



पत्रांक : Quality/159/2020-21/ 1346

दिनांक : 22/02/2021

सेवा में,

जिला शिक्षा पदाधिकारी,
जिला कार्यक्रम पदाधिकारी (माध्यमिक शिक्षा),
जिला कार्यक्रम पदाधिकारी (EE & SSA),
सभी जिला।

विषय : दिनांक 27.02.2021 से दिनांक 02.03.2021 की अवधि में Virtual Platform पर 'The India Toy Fair, 2021' का आयोजन के संबंध में।

प्रसंग : सचिव, शिक्षा मंत्रालय, भारत सरकार के पत्र दिनांक 10.02.2021।

महाशय,

उपर्युक्त विषयक प्रसंगाधीन पत्र (प्रति संलग्न) के आलोक में अंकित करना है कि भारत सरकार के द्वारा 'The India Toy Fair, 2021' का आयोजन Virtual Platform पर दिनांक 27.02.2021 से दिनांक 02.03.2021 की अवधि में किया जाना है। इस आयोजन का शुभारंभ माननीय प्रधानमंत्री द्वारा दिनांक 27.02.2021 को किया जायेगा। इस आयोजन से संबंधित विस्तृत विवरण संलग्न करते हुए अग्रेतर कार्रवाई के लिए निम्नांकित निदेश दिए जाते हैं :-

- (1) ऑनलाइन आयोजन में राज्य के सभी विद्यालयों के बच्चों, अभिभावकों, शिक्षकों और विद्यालयों को शामिल होने के लिए Virtual Link <https://theindiatoyfair.in/> के माध्यम से दिनांक 27.02.2021 से दिनांक 02.03.2021 की अवधि में पंजीयन कराने का निदेश दिया जाय।
- (2) राज्य के सभी विद्यालयों को निदेश दिया जाय कि 'The India Toy Fair, 2021' का आयोजन से संबंधित विवरण का प्रदर्शन अपने विद्यालय के सूचना पट्ट तथा विद्यालय के पोषक क्षेत्र के महत्वपूर्ण स्थलों पर करना सुनिश्चित करें।
- (3) इस कार्यक्रम में राज्य के सभी विद्यालयों के बच्चों, अभिभावकों, शिक्षकों की अधिकाधिक भागीदारी के लिए Virtual Link— <https://theindiatoyfair.in/> को प्रचारित प्रसारित किया जाय।
- (4) जिन विद्यालयों का संचालन प्रारंभ हो चुका है उनमें Virtual 'The India Toy Fair, 2021' से संबंधित जानकारी एवं आयोजन में भाग लेने के लिए कुछ घंटी निर्धारित करने का निदेश दिया जाय।
- (5) सभी शिक्षकों को खिलौना विज्ञान, खिलौना आधारित शिक्षा पर आहूत वेबीनार में भाग लेने हेतु निदेश दिया जाय।
- (6) विद्यालयों को Toys Bsaed Group Project प्रारंभ करने तथा उसे 'एक भारत श्रेष्ठ भारत' के साथ लिंक करने हेतु प्रोत्साहित करने का निदेश जाय।

Sanjay Singh, I.A.S.
State Project Director



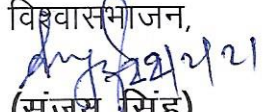
बिहार शिक्षा परियोजना परिषद्
शिक्षा भवन, राष्ट्रभाषा परिषद् परिसर,
सैदपुर, राजेन्द्रनगर, पटना-800004

Bihar Education Project Council
Shiksha Bhawan, Rashtrabhasha Parishad Campus,
Saidpur, Rajendra Nagar, Patna-800004

- (7) सभी विद्यालयों को खिलौने/खेल/पहेली/कठपुतलियों/गतिविधियों/बोर्ड गेम्स/इलेक्ट्रॉनिक्स गेम्स आदि का उपयोग कैसे करते हैं, पर 01-02 मिनट का विडियो बनाकर "My Gov Site <https://www.mygov.in/task/my-favorite-indian-toy-video-contest/?target=inapp&type=task&nid=300431>" पर अपलोड करने का निदेश दिया गया है।

अतएव, तदनुसार कार्रवाई सुनिश्चित करायी जाय तथा 'The India Toy Fair, 2021' के आयोजन में अपने जिला के सभी विद्यालयों के अधिकाधिक बच्चों, अभिभावकों, शिक्षकों की भागीदारी सुनिश्चित करायी जाय।

अनुलग्नक : यथोक्त।

विश्वासभाजन,

(संजय सिंह)

