

Draft
Haryana Electronic Toys
Manufacturing Policy,
2024



Department of Industries & Commerce,
Government of Haryana



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List of Acronyms

CAGR	Compounded Annual Growth Rate
CGTMSE	Credit Guarantee Fund Trust for Micro and Small Enterprises
CLU	Change of Land Use
CoE	Center of Excellence
EDC	External Development Charges
EEC	Empowered Executive Committee
ETP	Effluent Treatment Plant
EU	European Union
FCI	Fixed Capital Investment
FDI	Foreign Direct Investment
GoHR	Government of Haryana
GoI	Government of India
HEEP	Haryana Enterprises and Employment Policy
HEPB	Haryana Enterprises Promotion Board
HEPC	Haryana Enterprise Promotion Centre
IDC	Internal Development Charges
IEC	Information, Education, and Communication
IGBC	Indian Green Building Council
IIT	Indian Institute of Technology
IMT	Industrial Model Township
INR	Indian Rupee
ITC	Input Tax Credit
MSME	Micro, Small and Medium Enterprises
NID	National Institute of Design
PLI	Production Linked Incentive
R & D	Research and Development
SGST	State Goods and Services Tax
STEM	Science, Technology, Engineering, and Mathematics
USD	United States Dollar



1. Preamble

The electronics toys industry has witnessed significant growth in recent years, offering a wide range of interactive, educational, and entertaining products for children as well as for adults. which are extensively being applied in educational, recreational, and other related domains.

With the increased popularity of electronic toys amongst various age groups and increased investment in the sector coupled with unparalleled support from the government, the electronic toys manufacturing industry is showing signs of unprecedented growth and is poised to capture a significant share both in domestic and international markets.

The toy industry in India is majorly local, geographically dispersed, fragmented, and typically dependent on ongoing innovation. Additionally, these industry players have limited precision technical skills and struggle to increase their capabilities in order to make up for the lack of readily available infrastructure and talent pool. Therefore, interventions are needed to address these challenges and for further support to industry, and the Haryana Electronic Toys Manufacturing Policy, 2024 is a strategic step in this direction.

The Government of Haryana endeavors to create a favorable ecosystem, offer financial, regulatory, and infrastructural assistance, encourage innovation and support in human capital development. By addressing critical aspects such as safety standards, age-appropriate content, quality control, environmental sustainability, and consumer awareness, this policy aims to create a secure and thriving ecosystem for electronic toys manufacturing in the State of Haryana.

The policy also aims to reduce imports of electronic toys by supporting local manufacturers, encouraging exports, generating consumer awareness and increase demand for domestically produced electronic toys. By implementing these strategies, the policy seeks to foster the growth and competitiveness of the local electronic toy industry, creating employment opportunities, and ensuring a safe and vibrant market for electronic toys. Additionally, the policy aids to the vision of making in India, a self-reliant nation i.e., Aatma Nirbhar Bharat.

Furthermore, this policy emphasizes the significance of collaborative efforts between the stakeholders from the electronic toys industry and the various government institutions. Through effective partnerships, this policy seeks to promote and sustain the electronic toys manufacturing industry, foster research and development, and enhance the competitiveness of our domestic electronic toy industry in the global market.



