



Toy Story

Promotion of Indigenous toys of India

Bharat, Shreshtha Bharat' Initiative & Promotion of '**Vocal for Local**'
under **AatmaNirbhar** Bharat campaign



Indigenous toys of India

An integral part of India's Heritage & Culture

"Under the 'Vocal for Local' slogan and the 'Aatmanirbhar Bharat' campaign, the government shall explore opportunities to tap the potential of the sector. He further suggested using tourism as a tool to promote India's culture, especially in regions which are renowned for handcrafted toys."

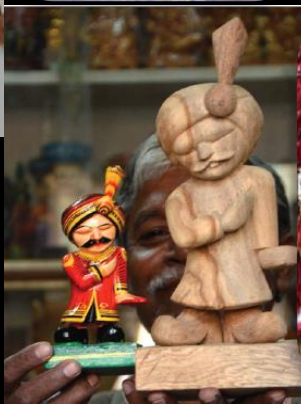
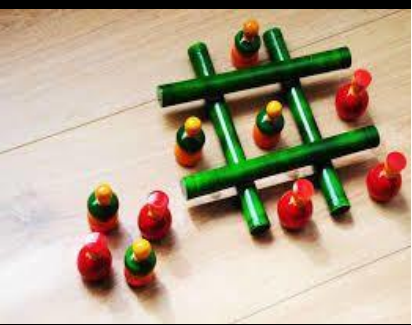
Honorable Prime Minister, Shri Narendra Modi



India has a rich legacy in toy-making. Historically Indian toys date back to 5000 years. The excavated toys and dolls found in Harappa and Mohenjo-Daro included small carts, dancing woman, etc.

India has a rich culture of storytelling through its toys. Our ancestors have been preserving this culture by making toys which show a perspective of life. The religious influence also led to a different set of toys depicting stories from epics like Ramayana and Mahabharata

Indigenous toys of India



*Information from NE region is awaited

Chandigarh-

Wooden Boards & showcase, Wooden Jali, Sunmica Boards, God statues

Haryana-

babushka dolls, lacquer dolls, string puppets, clay Indian toys, leather stuffed toys

TamilNadu-

Thanjavur Thalaiyatti Bommai , Choppu saman

Himachal Pradesh-

Wooden Toys

Uttarakhand-

Wooden toy-making

West Bengal-

Clay Toys, Teracotta Toys, Wooden Toys, Batik Print Cloth toys, Bamboo Musk

Jammu & Kashmir-

Walnut wood carving, Paper Machie

Uttar Pradesh-

lacquered toys and miniature utensils,

Odisha-

Papermade Toys, Clay toys, wooden toys, Aplic

Punjab-

Folk toys, Handwai, Chankana, Lattu, Ghuggu

Kerala-

Kathakali dance dolls, animal shaped toys, Woodcraft

Jharkhand-

Wooden toys, Painted cloth dolls, Toy Archery

Karnataka-
Channapatna

Telangana-*Nirmal
Toys*

Chhattisgarh-*Clay &
Terracotta, Dhokra
Metal Casting, Wood
Carving, Metal craft
toys*