राज्य परियोजना निदेशक

F. No. 11-29/2020-Sch.4
Government of India
Ministry of Education
(Department of School Education & Literacy)

Shastri Bhawan, New Delhi
Dated the 11th February, 2021

CIRCULAR

The Government of India has taken up an initiative to use toys as a tool for education. It is felt that toys do not only entertain children, but they play an important role in their physical and mental development. Toys are helpful in stimulating children's interest, curiosity and thinking skills. The Government has initiated the process for the preparation of National Curriculum Frameworks (NCFs) for School Education and Early Childhood Care and Education under the National Education Policy, 2020, which would, *inter-alia*, include curriculum development for use of toys in pedagogy and as learning resources in pre-school and school education. Appropriate activities would be included in the toy-based pedagogy and the NCERT textbooks based on the NCFs. Implementation of the toy-based pedagogy and carrying out the activities included in the NCERT textbooks would necessitate the availability and use of various kinds of toys for the children in schools.

2. The State/UT Governments and Autonomous Organisations under the Ministry of Education would be purchasing/ preparing toys for children in the schools functioning under their respective jurisdiction. Since the toys would be used by children, it is essential to ensure that these toys are made of such material and quality as may not be harmful or hazardous to such children. The Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade has issued the Toys (Quality Control) Order, 2020 dated the 25th February, 2020 as amended vide the Toys (Quality Control) First Amendment Order, 2020 dated the 15th September, 2020 and the Toys (Quality Control) Second Amendment Order, 2020 dated the 11th December 2020 (copies enclosed) specifying the Indian Standard for toys. The provisions of the aforesaid order, as reproduced hereunder, need to be followed scrupulously while purchasing/preparing toys for pre-schools and schools, including all public and private schools in the State/UT (*It may be noted that the "Bureau" hereunder refers to the Bureau of Indian Standards*):

"3. Conformity to standard and compulsory use of Standard Mark – The goods or articles specified in the column (1) of the Table below shall conform to the corresponding Indian Standard (s) mentioned in the column (2) of the Tables and shall bear the Standard Mark under a licence from the Bureau as per Scheme-1 of Schedule-II of BIS (Conformity Assessment) Regulations, 2018:

Provided that nothing in this order shall apply to goods or articles meant for export.

Provided further that nothing in this Order shall apply to goods or articles manufactured and sold by Artisans registered with Office of the Development Commissioner (Handicrafts), under Ministry of Textiles, Government of India.

Provided further that nothing in this Order shall apply to goods or articles manufactured and sold by Registered proprietor and Authorized user of a product registered as Geographical Indication by the Registrar of Geographical Indications, Office of Controller General of Patents, Designs and Trademarks (CGPDTM), under Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India.

4. **Certification and enforcement authority** – The Bureau shall be the certifying and enforcement authority for the goods or articles specified in column (1) of the following Table:

TABLE

Goods or articles	Indian Standard	Title of Indian Standard
(1)	(2)	(3)
Toys	IS 9873(Part 1): 2018	Safety of Toys Part 1 Safety Aspects Related to Mechanical and Physical Properties.
	IS 9873(Part 2): 2017	Safety of Toys Part 2 Flammability
	IS 9873(Part 3): 2017	Safety Requirements for Toys part 3 Migration of Certain Elements.
	IS 9873(Part 4): 2017	Safety of Toys Part 4 Swings, Slides and Similar Activity Toys for Indoor and Outdoor Family Domestic Use.
	IS 9873(Part 7): 2017	Safety of Toys Part 7 Requirements and Test Methods for Finger Paints.
	IS 9873(Part 9): 2017	Safety of Toys Part 9 Certain Phthalates Esters in Toys and Children's Products.
	IS 15644: 2006	Safety of Electric Toys.

Note: For the purposes of Table, the latest version of Indian Standards including the amendments issued thereof, as notified by the Bureau from time to time, shall apply from date of such notification."


(Anita Karwal)

Secretary,
Department of School Education & Literacy,
Government of India
Tel. 011- 23382587 011- 23381104

1. All States and Union Territories (Secretary, School Education).
2. Chairman, CBSE.
3. Director, NCERT.
4. Commissioner, KVS.
5. Commissioner, NVS.
6. Joint Director, CTSA.
7. Director, Bal Bhawan. New Delhi.

Copy to:

Secretary, Ministry of Women & Child Development, Shastri Bhavan, New Delhi. They may like to issue similar instructions for Anganwadis.

Copy, for information, to :

Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (Sh. Anil Agrawal, Joint Secretary), Udyog Bhavan, New Delhi.

THE INDIA TOY FAIR 2021

- The India Toy Fair 2021 will be organised 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.
- The Toy Fair can be visited virtually from 27th February to 2nd by registering at <https://theindiatoyfair.in/>.




