

# Niryat Patrika



A monthly newsletter

April 2022



## Uttar Pradesh Export Promotion Council

Set up under Department of MSME & Export Promotion, Government of Uttar Pradesh  
Niryat Bhawan, 8, Cantt. Road, Qaiserbagh, Lucknow, Uttar Pradesh 226001

## *From the Editor-in-chief's desk*



**Editor-in-chief**  
**Dr. Navneet Sehgal,**  
ACS, Deptt. of MSME &  
Export Promotion

Dear Readers,

I am pleased to apprise you of India's export performance in FY 21-22. We have successfully achieved the target of USD 400 Bn merchandise exports from the country. Uttar Pradesh maintained its contribution of ~5% in India's exports. Uttar Pradesh exported a total of USD 18.8 Bn of merchandise between April 2021 to February 2022, which is ~30% more than the value exported from the state during the same time period last year. According to estimates, the state's exports may cross USD 20 Bn mark in this financial year.

This edition of 'Niryat Patrika' discusses in detail the toys and games sector in Uttar Pradesh, with a focus towards the indigenous toys being manufactured in different clusters of the state. The newsletter also features a brief discussion on 'Varanasi lacquerware toys', which has been identified as a G.I. product. The state has also identified toys as an ODOP product for Jhansi and Chitrakoot districts and formulated strategic interventions for development of these clusters in the diagnostic studies undertaken by the state government.

We envisage the state of Uttar Pradesh to play a key role in realizing the '**Make in India for Toys**' vision of the hon'ble Prime Minister of India. The strategic interventions being undertaken by the Government of Uttar Pradesh, included but not limited to development of a dedicated toy park in G.B. Nagar may provide the necessary support to the industry stakeholders; and assist them in scaling up manufacturing and undertake exports.

We look forward to your feedback on this edition and inputs for the upcoming editions of this newsletter. Our telephonic and email helpdesk is also available at your disposal for any export related queries.

# Feature article

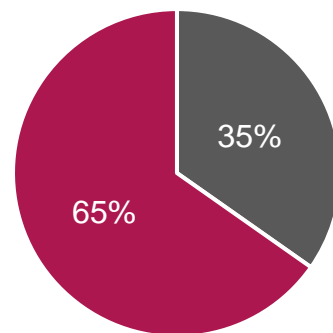
## Sector in Focus – Toys & Games

The global toys and games industry is estimated to be a USD 259 Bn market in 2021, characterized by various traditional and modern products. Video games account for 64% of the total market size and is led by manufacturing giants like, Sony PlayStation, Nintendo and Xbox. Traditional toys market size is estimated at USD 90 Bn in 2021, accounting for ~36% of the total market share. The global traditional toy segment is led by brands like, LEGO, Mattel, Hasbro, etc.

The market size of global toys and games industry is estimated to grow at a CAGR of ~5% to USD 315 Mn in 2025. The growth projections indicates an opportunity for exporters of Uttar Pradesh, especially in the traditional toys & games segment.

The global imports of toys & games industry grew from USD 69 Bn in 2016 to ~USD 80 Bn in 2020. On an average, the

### Market breakup of toys & games industry

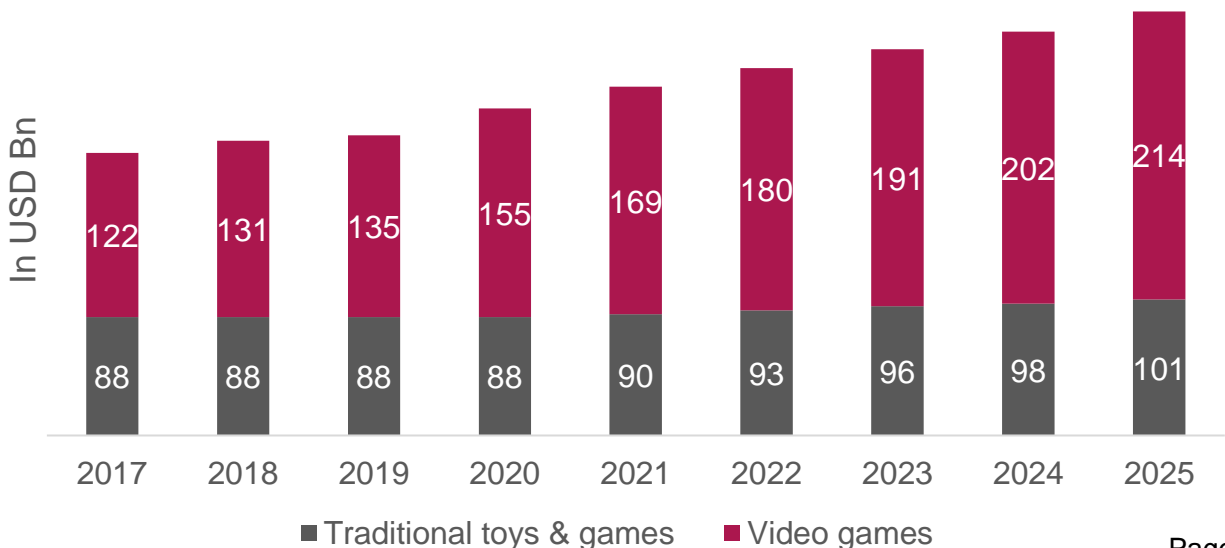


■ Traditional toys & games ■ Video games

video games and consoles segment contribute to ~40% of the global imports. Thus, traditional games and toys account for a large share of the market.

