

Skill Development & Training in full swing at Toy Craft Clusters

EPCH goes all out for ground work in preparation for India Toy Fair



In preparation towards the India Toy Fair Virtual, scheduled from 27th February to 2nd March 2021, EPCH is working on a strategised groundwork with Design & Technical Development Workshops at several toy making craft hubs throughout India. The objective is to handhold artisans and crafts persons across region specific crafts, especially from MSME segments so that a comprehensive representation is presented at the upcoming show.

The Ministry of Textiles, Govt. of India is projecting 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 is organising this fair. The fair shall be a B2B/B2C event on Virtual/Digital format due to the restrictions resulting from the ongoing Covid19 pandemic.

Central Theme - Promote 'Right to Play', Encourage Innovation, Build High-class Manufacturing, Enhance Domestic Demand & Exports

Create an innovative economy - penetrate new ideas, products & techniques into the domestic market, promote toy-based start-ups and promote a more conducive business environment of operating an innovative business such as toys and enable standards and testing eco system for boosting exports. The show is a platform for integrating a variety of diverse exhibitors and manufacturers across Indian clusters under one umbrella, identify new markets within online gaming, science,

math, technology, engineering, etc. It strongly underlines the spirit of 'Vocal for local toys', local artisans, crafts persons and toy manufacturers, promoting high class manufacturing and creation of a 'plug & play model' within state clusters.



Exhibitors & Buyers

Exhibitors at the fair constitute 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.

Product categories to be displayed in the fair include 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.

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| Educational Toys <ul style="list-style-type: none"> Learning Aids- Story Books, Activity Books, Memory Games Transferring Toys STEM Toys Educational Aids- Beading sticks, etc. Technical Toys (Arduino Learning) | Infant Toys <ul style="list-style-type: none"> Rattles, Toy Paddles, Toy bottles Push/catchal Toys, Soft Toys Other Infant Toys | Vehicles (powered) <ul style="list-style-type: none"> Electricity, Pin and Remote Controlled Toys |
| Building and Construction <ul style="list-style-type: none"> Toy Model of Railways & Model Construction | Traditional Toys <ul style="list-style-type: none"> Shashis Toys Katputli Geographical Indication(GI) | Dolls and other similar toys <ul style="list-style-type: none"> Dolls Figurines Toys/ dolls depicting national heroes |
| Games and Puzzles <ul style="list-style-type: none"> Collectibles (Jigs, Cards) Puzzles & Board Games | <ul style="list-style-type: none"> Try-on all ages Try-on across all categories Personalized Toys Toy Banks and Toy Collections | Sustainable Toys <ul style="list-style-type: none"> Toys made from Natural Material Recyclable/ Environment Friendly Toys |
| Outdoor Games and Toys <ul style="list-style-type: none"> Playground Toys Leisure Toys | Online Gaming | Special Toys for Differently Abled |
| | Musical Instruments | |



వ్యక్తి నైపుణ్యం పెంపొందించుకోవాలి

ప్రతిఒక్కరూ తమరే బాధ్యతగా ఉంటేనే ఇది ప్రజల్లోకి వ్యాప్తి చెందగలిగినది. ప్రజలకు మేలు చేసేటప్పుడు ప్రజలను అర్థం చేసుకోవాలి. ప్రజలకు మేలు చేసేటప్పుడు ప్రజలను అర్థం చేసుకోవాలి. ప్రజలకు మేలు చేసేటప్పుడు ప్రజలను అర్థం చేసుకోవాలి. ప్రజలకు మేలు చేసేటప్పుడు ప్రజలను అర్థం చేసుకోవాలి.

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www.prajasakti.com/c/56857921

Buyers to this virtual show would comprise Departmental Stores/Chains; Modern Retail Channels – Hamley’s, Crosswords, Shoppers Stop, Big Bazaar etc.; Book Stores; Toy Stores; Retail Association of India; Online Retailers – Firstcry.com, Hopscotch.in Amazon.in & Flipkart; State Handicraft Corporations; Parents; Schools Students /Kinder Garden/Aanganwadi; School Associations of India; Corporates; Civic Bodies; Central /State /UT Government; GEM and Procurement agency; Embassies; UNICEF/ ADB/ITC/ Other international Organisations.

Virtual Show’s Layout

The virtual show platform of India Toy Fair would include: Lobby to host Inauguration; Signing of MoUs/JVs; Product Launches; Award Ceremony; Closing Ceremony; and Ask the expert.

Exhibition Halls with Exhibitors booths; State Pavilions; Craft Pavilions; and Startup Pavilion.

Auditorium for Panel discussions; Knowledge Transfer Webinars; CSR Initiatives; Big Ticket Events; and Virtual Tours (Museums, Manufacturing Units, Toy Clusters etc.); and Interactive discussions.

Activity Area for Workshops; Online Simulation demonstrations; Toy Craft

Demonstrations; Showcasing of toys developed by the skilled entrepreneurs

Competitions/Toy Hackathon like quiz etc.; Interactive quiz and puzzles; Online gaming sessions; and Performances.