2. Definition

- 2.1 Electronic toys:** Electronic toys are playthings that incorporate electronic components and technologies, designed to provide entertainment or educational experiences. These toys typically utilize sensors, microprocessors, displays, speakers, and other electronic elements to create interactive and engaging features.
- 2.2 Electronic Toys Manufacturing Park/ Cluster:** A cluster of Electronic Toys Manufacturing units to be developed over a minimum area of 15 to 50 acres as per the norms of Town and Country Planning, Haryana, and or as amended from time to time. The Park Developer should ensure basic amenities such as internal roads, power distribution system, communication facilities, storage facilities, etc. for smooth functioning and technological infrastructure like optic fibre connectivity/ broadband connectivity, Wi-Fi access, video conferencing facilities etc. The park may include common social infrastructure such as housing facilities, medical and sports facilities, banks, dormitories, recreational activities etc. and other enabling infrastructure such as CoE, etc. as per Haryana TCP Norms (as amended from time to time).
- 2.3 Existing Enterprise/ Unit:** It means any enterprise/ unit existing and in operation prior to notification of this policy.
- 2.4 New Enterprise/ Unit:** It means an enterprise established and commencing commercial production during the operative period of this policy. The existing enterprise undertaking expansion/ diversification/ modernization during the operative period of this policy shall also be considered as a New Enterprise.
- 2.5 Fixed Capital Investment (FCI):** The new investment in land, building, plant, machinery, hardware & software made after the notification of this policy and before the commencement of commercial production shall be considered as FCI. However, the entire fixed capital investment made before going into commercial production and within 1 year thereon shall be considered while calculating eligible fixed capital investment for capping of benefit.
- 2.6 Eligible Capital Expenditure (ECE):** The eligible capital expenditure shall include, building, plant, machinery, hardware & software (excluding land).
- 2.7 Ultra-Mega Project:** Iconic Projects having minimum Fixed Capital Investment of INR 6000 Cr. in A block, INR 4,500 Cr. in "B" category blocks, INR 3,000 Cr. in "C" category blocks and INR 1,500 Cr. in "D" category blocks (or as amended in HEEP 2020 from time to time and/or any future Haryana's Flagship Industrial Policy (if and when released).
- 2.8 Mega Project:** Projects having minimum Fixed Capital Investment (FCI) of INR 200 Cr. in B blocks, FCI of over INR 100 Cr. in C blocks and FCI of over INR 75 Cr. in D blocks. The projects undertaking expansion/ diversification and the identified services with same criteria of investment shall also be treated as Mega Project (or as amended in HEEP 2020 from time to time and/ or any future Haryana's Flagship Industrial Policy (if and when released).



- 2.9 Large Enterprises:** Investment in Plant and Machinery more than INR 50 Cr. and turnover greater than INR 250 Cr. (over and above of limit of medium units defined by Gol under the MSMED Act, 2006, or as amended by Gol from time to time).
- 2.10 Medium Enterprise:** Investment in Plant and Machinery or Equipment does not exceed INR 50 Cr. and turnover does not exceed INR 250 Cr. or as amended by Gol under the MSMED Act, 2006 from time to time.
- 2.11 Small Enterprise:** Investment in Plant and Machinery or Equipment does not exceed INR 10 Cr. and turnover does not exceed INR 50 Cr. or as amended by Gol under the MSMED Act, 2006 from time to time.
- 2.12 Micro Enterprise:** Investment in Plant and Machinery or Equipment does not exceed INR 1 Cr. and turnover does not exceed INR 5 Cr. or as amended by Gol under the MSMED Act, 2006 from time to time.
- 2.13 Net SGST:** Net SGST to be considered for reimbursement means that the eligible unit will be entitled to get reimbursement of SGST amount paid through cash ledger against the output liability of SGST on sale of eligible products. The eligible unit shall first have to utilize all the eligible Input Tax Credit (ITC) including eligible ITC of IGST available in its Credit Ledger, against the SGST output liability, before adjusting the SGST amount through Cash Ledger.
- 2.14 Government Educational Institution:** Means any Educational Institution including Anganwadi, play schools, kindergartens, primary, secondary and senior secondary schools in Haryana owned/ operated by Government of Haryana.
- 2.15 Learning Toys/ Educational Toys:** Toys expressly manufactured to encourage learning and development in children. These toys are designed to encourage children's cognitive, physical, social, emotional, and/or artistic abilities while involving them in various playful activities. They are intended to make learning interesting, engaging, responsive, and interactive.
- 2.16 Local Employee:** An employee who is a permanent resident of the state of Haryana (having Haryana Bonafide domicile certificate) shall be considered a Local employee for the purpose of this policy.
- 2.20 Categorization of Blocks:** For promoting the geographical dispersal of industry, the State has been divided into 4 categories of Development Blocks viz. A, B, C and D based on the level of industrialization, level of socio-economic development, locational advantage (connectivity), state of infrastructure development and level of skill development. For this policy, the block category as defined in Haryana Enterprises and Employment Policy (HEEP), 2020 or as amended from time to time and/or any future Haryana's Flagship Industrial Policy (if and when released).
- 2.21 Eligible Startup -** Any entity shall be considered a startup if it meets the latest definition of startups as per the Haryana State Startup Policy 2022 and is registered with the Industries and Commerce Department, Haryana.
- 2.22 Developer:** Developer means an individual, company, association, firm or a limited liability partnership, designated through a collaboration/development agreement with the owner for



making an application for grant of licence and for completion of formalities required on behalf of such owner to develop a colony as per Haryana TCP Norms (as amended from time to time).