The top markets contributing to approximately 60% of the global trade in tricycles, toy and scooters are USA, Germany, UK, France, Japan, Hong Kong, Canada and Netherlands.

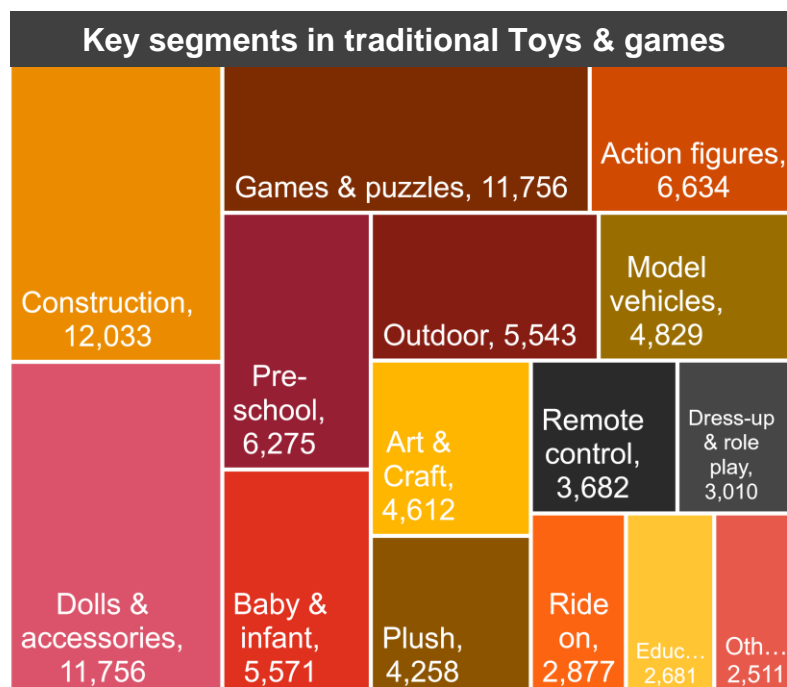
### Projected market size of Toys & games industry



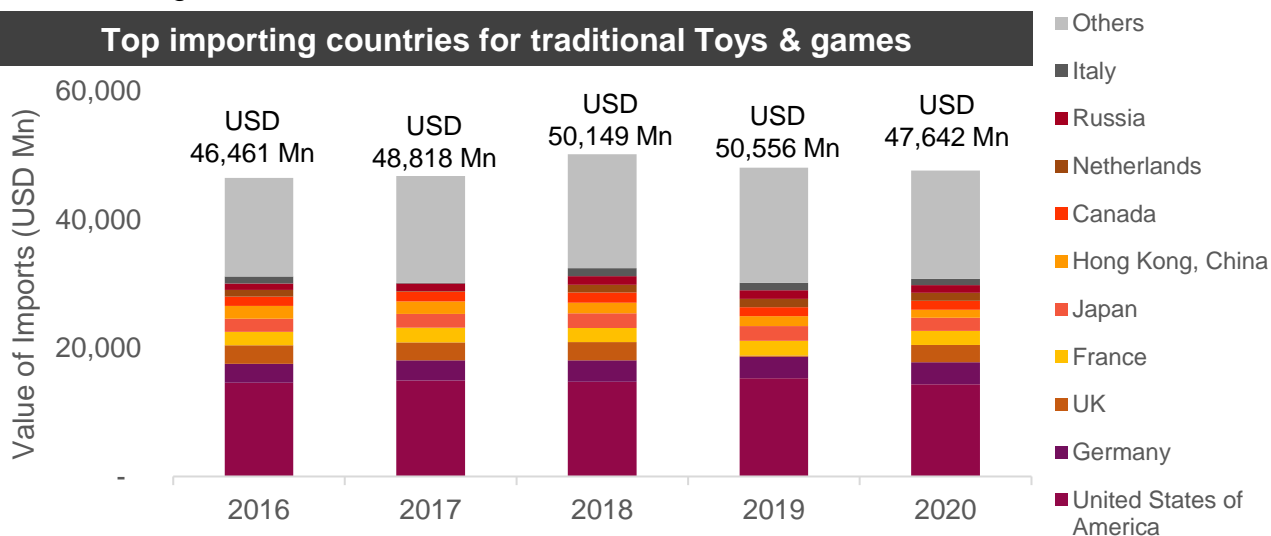
The leading exporters of toys & games are China, Hong Kong, Czech Republic, Germany and Netherlands.

The traditional toys and games market is characterized with a wide variety of products. The key product segments are: Construction toys, Dolls & their accessories, games & puzzles, action figures, pre-school, baby and infant, etc.

