



# TOYCATHON 2021

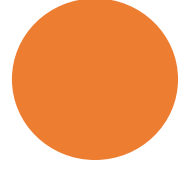




# Special Emphasis

- Focus on Indian mythology figures, **history, culture, ethos, ethnicity, national heroes** and important events
- Inculcate **positive behavior** and good values/ sanskaar among children
- Toys for **specially-abled children**
- Boosting **physical and mental activity** in children
- Using **eco-friendly, non-hazardous** or **recycled material**
- **Digital games** and board games based on Indian Knowledge systems, e.g., '**Pachatantra**', **Mahabharat** or **Indian astronomy**.
- Focus on **promoting Vedic Mathematics**

# Inter-ministerial Initiative



सत्यमेव जयते

**Ministry of Education**  
Government of India



सत्यमेव जयते

**Ministry of Women and Child Development**  
Government of India



सत्यमेव जयते

**DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE**  
**MINISTRY OF COMMERCE & INDUSTRY,**  
GOVERNMENT OF INDIA



सत्यमेव जयते

**MSME**

**MICRO, SMALL & MEDIUM ENTERPRISES**  
सूक्ष्म, लघु एवं मध्यम उद्यम



सत्यमेव जयते

सूचना एवं प्रसारण मंत्रालय

MINISTRY OF

**INFORMATION AND BROADCASTING**



सत्यमेव जयते

वस्त्र मंत्रालय

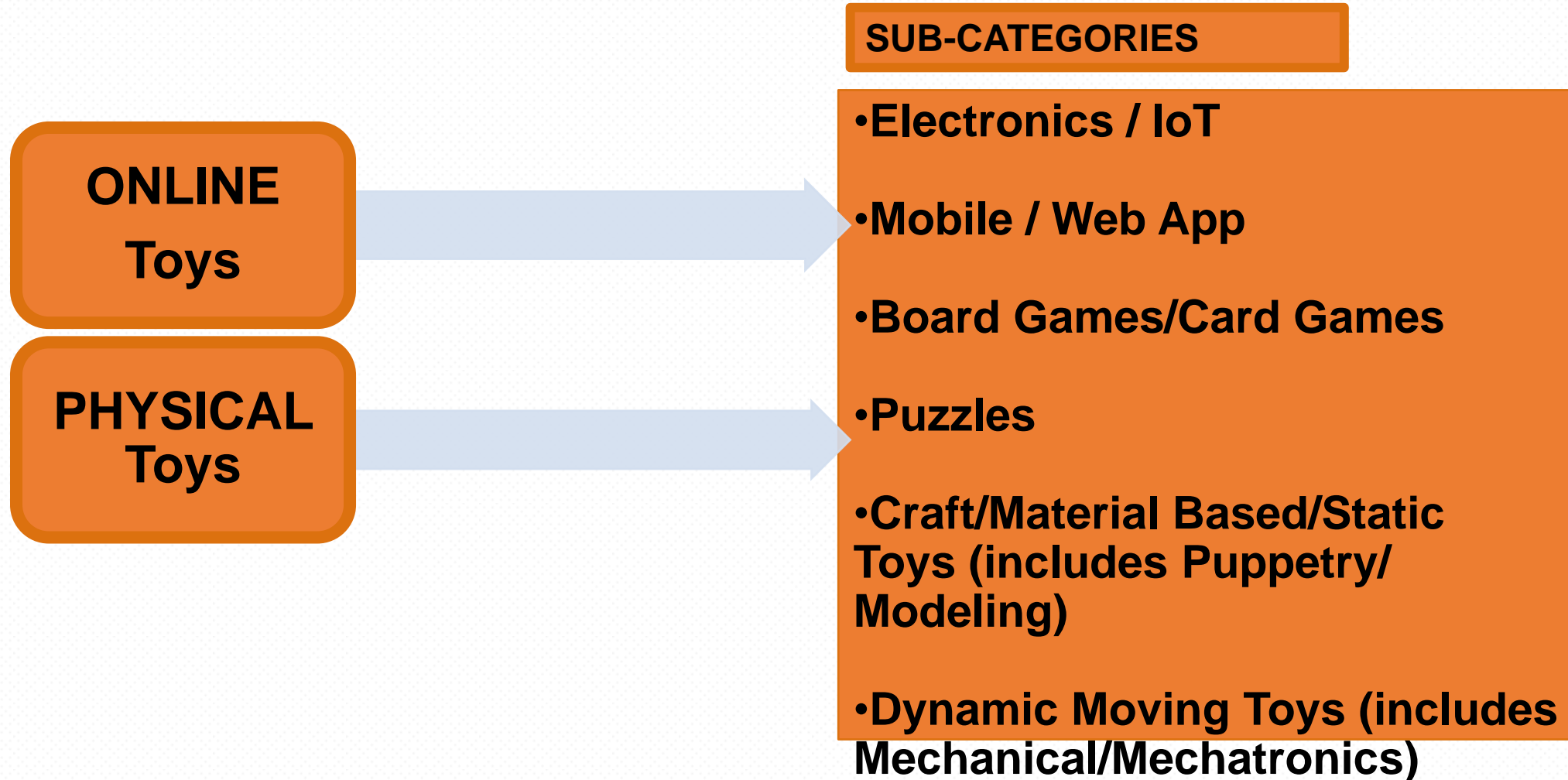
**MINISTRY OF  
TEXTILES**



**Ministry of Education's  
INNOVATION CELL**  
(GOVERNMENT OF INDIA)



# Categories of Toycathon



# Themes for Toy Hackathon

**Innovative toys based on/for:**

- 1. Indian Culture, History, Knowledge of India and Ethos**
- 2. Learning, Education and Schooling**
- 3. Social and human values**
- 4. Occupations & specific fields**
- 5. Environment**
- 6. Divyang**
- 7. Fitness and sport**
- 8. Out of the box, creative and logical thinking**
- 9. Rediscovering/redesigning traditional Indian toys**