- 2.23 Owner:** Owner refers to a person/ entity in whose favour a lease of land has been granted in Haryana for a period of not less than ninety-nine years or the title of ownership is in the name of the person/ entity as per Haryana TCP Norms (as amended from time to time).

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Policy Overview



3. Industry Overview

In recent years major initiatives have been undertaken by the government to provide a promising start to drive India towards achieving self-reliance in manufacturing sector. The toy industry has been at the forefront in this drive as a priority sector for the Government of India. Various initiative like the National Action Plan for Toys which has been formulated by the Government of India to promote designing of toys based on Indian values, culture and history; using toys as a learning resource; organizing hackathons and grand challenges for toy designing and manufacturing; monitoring quality of toys, restricting imports of sub-standard and unsafe toys; promoting indigenous toy clusters; boost local manufacturing and incentivize toy manufacturers to promote 'Made in India' toys. This along with hike in customs duties, BIS certification and quality control orders have brought down imports from USD 332.55 million in 2014-15 to USD 109.72 million in 2021-22, a decrease of approximately 67%.

Additionally, considering the increased foreign investment in the toys sector, the Government of India has allowed 100% FDI in the toys industry allowing leading foreign industry players to invest in India. This along with the vision of the Government of India to increase India's share in the global market in the coming years will become a driving force for the toys industry to grow and prosper, especially in Haryana which has come up with a sector-specific policy.

The Global Electronic Toys Market size is projected to grow at a CAGR of 5.5% from 2022 to 2030. Within electronic toys, there is a demand for a niche segment termed as 'Smart Toys' which primarily operates on IoT (Internet of Things) principle. The segment is projected to grow from USD 8.0 billion in 2022 to USD 20.7 billion by 2027, at a CAGR of 20.9%.

The Indian toy industry has shown a remarkable growth rate over the last four to five years. The market is projected to further grow for the next five or six years at a rate of 15% to 20% annually, which is an encouraging sign. The Indian toy retail market was valued at ~ INR 16,000 Cr. (USD 2.2 billion) in 2020, which accounts for <1% of the global market. Currently, 85% of the domestic demand for toys is met through imports—80% of imports are from China, while the remaining are sourced from Sri Lanka, Malaysia, Germany, Hong Kong, and the US. In comparison to import volumes, India's toy export merely stands at INR 730 Cr. (USD 100 million) mainly educational toys are being exported to the USA, UK, UAE etc.



Factors Contributing to the Growth of the Electronic Toys Industry

Growth Contributors

TECHNOLOGICAL ADVANCEMENTS

The rapid advancement of technology has led to the development of sophisticated electronic components, miniaturized sensors, and interactive features that enhance the play experience of electronic toys

INCREASED DISPOSABLE INCOME

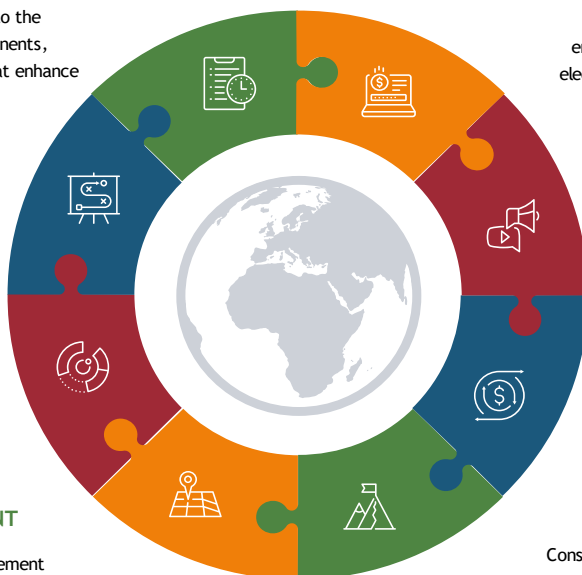
The rise in disposable income, coupled with changing consumer preferences, has led to an increased willingness to spend on leisure and entertainment products

EDUCATIONAL VALUE

Electronic toys often incorporate educational elements, such as interactive learning games, language development tools, and STEM-based activities.

