

REVIEWER'S REPORT

Manuscript No.: IJAR- 58647

Title: Transforming India into a Global Toy Export Leader: A Strategic Roadmap for Policy Integration, Supply Chain Localization, and Infrastructure Scale

Recommendation:

Accept

Rating	Excel.	Good	Fair	Poor
Originality	Yes			
Techn. Quality		Yes		
Clarity	Yes			
Significance		Yes		

Reviewer Name: Dr. Ashish Yadav

Detailed Reviewer's Report

Reviewer's Comment for Publication.

Acceptance Comments are mentioned below suitable for the paper titled "Transforming India into a Global Toy Export Leader: A Strategic Roadmap for Policy Integration, Supply Chain Localization, and Infrastructure Scale"

Reviewer Comments: Accept

Reviewer Comments –

1. Introduction

The introduction should briefly explain the transformation of the global toy manufacturing industry under the China Plus One strategy and India's increasing importance as an alternative manufacturing destination. It should highlight recent policy reforms such as the Quality Control Orders, Production Linked Incentive initiatives, and cluster development programs that have strengthened domestic production. The section should also identify the remaining structural challenges limiting export competitiveness and clearly state the objectives and significance of the study.

2. Literature Review

The literature review should summarize previous studies on global toy manufacturing, supply chain diversification, industrial cluster development, export competitiveness, and MSME policy reforms. It should compare India's manufacturing ecosystem with successful models such as China's Chenghai toy cluster and Vietnam's export-oriented manufacturing system. The review should identify the existing

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research gap by emphasizing the lack of an integrated framework combining policy integration, supply chain localization, infrastructure development, and export strategy for the Indian toy industry.

3. Solution Approach

This section should describe the study's integrated analytical framework, combining meta-analysis, macroeconomic evaluation, trade trend analysis, and comparative benchmarking. It should explain the use of export and import statistics, policy assessments, infrastructure evaluations, and international comparisons to identify opportunities and constraints. The proposed strategic roadmap should be presented as a coordinated framework involving government, industry, logistics, MSMEs, and global supply chain partners to enhance export competitiveness.

4. Results and Discussion

The results demonstrate substantial growth in India's toy exports and a significant reduction in imports following recent policy interventions. The discussion effectively links these improvements with structural reforms while acknowledging persistent challenges related to raw material dependence, logistics costs, land acquisition, and MSME compliance. The comparative analysis with China and Vietnam strengthens the practical implications of the findings and validates the proposed roadmap for achieving long-term global competitiveness.

5. Conclusion

The conclusion successfully summarizes the major findings and reinforces the importance of coordinated policy implementation, supply chain localization, infrastructure expansion, and technological modernization for sustaining export growth. The proposed strategic roadmap provides practical guidance for policymakers and industry stakeholders seeking to establish India as a global toy manufacturing hub. The study offers valuable theoretical and managerial contributions while identifying future opportunities for empirical validation and longitudinal assessment of policy effectiveness.