



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON SWOC ANALYSIS OF TOY INDUSTRIES IN CHANNAPATNA

Dr.H.D. NANDISHA
DEPARTMENT OF COMMERCE
PG CENTRE RAMANAGARA
BANGALORE UNIVERSITY
KIRAN KUMAR
IV SEM M.COM
PG CENTRE RAMANAGARA
BANGALORE UNIVERSITY

ABSTRACT

India is a second place in population and also to have highest youth power. In toy making is a rich legacy in India. Historically toys date back 5000 years in India and rich culture story telling related to toy, our ancestor preserving this culture by making toys. In India every state to have toys related story. In majorly one state of Karnataka in Channapatna is a famous to 'TOY CITY or GOMBEGALANADU' in the world. In Channapatna produce or manufacturing a lacquerware toys and the wood using is "ivory wood, rose wood and sandal wood to manufacturing a toys. Now a day's decreasing manufacturing of toys in Channapatna, because of the shortage of artisans and government not interested to development of toy industry in Channapatna and youths are not interested to learn toy making, it is major problem to decreasing the manufacturing of toys in Channapatna.

The competition of plastic toy is the important problem facing a toy industry, the rate of plastic toy is low price to comparing the wooden toy, so it also impacted to decreasing the manufacturing of toys in channapatna toy industry and shortage of raw materials to produce a quality product of toy. The Government should give a scheme to developing a toy industry in channapatna and to assist a finance facility to the toy industry and encourage the export activity in India. Encourage a youths to learn the toy making in channapatna and start a toy making center in channapatna.

Key word: Toy City, lacquerware, Artisans, Gombegala Nadu.

1.1 INTRODUCTION

Channapatna is also referred to as “Toy city or Gombegala nadu” to manufacturing of wooden toys and lacquerware, The channapatna which is located at about 60 km from Bangalore and 80km from Mysore. The channapatna toy industry use to make a beautiful toy row material or the wood is **ivory wood** but coming day they use the Rose and sandal wood to make a toy and this crafts is originated long period in the Channapatna town. Toys of toy making crafts started in the period of **Tippu Sulthan**, when a Sulthan is a ruler of the old Mysore and he is encourage and patronized toy making artisans. The Tippu Sulthan invited toy makers from Persia to guide about the toy making in the local channapatna artisans; in since the crafts of toy making is practiced in the toy city of channapatna. The Government give particular one place to the channapatna toy industries is the **Channapatna Craft Park** in santnoor road Channapatna town. In this park have no of the toy industry’s and in the industry to make an export activity in the rest of countries in the world. The Government also provides site facility to the toymaker’s in kalanagara, Channapatna town.

1.2 STATEMENT OF THE PROBLEM

Toy industry facing the various problems those skilled toy making artisans, technology improvement, low quality row material, competition, proper plant, finance, lack of government plans and guidelines etc... International market has more demand of channapatna wooden toys but in these days the demand of channapatna wooden toys are decline in international market because of the competition in international market and technology improvement. Also the decreased in production of toys in channapatna market the major problem ‘shortage of artisans because of young generation are not interested to learn the manufacturing process by the affect of the internal causes in the industry it become the quality of the production is too low’. These affected to fails marketing in international market and also toy industry can’t meet the domestic customer demand.

The toy industry use of same technology and raw material, not using of multiple technology and varied raw material option and their now have a good working environment in toy industry and they now have a proper training centre to trainers.

REVIEW OF LITERATURE

- **Not child’s play : The serious innovation behind toy making (13 December 2019)**

Author: Louis-Etienne Dubois, Ryerson University. **David Gauntlet**, Ryerson University. And **Lorena Scanlon**, Ryerson university.

Why do certain toys create frenzy? Turning raw materials into something that sparks kid’s imagination is no small endeavour.

- **The bizarre phenomenon of vacation surprise videos (7 January 2019)**

Author: Jenna Dentin, Loyola University Chicago

With the surprise meticulously planned all eyes-and lenses-turn to the kids. All they have to do is react as expected: overjoyed. So why don't they?

- **Privacy in smart toys: Risks and proposed solutions (January 2020)**

Author: Octavia de Paula Albuquerque. Marcelo Festinate. Judith Keller. Anna Priscilla de Albuquerque Wheeler

Smart toys have become popular as technological solutions offer a better experience for children. However, the technology employed greatly increases the risks to children privacy, which does not seem to have become a real concern for toy makers. We investigated issue through a study driven by two major research questions: which are the major smart toys-related children privacy risks and which are the major mitigation so to such risks. To answer those questions, we conducted a scoping review. As a result, we selected 26 primary studies and elaborated two classifications of risks and proposed solutions-technical risk is data disclosure, while from a domain-specific perspective there is much concern on the children physical and psychological safety. From a mitigation standpoint, many recommendations and solution have been proposed, but without a more common type of contribution.