ENTERTAINMENT AND ENGAGEMENT

They offer a high level of entertainment and engagement through features like lights, sounds, music, and interactive responses.



SOCIAL MEDIA AND DIGITAL INFLUENCE

Online reviews, unboxing videos, and influencer endorsements have created a buzz around specific electronic toys, generating interest and driving sales.

PARENTAL CONVENIENCE

Electronic toys often offer features like automatic play modes, remote control options, and connectivity with mobile devices, making them convenient for parents

POPULARITY OF LICENSED CHARACTERS

Many electronic toys are based on popular licensed characters from movies, TV shows, and video games. The association with beloved characters enhances the appeal of these toys, driving their demand.

GLOBALIZATION AND ECOMMERCE

Consumers can easily explore and purchase a vast range of electronic toys from various brands and sellers, contributing to the growth of the market

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4. Vision

“The Government of Haryana aims to establish the state as a preferred destination for electronic toy manufacturing and stride towards developing a favourable industrial ecosystem for the investors.”

5. Mission

- i. Make Haryana a preferred destination for investment & become recognized leaders in the electronic manufacturing Toys Industry.
- ii. Develop world-class infrastructure for the Electronic Toys Industry to grow, prosper, and promote the overall development of Industrial Ecosystem.
- iii. Foster a culture of excellence in pioneering innovation and entrepreneurship.
- iv. To strengthen the R&D infrastructure for toys promoting self-discovery and self-learning.

6. Objectives

- i. To attract investments of INR 1,000 Cr. in the electronic toy sector during the policy period.
- ii. To create approximately 10,000 employment opportunities in the state.
- iii. Develop at least one Electronic Toys Manufacturing Cluster/Park.
- iv. Establish at least one Design Lab in collaboration with an Institute of Eminence for fostering innovation and technological advancements in the Electronic Toys Industry.

7. Validity of the policy

This policy will be valid for a period of 05 years from the date of notification of this policy or the date of any new policy/amendment, introduced by the Government of Haryana, whichever is earlier.

8. Eligibility criteria

- 8.1 The unit should be engaged in the manufacturing of electronic toys (as per Annexure - I).
- 8.2 The new units which will commence commercial production/ operations post the date of the notification of this policy shall be eligible for availing benefits as enlisted under this policy.
- 8.3 This policy is applicable to both new & existing electronic toys manufacturing units in Haryana undertaking an expansion / diversification, subject to compliance of the following conditions:
 - (a) Units undertaking expansion / diversification anywhere in ‘A’, ‘B’, ‘C’, and ‘D’ blocks on land parcels with valid CLU permission or in Govt. approved Industrial Estates / IMTs; and
 - (b) Units undertaking an expansion/diversification, with an additional investment of at least 50% of FCI as on date of initiating expansion/diversification and commencing production of said expansion/diversification during the operative period of the policy.
 - (c) Units undertaking expansion/ diversification will be eligible for availing incentives only once during the policy period.



- 8.4** Units are not eligible to avail incentives under the same head in this policy if it has been availed/ applied under 'HEEP 2020' or any other policy issued by the Government of Haryana.
- 8.5** The cumulative incentives for Electronic Toys Manufacturing Unit or Park shall be subject to a ceiling of 100% of Fixed Capital Investment (FCI).

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A group of business professionals are gathered around a table in a meeting room. In the background, a large presentation board displays various charts and data. The scene is dimly lit, with a blue tint, and the text is overlaid in a bright orange color.

