

BUSINESS INNOVATIONS *for* SUSTAINABLE DEVELOPMENT

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CONTENTS

Chapter No.	Title	Page No.
1	An Empirical Study on the Challenges Faced by Entrepreneurs <i>Dr. S Sathyeshwar and Dr. Anupama</i>	1
2	Circular Economy in Indian Manufacturing Industries: A Review of Business Responsibility Reports <i>Shruthi Acharya</i>	8
3	A Digital Platform by Indian Learners of SWAYAM: Issues and Challenges <i>Dr. Ravi C S</i>	17
4	Business and Societal Collaboration in Backward Areas of India <i>Dr. Lokeshnath B, Dr. S. Gunakar and Dr. Gopalakrishna K</i>	22
5	Channapatana Toys: What do Students Think? – A study <i>Dr. Sowmya D N and Dr. P. Paramashivaiah</i>	29
6	Role of ICT towards Achievement of the Sustainable Development Goals <i>Sarvamangala K J and Dr. G Sudarsana Reddy</i>	35
7	India's E-Governance: Prospects and Difficulties <i>Hemalatha J, Prajwal Shekhar and Dr. B Shekhar</i>	44
8	A Study on Digital Financial Literacy Skills among Street Vendors with Special Reference to Tumakur City <i>Nataraja and Devarajappa S</i>	47
9	Impact of Digitalization and Cashless Economy <i>Gangadhara B and Dr. K. Mala</i>	53
10	Instructors' Perception in Higher Education towards ICT <i>Naveen S, Prakash K and Dr. Balaji A</i>	57
11	Advancing Sustainable Finance: Strategies, Challenges, and Future Directions <i>Dr. Samuel Ezra Chakkaravarthy</i>	65
12	Start-Ups in India: Challenges and Opportunities <i>Vani R Patri</i>	69
13	Greening the Road Ahead: How the Scrappage Policy Safeguards Nature's Sustainability <i>Dhanush M R and Dr. Shobha. C</i>	71
14	Contributions of Agricultural Schemes for Sustainable Development <i>Arunkumar K and Dr. Srinivasa Murthy M D</i>	80
15	Money in the Digital Age: A Comprehensive Analysis of UPI and Central Banking Digital Currency in India <i>Dr. E Vanajakshi I and Srinivasamurthy T</i>	83
16	Probability of Success of Indian Mergers and Acquisitions (M&As) – An Analysis <i>Savitha S R and Dr. B. Shekhar</i>	89
17	A Study on Awareness and Tax Planning Measures Under New Tax Regime Among Government Sector Employees in Hassan District <i>Manjunatha B and Lohith G R</i>	98

18	An Exploratory Research on the Impact of Innovation Issues on the Profitability of the Companies in Bangalore city in Karnataka <i>Dr. Padmini S V</i>	102
19	A Study on Impact of Technology on Work Culture in Banking Sector <i>Smitha L and Dr. H M Tejashwini</i>	108
20	Digital Banking in India-Recent Trends, Opportunities and Challenges <i>Rajesh K S and Dr. Suresh B K</i>	113
21	Artificial Intelligence Inoculates Leadership on Job Satisfaction in IT Firms <i>Dr. Madhu S and Vijay N</i>	118
22	A study on Awareness, Uses and Challenges of Neo Banking during Amruth Kaal <i>Sunil S and Dr. Devarajappa S</i>	122
23	Impact of Innovations and Sustainability of Tourism on Economic Developments <i>Pankaja, Rakesha H K and Dr. P Paramashivaiah</i>	127
24	Impact of Innovative Technology Practices in Higher Education – Opportunities and Challenges <i>Dr. Padmini S V</i>	136
25	Digital Economy in India: Opportunities and Challenges <i>Dr. P Paramashivaiah, Sateesh Kumar M and Gangamrutha E R</i>	143
26	Exploring Investment Decision Dynamics: Unravelling Influencing Factors and Investor Policy Preferences <i>Sharada S and Dr. E Vanajakshi</i>	147
27	Assessing the Impact of Determinants Stimulating Growth of Micro, Small, and Medium Enterprises (MSMEs) <i>Dr. Srinivas Murthy M D and Babitha M N</i>	152
28	A Study on Dividend Policies of Listed Manufacturing Companies in India <i>Anuprasad K R and Dr. K R Pundareeka Vittala</i>	160
29	Green Banking Practices in Indian Banking Sector – A Conceptual Framework <i>Prof. B Shekhar, Varun V and Prajwal Shekhar</i>	164
30	Digital Payment Systems: Revolutionizing Financial Transactions in the Digital Economy <i>Dr. Sowmya D N, Madhumala B C, Naveen Kumari G S and Latha S</i>	169
31	Digital India Programme and Agriculture Farmer's Income: Opportunities and Challenges <i>Girish K R and Dr. P. Paramashivaiah</i>	177
32	E-learning: A New Trend of Higher Education System in India <i>K Deepak and Shakir V M</i>	183
33	An Empirical Study on Role of Financial Technology in Transforming Banking and Financial Services <i>Pooja P R</i>	188
34	Impact of GST on Start-up Business with Special Reference to Small Scale Industry in Tumkur City <i>Kavana M S and Rakesha H K</i>	192
35	A Perceptual Study on Corporate Restructuring and Sustainable Development <i>Dr. Kantharaju N P and Nayana</i>	197

