



Ministry of Education's Innovation Cell Present

# TOYCATHON 2021

*Under the 'AatmaNirbhar Bharat Abhiyan' initiated by our Hon'ble Prime Minister, Shri. Narendra Modi, Toycathon-2021 is conceived to challenge India's innovative minds to conceptualize novel Toy and Games based on Bharatiya civilization, history, culture, mythology and ethos.*

## FOCUS OF TOYCATHON 2021

- Toy/Games concepts based on Indian civilization, heritage, culture, mythology, history, ethos, technology, ethnicity, national heroes and important events .
- Toys for specially-abled/ Divyanga children.
- Boosting physical and mental fitness.
- Using eco-friendly, indigenous, non-hazardous or recycled material.
- Focus on promoting Vedic Mathematics.
- Encouraging national unity and respecting the cultural diversity.
- Supporting missions like Swachh Bharat, Beti Bachao Beti Padhao, Environment Conservation, Climate Change, Digital India, Skill India, Ek Bharat Shreshtha Bharat.
- Toys for pedagogy (for teaching student's difficult concepts in Math, Science, Languages, Social Sciences, etc.)

Design should confine to basic toy guidelines issued by Govt. of India. Click the link to view the Gazette Notification

The last date of submission of ideas is 20th January, 2021.

- Toycathon 2021 is a 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 lakhs
- Winners of Toycathon 2021 will also get an opportunity to showcase their concepts during 'National Toy Fair' starting 27th Feb which will be attended by Hon'ble Prime Minister Shri Narendra Modi. Moreover, efforts will be made to commercialize the exceptional toy concepts will support from Industry and investors.

## REGISTRATION

**Track 1/ For School Students-**  
School Students (8th to 12th Standard)  
School Teachers/Staff (Only as Mentors)  
Team Size: (Minimum 3 & Maximum 6 Members per team, out of which one Member is 'Team Leader'. Team should have One/Two 'Mentors')

**Track 2/ For HEI's Students-**  
HEI's Students Faculty/staff as only Mentors's  
Team Size: (Minimum 3 & Maximum 6 Members per team, out of which one Member is 'Team Leader'. Team should have One/Two 'Mentors')

**Track 3/ Startups & Professionals-**  
Startups Professionals, Toy Experts  
Team Size: (Minimum 3 & Maximum 6 Members per team, out of which one Member is 'Team Leader'. Team should have One/Two 'Mentors')

For more information, please visit,  
[www.toycathon.mic.gov.in](http://www.toycathon.mic.gov.in)



For More Inquiry

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**MoEIC IICs 3.0 BHU**  
**Ministry of Education- Innovation Cell**  
**Institution' innovation Council 3.0 Banaras Hindu University**  
**invites you to participate following events**  
**of Innovation, Enterprenurship, Incubation and Startup**

- Ideation & Motivation
- Entrepreneurship
- Innovation
- Startup & Related Ecosystem
- Bussiness Model Canvas
- Proof of Concepts
- Prototype Development
- Funding
- Inspirational Talks



**Register Now!**

Registrations will close on  
**15<sup>th</sup> January 2021**

Registration Link  
<https://forms.gle/sHo1RzzCtYQPENp8A>

**Duration- January - October 2021**



**FOR INQUIRY**

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**SCAN QR CODE  
TO REGISTER**

