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Prime Minister

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Bring Indian stories to the world through toys: Modi

NEW DELHI, DECCAN: Prime Minister Narendra Modi on Saturday made a strong pitch for self-reliance in toy making, urging manufacturers to bring Indian stories to the world.

Inaugurating the first India Toy Fair, Modi noted that 85% of the toys sold in India were from abroad which also brought along foreign ideas into the homes across the country. "Indian kids talk more about stars from other



Prime Minister Narendra Modi

countries, instead of Indian heroes and leaders," the prime minister said underlining the need to imbibe Indian values, culture and teachings through toys manufactured locally. He said

India has now graded the toy industry in 24 major sectors and National Toy Action Plan has also been prepared to encourage domestic manufacturing. He said 15 ministries and departments that aim to make the industry competitive and self-reliant have been roped in the action plan.

"India has tradition and technology. We can take the world back towards eco-friendly toys. Our software engineers can through computer games take the stories of India to the world," he said.

The PM also interacted with traditional toymakers from Channapatnam, Varanasi and Jaipur and impress upon them the need to innovate and make toys more relevant keeping in view the changing taste of children.

Modi also exhorted toy manufacturers to use less plastic and more eco-friendly and recyclable material in a bid to increase the share of the domestic industry in the global market.