36	The Convergence of Industry 5.0 and Sustainable Development Goal 9 (SDG 9) for Sustainable Transformation in Karnataka <i>Varshitha C S</i>	204
37	The Role of E Governance in Building Smart Cities and its Impact on Environment and Economy <i>Arundathi G</i>	209
38	A Study on Women Start-ups – A Special Reference to Tumkur District <i>Manjuladevi H S</i>	212
39	A Conceptual Study on Promotion of Rural Entrepreneurship in India with Special Reference to Karnataka – Opportunities and Challenges <i>Gangadharaiah G and Gopala K N</i>	219
40	A Study on Pradhan Mantri Mudra Yojana for the Fy 2022-23- An Overview <i>Dr. Srinivasa Murthy and Papanna C</i>	225
41	The Extent of India's Corporate Governance and Disclosure Code: A Comparison of Public and Private Sector Banks <i>Satish Kumar K and Nagamani C G</i>	230
42	Study on Role of Empowered Women Insustainability Through Effective Leadership <i>Chandana N R</i>	235
43	A Study on Impact of Fintech on Banking Sector: A Customer Point of View <i>Dyamalamba G A and Banupriya K R</i>	238
44	Green Economy and Sustainable Development <i>Prathap N</i>	244
45	Green Economy: A Key for Sustainable Economic Development <i>Dr. Channaveere Gowda B N and Sudhakar G V</i>	255
46	E-Retailing in India – An Emperical Study <i>Syed Babu H B and Vinay Kumar M</i>	258
47	Impact of Information Technology on MSMEs in Tumkur District <i>Rakshitha B R and Prajwal Shekhar</i>	261
48	A Study on Impact of M-Commerce on the Buying Behaviour of Customers in Tumkur City <i>Banupriya K R</i>	268
49	Impact of Artificial Intelligence on Inclusive Growth: Opportunities and Challenges in the Indian Healthcare Sector <i>Sankirthana K O, Arshakh K and Jojin Antony</i>	274
50	Corporate Social Responsibility: An Overview <i>Varun Kumar R J and Vijay N</i>	280
51	A Comparative Study on Non-Performing Assets of Public and Private Sector Bank <i>Ranjitha B. R, Megha B S and Meena B S</i>	288
52	A Study of Educational Empowerment, Skill Development and the Policy Issues <i>Radha B R, Vanitha K P and Dr. C Nataraj</i>	296
53	Evaluating the Impact of Innovative Teaching and Learning Practices in Higher Education <i>Impana Lakshminarasimha</i>	300

Channapatana Toys: What do Students Think? – A study

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ABSTRACT

Today's speed and pace are required to uphold our traditional knowledge and techniques. The present generation should turn to these kinds of industries and, products with zeal, but at the same time, its industries and authorities' responsibilities to attract the present generation to traditional industries. It is the righttime to blow for local and local global vocals. Channapatna toys industry is one of the traditional industries which bagged the Geographical Indication Tag too. Global branding of local products is placing more and more emphasis on geographical indicators (GI). In order to get a better profit and sustainability for products, farmers, artisans, and handicraft personnel can take advantage of GI certification. The research explores the students' opinions or perceptions about GI tags, especially Channapatna toys based on 152 valid responses. Research hypotheses are helped by the opinions of students about their awareness, perception, buying behaviour, marketing strategies, and motivation to buy the GI-tag-Channapatna toys/ products and much more aspects and this paper attempts to analyse the government's initiative toward the development of the Channapatana toys industry. This paper highlights the perception and attitude of the students about the Channapatna toys industry. The analysis and interpretation are drawn based on primary and secondary data. The statistical tool is used to defend the hypothesis.

