



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

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7th January, 2021

Toycathon 2021: Towards Making India Atma Nirbhar in the Toy sector

Dear Madam/Sir,

Under the 'AatmaNirbhar Bharat Abhiyan' initiated by our Hon'ble Prime Minister of India, Toycathon 2021 (a Hackathon) for crowd sourcing of innovative ideas for development or creation of Toys and Games based on Bharatiya history, civilisation, ethos and culture was launched by Shri Ramesh Pokhriyal 'Nishank', Hon'ble Minister of Education and Smt. Smriti Irani, Hon'ble Minister for Women and Child Development and Textiles on 5th January, 2021.

Toycathon 2021 is an inter-ministerial initiative organized by Ministry of Education's Innovation Cell with support from All India Council for Technical Education, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of MSME, Ministry of Textiles and Ministry of Information and Broadcasting.

Toycathon-2021 is conceived to challenge India's innovative minds to conceptualize novel Toy and Games which are based on Indian history, civilization, ethos and culture. It provides a novel opportunity to our students to design toys and games that will greatly help India develop into a global hub for toys and games and assist our children to understand the ethos and values of Indian culture as envisaged in the National Education Policy 2020.

Students and faculty of Higher Education Institutions can participate under track 2 of Toycathon 2021 and can win large number of prizes worth Rs. 50 lakhs. Last date for submission of ideas in the prescribed format is 20th January, 2021. Details are available on <https://toycathon.mic.gov.in>.

In this regard, all the Vice Chancellors of Universities and Principals of Colleges are requested to share this initiative with students and faculty of their respective institutions and encourage them to actively participate in the **Toycathon 2021**.

Let us join hands by making our nation 'Aatma Nirbhar' in the toy sector.

With regards,

Yours sincerely,

(Rajnish Jain)

To
Vice Chancellors of all Universities
Principals of all Colleges