

अनीता करवल, भा.प्र.से
सचिव

Anita Karwal, IAS
Secretary



स्कूल शिक्षा और साक्षरता विभाग
शिक्षा मंत्रालय
भारत सरकार
Department of School Education & Literacy
Ministry of Education
Government of India

D.O. No. 1-58/2020-Sch.4

10th February, 2021

Dear School Education Secretary,

I am delighted to inform you that the Government of India is organizing ' **The India Toy Fair, 2021** ' from 27th February 2021 to 2nd March 2021 on a virtual platform. This is in line with the Hon'ble Prime Minister's vision of making India a global hub for the Toy Industry.

2. The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, in a bid to propel the growth of the Indian Toy Industry, giving it a global competitive edge.

3. The main attractions of The India Toy Fair include a Virtual Exhibition, webinars by State Governments, knowledge sessions with engaging panel discussions/webinars on diverse topics by experts on areas including toy-based learning, craft demonstrations, competitions, quizzes, virtual tours, product launches, etc. For further details regarding the Toy fair please refer to attached Annexure-I.

4. The India Toy Fair will be inaugurated by the Hon'ble Prime Minister on 27th February. I would request you to extend your support and participate in this unique initiative by encouraging school children, parents, teachers and schools under your jurisdiction to register and visit the virtual India Toy Fair from 27th February to 2nd March 2021. The registration process is attached.

5. Further, the official website and online registration for the India Toy Fair will be launched on 11th February 2021. All schools and educational institutions may be requested to view the launch of the official website on **11th February at 5:00 PM**. Live telecast may be seen on Door Darshan and live video feed at <https://www.facebook.com/theindiatoyfair> and <https://twitter.com/TheIndiaToyFair>.

6. **The following steps may be taken by the States and UTs:**

- Appoint a **Nodal officer** for liaising with DoSEL and inform us the name, designation and contact details (mobile and email) latest by 15.2.21.
- Wide **dissemination of virtual link and registration procedure** in all schools (public and private) by the State/UT and by the state secondary exam boards through their websites, social media and other local media.
- Ensure that schools disseminate details of Toy Fair and registration to every **child, parent and teacher**.
- Ensure maximum representation from all institutions and organizations under the purview of your Department / organization including children, parents,

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teachers throughout the country to visit the Fair from **27th February to 2nd March, 2021** by **virtually registering at <https://theindiatoyfair.in/>**.

- e) Wherever classes have started, in those schools, **dedicate a few periods** to take students through the virtual India Toy Fair 2021 and participate in craftwork, quiz, etc.
- f) Ensure **teachers attend webinars** on toy pedagogy, toy-based education, etc.
- g) Where internet live streaming is not available, arrange for TV viewing on **Swayam Prabha eVidya channel** where the India Toy Fair events will be broadcast live.
- h) Schools may take up **Toy-based group-projects** and link to Ek Bharat Shrestha Bharat paired State/UT
- i) **Use common Hashtag (#)** to be provided soon for disseminating on social media.
- j) Encourage schools to make **1 to 2 minutes videos** on how they use toys/games/puzzles/puppets/activities/board games/electronic games/etc. as a tool for learning in the classrooms, and post it on the following MyGov site: **<https://www.mygov.in/task/my-favorite-indian-toy-video-contest/?target=inapp&type=task&nid=300431>**.

7. I look forward to your enthusiastic participation and promotion of the India Toy fair 2021.

Best wishes

Yours sincerely,

Anita Karwal
(Anita Karwal)

Secretary Education of all the States and Union Territories.

Copy, for similar action, to -

1. State Project Director, Samagra Shiksha, all States and Union Territories
2. Director SCERT, all States and Union Territories
3. Chairman, CBSE
4. Chairman, NCTE
5. Director, NCERT
6. Director, CTSA
7. Commissioner, KVS
8. Commissioner, NVS
9. Chairperson, NIOS

ANNEXURE ITHE INDIA TOY FAIR 2021

- The India Toy Fair 2021 will be organised virtually from 27th February 2021 to 2nd March 2021.
- The Fair aims to provide an impetus to the underlying themes of “Atmanirbhar Bharat” and “vocal for local” campaigns, launched by the Government to promote indigenous industries.
- At the same time, the Fair also aims to leverage the potential of toys in making learning joyful across all ages in education.
- The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, in a bid to propel the growth of the Indian Toy Industry toward a global competitive edge.
- One of the main attractions of The Toy Fair is the Virtual Exhibition with over 1000 virtual stalls.
- The exhibitors include Indian businesses engaged in creating happy childhoods and educating children through play, as well as NCERT, SCERTs, CBSE along with their schools and teachers, IIT Gandhinagar, NID and Children University Ahmedabad. All manufacturers in the Indian Toy Industry, small or big are being encouraged to showcase India's strength and diversity.
- The fair is expected to feature millions of users from different parts of India and will give them an opportunity to buy products from a variety of different exhibitors.
- As on 8th February 2021, over 1,000 exhibitors are virtually on boarded for The India Toy Fair 2021.
- The Fair will also have knowledge sessions in terms of engaging panel discussions and webinars on diverse topics closely resonating with the Indian Toy Industry. The assortment of topics would address the Toy Industry holistically and deliberate on the way ahead for the Toy Industry.
- For the education sector in particular, the Knowledge Sessions involving various experts will focus on areas emphasized in the NEP 2020 such as play-based and activity-based learning, indoor and outdoor play, use of puzzles and games to promote critical thinking and overall on how to make learning more engaging and enjoyable.
- Additionally, to showcase our collective strength in toy manufacturing, several state governments are expected to feature webinars/sessions on the virtual platform. Further, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. would also be held during the Fair.
- The website and registration portal will be launched on 11th February, 2021.
- The Toy Fair can be visited virtually from 27th February to 2nd by registering at <https://theindiatoyfair.in/>.