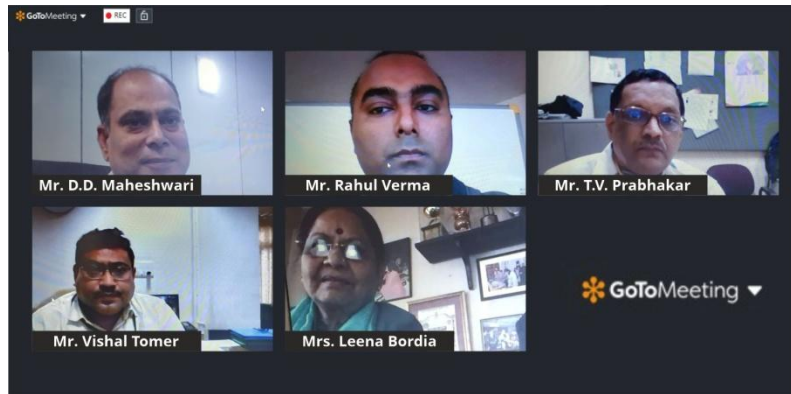


## **Skill development and BIS standards to augment toy manufacturing in Rajasthan**

Honorable Prime Minister Mr. Narendra Modi through a recent brainstorming interaction with ministers and senior bureaucrats, urged manufacturers and new age entrepreneurs to give higher impetus to toy manufacturing, not just to make India self-reliant in meeting domestic supply but also to enlarge our share in global toy exports.



It is a segment where Chinese manufacturing predominates, not just in global context but India's imports from China occupy a higher percentage in our existing rupees 5000 crores plus toy market. To deliberate upon the prevailing opportunities, discuss challenges that manufacturers experience, learn about new safety standards, share information on

marketing assistance and enhance India's export potential, World Trade Center Jaipur, The National Small Industries Corporation (NSIC), MSME DI Jaipur, Ministry of MSME, Government of India and Bureau of Indian Standards organized a webinar for Toy Industries of Rajasthan on November 26, 2020.

Welcoming the distinguished speakers and participants, Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur congratulated everyone on the occasion of Constitution Day and paid homage to martyrs' of 26/11 Mumbai attacks.

Mr. V.K. Sharma, Director and Mr. Pradeep Ojha, Dy. Director, MSME DI Jaipur, Ministry of MSME, Government of India, shared an overview on the toy sector in Rajasthan. Mr. Ojha said, "Sixty per cent of India's 3,512 toy manufactures operate in the unorganized sector from small units, with sometimes as few as five employees. From Udyam registration it can be easily identified that a few regions such as Jodhpur, Udaipur, Molela, Jaisalmer, Bhiwadi and Jaipur lead in the art but need higher support in terms of technology and marketing."

Chief guest Mr. Vishal Tomer, Scientist-E & Head, Bureau of Indian Standards (BIS), Jaipur Branch Office and Guest speaker Mr. Rahul Verma, Scientist-C BIS, Jaipur Branch Office discussed in detail about the BIS Licence for the Toy Industry, quality/testing parameters, laboratory requirements & procedures for setting it up etc. Mr. Verma further discussed about a web-based system for registration called 'Manak Online Portal' which is operational since 15th May 2017. This portal provides extensive monitoring, reporting and audit trails facilitated with e-Communication. He also spoke about the various measures that have been taken to address issues and concerns of stakeholders in order to enable BIS to graduate towards online platform. Mr. Verma also introduced the audience to a concept called 'e-jawaab' which is an online platform to address concerns regarding software issues.

Mrs. Leela Bordia, Founder, Neeraja International, Jaipur, in a special address urged manufactures to stay innovative and continuously display the rich culture of Rajasthan in toy manufacturing.

Mr. T.V. Prabhakar, Principal Scientist, IISC, Bangalore, expressed the possibility of jointly organizing training programs for new entrants in the sector. He also spoke about the technical-design support by IISC-COE for toy MSME/Start-ups.

Mr. D.D. Maheshwari, Sr. Branch Manager, NSIC Jaipur (The National Small Industries Corporation) deliberated upon the marketing support that NSIC can provide to the sector. He also suggested adhering to NSIC guidelines and urged manufacturers to step up and showcase their products at various exhibitions in India to gain the much needed visibility.

Distinguished speakers responded to multiple queries from the attendees and ensured more such interactions in the future with the toy manufacturers of Rajasthan.

Vote of thanks was proposed by Mr. Balam Meema, Investigation, MSME DI, Ministry of MSME, Government of India.

The webinar was held on November 26, 2020.