STEM toys and eco-friendly toys are the emerging categories in the market owing to increasing awareness on materials, child safety and parental focus on play-based learning.



### Top importing countries for traditional Toys & games



U.P. exported an average of USD 100 Mn value of toys & games averaged over 2018-

2020. The products being exported from the state are listed in the table below.

### Export data for traditional toys and games exported from Uttar Pradesh

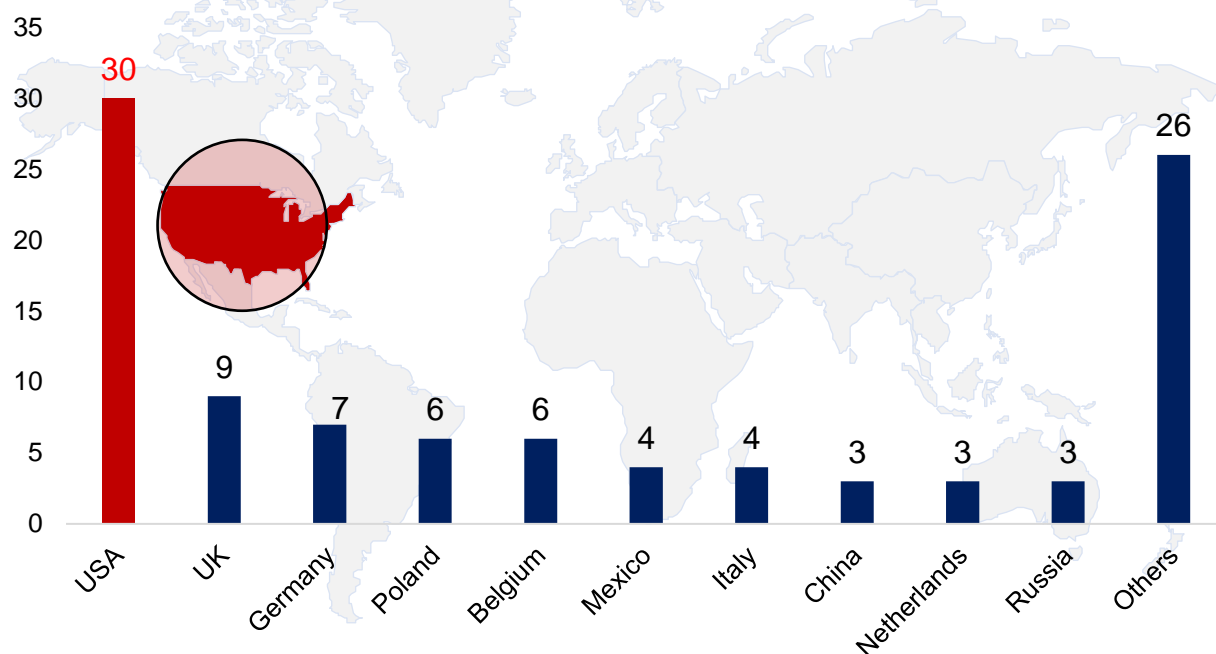
S. N.	HS Code	Description	UP's exports, 3-year av. (USD Mn)	% Share in total exports	Top 3 markets
1	95030010	Toys & games, made of wood	0.1	1.4%	USA, Bhutan Mauritius
2	95030020	Toys & games, made of metal	0.31	4.3%	Germany, USA, Spain
3	95030030	Toys & games, made of plastic	0.16	2.2%	Germany, Nepal, USA
4	95030090	Toys & games, made of materials other than wood, metal and plastic	6.58	92.0%	USA, Denmark, UK
<b>Total</b>			<b>7.15</b>	<b>100%</b>	

## Market Opportunities for UP's exporters

Uttar Pradesh exports toys & games products to several countries. However, the exports are largely concentrated in 10 key markets. The top 10 markets accounts for ~74% of toys & games exports from the

state. The figure below illustrates the average value of scooters and toys exported by Uttar Pradesh over the last 3 years.

**Toys & Games Exports from UP, 3 year average (USD Mn)**



The table below illustrates other large size markets which may be explored by

toys & games exporters from a diversification point of view.

S. No.	Country	3-year average global imports, (USD Mn)	3-year average India's Exports, (USD Mn)	3-year average UP's Exports, (USD Mn)
1	Denmark	350	2	0.4
2	Spain	1,018	2	0.1
3	France	2,742	2	0.2
4	South Africa	149	2	0.1
5	Canada	1,455	2	0.1
6	UAE	277	2	0.3
7	Australia	1,065	2	0.1
8	Hong Kong	1,482	1	0.01
9	Nepal	5	1	0.1
10	Argentina	116	1	0.1

# Toy manufacturing in Uttar Pradesh

Uttar Pradesh is home to several indigenous art & crafts, which also includes manufacturing of traditional Toys and games. Mathura, Varanasi, Lucknow, Jhansi and Chitrakoot are the key districts that are actively involved in toys and games manufacturing in Uttar Pradesh.

