

Most Immediate

F. No. 1-61/2020-Sch.4  
Government of India  
Ministry of Human Resource Development  
(Department of School Education & Literacy)

Shastri Bhawan, New Delhi  
Dated the 6<sup>th</sup> January, 2021

To,  
The Additional/Special Chief Secretary/Principal Secretary/Secretary Education of  
all the States and Union Territories

Subject: **Toycathon 2021** - reg.

Sir/Madam,

This Ministry in coordination with Ministry of Women & Child Development, Ministry of Textiles, Department for Promotion of Industry and Internal Trade, Ministry of MSME and Ministry Information and Broadcasting has launched Toycathon, 2021 on 5<sup>th</sup> January, 2021 to challenge Indian students, professionals and start-ups to conceptualize and propose new toys, puzzles, board games, mobile apps, web-based games, etc., based on Indian culture, ethos, diversity and history.

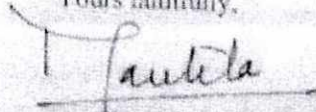
The aim of the Toycathon is to explore the potential of India to build and sustain a creative ecosystem for the development of toys and games that celebrate AtmaNirbhar Bharat. The Toycathon majorly focuses on conceptualizing new and innovative toys using local material which are economical, affordable, safe, environment friendly, with exceptional high quality. Toycathon, 2021 is unique opportunity for Students, Teachers, Start-ups and Toy Experts/Professionals in India to submit their innovative toys/games concepts and win large number of prizes worth Rs. 50 lakh.

The registration for participation in the Toycathon, 2021 has begun on the 5<sup>th</sup> January, 2021 and will be open till 20<sup>th</sup> January, 2021 at the following URL:

<https://toycathon.mic.gov.in>

You are requested to widely disseminate the above initiative amongst all concerned in your respective State/Union Territory and encourage the students and Teachers of all your schools to participate in the Toycathon 2021.

Yours faithfully,

  
(J. S. Rautela)  
Director  
Tel. 2338 5193

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