Madhya Pradesh-
*Adivasi Gudia
Hastashilpa (Dolls),
Betel Nut's Toys, Tin-
Toys*

Maharashtra-
*Wooden Toys of
Sawantwadi ,
Bahatuktli*

Gujarat- *Puppets,
Stuffed Toys Made of
wood & cloth, Clay toys
and figures*

Goa-*Wooden Toys,
Soft Toys, Coir Toys*

Daman & Diu-
*Tortoise shell toys and
crafts,*

Bihar- *Horse & rider,
Bamboo toys, Toy
House, Cloth dolls,
Turtle toys*

**Andaman &
Nicobar Island-**
*Timber Toys, Coconut shell
toys*



Print Creative for Domestic & Global Media Campaign



Promotion films/short films for Global Media and Domestic Media Campaign



Television Commercials for Global Media Campaign & Domestic Campaign



Incredible India website and content with Google Arts & Culture



Digital Media for Digital campaigns and Social Media

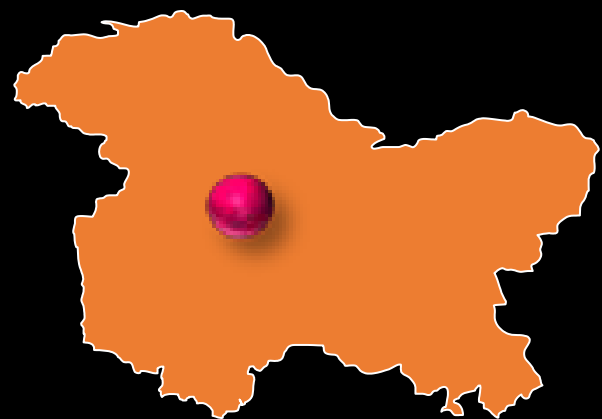


Promotion via Domestic & Overseas Offices and Travel & Tour Associations



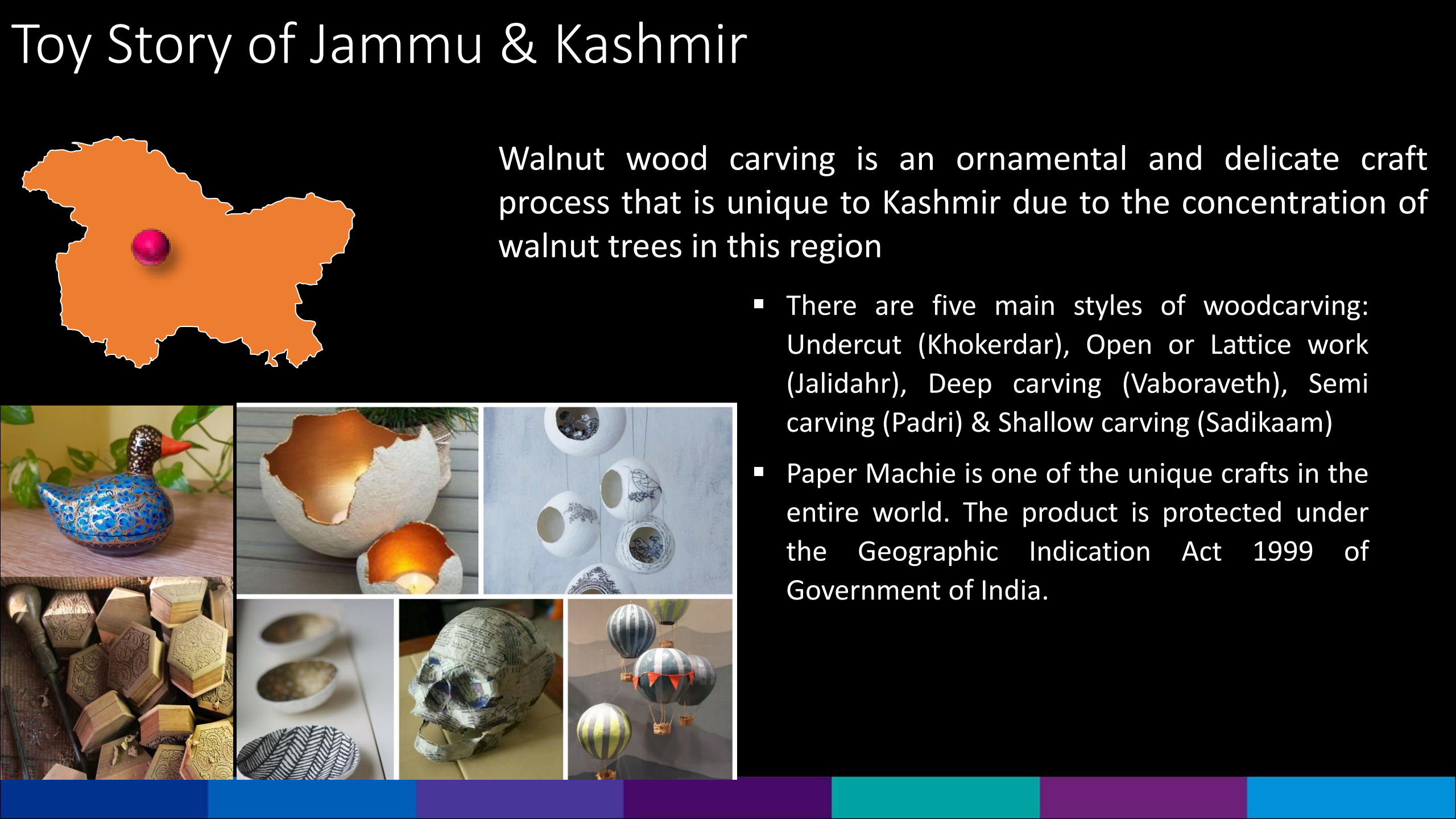
North Region

Toy Story of Jammu & Kashmir

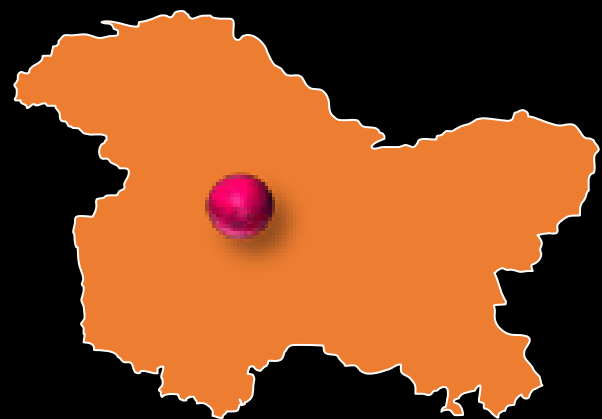


Walnut wood carving is an ornamental and delicate craft process that is unique to Kashmir due to the concentration of walnut trees in this region

- There are five main styles of woodcarving: Undercut (Khokerdar), Open or Lattice work (Jalidahr), Deep carving (Vaboraveth), Semi carving (Padri) & Shallow carving (Sadikaam)
- Paper Machie is one of the unique crafts in the entire world. The product is protected under the Geographic Indication Act 1999 of Government of India.



