All Heads of Schools Affiliated to CBSE

Subject: - The India Toy Fair 2021

The Government of India is organizing ‘The India Toy Fair, 2021’ from 27th February 2021 to 2nd March 2021 on a virtual platform. The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform. The India Toy Fair will be inaugurated by the Hon’ble Prime Minister of India on 27th February, 2021.

2. The main attractions of The India Toy Fair include a Virtual Exhibition, webinars by State Governments, knowledge sessions with engaging panel discussions/webinars on diverse topics by experts on areas including toy-based learning, craft demonstrations, competitions, quizzes, virtual tours, product launches, etc. For further details regarding the India Toy Fair, please refer to attached Annexure – I.

3. The official website and online registration for the India Toy Fair will be launched on 11th February 2021. All schools and educational institutions are requested to view the launch of the official website on 11th February at 4.00 P.M. Live telecast may be seen on Doordarshan and live video feed at https://www.facebook.com/theindiatoyfair and https://twitter.com/TheIndiaToyFair.

4. You are requested to take the following measures in this regard:

a. Disseminate details of Toy Fair and registration to every student, teacher and parent.

b. Ensure maximum representation from students, teachers and parents to visit the Fair from 27th February to 2nd March, 2021 by virtually registering at https://theindiatoyfair.in/.

c. If classes have started in your school, dedicate a few periods to take students through the virtual India Toy Fair 2021 and participate in craftwork, quiz etc.
d. Ensure teachers attend webinars on toy pedagogy, toy-based education, etc.

e. Where internet live streaming is not available, arrange for TV viewing on Swayam Prabha eVidya channel where the India Toy Fair events will be broadcast live.

f. Take up Toy-based group-projects and link to Ek Bharat Shrestha Bharat paired State/UT as per the Circular No. Acad-33/2020 dated 14.05.2020.

g. To make 1 to 2 minutes videos at your school on how to use toys / games / puzzles / puppets / activities / board games / electronic games / etc. as a tool for learning in the classrooms, and post it on the following MyGov site: https://www.mygov.in/task/my-favorite-indian-toy-video-contest/?target=inapp&type=task&nid=300431.

Please encourage all students and teachers of your school for their active involvement and enthusiastic participation in this programme.

Dr. Joseph Emmanuel
Director (Academics)
Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Under Secretary (EE-1), MHRD, Govt. of India, Department of SE&L, Shastri Bhawan, New Delhi-01
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Joint Secretary/Deputy Secretary/Assistant Secretary/Analyst, CBSE
15. All Head(s)/In-Charge(s), Centre of Excellence, CBSE
16. In charge IT Unit with the request to put this circular on the CBSE Academic website
17. In-Charge, Library
18. The Head (Media & Public Relations), CBSE
19. DS to Chairman, CBSE
20. SPS to Secretary, CBSE
21. SPS to Director (Academics), CBSE
22. SPS to Director (Information Technology), CBSE
23. SPS to Controller of Examinations, CBSE
24. SPS to Director (Skill Education & Training), CBSE
25. SPS to Director (CTET), CBSE
26. SPS to Director (Professional Examinations), CBSE
27. SPS to Director (EDUSAT), CBSE
28. Record File
ANNEXURE – I

- The India Toy Fair 2021 will be organized virtually from 27th February 2021 to 2nd March, 2021.
- The Fair aims to provide an impetus to the underlying themes of “Atmanirbhar Bharat” and “Vocal for Local” campaigns, launched by the Government to promote indigenous industries.
- At the same time, the Fair also aims to leverage the potential of toys in making learning joyful across all ages in education.
- The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, in a bid to propel the growth of the Indian Toy Industry toward a global competitive edge.
- One of the main attractions of The Toy Fair is the Virtual Exhibition with over 1000 virtual stalls.
- The exhibitors include Indian businesses engaged in creating happy childhoods and educating children through play, as well as NCERT, SCERTs, CBSE along with their schools and teachers, IIT Gandhinagar, NID and Children University Ahmedabad. All manufacturers in the Indian Toy Industry, small or big, are being encouraged to showcase India’s strength and diversity.
- The fair is expected to feature millions of users from different parts of India and will give them an opportunity to buy products from a variety of different exhibitors.
- As on 8th February, 2021, over 1,000 exhibitors are virtually on boarded for The India Toy Fair 2021.
- The Fair will also have knowledge sessions in terms of engaging panel discussions and webinars on diverse topics closely resonating with the Indian Toy Industry. The assortment of topics would address the Toy Industry holistically and deliberate on the way ahead for the Toy Industry.
- For the education sector in particular, the Knowledge Sessions involving various experts will focus on areas emphasized in the NEP 2020 such as play-based and activity-based learning, indoor and outdoor play, use of puzzles and games to promote critical thinking and overall on how to make learning more engaging and enjoyable.
- Additionally, to showcase our collective strength in toy manufacturing, several state governments are expected to feature webinars/sessions on the virtual platform. Further, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. would also be held during the Fair.
- The website and registration portal will be launched on 11th February, 2021 at 4:00 PM.
- The Toy Fair can be visited virtually from 27th February to 2nd March, 2021 by registering at https://theindiatoyfair.n/.
How to Register for The India Toy Fair 2021
Open www.theindiatoysfair.in on your Browser or Mobile
Once the home page opens, click on the **Register now** Button
It will take you to a registration page.
Click on the drop-down arrow of I am* Tab and select *A General Visitor*. 
Fill in your Name and Phone Number.
If you wish to receive notifications on WhatsApp, check the box which says - *WhatsApp number is the same.*
Optionally, you can also give your email address if you want to receive notifications via email.
Check the box which says- *I am not a Robot.*
Press Submit button and you are registered.
Please remember to visit The India Toy Fair 2021 Virtually between 27th February to 2nd March at www.theindiatoyfair.in
Thank you