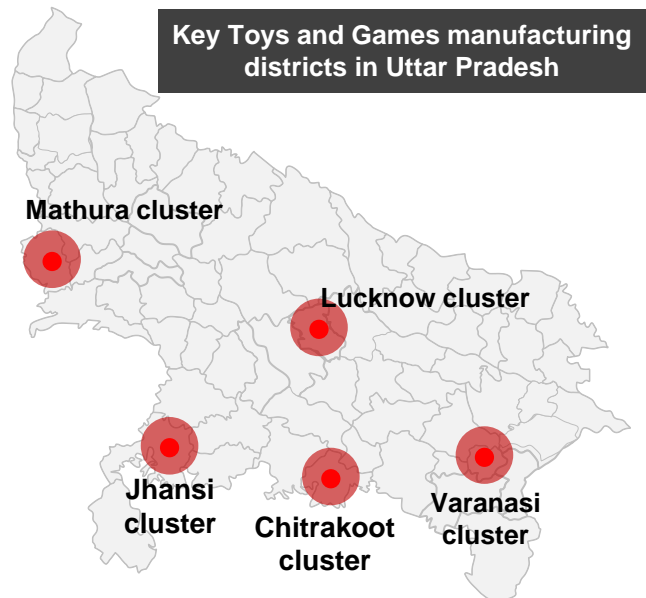
As per Uttar Pradesh ASI 2018-19 report, the toys and games manufacturing units in Uttar Pradesh produced a total manufacturing output of INR 180.4 Crore, with a GVA of INR 33.5 Crore. The toys and games manufacturing sector also generated employment opportunities for 315 thousand workers in the state.

Chitrakoot and Jhansi are also identified as the ODOF districts for Toys and games. The Chitrakoot cluster is largely focused on manufacturing of wooden toys whereas the toys manufacturers of Jhansi are largely focused on soft toys. The Varanasi cluster specializes in Wooden lacquerware toys. Bright and colourful lacquered toys are made in clusters of Varanasi district by skilled craftsman as an indigenous craft being practiced and transferred from one generation to another. Toys are manufactured in different themes, for example, religious, cultural, animals & birds, and traditional & modern toys.

To further support the sector, the Govt. of Uttar Pradesh through YEIDA (Yamuna



In picture: Jhansi Soft toys



Expressway Industrial Development Authority) has developed a 100-acre toy park, which has welcomed 134 companies, with an investment of ~ INR 410 Crore.

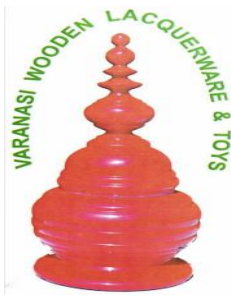
*A dedicated stall under One Station One Product program was inaugurated at Jhansi Railway Station to promote the ODOF product of Jhansi - soft toys*

The toy park is in proximity to the Jewar International Airport and the logistics facilities at Dadri, hence, strategically positioned to facilitate logistics and transportation. The government envisages Uttar Pradesh to develop into a key toys and games sourcing hub across the globe.



In picture: Chitrakoot wooden toys

## G.I. product – Varanasi Wooden Lacquerware & Toys



The origin of the word lac is from the word laksha, which is used for the Lac insect and the resinous secretion it produces. It was used as a wood finish in ancient India.

The origin of the word lac is from the word laksha, which is used for the Lac insect and the “resinous substance”. secretion it produces. Wooden toy manufacturing is a traditional craft in Varanasi. Bright and colourful lacquered toys are made in clusters of Varanasi district by skilled craftsman. Earlier the ancestors specialized in ivory carving. During the Mughal rule, this craft enjoyed good patronage. After ban on ivory by the government, the craftsman started practicing wood carving. The craft is passed on from one generation to other. The craftsman associates themselves with the Kunder Kharadi Samaj.

**GI Registration** – The Varanasi Wooden Lacquerware and toy has been granted the registration of Geographical Indication No.457 by the Registrar of Intellectual

Property Rights. The G.I. Registration was obtained by Balaji Handicrafts cooperative society Ltd.& Khilauna Udyog Sahkari Samiti Ltd. on 30 March 2015

Varanasi is one of the largest toy producing centers in India. The ancient craft is passed on along the family lineage. This indigenous craft of Varanasi is famous for its designs with natural veins of wood. The toys are made without any joints. These dolls and toys have sacramental value as well. Due to increase in prices of sal and sheesham, lighter wood is now being used for manufacturing. The non-toxic paints used are bright and gaudy primary colours.

The different themes are manufactured using different techniques and modes of production. Religious themed toys are two dimensional generally, with Indian motifs and patterns, illustrating mythological and religious stories. Cultural themed toys are representative of different classes of society, their lifestyle and profession. The modern themed toys are three dimensional, with modern patterns and themes.