**Ecosystem Creation
&
Incentives for Industrial
Development**



9. Fiscal Incentives for Electronic Toys Manufacturing Unit

The Government of Haryana will offer financial support to investors to increase economic activity within the sector. The following incentives will be offered under this policy for reducing the fiscal burden on the manufacturing units: Applicable for all unit categories i.e., Mega, Large & MSMEs.

9.1 Incentives for Ultra-Mega Projects

Ultra-Mega Projects shall be offered customized package of incentives by Haryana Enterprise Promotion Board throughout the State.

9.2 Special Package of Incentives

Special Package of incentives for Mega units in 'B', 'C' and 'D' Category blocks having potential of ancillarisation shall be decided by HEPB over and above standard package of incentives based on Cost Benefit Analysis as per HEEP 2020 (as amended from time to time) and/ or any future Haryana's Flagship Industrial Policy (if and when released).

Special Package of incentives in 'A' Category Block having potential of ancillarisation shall be decided by HEPB over and above standard package of incentives based on Cost Benefit (CB) Model. Capping of custom incentives for 'A' Category block will be at par with 'B' Category block as per the approved CB Model by HEPB.

9.3 Fiscal Incentives for All Eligible (Mega, Large, and MSME) Electronic Toys Manufacturing Units

9.3.1 Investment Subsidy

There are 2 options for availing the subsidy, out of which, the enterprise will have to choose any one of the following options:

a) Capital Subsidy

10% reimbursement of the eligible capital expenditure, subject to a ceiling of INR 10 Cr.

or

b) Net SGST Reimbursement

	D	C	B	A
Mega	50% for first 5 years, 35% for next 3 years with cap of 125% of FCI	50% for first 5 years, 25% for next 3 years with cap of 100% of FCI	30% for first 5 years, 15% for next 3 years with cap of 100% of FCI	30% for first 5 years, 15% for next 3 years with cap of 100% of FCI
Large	50% for first 7 years, 35% for next 3 years with cap of 125% of FCI	50% for first 5 years, 25% for next 3 years with cap of 100% of FCI	30% for first 5 years, 15% for next 3 years with cap of 100% of FCI	30% for first 5 years, 15% for next 3 years with cap of 100% of FCI
MSME	50% for first 10 years, 35% for next	50% for first 7 years, 35% for next	50% for first 5 years, 25% for next	50% for first 5 years, 25% for next



	D	C	B	A
	3 years with cap of 150% of FCI	3 years with cap of 125% of FCI	3 years with cap of 100% of FCI	3 years with cap of 100% of FCI

9.3.2 Stamp Duty Reimbursement

100% refund of stamp duty in 'D' category blocks; 75% in 'C' category blocks and 60% in 'B' category blocks and 50% in 'A' Category blocks on the land meant for industrial use, after commencement of commercial production within 5 years from the date of purchase of land.

9.3.3 Lease/ Rental Reimbursement

A reimbursement @ INR 10 per sq. ft. per month or 50% of the actual rent paid by the Electronic Toys Manufacturing units, whichever is less, for a period of 3 years, will be given for space taken on a lease or rent basis.

9.3.4 Electricity Duty Reimbursement

100% reimbursement of electricity duty as per the following table:

Type	Block		
	B	C	D
Mega	5 years	7 years	10 years
Large	5 years	7 years	10 years
MSME	7 years	10 years	12 years

9.3.5 Quality Certification Cost Reimbursement

The eligible units shall be reimbursed for the cumulative charges paid towards different quality certifications (e.g.: Quality Control Order for Toy Manufacturing, BIS, Walmart, EU, etc.). The reimbursement shall be @ 50% of the total charges paid for all certifications subject to a ceiling of INR 10 lakh per annum during the operative period of the policy.

9.3.6 Patent Cost Reimbursement

Financial assistance subject to a ceiling of INR 25 lakh for domestic/ international patents or 100% of the actual cost (including filing fees, consultancy fees, search fees, maintenance fees and Publishing fees) incurred, whichever is less.

9.3.7 Product Design Reimbursement

50% Reimbursement of the expenses incurred towards product designing subject to a ceiling of INR 1 lakh per annum per product subject to a ceiling of 5 products during the operative period of policy.

