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## Time to get vocal for local toys: Modi

TIMES NEWS NETWORK

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New Delhi: Prime Minister Narendra Modi on Sunday urged startups and entrepreneurs to develop innovative 'toys and games, for India and of India' to meet domestic demand and increase its share in the global toy business, estimated at Rs 7 lakh crore. He called upon people to support indigenously developed apps which could replace the ones in vogue and are controlled by foreign companies.

In his monthly radio programme, 'Mann Ki Baat', Modi said there was a need to become self-reliant in every field, including in toys. He added that Mahatma Gandhi's call for non-cooperation was similarly aimed at making India self-reliant.

### Koppal cluster wins Modi praise

PM Modi, in his radio address, praised Karnataka's efforts in creating a toy-manufacturing cluster in Koppal. CM BS Yediyurappa said the 400-acre SEZ in north Karnataka town will have top-class infrastructure and generate 40,000 jobs in the next five years. P 4

Speaking about apps, Modi appreciated made-in-India ones like Koo, StepSetGo, Zoho, Chingari, Kutuki, FTC talent. The 'Aatmanirbhar App Innovation Challenge' selected the best apps from 7,000 entries across India.

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## PM cites Bapu's non-cooperation movement

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Those were from different categories like gaming, entertainment, business, utilities, social media and fitness and have been built by India youth from different parts of the country, he said.

"Friends, be it virtual games, be it the sector of toys in the self-reliant India campaign, all have to play a very important role, and therein lies an opportunity too. A hundred years ago when the non-cooperation movement started, Gandhiji had written that non-cooperation movement is an effort to make countrymen realise their self-respect and their power," he said.

Giving a push to Atmanirbhar Bharat, Modi said the seed was sown in the form of the non-cooperation movement, and it was now the responsibility of all to transform it into a banyan tree of self-reliant India.

Modi had recently chaired a meeting aimed at boosting India's share in the global toy trade in which China is one of the largest manufacturers and exporters.

"We can do two things through toys: Bring back the glorious past in our lives and spruce up our golden future. To my startup friends, to our new entrepreneurs, I say, team up for toys. For everybody, it is the time to get vocal for local toys," he said.