In picture: Varanasi Wooden Lacquerware toys

## Success Story – FunZoo



Founded in the year 1979, Fun Zoo Toys (India) previously M/s. Kridnak Udyog is a family owned and professionally managed company, as a proprietorship firm by Mrs. Santosh Gupta under mentorship of her husband Mr. Naresh Kumar Gupta. The primary business of firm is manufacturing and trading of its soft toys under KRIDNAK, a premium range of soft toys brand.

To further expand its operations, another unit of Kridnak Udyog was incorporated in the year 2003 at Greater Noida. In 2009, the company was renamed as “Fun Zoo Toys (India)”. The manufacturing plant is situated in Greater Noida, 53 KM away from international airport New Delhi and 35 km away from upcoming Noida International airport.

Fun Zoo is a joint family business, expanded to a PAN India scale showcasing exceptional growth in the recent years and covering different market horizons. The company is equipped with its own lab. All the toys made at the company are manufactured from non-toxic, non-hazardous materials as per the international standards as well as conforming to BIS standards for the domestic market.



In picture: Display centre of Soft toys manufactured by Fun Zoo Toys

The company specializes in manufacturing of attractive and creative toys, made of Polyester fabric and stuffed with Polyester Staple Fiber (PSF). The product profile characterizes with vibrant coloured toys, rich texture and unique designs, which have positioned Fun Zoo Toys as one of the key stuffed toys brand for children of all ages. The close attention to details and quality has made it one of the most successful brands within the industry. The quality measure begins at the very initial stage of designing. The Fun Zoo team is extremely particular regarding product quality and ensures that the products conform to international standards & quality requirements.

Fun Zoo caters to Vishal Megamart, market 99, Archie’s stores including many other private sector clients. The company’s suppliers are present PAN India having more than 250 distributors/wholesalers. The company has its own R&D lab, staffed with a dedicated design team.

Recently, drawing inspiration from the clarion call of the hon’ble Prime Minister of India, to manufacture electronic toys in India and reduce dependence on imports, Fun Zoo has recently started manufacturing of electronic toys as well.



In picture: Manufacturing facility of Fun Zoo Toys at Greater Noida



# Success Story – Little Genius Toys Pvt. Ltd.



Little Genius Toys Pvt. Ltd. started as a roof-top enterprise with just two designs; at present, the company has grown into one of the leading manufacturers of wooden educational toys, games and puzzles in India with 2000 self-branded products and 5000 white labeled products. The company's manufacturing facility is located at Toy City, Greater Noida.

The company is led by Mr. Naresh Gautam, who believes in quality and design led growth of the company. He firmly believes that toys manufacturing is a design intensive business where brands are required to introduce new products rapidly, owing to the short shelf life of toys.

Little Genius Toys Pvt. Ltd. is an eco-friendly, non-toxic, India based wooden

toy company that specializes in the design and manufacturing of wooden educational toys. These products equips educators with an effective means of transmitting information to children as compared to the conventional methods of teaching.

The company develops a wide range of wooden educational toys ranging from jigsaws, building blocks, sound/musical toys, hand-eye coordination toys, puzzles, construction toys, wheeled toys, calendar, Montessori equipment, puppets, plush toys, etc.

Little genius toys is an ISO 9001:2015 certified company, certified by Bureau of Indian Standards on the quality conformity measures defined for the Indian market.

## Snapshot of product catalogue manufactured by Little Genius Toys

### BLOCKS, CONSTRUCTION & WHEEL TOY



### SHAPE & COLOUR BLOCKS/CONSTRUCTION/PEG BOARDS TOYS



### PUPPETS, THEATERS, CALENDERS AND PLUSH TOYS



# Export promotion activities of UPEPC

## Walmart Swasti Workshop

March 2022

Swasti, through its partnership with Walmart plans to reach 50,000 MSMEs in India with training support. The program aims to support MSME development & growth and improve the market access for MSMEs pertaining to both domestic and international markets.

The state of Uttar Pradesh through Department of MSME & Export Promotion, Government of Uttar Pradesh had onboarded Swasti Catalyst group, Walmart. Swasti works as a workforce aggregator for existing MSMEs of Uttar Pradesh through the "Walmart Vriddhi Programme".

The group focuses on MSME upgradation and modernization using techniques like, TQM, ZED, TUS, etc.

The programme is being implemented in three phases: 1. Develop: Dissemination of knowledge material on technical know how; 2. Connect: B2B market access support through handholding to improve the penetration of MSMEs; 3. Grow: B2C expansion by providing one-to-one mentorship to support the end user interface.



In picture: Shri Umesh Chandra & Shri B.C. Tiwari facilitating the participants in the Orientation Workshop

## Presentation to the Minister, GoUP

March 2022

Uttar Pradesh Export Promotion Council apprised Shri Nand Gopal Gupta, hon'ble minister of Industrial development, investment and export promotion, Government of Uttar Pradesh, on the key activities undertaken by UPEPC during the last 5 years. The UPEPC team also presented a 100-day action agenda to the minister, which includes the key activities to be undertaken by the council in the first 100 days of the government.



