

Dear Sir/Madam,

Greetings from the Ministry of Education! I am glad to inform you, that on 5th January, 2021, Toycathon 2021; a Hackathon to crowd source innovative ideas for the Toys and Games based on Bharatiya history, civilization, 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.

Toycathon 2021 is organized by the Innovation Cell, Ministry of Education with support of AICTE, Ministry of Education, Ministry of Women and Child Development, Ministry of Textiles, Ministry of MSME, Ministry of Commerce and Industry, Ministry of Information and Broadcasting.

It is recommended that you make your staff and students aware of this initiative and actively encourage them to participate in this hackathon. Students of undergraduate, postgraduate and doctoral courses are allowed to enter in teams of at least 3 and at most 6 with up to 2 mentors to guide them. They will participate under track 2 of Toycathon 2021. For more information, please visit, <https://toycathon.mic.gov.in/index.php>

This is a novel opportunity for our students to propose 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.

Importantly, this Toycathon 2021 gives opportunity to participants to win a large number of prizes worth Rs. 50 lakhs. Last date for submission of ideas in prescribed format is 20th Jan 2021.

Let's team up for toys and contribute in making our nation 'AatmaNirbhar' in the toy sector.

*Thanks and Regards,
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