash: Sensex tanks 1,800 points

Government approves eight toy manufacturing clusters worth Rs 2,300 crore

By Kirtika Suneja & Nishtha Saluja, ET Bureau Last Updated: Feb 22, 2021, 09:47 AM IST

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Synopsis

The government has approved eight toy manufacturing clusters at a cost of Rs 2,300 crore to boost India's traditional toys industry. These clusters will manufacture toys made of wood, lac, palm leaves, bamboo and fabric.



India imported around \$1.5 billion worth toys in financial year 2020. Imports from China and Taiwan account for around 90% of the domestic toy market.

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The Department for Promotion of Industry and Internal Trade (DPIIT) and the Ministry of Micro, Small and Medium Enterprises (**MSME**) are looking to develop toy clusters under existing schemes such as the Scheme of Fund for Regeneration of Traditional Industries (Sfuri).

"We are looking to establish toy clusters under the existing schemes of the government," an official said.

"The government has approved eight new toy clusters in a recent meeting," a senior official in the MSME ministry said.

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