In picture: UPEPC officials meeting with the hon'ble minister of industrial development, NRI, investment & export promotion

## Upcoming trade fairs

### Hannover Messe, Germany

30 May – 2 June 2022

For more details, please visit

<https://www.hannovermesse.de/en/>

For details of other trade fairs, please visit [www.upepc.org](http://www.upepc.org)

### Spielwarenmesse, Germany

1 – 5 February 2023

For more details, please visit

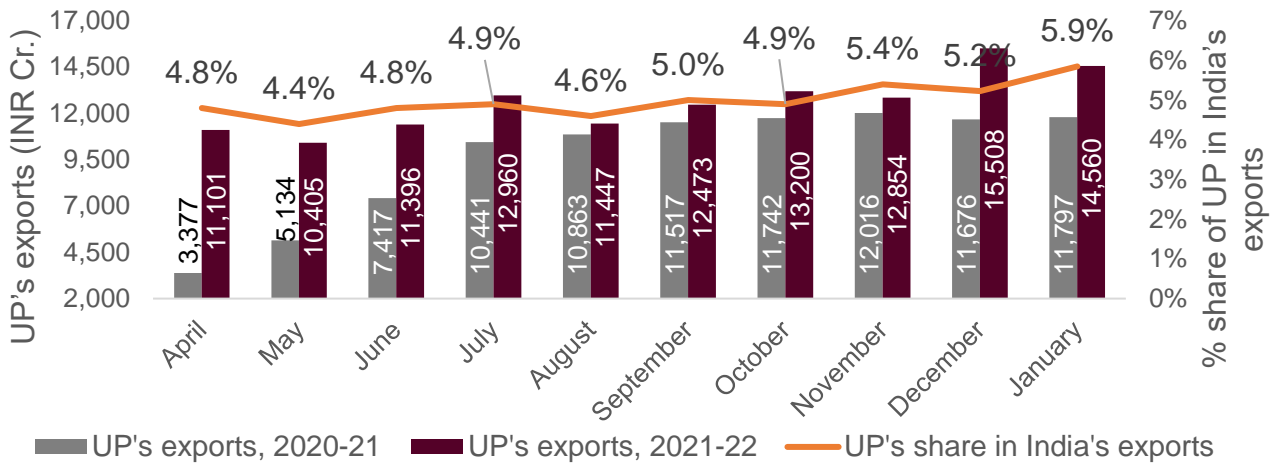
<https://www.spielwarenmesse.de/en/>

# UP's Export Performance

**UP contributed to ~5% of India's export during Apr21-Jan22 - ranked 5 among all states**

Uttar Pradesh maintained ~5% INR 170,135 Crore during April 2020 – contribution to India's exports for the 4<sup>th</sup> January 2021 to INR 252,848 Crore consecutive month, showcasing a stable during April 2021 – January 2022. The export performance post the COVID state's exports registered an overall rebound. UP's exports increased from increase of more than 48%.

**UP's overall export performance**

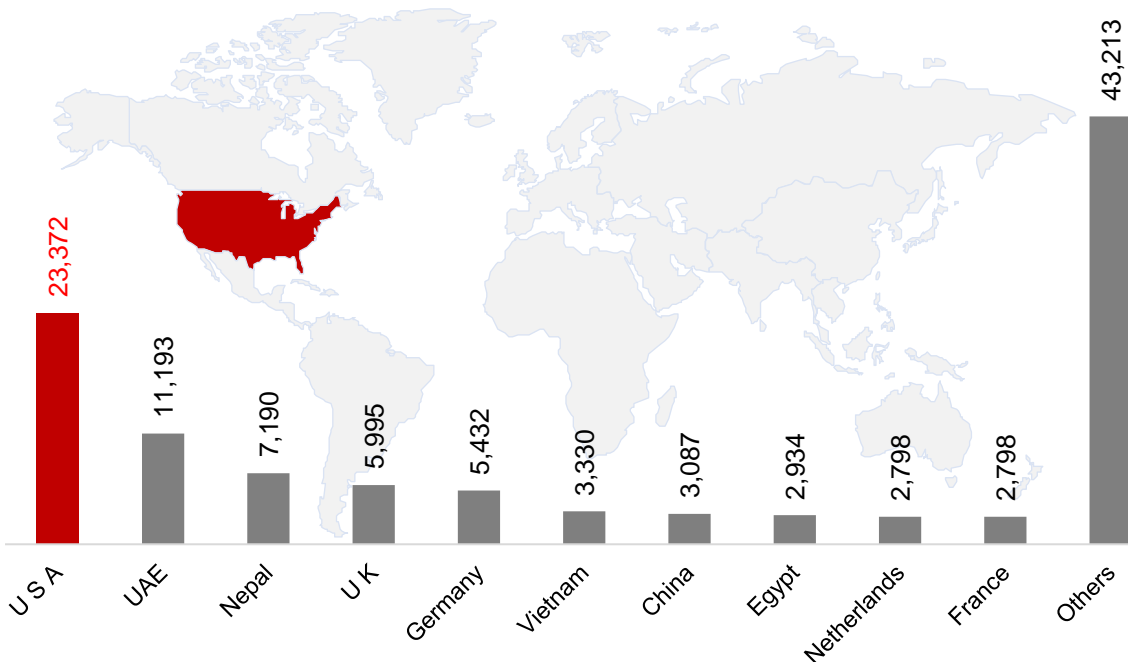


Uttar Pradesh's exports maintained their momentum in the key geographies of USA (21%), UAE (10%), Nepal (6%), UK (5%) and Germany (5%). The state also explored several other geographies with a high potential for scaling up, like,

**USA, UAE and Nepal are the top 3 trade partners of Uttar Pradesh, contributing to approximately 40% of the state's exports**

Egypt, Netherlands, France, Italy, Spain, Malaysia, Bangladesh, Indonesia, etc.

