

MSME Ministry Organizes Transformative Workshop on Packaging for Toy and Doll Artisans under PM Vishwakarma Scheme in Varanasi; focuses on strengthening the ‘Dolls and Toys’ sector

More than 200 artisans and beneficiaries participated in the workshop making it a significant step toward capacity building and enterprise development in the region

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The Ministry of Micro, Small and Medium Enterprises, in collaboration with the Indian Institute of Packaging (IIP), organized a transformative workshop in Varanasi under the PM Vishwakarma Scheme. The workshop focused on strengthening the ‘Dolls and Toys’ sector, while also delivering a specialized session on modern packaging techniques to support local artisans.



The initiative aimed to bridge the gap between traditional craftsmanship and evolving market demands by equipping artisans with practical knowledge and resources to enhance the marketability of their products.

Experts from the Indian Institute of Packaging highlighted the critical role of packaging in improving product appeal, ensuring safe transportation, and expanding access to domestic as well as international markets. They emphasized that innovative and professional packaging can significantly elevate the perceived value of handcrafted products.

A key highlight of the workshop was the distribution of high-quality packaging materials to participating artisans. This intervention is expected to provide immediate benefits, including improved product presentation and better protection during transit.



The workshop delivered the following key outcomes:

- * Enhanced aesthetics of products to boost consumer interest
- * Adoption of professional packaging standards to compete with global brands
- * Increased awareness about government support and initiatives for the toy manufacturing sector

More than 200 artisans and beneficiaries participated in the workshop, making it a significant step toward capacity building and enterprise development in the region.



This initiative is expected to provide a major impetus to the local handicrafts and toy industry in Varanasi. By integrating traditional skills with modern packaging solutions, the Ministry aims to position “Made in Varanasi” products as symbols of quality, innovation, and global competitiveness.

The Ministry of MSME remains committed to empowering artisans and strengthening local industries through targeted interventions, skill development, and market-oriented support.

Sunil Kumar Tiwari

E-mail [hipessi\[at\]gmail\[dot\]com](mailto:hipessi[at]gmail[dot]com)

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