9.3.8 Financial Assistance for setting up of Quality Testing Laboratories

Financial support in the form of 50% of cost reimbursement subject to a ceiling of INR 50 lakh for setting up of in-house laboratories for quality testing of electronic toys.



9.3.9 Generator Set Subsidy

Financial assistance for New Generator Set operating on cleaner fuels will be reimbursed @ INR 8000 per KVA, subject to ceiling of 25% of actual Generator Set cost, whichever is less in 'B', 'C' & 'D' category blocks subject to adherence to pollution control norms laid down by the central/ state government.

9.3.10 Reimbursement of ETP Cost

One-time reimbursement up to 50% of the expenditure for setting up ETP, subject to a ceiling of INR 50 lakh.

9.3.11 Employment Generation Subsidy

The units shall be eligible for employment generation subsidy of INR 48,000 per year per employee (only in case of direct employment on payroll with valid ESI/PF Number and total monthly remuneration of up to INR 40,000) for a period of 10 years for capacity building of persons (skilled/semi-skilled/un-skilled) having Haryana Bonafide Resident Certificate.

9.3.12 Reimbursement of Freight Charges

With the aim to reduce logistic costs, the Government of Haryana will be providing the following incentives on freight charges:

- a) **Exports:** 1% of Free on Board (FOB) value or actual freight excluding government fee and taxes on transportation of goods from place of manufacture to the seaport/ air cargo/ by road up to international border, whichever is less and maximum up to INR 10 lakh in 'C' and 'D' category blocks and INR 5 lakh in 'A' and 'B' category blocks per annum.
- b) **Imports:** 1% of Free on Board (FOB) value or actual freight excluding government fee and taxes on transportation of goods from place of manufacture to the seaport/ air cargo/ by road up to international border, whichever is less and maximum up to INR 10 lakh in 'C' and 'D' category blocks and INR 5 lakh in 'A' and 'B' category blocks during the operative period of the policy. Only those raw materials imported will be eligible under this for which customs duty has been exempted by the Ministry of Finance (GoI), as per the notification no. 02/2023-Customs to 12/2023-Customs dated 19th Feb 2023 or as amended from time to time or any other relevant guidelines/ acts/ rules/ circulars notified by the Government of India.



10. Development of Electronic Toys Manufacturing Park/ Cluster

The Government of Haryana endeavours to promote establishment of Electronic Toys Manufacturing Park/ Cluster at strategic locations across the state and bring together on-campus various electronic toys manufacturing units, business support services, suppliers of raw materials, shared infrastructure, plug-and-play facilities, R&D facilities, design and prototyping, testing, training, quality certification, ancillary businesses, and service providers. The development of an electronic toys park/ cluster will bring the entire electronic toys manufacturing value-chain under one roof, thereby ensuring systematic promotion and holistic growth of the industry.

10.1 Fiscal Incentives to Electronic Toys Manufacturing Park/ Cluster

To promote specific economic activities, stimulate investment, and to achieve various policy objectives, fiscal incentives can act as a catalyst for investment. In addition, it encourages the establishment of a vibrant electronic toys manufacturing ecosystem and ensure their continued relevance for the growth of the industry.

Financial assistance for developers shall be applicable if the park/ cluster is setup as per the following norms:

S.No.	Zone as prescribed in Haryana Development & Regulation of Urban Areas Act, 1975 (as amended from time to time)	Minimum Area (Acres)	Minimum Units	Minimum Investment (excluding land) (in INR Cr.)
1.	Hyper/ High Potential Zone	50	6	250
2.	Medium Potential Zone	25	3	100
3.	Low Potential Zone	15	2	50

10.1.1 Capital Investment Subsidy

25% of the eligible capital expenditure subject to a ceiling of INR 50 Cr., in the 'B', 'C' and 'D' category blocks only.

Disbursement of CAPEX assistance will be based on stages of construction and occupancy.