As a main conclusion, we observed that toy makers and privacy regulations are not yet ready regarding children privacy for a more active smart toys market.

- **Toy (2 January 2021)**

Author: Felicia McMahon

Toy play thing, usually for an infant or child, and often an instrument used in a game. Toys, playthings, and games survive from the most remote past and from a great variety of cultures. The ball, kite, and yo-yo are assumed to be the order objects specifically designed as toys. Toys vary from the simplest to the most complex things, from the tick selected by a child and imagined to be a hobbyhorse to sophisticate and complex mechanical devices.

Coordination and other manual skills develop from cumulative childhood experiences received by manipulating toys such as marbles, jackstones, and other object that require the use of hands and bodies. Mental agility, beginning in childhood, is challenged by puzzles of spatial relationships

1.3 SCOPE OF THE STUDY

The study will help the growth and improvement of toys industry in Channapatna. There studied in benefit and problem faced by toys industry in all sector. The study covers in the Channapatna toys industry.

1.4 OBJECTIVE OF THE STUDY

- To review the strengths and weaknesses of toy industry.
- To know the competitiveness of toy industry.
- To examine opportunities and challenges of toy industry.

1.5 RESEARCH METHODOLOGY

The Research has been conducted to know the Strength, Weakness, Opportunity and Challenges of Channapatna toy industry. The use of proper methodology is essential part of any research; it depends on the nature of the project work. Methodology refers to the stage to stage process. The

Extensive reviews were made on the secondary sources such as books, news paper, articles, journals, and online source and first hand information was collected to make honest effort to conduct this research work.

SAMPLING PLAN

Research is conducted. It says which head is to be observed. What should be the sample size and how the respondents should be chosen out of population?

- SAMPLING UNIT - 13 Toys Industry in Channapatna.
- SAMPLING SIZE - 75 Respondents
- SAMPLING PROCEDURE - Method to select the 'systematic sampling', 'Convenience sample',

SAMPLING DISTRIBUTION

SL.NO	NAMEOFTHEINDUSTRY	NOOFTHERESPONSE
1.	Bharath Arts and Crafts	16
2.	Artisanpride	11
3.	Cauvery handicrafts	8
4.	Sri Bheereshwara arts and crafts	10
5.	Unorganized toy industry	12
6.	Shilpa trust	6
7.	Beeraweshwra arts	1
8.	Deekshitha handicrafts	1
9.	Indian king handicrafts	4
10.	Khushala kala	1
11.	Wooden handicrafts	2
12.	KM handicrafts	1
13.	Suryodhaya handicrafts	2
	Total	75

TOOLS FOR DATA COLLECTION

- **PRIMARYDATA**
- **SECONDARYDATA**

PRIMARYDATA:

Primary data are the first hand data which is collected for the first time. Primary data is collected thorough the visiting of toys industry in Channapatna. Primary data collected through structured questionnaire from toy manufacturers by using face to face enquiry method.

SECONDARYDATA:

Secondary data are the second hand data or already collected by someone for same purpose. The covers various source of secondary data including the magazine, newspapers, published book, websites etc.

