

Panel Discussion on Made In India Toys Inspiring Creativity and Encouraging New-Age Innovation; 19th August 2023

Suhasini Paul, Co- Founder & Toy Designer, Paul Studio spoke on 'Design for Play and How Toy Design Innovation can Impact Businesses. She stressed on few pointers like, good design makes the brand catchy & notable, generates good revenues, helps to make the toy brand consumer savvy, makes toys user centric and makes toy brands stand out from the counterparts. Design motivates customers to take action and buy and consequently, good



design generates good revenues. Good design improves sales and makes businesses more profitable by giving new USP's to the marketing & sales team.

Well designed toys build consumers' trust while making the toy brand more engaging. Consumers are most likely to choose the brand which meets their needs more effectively. Well designed toys give users seamless, immersive and enjoyable play experience, making the brand consumer savvy.

Paul Sandip Co- Founder, Paul Studio, shared how his Studio undertakes design project. He shared, "I am in the sphere of board games & puzzles, wooden and plastic toys, school and home furniture, licensee toys, stationery, sports accessories and promotional toys," and spoke about the use of



CGI in creating promotional content for the use of pitching samples and ideas by creating photorealistic imagery. Computer-generated imagery, or 'CGI' for short is the method of using computer graphics to create virtual digital representations of objects generated in the form of digital 3D models that were historically reproduced as still images or animated videos using computer software. However, CGI or 3D modelling is starting to have a bigger use in the form of video games and more recently is assumed to become an integral part of how we create and build the Metaverse and what features inside it. The faculty discussed about cost efficiency and how by adding the little extra elements, one single toy becomes various toys with multiple play value as child grows, hence reducing cost of the product. showed step by step process of launching an IoT toy. Internet of Things (IoT) toys are children's toys that are embedded with special sensors and firmware for providing personalized interactions with kids.

Nupur Agarwal, Director, Beyond Braille shared that at least 2.2 billion people have a near or distance vision impairment. India is home to one of the largest visually impaired population in the world. She identified gaps like 'What are the existing



tactile reading materials available for the visually impaired community? What problems do they face with the existing methods?’ and offered solution through Beyond Braille that provides simplified illustrations, braille indications, supports customisation, is patent-certified and supports inclusivity. She informed that

they have lightweight & durable books that include tactile embossing which is a ‘Tactile Raised Illustrations’ technique and supports Braille Indications/Cues. She also spoke about inclusion with the 3A’s approach : Awareness, Acceptance, Accessibility.

Simran Lekhi, Founder, KIDSTACK elaborated on her initiative and its goal to provide consumers with non toxic, sustainable made in India toys. She shared about how toy start-ups have



created significant demand for made in india toys. “Boost in the toy sector can be attributed to the government support in the recent years and the focus on ‘vocal for local’.

The platform KIDSTACK aims to provide a diverse range of toys having variety, affordability and catering to all. There is an increasing demand for sustainable toys due to more conscious customers. There are new varieties in the market of sustainable products like organic slime, playdough, etc. Three ways to boost micro toys manufacturers : unique product offerings, catering to modern indian parents, incorporating new technology (robotics, stem, etc.),” she detailed.

Aditya Das, Scientist D/Joint Director, Bureau of Indian Standards(BIS) explained the legal framework of BIS in detail. Through his presentation, the audience learnt that as per the Toys (Quality Control) Order, 2020, issued by DPIIT under the provisions of the BIS Act, 2016, toys shall conform to Indian Standards for Safety of Toys and shall bear the Standard Mark (ISI Mark) under a licence from BIS we.f. 1 Jan 2021. Accordingly, from 1 Jan 2021, no person shall manufacture, import, distribute, sell, hire, lease, store or exhibit for sale any toys

without ISI mark under a BIS licence However, toys meant for export, toys sold by artisans registered with DC Handicrafts and GI toys are exempted from the scope of the QC Order Indian Standards for Safety of Toys.

There are 7 different Indian Standards of which each correspond to different aspects for Safety of Toys Standards can be accessed from BIS website www.bis.gov.in. Visit the “Know Your Standards”



Section what is tested for safety: if the toy has any sharp edges that can cause injury; are the labeling compliances met?; is the toy flammable ?; electronic safety mechanisms Status report ; BIS has granted more than 1300 licences to domestic manufacturers of toys;

BIS has recognized 28 laboratories for testing safety of toys; As part of factory and market surveillance - BIS has drawn more than 3700 samples of toys for testing. 84% samples have met Indian Standards.

Jay Thakkar, Centre for Creative Learning (CCL), IIT Gandhinagar explained the problem of how numerous tests and rankings have revealed that indian education system still

lacks in developing critical thinking in children. “The goal is to bring the gleam of creativity and wonder back into children’s eyes using various interactive toys and other puzzles,” he emphasised and suggested, “use fascinating concepts from physics and natural phenomena to create creatively designed toys.” Mr.



Thakkar added that CCL at IIT Gandhinagar believes in experiential learning rather than directly give a box of toys. Rather they provide for games that a child needs to create on his own and experiment with it in his own subjective manner. Self made toys provide more learning potential for kids compared to readymade toys.” The speaker also shared success stories of classrooms full of curious children taking keen interest in these toys.