Instalment	Criteria	Grant Tranche
First Instalment	50% development of Electronic Toys Manufacturing Cluster/ Park with requisite amenities as per approved development plan.	25% of Eligible Incentive
Second Instalment	Development of remaining 50% of Electronic Toys Manufacturing Cluster/ Park with requisite amenities as per approved development plan and, Proof of operation of at least 25% of total permissible area earmarked for setting up units as per approved development plan.	35% of Eligible Incentive



Instalment	Criteria	Grant Tranche
Third Instalment	Proof of operation of at least 75% of total permissible area earmarked for setting up units as per approved development plan.	25% of Eligible Incentive
Last Instalment	Proof of operation of at least 100% of total permissible area earmarked for setting up units as per approved development plan.	15% of Eligible Incentive

10.1.2 Stamp Duty Reimbursement

80% stamp duty refund to the developer of Industrial Park in 'B', 'C', 'D' category blocks.

Fostering Innovation

A person is shown working on a computer circuit board in a workshop. The person is using a pair of tweezers to carefully place a component on the board. The background is slightly blurred, showing a computer monitor and keyboard. The entire image has a semi-transparent red overlay.



11. Fostering Innovation & Design

The advent of technology has led to increased innovation opportunities in various sectors and Electronic Toys is one among them. In order to keep pace with the changing technology and fast adoption of new technologies, and shifting preference of consumers, it becomes imperative that the state fosters innovation in such entities. The various incentives for fostering innovation in electronics toys manufacturing are listed below:

11.1 Design Studio/ Lab Establishment

The Government will encourage the establishment of a design studio that will aid in the design improvement of electronic toys. Up to 25% of the project cost subject to a ceiling of INR 10 lakh will be reimbursed for setting up of design lab (excluding land & building).

11.2 R & D Center

Financial Assistance @ 35% of project cost subject to a ceiling of INR 1.5 Cr. will be reimbursed for setting up of R&D Center. This will serve as a research and development center for manufacturing technologically advanced toys. This financial assistance will only include cost of plant, machinery, and equipment.

11.3 Grand Challenge

The State would organize 'Grand Challenge' to identify new and disruptive technological innovations for solving the problems/ challenges faced by the electronic toys manufacturing industry, for building high end innovative products and solutions using cutting edge technologies like Artificial Intelligence, Data Analytics, Machine Learning, Big Data, Internet of Things (IoT), Blockchain etc. This will promote out-of-box thinking and innovation among emerging entrepreneurs.

11.4 Academia Collaboration

Academia-industry collaboration in electronic toy manufacturing can foster innovation, promote industry-academia knowledge exchange, and contribute to the growth and competitiveness of the electronic toy sector. By leveraging each other's strengths, academia, and the industry can collectively drive advancements, create safer products, and meet the evolving needs of consumers in this dynamic market.

11.4.1 Reimbursement for Educational/ Learning Toys

The Government of Haryana will encourage manufacturers to collaborate with academic institutions and promote electronic toys as a means of learning & development of an individual, educational purposes, and recreational activities. The incentive in this regard will be given to educational institutions (as defined under this policy), as a reimbursement for procurement of electronic toys from Haryana-based manufacturers. This incentive will be offered up to 50% subject to a ceiling of INR 2 lakh.



12. Marketing Development

12.1 Linkage with government and digital commerce portals

To facilitate easy access to the market, the Government of Haryana will support businesses in joining GeM (Government e-Marketplace) portal, ONDC (One Network for Digital Commerce) & other e-commerce platforms, through IEC activities and institutional tie-ups.

12.2 Industry Engagement & Outreach

To promote brand Haryana and attract private sector investments, the Government shall organise focused conferences/ business events/ road shows, promotional events at various locations from time to time to facilitate B2B, B2G, G2G interaction and participate in national/ international events, exhibitions, conferences.

12.3 Market Development Assistance

The Government will support eligible units in order to encourage Haryana based Electronic Toys Manufacturing units/ Startups to showcase and promote their product/ service offerings at various national and international fairs/ exhibitions/ events, etc.

i. International Fairs/ Events/ Exhibitions, etc.

- a. 75% of the cost towards space charges, shipment of exhibits, cost of product literature, display material, stall/ stand construction/ fabrication/ designing charges or maximum up to INR 4 lakh
- b. Airfare by economy class up to INR 1 lakh (maximum 2 persons)

ii. Domestic Fairs/ Events/ Exhibitions, etc.