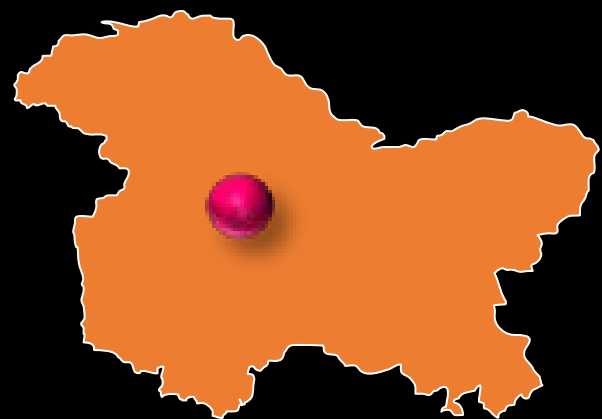
Toy Story of Jammu & Kashmir

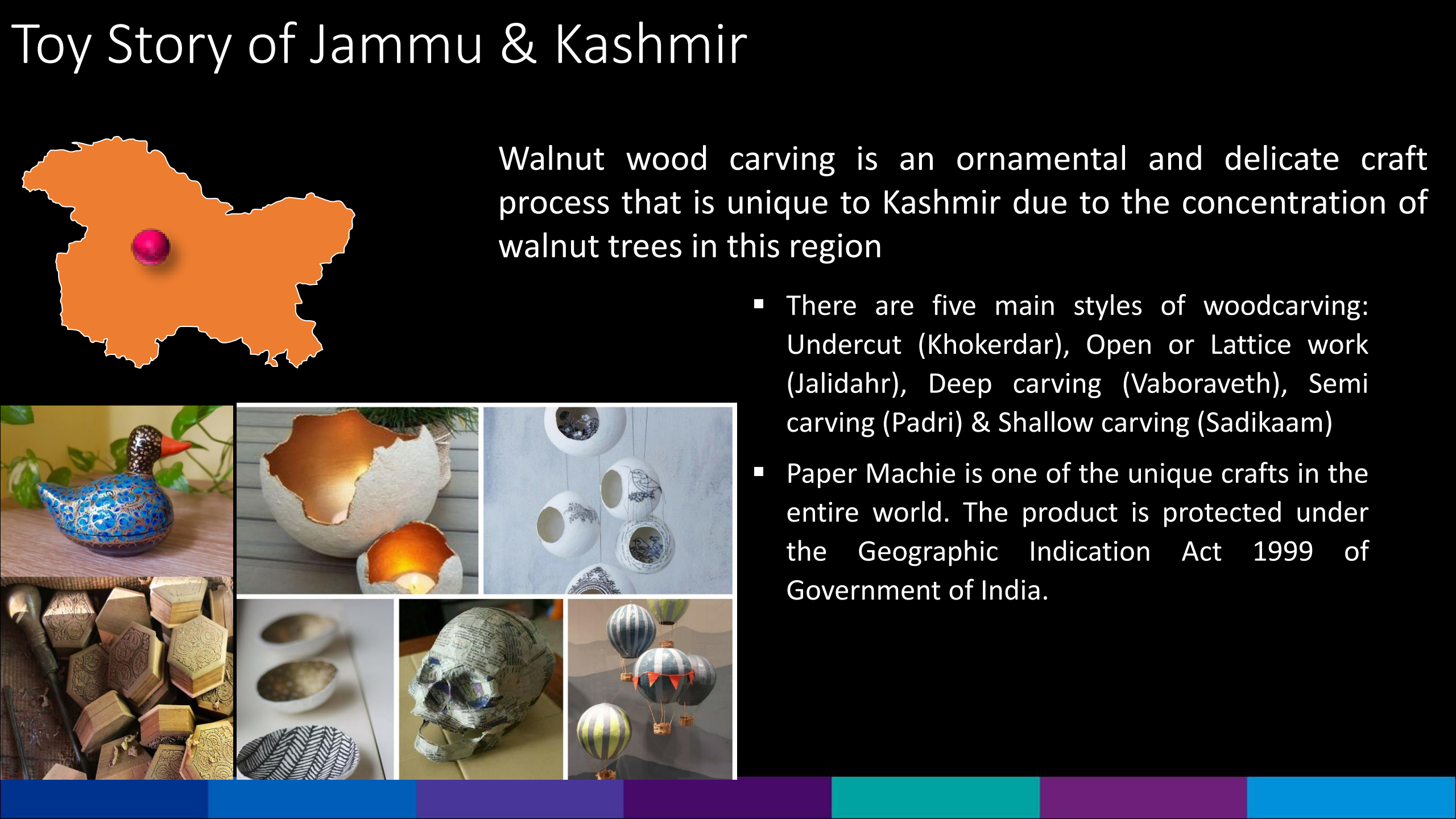


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- # Toy Story of Jammu & Kashmir
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Toy Story of Himachal Pradesh

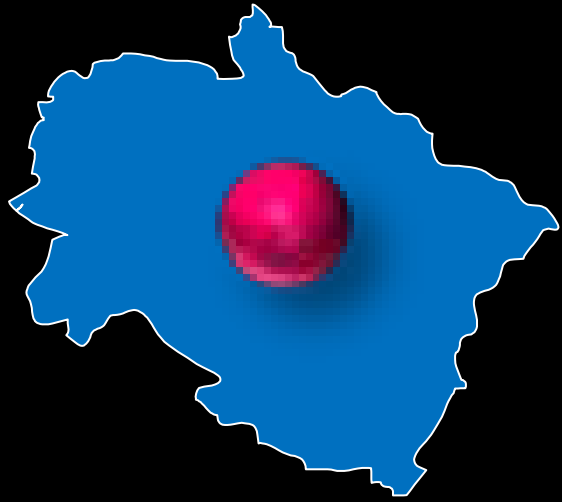


Toys Extension Centre is working with local people to manufacture the traditional toys

- Various exhibitions are organised to promote traditional toys of Himachal Pradesh. They are selling at Government centres and State emporium all over India as well.