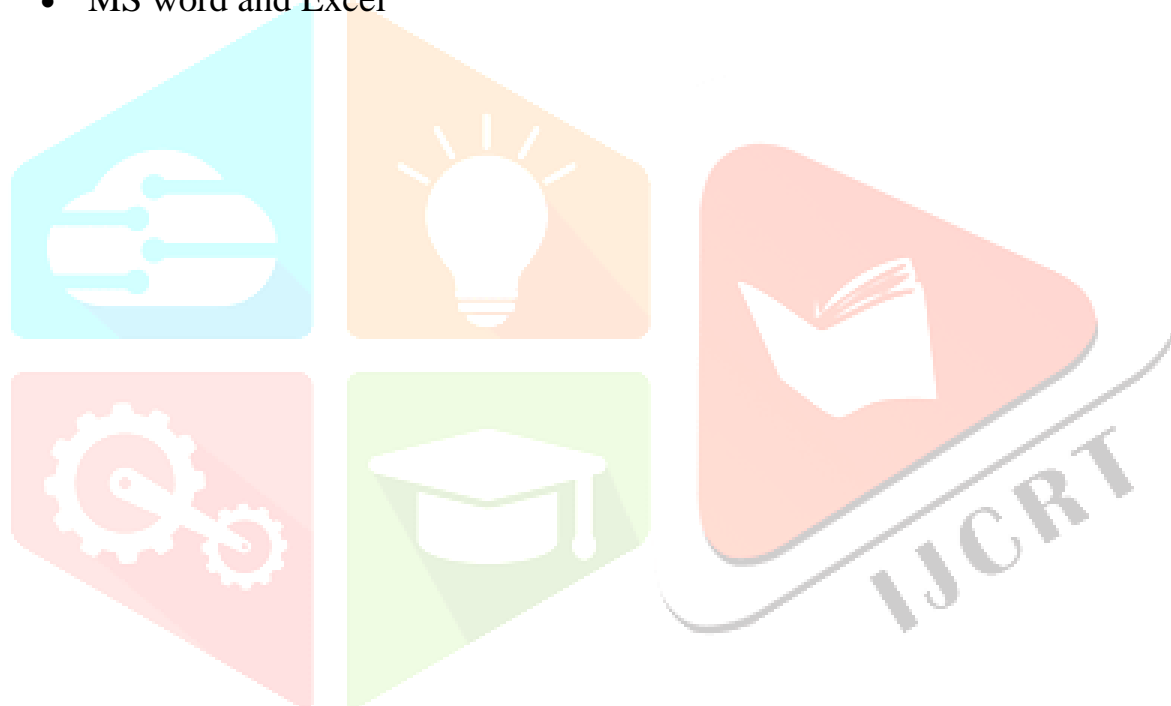
PLAN OF ANALYSIS:

STATISTICAL TECHNIQUES:

- Percentage
- Tables and Graph

SOFTWARE

- Personal computer with internet access
- Internet
- MS word and Excel



1.6 PROIFILE OF THE RESPONDENTS

DEMOGRAPHIC FACTOR IS RELATED TOY INDUSTRY

SL No	Name of the Industry	Respondents	Percentage (%)
1.A	Bharat Arts and Crafts	16	21.3%
B	Artisanpride	11	14.7%
C	Cauvery handicrafts	8	10.7%
D	Sri Bheereshwara Arts and Crafts	10	12%
F	Unorganized toy industries	12	15.2%
G	Shilpa trust	6	7.5%
H	Beeraweshwarsa Arts	1	1.1%
I	Deekshitha Handicrafts	1	1.1%
J	Indian King Handicrafts	4	4.4%
K	Khushala Kala	1	1.3%
L	Wooden Handicrafts	2	2.7%
M	KM Handicrafts	1	1.3%
N	Suryodhaya Handicrafts	2	2%
	Total	75	100%
2	CHANNAPATMA	75	100%
3	Small	25	33.33%
	Medium	15	20%
	Big	35	46.7%
4	1945	8	10.7%
	1970	1	1.3%
	1975	6	8%
	1985	1	1.3%
	1992	2	2.7%
	1995	1	1.3%
	1996	1	1.3%
	2000	18	24%
	2001	1	1.3%
	2007	2	2.7%
	2010	1	1.3%
	2012	16	21.3%

5	Upto100000	7	9.2%
	100000to500000	16	21.4%
	500000to1000000	7	9.4%
	Above1000000	45	60.1%

1.7 DEMOGRAPHIC FACTOR OF THE RESPONDENTS.

Particular		Frequency	Percentage (%)
Gender	Male	56	74.7%
	Female	18	24%
	Trans Gender	1	1.3%
Age	Lessthan18	0	0%
	18to30	15	20%
	30to45	39	52%
	Above45	21	28%
Qualification	SSLC	60	80%
	PUC	10	13.3%
	Graduation	2	2.7%
	Post Graduation	1	1.3%
	Professional	0	0
	Other	1	1.3%
Marital statues	Married	61	81.3%
	Unmarried	14	18.7%
Monthly Income	Below10000	45	60%
	10000to20000	28	37.3%
	20000to30000	2	2.7%
	30000to40000	0	0
	Above40000	0	0

(Source: Primary data)

The highest respondents are male 74.7%, female are 24% and lowest are Trans gender 1.3%.

- The table says the 0% of respondent less than 18, 20% of 18 to 30, more than 52% of 30 to 45 and above 45 age respondent are 28%.
- From the above survey majority of the respondents are SSLC.
- From the data shows the 81.3% are married and remain respondent 18.7% are unmarried.
- The survey says the majority of the respondent income is the 60% of the monthly income is 10000.

Table-1

Table showing that its work learnt by your “ancestor”?