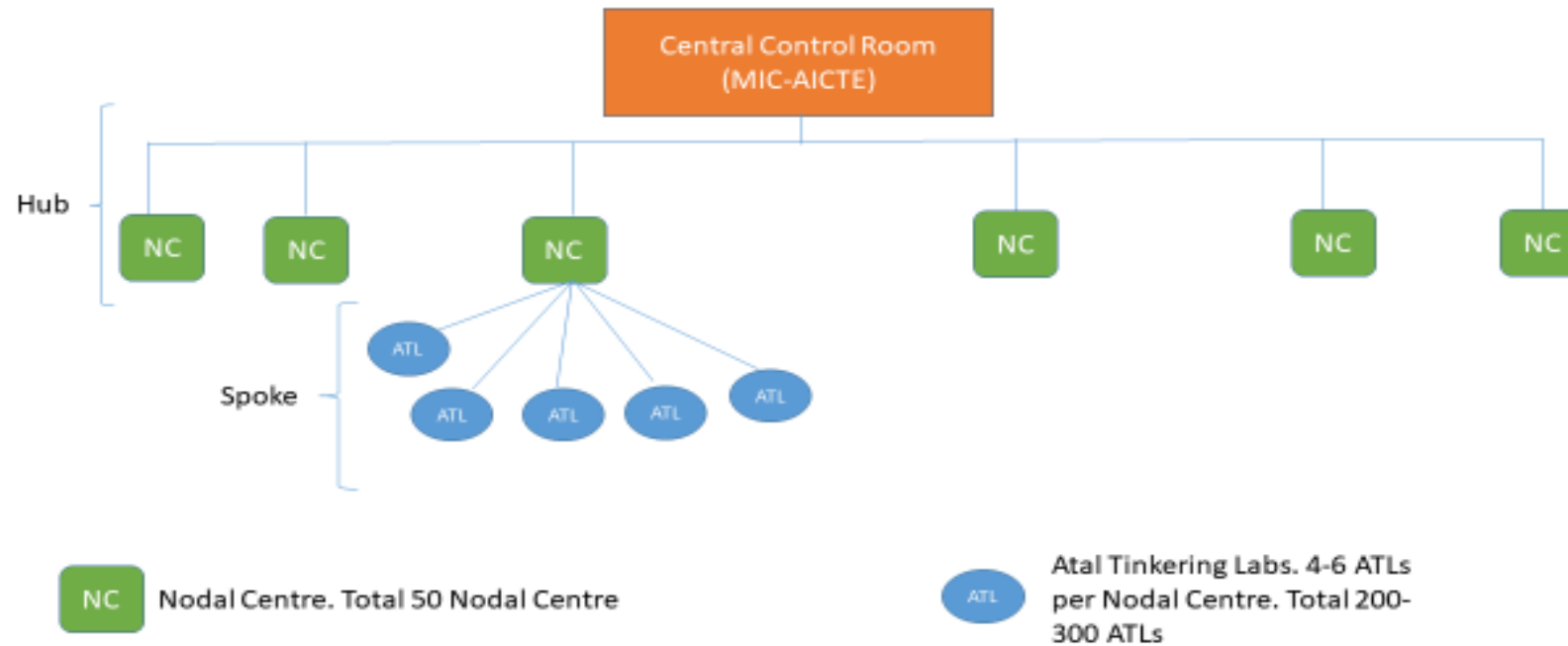
# Tracks for Toycathon

**Track 1: Junior Level Participants :** For School Kids and Teachers

**Track 2: Senior level participants:** For Students and Faculty of HEIs

**Track 3: Start-up & Professional :** Toys Startup & Professional Toy Experts

# HUB & SPOKE MODEL : TOY HACKATHON



No of teams per NC: 22-25

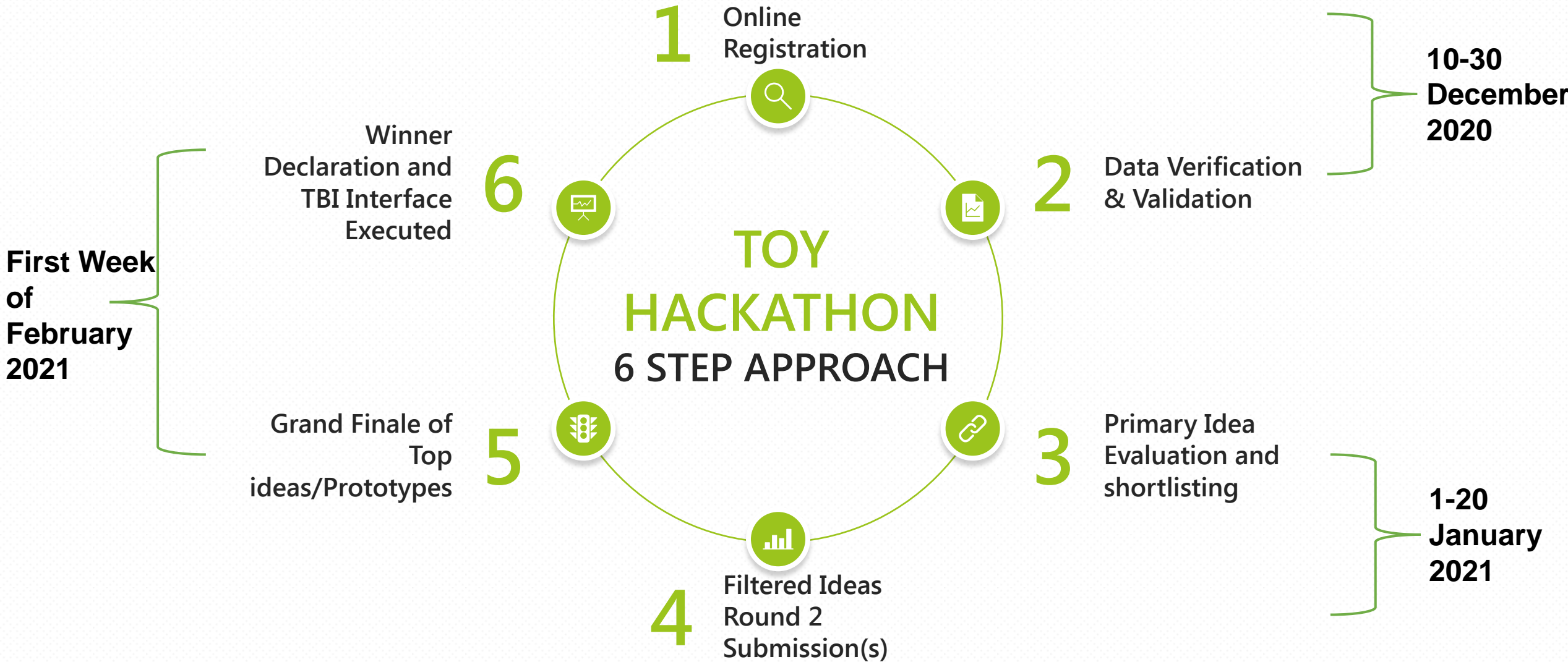
No of teams per ATL: 5-7

Participants/team: 3-5 & 1 mentor

Total teams: Approx. 2350-2500

Total participants & mentor: Approx. 11500-13000

# Process Flow for the Toy Hackathon and Timelines





# Important Dates & Timeline

Event/Task	Timelines
Official Launch of Toycathon 2021	5th January, 2021
Registration begins	5th January, 2021
Submission of proposals online	5th January to 20th January, 2021
Evaluation process (Online)	21st January to 8th February, 2021
Declaration of Shortlisted Ideas	12th February, 2021
Grand Finale	23rd to 25th February, 2021

**Thank You**