Toy Story of Uttarakhand



(Large) is a unique, rustic toy and a miniature version of an Indian hand held drum

- Wooden toy-making is a traditional craft of Uttarakhand, India. Bright and colorful lacquered toys are made by clusters of skilled craftsmen. According to the craftsmen, their ancestors specialized in ivory carving that enjoyed good patronage during the reign of the Mughal emperors and the



Toy Story of Punjab



Folk toys of Punjab are the products of the perfect amalgamation of artistry and social values. The **earliest handmade toys** of Punjab can be traced back to the **Indus Valley Civilization, from 2500 to 1700 BC**

- Folk toys are **available in a variety of designs**; all of them having the most desired appeal. They usually depict **animals, birds, equestrian and wheeled vehicles**, with variation in quality and purpose.
- **Handwai** is a localized version of what we today call the kitchen set.
- **Chankana** is a toy whose traces were found even in the era of Indus valley civilization. It is a lollipop-shaped whistle toy with ghunghroo onto it.
- **Lattu** is a spinning toy, designed to spin rapidly on the ground.
- **Ghuggu** is a traditional form of rattlebox.
- During the **fairs of Punjab**, you can find a **beautiful collection of folk toys** representing vibrancy and enormous culture of Punjab. A lot of foreign tourists as well as Indian tourists buy these toys as souvenirs. They are easily available across Punjab.



Toy Story of Haryana



An innovative range of toys and dolls such as babushka dolls, lacquer dolls, string puppets, clay Indian toys, leather stuffed toys, traditional dolls, cloth Indian dolls, matryoshkas dolls, wooden dolls, collectible Indian dolls, nested dolls, wooden puppets, cotton dolls, papier mache dolls, wooden toys, handmade toys, Russian dolls and stuffed toys can be found in Haryana



Toy Story of Chandigarh



- The UT has some manufacturers and proprietorship firms which are engaged in manufacture and sale of handicrafts
- These range from Wooden Boards, Wooden Jali, Sunmica Boards, Wooden Showcase, God statues, foot scrubbers & other home items.



Toy Story of Delhi



The NCT of Delhi has many small manufacturers and proprietorship firms which are engaged in sale of handicraft

- Most of the prominent firms have stalls established at **Delhi Haat**. These firms make hand made toys as well as home decors and craft items
- **Toys for Social Upliftment:** Kailash Pandey, an Artist is manufacturing his toys through local slum area woman in need of jobs They make unique and beautiful design toys and home décor using daily usage clothes and cheapest materials.



Toy Story of Rajasthan



- **Udaipur** is a big centre for **wooden toys**. The craftsmen use the local **wood doodhia** which is **soft** and can be finely chiselled and shaped. The toys are **lacquered and polished** with leaves of a **flowering cactus** to give them a better look and increase their life.
- **Bassi in Chittorgarh district** is another noted centre for **wooden toys** where the entire village is engaged in wood-carving and in making wooden products. **Jaipur too is very well known for cloth dolls and toys** which are generally dyed and stuffed with waste material.



Toy Story of Uttar Pradesh



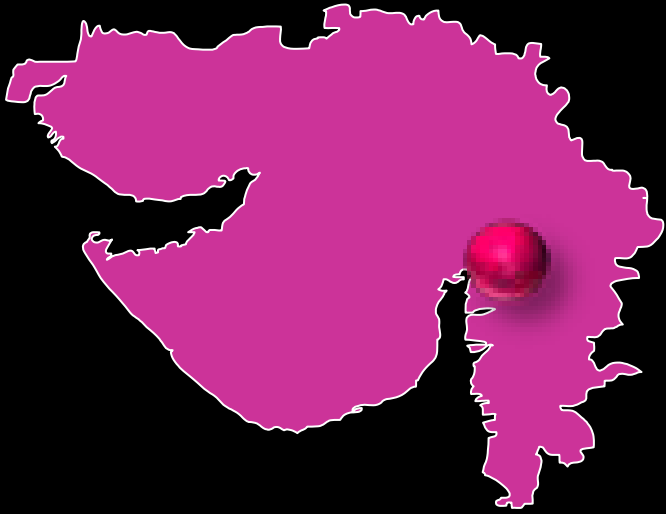
- **Varanasi** is known for **lacquered toys and miniature utensils**. The sets of **birds, animals, orchestras, soldiers and dance ensembles** are made in wood, gaily painted and packed in boxes.
- **Mirzapur** in Uttar Pradesh are famous for their **wooden lacquer ware and wooden toys**. Design are created with the natural veins of the wood
- **Chitrakoot** in Uttar Pradesh has a distinct place in the country in **wood craft**. A well mixture of **traditional way and modernity done** and craftsmen of the districts added new horizons