Resource Centre with Company Brochures; Product Catalogs; Price Charts; Visiting Cards; Specific Coupons; Press & Media; and Directory.

Networking Lounge with List of Stakeholders; Happy Hour Meetups; Roundtable with Retailers; and Fireside Chats - Startups.



Integrated Design & Technical Development Workshop in GI tagged Tanjore Dolls at Tanjore, Tamil Nadu, 2nd December 2020

EPCH's Southern Regional Office, Bangalore, through a Zoom Meeting, inaugurated a Design & Technical Development Workshop for GI tagged Tanjore Dolls, at Tanjore on 2nd December 2020. Present virtually on the occasion, Mr R K Verma, Executive Director, EPCH, shared his views with the participants and wished them for a successful training. Present on site at Tanjore were, Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts), Pondicherry, along with the Manager, Poompuhar; Mrs. P L Sreedevi, Regional Officer - SR, EPCH; Mrs. Ekta Jaiswal, Empanelled Designer for the project from O/o DC (Handicrafts); and the selected artisans.



Above : Inauguration of the workshop through a Zoom meeting with Mr. R K Verma, Executive Director, EPCH, addressing the artisans; Right : The inaugural session in progress at Tanjore with Mr. Vinoth Kumar, Assistant Director, O/o DC (Handicrafts), Pondicherry; Mrs. Ekta Jaiswal, Empanelled Designer for the project from O/o DC (Handicrafts); and the selected artisans.



Design Development Program for Raja Rani Dolls at Chinnugonta, Village, Cuddapah Dist., Andhra Pradesh, 11th December 2020

EPCH's Southern Regional Office at Narsapur inaugurated a Design Development Program under the AHVY (Ambedkar Hastshilp Vikas Yojna) for the Craft Raja Rani Dolls at Chinnugonta, Village, Cuddapah Dist., Andhra Pradesh. This is 650 kms away from Narsapur and one of the remotest areas of Andhra Pradesh. The program was inaugurated on physical and Virtual platforms.

The physical inauguration was joined by Mr. Dharmarao, Instructor, O/o DC(H), Tirupati; Mr. V Shankra, Master crafts person (State Awardee in Raja Rani Dolls Craft); and beneficiary artisans. It was virtually graced by Mr. K N Tulasi Rai, COA Member and Convenor-Southern Region, EPCH; Dr. Manoj Lanka, Assistant Director O/O DC(H), Vijayawada; Mr. Prashant Lahane, Designer for the Program; EPCH's linked officer for Narsapur regional office; and Mr. Sunil Kumar, Designer EPCH. The dignitaries interacted with the program's artisans. Mr. K N Tulasi Rai appreciated the efforts of EPCH for organising this program in such a remote area.



Above: The virtual inauguration of the program; Below: Mr. Dharmarao, Instructor, O/o DC(H), Tirupati inaugurating the program



Two Months Workshop on Nirmal Toys at Nirmal, Telangana, 12th December 2020

EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, has inaugurated a two months design workshop on Nirmal Toys at Nirmal (near Hyderabad), Telangana, under the AHVY (Ambedkar Hastshilp Vikas Yojna). This program was inaugurated on physical and virtual platforms. The physical inauguration was conducted in the presence of Mr. R Veera Brahmachary, Assitant Instructor (H), O/o DC(H) Warangal; Mr. N Limbaiah Varma, Master Trainer (State Awardee in Nirmal toys Craft, Telangana); Mr. B R Shankar, Manager - Nirmal Toys Cooperative; Mr. S Pentaiah, President and Mr. D Purshotham, Secretary from Nirmal Toys Cooperative; EPCH representatives for Narsapur; and 30 artisans selected by O/o DC (Handicrafts) for



the program. This was virtually graced by Mr. K N Tulasi Rai, COA Member and Convenor-Southern Region, EPCH; Dr. Manoj Lanka, Assistant Director O/O DC(H), Vijayawada; Mr. Lalit Vishwakarma, Designer for the Program; EPCH's linked officer for Narsapur regional office; Mr. Sunil Kumar, Designer EPCH; and member exporters - Mr. Ramchandrudu (J. J. Lakaksmi); Mr. Rajiv Chandra (Ram Krishna Paramahansa); Mr. K B Rao (Pan Godavari); and Mr. AVVS Baba (Imperial Lace Source). The dignitaries interacted with the program's artisans.

Design and Technical Development Workshop on Etikoppaka Toys Craft at Kailashapatnam, Vishakhapatnam, Andhra Pradesh, 19th December 2020



EPCH's Southern Region Branch Office at ILTC (International Lace Trade Centre), Narsapur, also inaugurated a Design and Technical Development Workshop (DTDW) on Etikoppaka Toys Craft at Kailashapatnam, Vishakhapatnam, Andhra Pradesh, under the AHVY (Ambedkar Hastshilp Vikas Yojna). The physical inauguration saw the presence of Mr. Rama Babu, Master crafts person; Mr. Nageshwar, Village Sarpanch; Mr. Nageshwar, State Awardee; and EPCH representatives for Narsapur. They were

virtually joined by Mr. K N Tulasi Rai, COA Member and Convenor-Southern Region, EPCH; Mr. K L Ramesh, Southern Region Coordinator, EPCH; and other Committee members of the



Council from the Southern Region like, Mr. Syed Ajmal, Dr. Mallamma S. Yalawar, and Mr. Sai Baba; and Ms. Suvarchala, HPO, O/o D C (H) ,

Vijayawada. Mr. K N Tulasi Rao in his welcome address explained about the need of such workshops and Mr. K L Ramesh spoke about the support from the stakeholders to these initiatives and activities of the Council.

