

New toy policy offers spl push for units in Purvanchal, B'khand

TIMES NEWS NETWORK

Lucknow: UP Toy Manufacturing Promotion Policy-2025, offering special incentives for setting up manufacturing units in eastern UP, Bundelkhand and central UP, was okayed by the state cabinet on Tuesday.

The policy seeks to attract new investments while supporting existing units in expansion, diversification and technological upgradation.

It also aims to strengthen toy manufacturing, marketing and skill development, with a focus on creating jobs for artisans, women and rural communities.

Stating that UP has a strong base in the sector, state finance minister Suresh Khanna said: "The state accounts for nearly 50% of India's exports of festival-related articles. Varanasi, Jhansi and Chit-

rakoot are known for their GI-tagged lacquerware and handcrafted wooden toys."

Govt will also support the development of toy clusters to create employment and improve skills across skilled, semi-skilled and unskilled segments.

For MSMEs, incentives will be available under the UP MSME Promotion Policy-2022, or the subsequent policy applicable after it ceases to be in force.

Eligible incentives, including provisions for front-end subsidy, will be available after commercial production begins. The policy will be implemented by the MSME department, with Invest UP handling incentives for large and higher-category projects. The policy will remain valid for five years from notification or until a new policy is introduced, whichever is earlier.