Western & Central Region

Toy Story of Gujarat

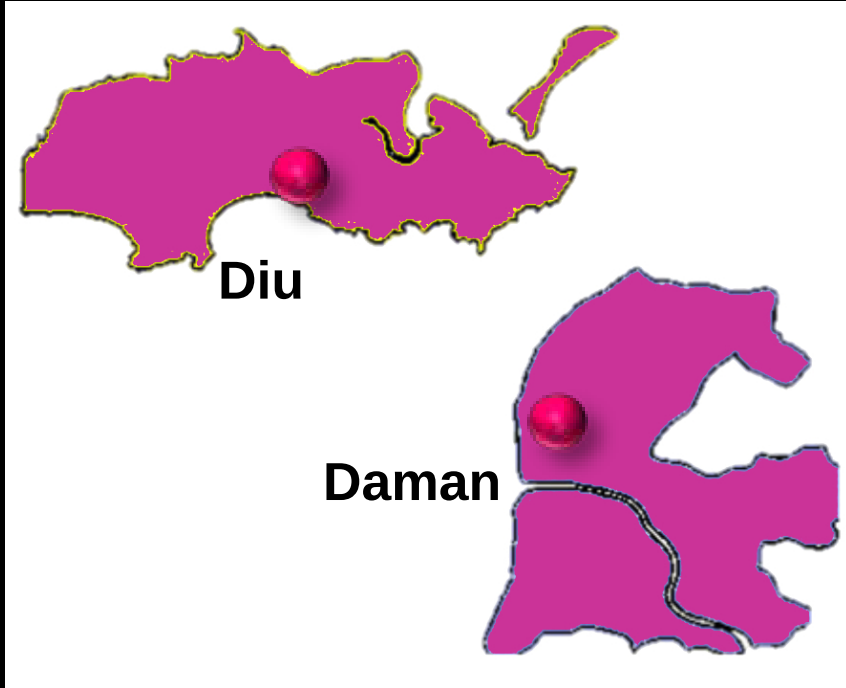


Clay and Teracotta Toys

- The quintessential clay pots to a variety of clay figures and toys like horses, cows, bulls, buffaloes are the items which are very essentially a part of Indian pottery
- In Gujarat, tribes in the Dangs make and worship their own clay gods. Since pottery is made out of clay, which is an environment friendly and recyclable material, it is an art that will survive the ravages of time



Toy Story of Daman & Diu



Daman and Diu is famous for **Mat Weaving Craft** and **Tortoise shell toys and crafts**.

- The residents make use of traditional and folk motifs to make beautiful mats and toys
- The craftsmen make several decorative toys, household items using these shells
- The seashores on the coastline of Diu are home to a variety of tortoise and their shells are used by skilled craftsmen to create decorative toys and household items.



Toy Story of Maharashtra



Wooden Toys of Sawantwadi in Ratnagiri is famous and has followed traditional craft of Wooden toy making from centuries.

- Sawantwadi is popularly known for Ganjifa playing cards and wooden toys made from mango tree traditionally done by the Chitari or Chitrakar community.
- Bahatuktli is the miniature version of all household items put together



Toy Story of Goa

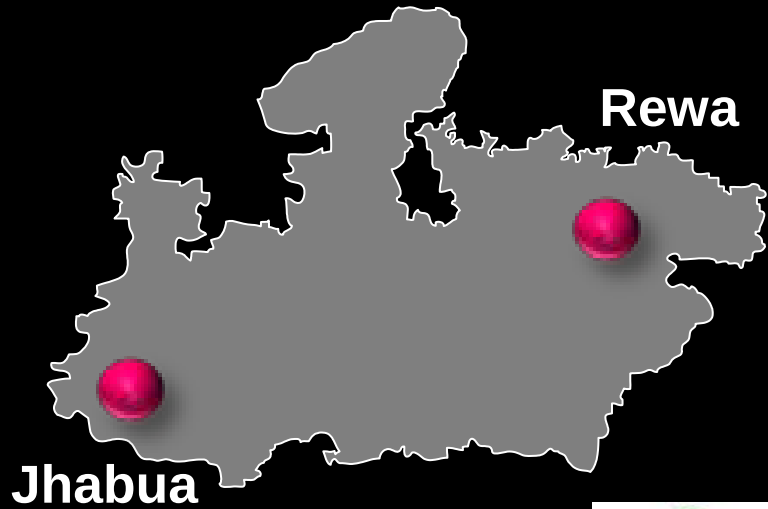


Goan artists make excellent toys from a wide range of materials such as **wood, cotton, coir.**

- These products shows the aesthetic blend of Portuguese and Indian cultures. Some of the most exquisite items produced in Goan woodcraft include cradles, baby carts, toys, etc.
- These items are crafted by professional artisans in their ethnic ambience in the rural areas, and also by artisans working at the arts and crafts complexes run by the government.



Toy Story of Madhya Pradesh



Adivasi Gudia Hastashilpa (Dolls) From Jhabua

- Exhibits the dual phenomenon of the tribal way of life comprising of colorful ethnics and means of daily subsistence of Bhil and Bhilala tribes from Jhabua Dist. who make these toys

Betel Nut's Toys from Rewa

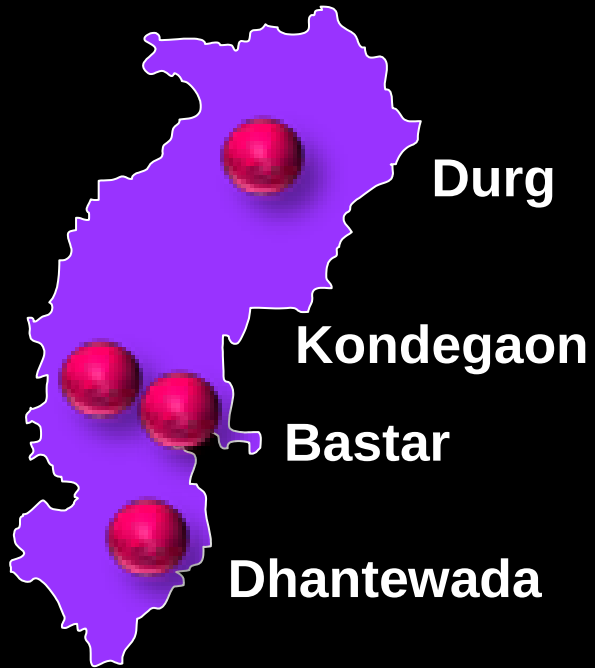
- Developed by Kunder family in Rewa City this toy is made from betel nuts(Suparis.) Earlier these families had the task of making wooden toys. Later on experimenting with the betel, these people started preparing the betel nut toys.