- a. 75% of the cost towards space charges, shipment of exhibits, cost of product literature, display material, stall/ stand construction/ fabrication/ designing charges or maximum up to INR 3 lakh
- b. Airfare by economy class up to INR 0.5 lakh per person (maximum 2 persons)
- c. Boarding charges up to INR 5000/- per day per person (maximum 2 persons)

A person is shown from the chest down, wearing a blue long-sleeved shirt, sitting at a desk and writing on a document with a silver pen. The desk is cluttered with papers, a laptop, and a blue folder. The background is a warm, reddish-brown color. A diagonal gold stripe runs across the image from the bottom left to the top right. The text "Simplified Regulatory Regime" is centered in the upper half of the image in a bold, orange font.

Simplified Regulatory Regime



13. Simplified Regulatory Regime

The ultimate goal of a simplified regulatory regime is to strike a balance between facilitating economic growth, fostering innovation, and maintaining adequate protection for public welfare, health, safety, and the environment. By reducing unnecessary complexity and administrative burdens, such a regime aims to promote a more business-friendly environment while maintaining necessary oversight and regulatory safeguards.

13.1 Dedicated Single Roof

The Government of Haryana will assist investors throughout the investment lifecycle spanning from proposal application to approval of licenses/clearances and finally incentives disbursement through a dedicated single roof clearance system.

The Government of Haryana has already established Haryana Enterprise Promotion Centre (HEPC), which provides one-stop-shop clearances to business entities willing to invest in the State.

13.2 Self-Certification

The Government of Haryana vide Notification No. 11/12/2018-4Lab dated 03.05.2018, has allowed Self-certification, 3rd party verification for Labour related clearances and approvals under 14 acts of the Labour Department in Haryana. Self-certification / 3rd Party verification shall be allowed for the below-mentioned acts of Labour:

- Factories Act, 1948 and Rules framed thereunder.
- Minimum Wages Act, 1948 and Rules framed thereunder.
- Payment of Wages Act, 1936 and Rules framed thereunder.
- Contract Labour (Regulation & Abolition) Act, 1970 and Rules framed thereunder.
- Payment of Bonus Act, 1965 and Rules framed thereunder.
- Payment of Gratuity Act, 1972 and Rules framed thereunder.
- Maternity Benefit Act, 1961 and Rules framed thereunder.
- Child Labour (Prohibition & Regulation) Act, and Rules framed thereunder.
- Shops & Commercial Establishments Act, 1958 and Rules framed thereunder.
- The Inter-State Migrant Workmen (RECS) Act, 1979 and Rules framed thereunder.
- The Equal Remuneration Act, 1976 and Rules framed thereunder.
- Motor Transport Workers Act, 1961 and Rules framed thereunder.
- Punjab Industrial Establishments (National & Festival Holidays & Casual and Sick Leave) Act, 1965.



13.3 Online single return for various Acts pertaining to the Department of Labour

The Labour Department has implemented the online submission of a unified single return under all labour laws. The Government of Haryana has already implemented online filing of returns for labour compliance using a single application form and has been keeping the labour-related records in electronic form.

13.4 Allowing three shifts and night shifts for Women

The Electronic Toy Manufacturing Units will be permitted for 3 shift operations with women allowed to work during night shifts, subject to adherence to necessary norms by the units with respect to the safety and security of women employees. In addition, the government will implement an auto-renewal system basis self-certification for such permissions (subject to adherence to necessary regulatory compliance) and encourage faceless and paperless approvals.

13.5 Steering Committee

A Steering Committee constituting Senior officials of Government of Haryana, Industry Experts/Associations, or any other special invitee, etc. will be formed for deliberation on policy matters and implementation thereof.

Note: All the eligible Electronic Toys Manufacturing units shall be given the above regulatory benefits in addition to the ones mentioned in HEEP 2020 (as amended from time to time).



Annexure - I

Indicative list of Electronic Toys

- Electronics Learning Toys
- Musical Toys
- Talking & Sound toy
- Video game consoles
- Electric & battery powered toys
- App-Enabled, Interactive Playmates or Robotics
- Robotic pets
- Remote-controlled cars and drones

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