

Seventeenth Loksabha

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Title: Regarding setting up of a toy industry and implementation of Toy industry cluster.

SHRI KARADI SANGANNA AMARAPPA (KOPPAL): Respected Speaker, Sir, the Koppal Constituency comes under the special article of 371 (j). In line with Prime Minister, Shri Narendra Modi ji's vision of 'Vocal for Local' and to boost toy manufacturing, Koppal will have India's first toy manufacturing cluster.

The manufacturing campus is being promoted by Aequs SEZ Private Limited. Aequs is a major player for global toys manufacturing business and is currently specializing in contract manufacturing of toys for some of the biggest brands in the world. Aequs is now setting up India's first global-scale toys manufacturing cluster at Koppal, Karnataka in 400 acres of land. Karnataka State offers a unique plug-and-play proposition. The cluster will cater to all the needs of global toymakers, especially 'Made in India for the world'.

The company intends to set up the cluster in the rural area in Koppal, which would provide employment to more than 20 to 30 thousand people, especially for the people at the bottom of the pyramid, particularly women from rural hinterland by the year 2024-2025 with an outlay turnover target of Rs. 14,000 crore – Rs. 21,000 crore, besides indirectly creating an innumerable number of opportunities of employment by procuring the required raw materials to sell the final products.

In this background, I would like to support setting up of toy clusters by Aequs, and seek help under the Production Linked Incentive. Therefore, I wish to bring to the kind notice of the hon. Speaker that the Ministries concerned be advised to provide PLI benefit to the toy industry to encourage and implement the toy industry cluster. Thank you, Sir.