



**INDIRA GANDHI NATIONAL OPEN UNIVERSITY
National Centre for Innovation in Distance Education
Maidan Garhi, New Delhi-110 068**

**IGNOU Students, Faculty and Staff
Can Participate in
Toycathon-2021 : A Toy Making Hackathon**

GUIDELINES

What is Toycathon-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 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.

Who can Participate in Toycathon?

Any Student, Teacher, Start-up and Toy Expert/Professional in India can participate in the Toycathon-2021 by submitting his/her Innovative Toys/Games concepts **before January, 2021**.

What is the Process of Toycathon?

1. In the First Phase the Applications will be scrutinized online by a team of expert evaluators after idea submission. The evaluators shall judge the ideas based on predetermined criteria.
2. Based on the scrutiny, which will continue till February 08, 2021 a list of shortlisted teams for Grand Finale will be declared on February 12, 2021.
3. In the second Phase which will be Grand Finale, the shortlisted applicants along with their team and mentors will report at a Nodal Centre or at the ATL near you physically on February 23, 2021 as per the schedule given.
4. The manufacturing/prototyping activity will go on over February 23-25, 2021 slot as per the schedule for different tracks. There will be numerous mentoring and evaluation sessions in this time period.
5. Based on the scrutiny in the Grand Finale, the best ideas selected to receive prizes and for online presentation in Toy Fair will be declared.

Focus of Toycathon-2021

1. Toy/Games concepts based on Indian Civilization, Heritage, Culture, Mythology, History, Ethos, Technology, Ethnicity, National Heroes and Important Events.
2. Inculcate Positive Behaviour and Good Values ('Sanskaar').
3. Toys for Specially-abled/Divyanga Children.
4. Boosting Physical and Mental Fitness.
5. Using Eco-friendly, Indigenous, Non-hazardous or Recycled Material.
6. Focus on Promoting Vedic Mathematics.
7. Encouraging National Unity and respecting the Cultural Diversity.
8. Supporting missions like Swatch Bharat, Beti Bachao Beti Padhao, Environment Conservation, Climate Change, Digital India, Skill India, *Ek Bharat Shreshtha Bharat*.
9. Rediscovering/Redesigning Traditional Indian Toys.
10. Toys for Pedagogy (for Teaching Students' difficult Concepts in Math, Science, Languages, Social Sciences, etc.).

Why Should you Participate in the Toycathon-2021?

1. 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.
2. All the students of IGNOU who participate in the Toycathon-2021 and inform us about their submission, they will be provided with a Certificate of Participation by the NCIDE, IGNOU.

How to Register and Submit Idea?

1. Participants should first have a look at the problem statements given under Challenges Tab on the Home Page. If a problem statement seems suitable to you and you have an idea for a Toy/Game on it, you should prepare the remaining requirements in the form and submit the idea in the prescribed format.
2. Idea submission PPT is given on the Website of the Toycathon-2021 at <https://toycathon.mic.gov.in/register.php>.
3. **The last date of submission of Ideas is January 20, 2021.**
4. If you have any innovative idea for the Toycathon on the given themes, submit before the last date with a copy of your filled-in idea submission form to us at ncide@ignou.ac.in.

Whom to Contact for any clarification?

1. For detailed information about the Toycathon-2021 and for submission of your idea, you should visit the website <https://toycathon.mic.gov.in/>.
2. If you have any doubt or want some clarification, you may contact us at 011-29572970 or you may write at ncide@ignou.ac.in.