Key Words: *GI tag, Government initiatives, Sustainability*

INTRODUCTION:

The rich legacy of toy making in India, particularly in Channapatna, Karnataka, is indeed a testament to the country's cultural heritage and craftsmanship. It's unfortunate to hear about the challenges faced by the toy industry in Channapatna, including the shortage of artisans, lack of government support, and competition from plastic toys.

To address these issues and revitalize the toy industry in Channapatna, several measures could be considered:

Artisan Training Programs: Initiating training programs to attract youth and individuals interested in learning the art of toy making. These programs could be supported by government initiatives and vocational training institutions to ensure a steady supply of skilled artisans.

Government Support: Advocating for government policies and incentives to support the toy industry, such as subsidies, tax breaks, and infrastructure development. This could include setting up specialized zones or clusters for toy manufacturing, providing access to modern machinery, and improving transportation networks for raw materials and finished products.

Financial Assistance: Offering financial assistance and loans specifically tailored to the needs of toy manufacturers in Channapatna. This could help them invest in technology upgrades, expand their businesses, and enhance product quality and innovation.

Promotion of Traditional Toys: Launching campaigns to promote the cultural significance and uniqueness of traditional wooden toys from Channapatna. This could involve collaboration with tourism agencies, cultural organizations, and educational institutions to raise awareness and encourage domestic and international demand for these products.

Quality Control and Certification: Implementing quality control measures and certification standards to ensure that Channapatna toys meet international safety and quality requirements. This could help build consumer confidence and open up export opportunities in global markets.

Research and Development: Investing in research and development initiatives to explore new techniques, designs, and materials for toy making in Channapatna. This could help artisans adapt to changing market trends and compete effectively with plastic toys.

Export Promotion: Facilitating participation in trade fairs, exhibitions, and export promotion events to showcase Channapatna toys to a wider audience. This could also involve forging partnerships with international buyers and distributors to explore new export markets and increase overseas sales.

By implementing these strategies, the government and industry stakeholders can work together to revitalize the toy industry in Channapatna, preserve its cultural heritage, and create sustainable livelihoods for artisans and manufacturers.

STATEMENT OF THE PROBLEM:

Toy industry facing the various problems those skilled toy making artisans, technology improvement, low quality raw 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 is 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 effect 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 student 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.

OBJECTIVES:

- To identify the competitiveness of toys industry
- To know the buying behaviour of the respondents on Channapatna toys
- To know the perception of students on various attributes of Channapatna toys

HYPOTHESIS

H1: There is a Positive impact of the factors which influence buying behaviour of the respondents on Channapatna toys

REVIEW OF LITERATURE:

- **Sowmya and Paramashivaiah (2020)** The advantages of GI tag are realised only when these products are effectively marketed and protected against illegal copying. Effective marketing and protection require quality assurance, brand creation, and other students' relationship management process. Authorized GIs also encompasses to protection of traditional knowledge and traditional cultural which associates with products. Henceforth Intellectual Property is a supremacy means for holistic development for country like India. GIs have the potential of growth, Policy-makers must stretch an attention in this regard and adore Indian GI products with honour.
- **Kundan Kishore (2018)** In the sight of author Most of the GI are associated with rural areas so we have built the brand image, make more popular by effective propaganda and advertisement strategies for profitability. In many cases benefits of GI are been gained mainly by the intermediaries. For such activities strong regulations should be implemented.
- **Manjunath, N. K (2016)** Here author has a view that the Karnataka state has a dynamic and erratic weather that changes from place to place within its territory. As Karnataka experiences variable geographic and physio-graphic conditions, encouraged Karnataka state for growing variety of flowers, fruits and vegetables in different parts of Karnataka.
- **Avin Talaitha and Anson K.J Anson K.J (2014)** Here author mentions that most of the respondents do identify handicrafts as an important aspect of a region's culture and are willing to improve the conditions of dying handicrafts such as Channapatna, if they are made more aware about it and can easily avail it.
- **Soumya Vinayan (2012)** Here author states that the collective monopoly of GI renders its greater potential and contributes to reduce the poverty and boost-up the financial conditions of the people who involved in this type of business. Nevertheless, GI faces the series of hurdles in implementation of effective marketing and sales of the GI products and services

RESEARCH METHODOLOGY

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford Woody, "research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, Organizing and evaluating

data, reaching conclusions, testing conclusions to determine from the they fit the formulated hypothesis". 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, newspaper, articles, journals, and online source and first-hand information was collected to make honest effort to conduct this research work.

