

Dated: 16.01.2021

## **CIRULAR**

### **Subject: TOYCATHON 2021-REGARDING**

The Department of School Education & Literacy, Ministry of Human Resources Development Government of India vide letter NO. 1-61/2020-Sch.4 dated 06/01/2021, has informed regarding launching of Toycathon, 2021 from 5<sup>th</sup> January,2021 for the Indian Students, Teachers, start-ups & toy Experts/ professions to conceptualize and propose new toys, puzzles, board games etc. based on Indian culture, ethos, diversity and history and win large number of prizes worth Rs. 50 Lakh.

2. The aim of the Toycathon is to explore the potential of India to build and sustain creative ecosystem for the development of toys and games that celebrate Atma Nirbhar Bharat. The Toycathon majorly focuses on conceptualizing new and innovative toys using local material which are economical, affordable, environment friendly, with exceptional high quality.

3. The registration for the participation in the Toycathon has begun on 05<sup>th</sup> January, 2021 and will be open till 20<sup>th</sup> January, 2021 at the following [URL:- http://toycathon.mic.gov.in](http://toycathon.mic.gov.in)

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