Design and Technical Development Workshop on Kondapalli Toys Craft at Kondapalli, Krishna Distt., Andhra Pradesh, 19th December 2020

EPCH's representatives for Narsapur, inaugurated a Design and Technical Development Workshop (DTDW) for 30 artisans of Kondapalli Toys Craft at Kondapalli, Krishna Distt., Andhra Pradesh, under the AHVY (Ambedkar Hastshilp Vikas Yojna).



This was inaugurated by Master crafts person, Mr. Sesha Rao and other members of the Society of the cluster as well as beneficiary artisans. They were virtually joined by Mr. KN Tulasi Rai, COA Member and Convenor-Southern Region, EPCH; Mr. K L Ramesh, Southern Region Coordinator, EPCH; other Committee

members from the Southern Region like Mr. Ramchandradu; Ms. M Suvarchala, HPO O/o DC(H), Vijayawada; Mr. Prasnjit Mohanthy, NIFT Designer empaneled with O/o DC(H); Ms. Amla, Head Designer, EPCH; EPCH's linked officer to Narsapur Regional office, and EPCH member exporters.

Design Development Program for Kinhal Toy Craft at Kinhal, Koppal District, Karnataka concludes, 30th December 2020

The Certificate Distribution function of the Design & Technical Development Workshop (DTDW) at Kinhal was concluded on 30th December 2020 at the Samudaya Bhavan, Kinhal, Koppal District, Karnataka.

Mr. Parashurama R. Chitragar, the President of the Kinhal Village Panchayat, presided over the function. The other dignitaries present on the occasion were Mr. Sushil Kumar, HPO, O/o DC(H), Dharwad; Mr. Erana Gowda, Panchayat Development Officer, Kinhal; Mr. Shashidhar, Manager of State Bank of India, Kinhal; Mr. Anandbabu, the designated designer of the project; and Mr. Ekappa R. Chitragar, Master craftsman.

The prototypes developed in the project were displayed during the function and the dignitaries appreciated them as well as the efforts of EPCH and the O/o Development Commissioner-Handicrafts for organising such a beneficial project for the Kinhal artisans community. Mr. Erana Gowda assured the artisans that the Kinhal Panchayat will ensure all support to rejuvenate the languishing Kinhal crafts. The beneficiaries were very happy and said that they will continue the work seriously and continue the legacy of the Kinhal craft. Mr. Sushil Kumar urged the beneficiaries to continue the art with many more innovative designs and ensure that Kinhal toys once again regains its historic image. Mr. Shashidhar,

Manager, SBI, Kinhal assured of financial assistance to the artisans in the best interest of the traditional craft. The function concluded with vote of thanks by Mr. Santhosh Chitragar, Master craftsman, Kinhal.



Design Development Program on Wooden Toys Craft at Chitrakoot and Varanasi, Uttar Pradesh, 24th December 2020

EPCH inaugurated a Design and Technical Development Workshop (DTDW) on wooden Toys Craft at Chitrakoot and Varanasi, Uttar Pradesh on 24th December 2020.

Mr.Virendra Kumar, Regional Director- Central Region, O/o Development Commissioner (Handicrafts), Lucknow inaugurated the workshop by lamp lighting at Chitrakoot and Varanasi in the virtual presence of Mr.Abdullah, Assistant Director, O/o Development Commissioner (Handicrafts), Handicrafts Service Center, Varanasi; Ms. Tanya Banerjee, Assistant Director, O/o Development Commissioner (Handicrafts), Prayagraj;; Mr.Naveen Gaur, Assistant Director and Regional Incharge- Central Region, EPCH; Mr.Siddhartha Tyagi, Assistant Director, EPCH; Ms. Amla Srivastava, Head Designer, EPCH; Ms. Madhuri Singh, Designer for Chitrakoot; Mr.Gopal Yadav, Designer for Varanasi; Mr. Neeraj Narayan, Master crafts person at Chitrakoot; Mr. Rameshwar, Master crafts person at Varanasi; and artisans.

Mr.Virendra Kumar, in his address urged designers to develop products with the objective of attracting customers not only in the domestic market but also in the internationally. "Consider



this workshop as a special project, so that during the workshop some new and innovative prototypes can be prepared," he said. Ms.Tanya Banerjee shared, through this workshop, the artisans would also get the opportunity to learn new techniques and designs to bring out innovations that differed from their regular ones. Mr.Naveen Gaur informed that during the workshop EPCH, with the consultation of the program's designers would identify at least 15 artisans for the Toy show who are able to develop new products and can cater to buyers according to their requirement after the show also.