Decision	Response	Percentage (%)
Agree	30	40%
Strongly Agree	4	5.30%
Neutral	4	5.30%
Disagree	34	45.30%
Strongly Disagree	3	4%
Total	75	100%

(Source: Primary data)

The above table representing 49.30% of response is not learn from ‘ancestor’ and 45.30% of response is learn from ancestor and remain respondents are learn by its self.

Table- 2

Table showing is that raw material available in your local market?

Decision	Response	Percentage (%)
Yes	62	82.7%
No	0	0%
Maybe	13	17.3%
Total	75	100%

(Source: Primary data)

The table showing that majority of respondent 82.7% are available in raw material in local market and 17.3% of respondents are may available are not.

Table –3**Table showing what are the causes for decreasing the demand in your toy in international market?**

Decision	Response	Percentage (%)
Price	4	5.3%
Technology	3	4%
China Competition	63	84%
Quality	2	2.7%
Other	3	4%
Total	75	100%

(Source: Primary data)

From the above table it is clear that most of the respondent's response China competition is main causes to decreasing demand in international market.

Table– 4**Table showing that whether you're toy industry can produce as quality as requirement of international market?**

Decision	Response	Percentage
Yes	72	96%
No	1	1.3%
Maybe	2	2.7%
Total	75	100%

(Source: Primary data)

In the above table clear that the 92% of respondent response is our industry producing a good quality toy product to International market.

Table- 5

Table showing due to plastic toy's, wooden toys demand will decrease.

Decision	Response	Percentage
Strongly Disagree	19	25.3%
Disagree	15	20%
Neutral	9	12%
Agree	17	22.7%
Strongly Agree	15	20%
Total	75	100%

The table of the survey shows the 48% of respondent say the plastic toy not impact the wooden toy and remain respondent said the plastic toy is impact the wooden toy sale.

Table-6

Table showing whether income received from the work is sufficient to manage overall expenses?

Decision	Response	Percentage
Yes	44	25.3%
No	12	16%
Maybe	19	58.7%
Total	75	100%

(Source: Primary data)

From the above chart it clear that majority of respondent response the income is not sufficient to mange over all expenses may be.

Table-7**Table showing is your wooden toys are attractive in international market?**

Decision	Response	Percentage
Yes	69	92%
No	1	1.3%
Maybe	5	6.7%
Total	75	100%

(Source: Primary data)

From the above table shows the 92% of all industry tells our wooden toy is attractive in international market.

TABLE-8**Table showing if you're Industry Export Toy's To Foreign?**

DECISION	RESPONSE	PERCENTAGE
YES	62	82.7%
NO	9	12%
MAYBE	4	5.3%
TOTAL	75	100%

(Source: primary data)

From the above table clear that 82.7% of respondent response our industry Export the wooden toys to rest of country or out of country.

1.8 LIMITATION OF THE STUDY:

- The studied topic mainly highlighting the Channapatna wooden toys.
- The topic focusing toy industries only
- The most important is time it is also a major constraint for the study
- The topic is mentioned the place for Channapatna only.
- The study focus on only increase of export activity in toy product.
- The availability of data is a constraint for the study as recent data is not yet published.

1.9 CONCLUSION:

The Channapatna wooden toys having historical identification its start in through its handicrafts and it's was start in 'TIPPU SULTHAN' period in those days it's become reduce its value in the international market and production become too reduces artisans not available to work. Some of the countries still having interest about Channapatna wooden toys but is not there available to meet their requirements but it can possible from youngsters and educated people can only possible to increasing the wealth of the Channapatna wooden toys in feature but mainly thing is the Government gives attention to this industry to develop once again.

REFERENCE:

- Menu Dean and Dr Ravi Kumar Hand (31st March, 2017). Study of Toy industry:
An overview of changing. Playing is universal and it is not a matter of industry
- Benjamin Yank son (January 2021). Continuous important process (CIP)
Based privacy-preserving framework for smart connected Toys.
- Anna Priscilla de Albuquerque Wheeler Judith Keller (January 2019). Non-personal Data Collection for Toy User Interfaces.
- Octavia de Paula Albuquerque. Marcelo Festinate. Judith Keller. Anna Priscilla de Albuquerque Wheeler. (January 2020). Privacy in smart toys: Risks and proposed solutions.
- Sharon George keeled University and Deirdre McKay Keeled University (13 March 2018). Sustainable 'Lego: plastic from plastic won't solve a pollution crisis.

Websites:

<http://www.holidify.com>

<https://en.m.wikipedia.org>

www.livemint.com

<https://www.indianmirror.com>

<https://www.thehindu.com>

<https://mayaorganic.com>

<https://youtube.com>

<https://www.google.com/>