**Top 10 markets catered by the state of Uttar Pradesh**

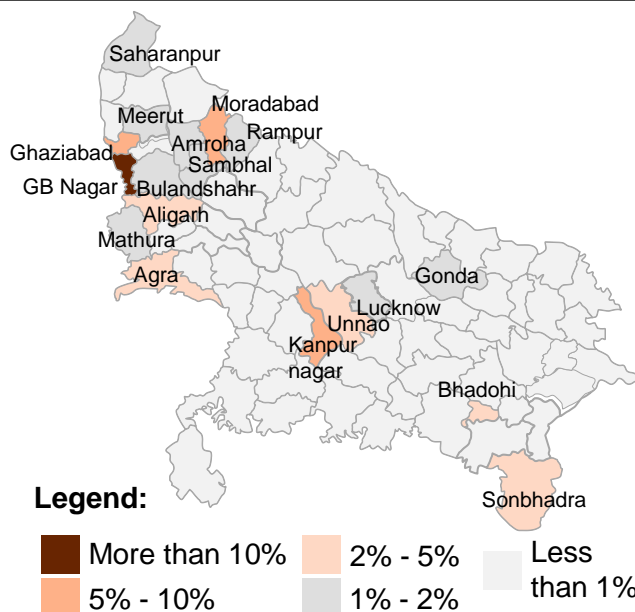


## District wise share in UP's exports

The spatial distribution of exports originators in Uttar Pradesh indicate a concentration in North-western and central districts. Overall, 10 districts contribute to 80% of the state's exports. These districts in the order of their contribution in exports are GB Nagar, Ghaziabad, Moradabad, Kanpur Nagar, Aligarh, Agra, Bhadohi, Unnao, Sonbhadra and Amroha.

G.B. Nagar showcased an exceptional contribution of ~42% in the state's exports. The distribution of exports is also found to be inline export-oriented manufacturing capabilities. The table below describes the leading districts in terms of exports from Uttar Pradesh along with the value exported in the period of April 2021 to January 2022 and the district's share in state's exports.

### Heatmap for exports from Uttar Pradesh (April 2021 – January 2022)



S.No.	District	Total exports Apr. – Jan 2022 (INR Cr)	% share in state's exports
	Uttar Pradesh (All districts)	125,862	100.0%
1	GB Nagar	52,529	41.7%
2	Ghaziabad	9,622	7.6%
3	Moradabad	9,396	7.5%
4	Kanpur nagar	7,759	6.2%
5	Aligarh	4,627	3.7%
6	Agra	4,523	3.6%
7	Bhadohi	3,317	2.6%
8	Unnao	3,314	2.6%
9	Sonbhadra	2,887	2.3%
10	Amroha	2,271	1.8%
11	Meerut	1,955	1.6%
12	Gonda	1,867	1.5%
13	Sambhal	1,619	1.3%
14	Saharanpur	1,509	1.2%
15	Rampur	1,414	1.1%