RESEARCH DESIGN

According to this study investigation was conducted for some definite purpose with the from the help of a structural & personal Interview and Questionnaire to gather primary information as much as possible. My study deals with Descriptive Research Design. Descriptive research, also known as statistical research, describes data and characteristics about the population or from the phenomenon being studied. Descriptive research answers the questions who, what, From there, from then and how.

SAMPLING DESIGN

- **Sampling Frame:** The respondents are the students.
- **Sampling Method:** A sample design is a plan for obtaining a sample from A.
- **Given population.** Convenience sampling is used for this study.
- **Sample Size:** Number of the sampling units selected from the population is called the size of the sample. Sample of 152 respondents were obtained.
- **Sampling Procedure:** The procedure adopted in the present study is non probability convenience sampling.
- **Plan of analysis:**
Statistical Techniques:
 1. Percentage,
 2. Tables and Graph

METHODS OF DATA COLLECTION

The data was collected through Primary and Secondary data.

- Primary data
- Secondary data

Primary data collection: The primary data are those, which are collected fresh for the first time and thus happen to be original character. This research from there has got the primary data through Shilpa traders and students the data which are collected are first hand data, through which the data is collected.

Secondary data collection: The secondary data, on the o the hand, those which have already been collected by someone else and by which have already been passed through the statistical process. The research from the has to decide which sort of data from the would be using for his study and accordingly from the will have to select on or the o the method of data from the company's record.

QUESTIONNAIRE DESIGN:

A well-defined questionnaire that is used effectively can do the information on both overall performance of the test system as well as information on specific components of the system. A defeated questionnaire was carefully prepared and specially numbered. The questions were arranged in proper order, in accordance with the relevance.

SCOPE OF THE STUDY:

Scope of study covers in analysing students' opinion regarding buying behaviour of Channapatnatoy provided by the Channapatnatoy to the students. By this study the company can derive the following benefits.

- To understand the need of the students.
- To collect the information of factors affecting consumer buying behaviour in the company.
- To analyse the information and provide possible returns and suggestion.

LIMITATIONS OF STUDY:

This study only focuses on buying behaviour of consumer in channpatna toys.

- The required information available is very limited.
- Some of the students are not aware of the channpatna toys.
- Time limit for collection of information is very less.

Descriptive Statistics

	Particulars	N	Minimum	Maximum	Mean
1	Good Quality is the prime Factors influence you to Purchase Channapatna Toys	152	3	5	4.01316
2	Value of Heritage & Culture influence you to Purchase Channapatna Toys	152	3	5	3.90728
3	The use of GI Tag will give a boost to performance of the channapattana toys.	152	3	5	4.34437
4	In the Era of digitalization the IPRGI Tag will help the online platforms to promote the channapattana toys	152	2	5	4.2053
5	The aim of Vocal for local and local to global will lead as the brand to attract the customers	152	3	5	4.01316
6	Sale promotion progress should be aggressive for Channapatna Toys	152	3	5	3.90728
7	Channapatna toys are safe for children	152	3	5	4.34437
8	IPR is vital requirement to in Post Covid Era for growth and expansion of Toys industry	152	2	5	4.2053
9	The branding of Indian toys through IPR acts leads to economic development	152	3	5	4.34437