Tin-Toys

- Most of the toys are made using machinery of gears and pinions
- The tin toys in India were extremely famous a few decades back as India didn't have access to any more evolved toys then.

Toy Story of Chhattisgarh



The tribes of Chhattisgarh are excellent artisans, experts in crafting artistic Toys/ Items with **clay, stone, bamboo and metals.**

- They express their deep talent and through Gharwaha art, Wood art, and other with peacock feathers.
- Due to availability of bamboo in the state the tribals have been traditionally making Toys/Crafts form bamboo and wood based products.





South Region

Toy Story of Andhra Pradesh: Kondapalli Toys



The famous Kondapalli toys are made in Kondapalli of Krishna district near Vijayawada. Also Known as Bommala Koluvu

- The art is believed to be ancient with Mythological roots, originating from MuktaRishi who obtained the Knowledge from Lord Shiva.
- The style of these toys is a mix of Islamic and Rajasthani art, popular for their realistic expressions. The subject of the toys vary from Mythological scenes to Village life, Animals, Birds etc.



Toy Story of Andhra Pradesh: Etikoppakka Toys

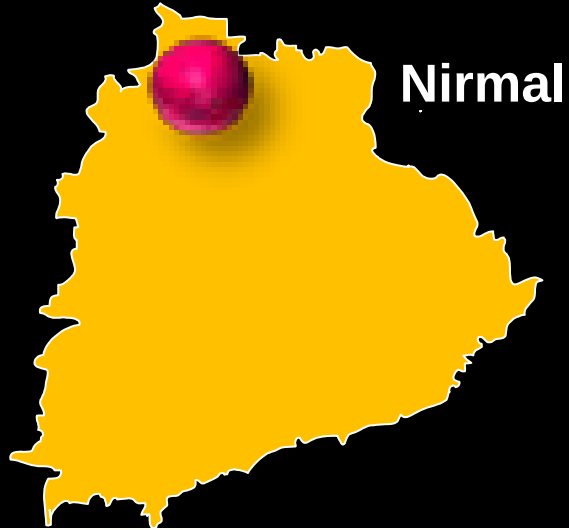


Popularly known as “**Etikoppakka Bommalu**” the Etikoppakka Toys got the Geographical Indications tag in 2017

- The wood used to make the toys is soft in nature and the art of toy making is also known as Turned wood Lacquer craft
- Today around 700 artisans are working on the Etikoppakka Toys
- Cannons, bullock carts, Lord Ganesha, Lord Balaji are very popular figurines

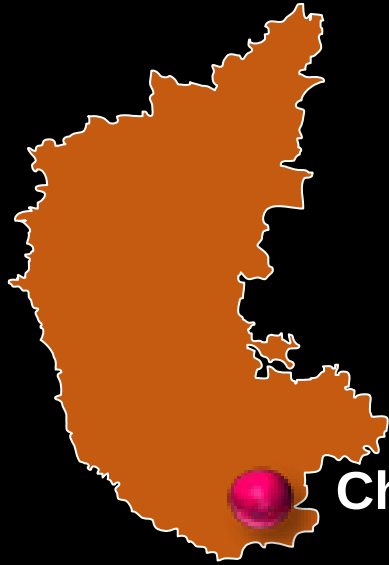


Toy Story of Telangana- Nirmal Toys



- The style of Nirmal toys is a beautiful assimilation of Indian and Mughal art – used Ajanta floral and combines with Mughal miniature
- The material used is soft wood & enamel colours. Panicki and white sander is the local available softwood, easy to shape and give perfect finish. The enamel colours give the toy the shine.
- The artisans are called *Naqqash*, they came from Rajasthan in 17th Century.

Toy Story of Karnataka- Channapatna Toys



Channapatna

Referred to as the Lacquerware toys, **Channapatna** has become a household name in Karnataka

- Received a Geographical Indication (GI) under the World Trade Organization (WTO)
- The toys have ensured that innovation and being eco-friendly become the hall mark of this locally known Gombegala Ooru (toy town)
- The Hereditary artists are known as '*Chitragars*'.
- The wood, primarily used was 'ivory-wood', though rose and Sandal wood were also used.



Toy Story of Kerala

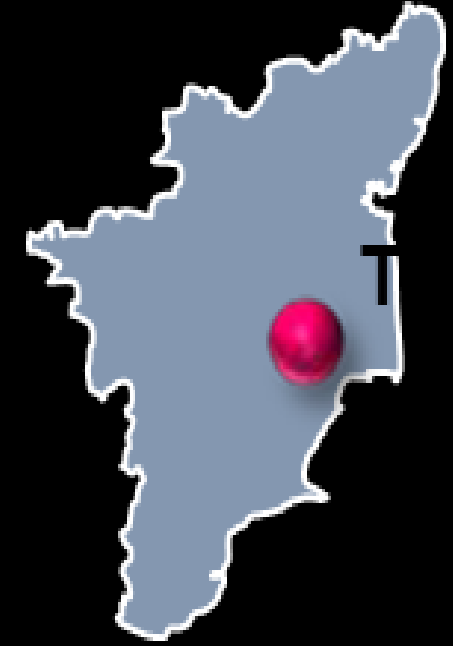


Traditionally, **coconut palm leaves** are used in making a wide range of toys & are the most popular toys played and are made at homes itself