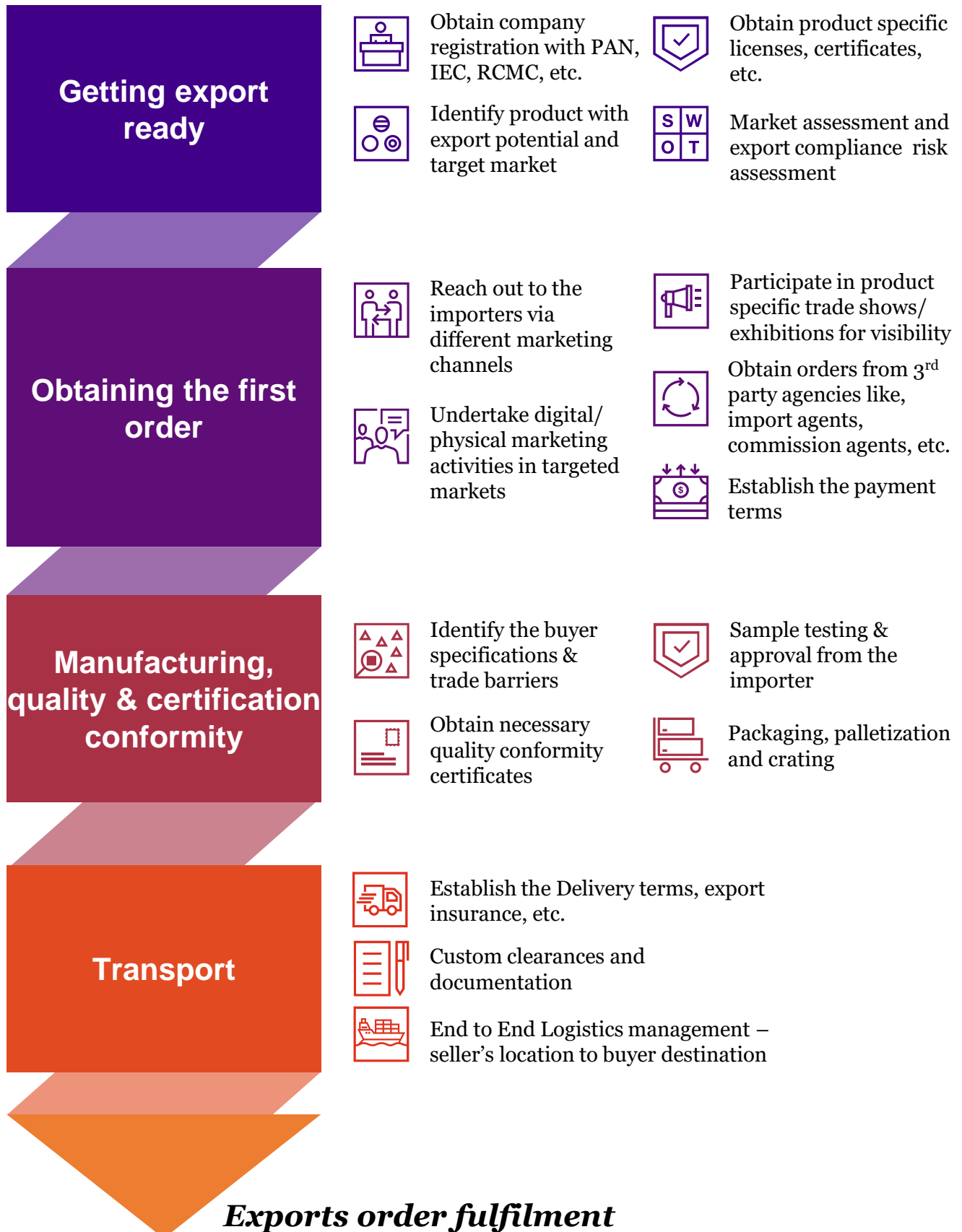
S.No.	District	Total exports Apr. – Jan. 2021 (INR Cr)	% share in state's exports
16	Mathura	1,254	1.0%
17	Bulandshahr	1,241	1.0%
18	Barabanki	1,145	0.9%
19	Lucknow	1,118	0.9%
20	Kanpur dehat	929	0.7%
21	Hapur	860	0.7%
22	Bareilly	809	0.6%
23	Bahraich	784	0.6%
24	Maharajganj	765	0.6%
25	Mirzapur	758	0.6%
26	Bijnor	740	0.6%
27	Deoria	682	0.5%
28	Firozabad	565	0.4%
29	Muzaffarnagar	556	0.4%
30	Baghpat	541	0.4%
	Others	4,509	3.6%

## Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April 20– January 21 (INR Cr.)	UP's exports, April 21- January 22 (INR Cr.)
	<b>Total</b>	<b>84,760</b>	<b>125,903</b>
85	Electricals & electronics	16,873	22,358
02	Meat And Edible Meat Offal	11,759	S12,248
62	Apparels, Not Knitted or Crocheted	6,021	8,687
73	Articles Of Iron & Steel	3,649	5,398
84	Machinery & equipment	3,388	5,123
64	Footwear, Gaiters, similar articles & their accessories	3,901	4,934
87	Road Vehicles And their parts	2,839	4,660
76	Aluminium & Articles Thereof	3,749	4,523
57	Carpets And Other Textile Floor Coverings	3,650	4,475
10	Cereals	3,465	4,396
94	Furniture, Bedding, Lighting, Fittings & other articles	2,127	3,835
29	Organic Chemicals	3,343	3,416
42	Articles Of Leather , Saddlery Harness etc.	2,173	3,185
17	Sugars And Sugar Confectionery	2,269	3,130
61	Apparels, Knitted or Crocheted	1,971	2,542
27	Mineral Fuels, Oils & their derivative products	1,399	2,446
44	Wood & Articles Of Woods ; Wood Charcoal	1,290	2,091
63	Other made up textile articles	1,406	1,916
83	Miscellaneous articles of Base Metal	1,222	1,908
39	Plastics And Articles Thereof	1,512	1,703
70	Glass & Glassware	1,239	1,659
71	Gems & Jewellery	1,203	1,570
72	Iron & Steel	706	1,491
33	Essential Oils, perfumes, Cosmetics & similar prep.	1,677	1,420
41	Raw Hides and Skins	1,132	1,406
	Others	12,016	15,38

## For budding exporters

### Journey map of an exporter



## The editorial board



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