Anova: Single Factor

	ANOVA SUMMARY				
1	<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
2	Age	152	353	2.32236842	1.46493
3	Gender	152	93	0.61184211	0.23906
4	Qualification	152	228	1.5	0.34437
5	Good Quality is the prime Factors influence you to Purchase Channapatna Toys	152	610	4.01315789	0.59585
6	Value of Heritage & Culture influence you to Purchase Channapatna Toys	151	590	3.90728477	0.44468
7	The use of GI Tag will give a boost to performance of the channapattana toys.	151	656	4.34437086	0.44062
8	In the Era of digitalization the IPRGI Tag will help the online platforms to promote the channapattana toys	151	635	4.20529801	0.57757
9	The aim of Vocal for local and local to global will lead as the brand to attract the customers	152	610	4.01315789	0.59585
10	Sale promotion progress should be aggressive for Channapatna Toys	151	590	3.90728477	0.44468
11	Channapatna toys are safe for children	151	656	4.34437086	0.44062
12	IPR is vital requirement to in Post Covid Era for growth and expansion of Toys industry	151	635	4.20529801	0.57757
13	The branding of Indian toys through IPR acts leads to economic development	151	656	4.34437086	0.44062
14	Good Quality is the prime Factors influence you to Purchase Channapatna Toys	151	635	4.20529801	0.57757

FINDINGS:

- The female gender shows that they have more interest on Channapatna toys such as (Home decors, jewels etc).
- The citizen of the senior group is having less connectivity towards the awareness of Channapatna toys.
- In this competitive market Channapatna toys has its own legacy, recognition and also still in existing with the super profit.
- The reasons of purchasing has resulted in providing the guidance to understand the latter respondent's conception on the ChannapatnaToys.
- With the factors influencing the respondents to not to purchase these toys, the responses are so diverse and interesting to move forward with the lack of promotion.
- Most of them are not willing to purchase the Channapatna toys because the manufacturers are selling the products according to their own perspective price.
- The keychains are the only one category has the less sales volume, when compare to others the toys have the highest purchase in sales. Almost to another material of keychain from different sector has the more sales rather than channapatna toy.
- The key component on how do the respondents also the students would advocate the producers to present their sale promotions to the respondents themselves this is based on the how they themselves would prefer to be approached.
- The GI of Channapatna toys is mainly famous by the region called Channapatna, which has been a developing land of Arts and Culture. In respective, all the industrial ventures have situated and being implementing according to growth rate of development in profit margin.
- The respondent's conception should be the manufacturers/ producers switch the sale promotion to aggressive nature or not in this scenario.
- One of the fundamental concerns of every product out in the economy must have to deal with these criteria of is it safe for the children out there.

Hence the factors which influence the buying behaviour of the student have positive impact. Therefore null hypothesis is rejected and alternative hypothesis accepted.

SUGGESTIONS:

- The factors influence to purchase has the very defined statements in all way of quality and quantity. The major factor of purchasing Channapatna toys is about the innovation and creativity which plays a role of attraction towards students' mindset.
- The respondent's ability of willingness to gift the Channapatna toys for Birthdays, Marriages, and other occasions are more likely to purchase because of the creativity of the products.
- To develop a robust strategy for generating fresh leads, shape your marketing communications around customers' business drivers. Conduct qualitative research into their key challenges, then communicate how Channapatna toys is uniquely suited to overcome those challenges. Business leaders must be highly responsive to their customers' current objectives to sustain their position in the market and drive growth.
- There are various tactical and strategic methods. Before jumping into the tactics, I would recommend looking at your product-to-market fit. Competitive differentiation with the ability to solve key issues with added value will sure help increase sales. Tactics can follow suit to execute.
- Understanding the competitive landscape and consumer preferences is essential for any business, especially in the toy industry where innovation, quality, and pricing are key factors. Creating a curated list of best-selling Channapatna toys can indeed help retailers and distributors align their offerings with market demand and customer expectations.
- In this way, brand will be identified as a reference in a certain segment or field of activity. Having innovative products will certainly cause customers' interest in following this news and the concern will certainly not be with the price, but with the service and characteristics inherent to the product.

CONCLUSION:

As per the survey we got to know that Channapatna toys has its own heritage and cultural values in this competitive market. Majority of the students has the awareness and willing to buy Channapatna toys, also many of the respondents strongly agreed that Channapatna toys are safe for children the reason is the toys are made up of non-

chemical colour substances and majorly uses the bamboos which does not affect the health of children. The sale promotion process should be aggressive for channapatna toys and it has geographical indication but the primarily problem of channapatna toys is lack of advertisement and marketing with the old traditional way of stranguries. Where the other competitor had already adapted the modern marketing technique. One of the fundamental concerns of every product out in the economy must have to deal with these criteria of is it safe for the children out there. The GI of Channapatna toys is mainly famous by the region called Channapatna, which has been a developing land of Arts and Culture. In respective, all the industrial ventures have situated and being implementing according to growth rate of development in profit margin.

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