- Coir is used in making eco-friendly toys & Coconut shell products are used to make animal shaped toys
- Woodcraft is another famous craft item of Kerala
- Lacquer Ware, the craft combining metal and wood, is a favorite among the tourists. A wide variety of lacquer products are produced in Kerala especially in Ernakulam district
- Leather is used to make puppets for Tholpavakoothu (shadow puppetry)



Toy Story of Tamilnadu



Thanjavur Dancing Dolls, traditionally known as **Thanjavur Thalaiyatti Bommai**, are a part of an eclectic heritage of beautiful handicrafts from **Tanjore**

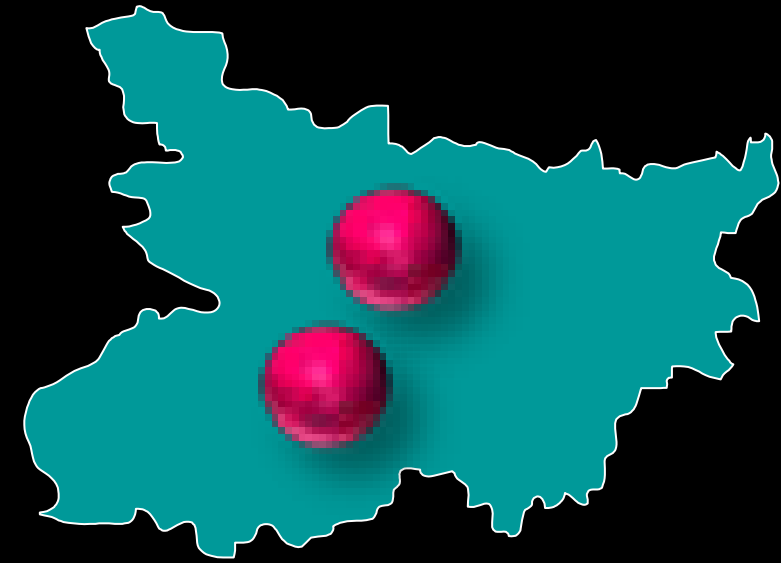
- They are now listed in the Government of India's Geographical Indications Registry.
- **Choppu Saman** is a traditional role play toys for kids. All the utensils are either made up of fine wood with polished edges or clay and painted with harmless natural colors.





Eastern Region

Toy Story of Bihar

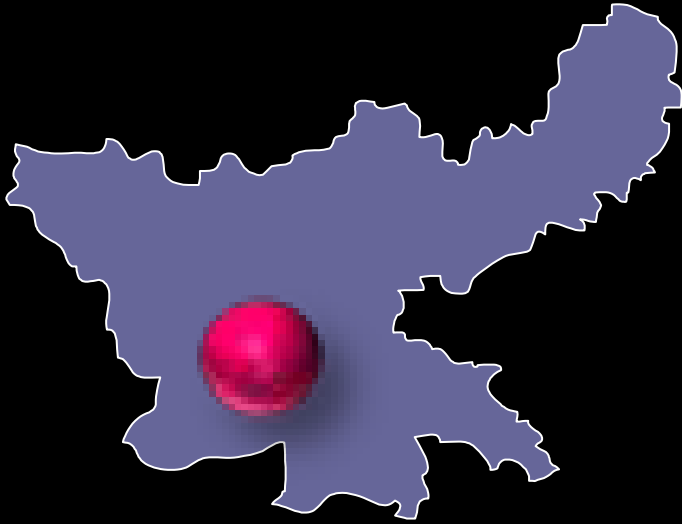


Dolls & Toys are made with different materials such as clay, cloth and wood with each material having its own style and designated areas where the craft is practiced.

- Kanyaputri Dolls (Champaran): This art form comes from Champaran. In the month of Saavan (monsoon), sisters make dolls for their brothers and dip them in the pond and brother brings these dolls back
- Sikki Work: Sikki work is a craft whereby the craftsmen turn unnecessary riverside grass into beautiful decorative objects
- Bamboo Work: Bamboo work has been remained a culture of Bihar throughout the ages and time. Right from the pre-historic time forest dwelling tribes are experts in bamboo and cane work.



Toy Story of Jharkhand

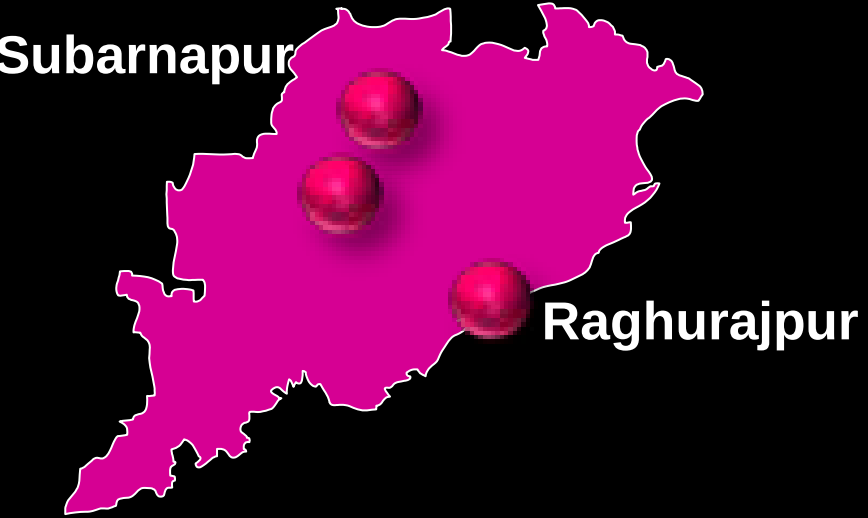


The **Chota Nagpur and Ranchi** areas are also known for their **wooden toys**.

- The most common figures are the **mother and child** and **Raja-Rani** that are **painted on wood**. The toys are notable for their artistic vigour.
- Many animal figures connected to rituals, Lacquered wooden toys modelled on folk tradition **animals, birds, fish and bird figures** are all carved.
- There is also a variety of **toys made from bamboo**.



Toy Story of Odisha

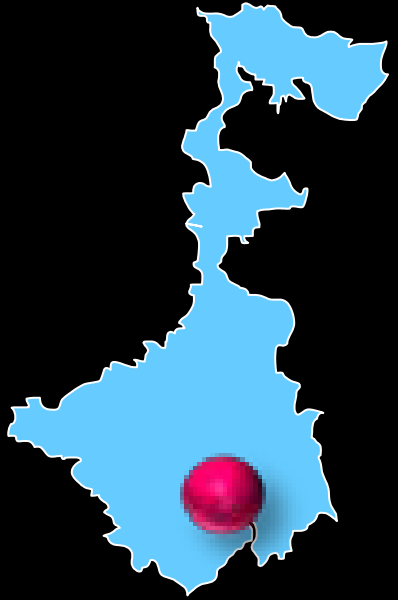


In Odisha, **wood** has been used for **carving statues**, idols and toys for time immemorial. Woodworkers were an essential part any village's economy

- **Raghurajpur Artisan Village** is famous for **Papermache Toys**, **Clay toys**, **wooden toys**.
- Bargarh in Sambalpur district is famous for its artistic wooden toys. The animal figures are richly carved and, at times, even carry riders
- Subarnapur is known for making wooden toys. Generally wood from shamli, shavan and ghamandi are used in the making of these toys.



Toy Story of West Bengal



Bengal had a rich & varied tradition of **making wooden-dolls and toys**

- These figurines were mostly of **4 to 9 inches in height** and were produced in large numbers, up to the middle of the **last-century, by the local Sūtradhara-artisans**
- Even today, they could be traced being made around various corners of **Bardhaman, Hooghly, Howrah, East & West Midnapore and Bankura.**



Panchmura clay Toys



Toy Story of Andaman & Nicobar Islands



**Andaman &
Nicobar Island**

An archipelago territory of India, Andaman & Nicobar Island is widely famous for a cornucopia of tropical destinations and tourist activities.

- These islands are known for many things from beach holidays to trekking to marine wildlife and sea adventures.
- Apart from these, the island houses a small but exotic range of local markets, handicraft emporiums and shopping stops (locally called gift shops) for tourists.





Games of India

Traditional Games of Haryana



Traditional games offered includes board games, ludo, snake & ladders, card games, pachisi set, jigsaw puzzles, chess sets, paper mache games and carom.

Traditional Games of Jammu & Kashmir



Regional games are also popular among kids like Hopscotch(Saz Loun in Kashmiri), Kite Flying(Gante Baer in Kashmiri) etc.

Traditional Games of Telangana



Tokkudu Billa, a simple but tricky hopscotch game. An object will be thrown inside the court and hopping through numbers one has to, retrieve the object. Bongaram is a game with spinning top of wood.

Traditional Games of Chhattisgarh



Archery is the traditional game of Chhattisgarh, In the midst of forests, a tiny Siwatarai village in Bilaspur district of Chhattisgarh has emerged as a hub of archers during the last eight years as it has produced more than 50 national players who have secured 122 odd medals in national and state level championships

Traditional Games of Maharashtra



Ganjifa, as per the Persian word 'Ganjifeh' means playing cards and these were the foremost artistice creations used for playing cards, more in princely States where kings patronised the art and the artists. Ganjifa Cards have been brought by the first Mughals in the early 16th century.

Traditional Games of Gujarat



MAKARA SAKRANTI or UTTARAYAN, as it is known in Gujarat, is a Hindu festival held in mid January. It marks the beginning of the lengthening of day length, a month after the winter solstice. Kite flying is a popular way to celebrate the festival.

Traditional Games of Goa



Kombea Zuz, Logorio Tiles, Biyanni, Viarranim, Bangle Bits, Goddde (Game Of Marbles), Fatranim (5 Stones), Attya Pattya (Crusada / Hopscotch), Waganni, Tiktem, Leap-frog, Hoops & Bounro (Top) are some of the most popular local games in Goa

Traditional Games of West Bengal



Dashabatar Cards is a card game, first originated in Bishnupur, the town of Bankura District. In the 16th century, Bir Hambir, the king of Bishnupur, invented this card. There are ten avatars of Bishnu in the cards. It is a unique example of Bengal's folk art.

Traditional Games of Tamilnadu



Jallikattu, Aadupuli Attam, Pallankuli, Golli Gundu, Paramapadham, Thirudan Police, Raja Rani. Kula Kulaya, Mundirikka, Pooparika Varugirom, Oru Koodam Thanni, Pacha Kuthirai, Nondi are some of the most popular regional games(indoor & outdoor) of Tamilnadu

Traditional Games of Andhra Pradesh



Daadi is a traditional board game popular in Andhra Pradesh and South of India which has its origin in Europe

Puli joodam ,is again another strategy game of Andhra Pradesh. Pilayed with two players



Ministry of Tourism
Government of India

अतुल्य! भारत
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Thank you