The India Toy Fair 2021


VIRTUAL EVENT

27 FEB 28 FEB 01 MAR 02 MAR

How to Register for The India Toy Fair 2021

Open www.theindiatoyfair.in on your Browser or Mobile





HOME EXHIBITORS VISITORS AGENDA TOYS OF INDIA TELL YOUR TOY STORY PRESS CONTACT US

REGISTER NOW VISIT FAIR
LE FROM 27 FEB - 2 MAR

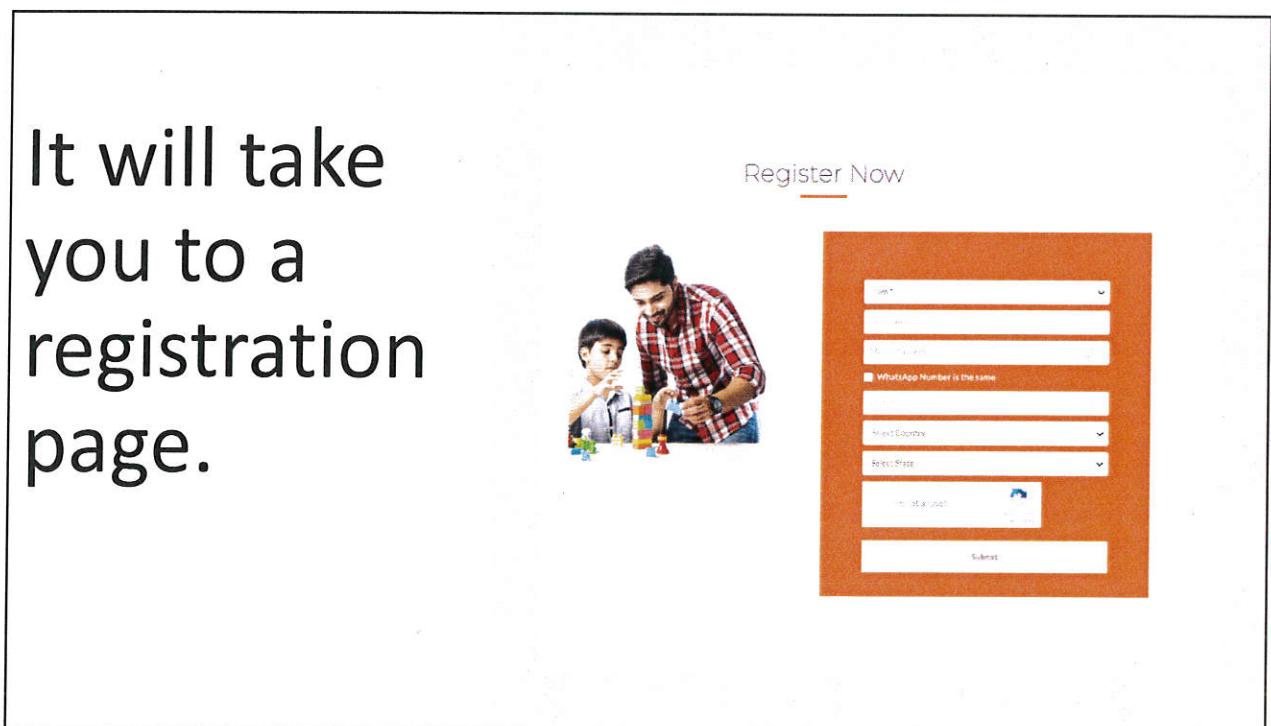
The India Toy Fair 2021
VIRTUAL EVENT

INDIAN TOYS,
GLOBAL PLAYGROUND

TIME TO BE VOCAL
ABOUT LOCAL TOYS
NARENDRA MODI
PRIME MINISTER

Once the home page opens, click on the *Register now* Button

It will take you to a registration page.



Register Now

Name *

Email *

WhatsApp Number is the same

First Name *

Phone No. *

Submit

Click on the drop-down arrow of I am* Tab and select *A General Visitor*.

REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

I am *

- A General Visitor
- A Business Delegate
- A Media Representative

Mobile Number *

WhatsApp Number is the same

Email ID *

Im not a robot

Submit

Fill in your Name and Phone Number.

REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

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WhatsApp Number is the same

Email ID *

Im not a robot

Submit

If you wish to receive notifications on WhatsApp, Check the box which says- *WhatsApp number is the same.*

REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

9999999999

WhatsApp Number is the same

Email ID

I'm not a robot

Submit

Optionally, you can also give your email address if you want to receive notifications via email.

I am

Full Name

Mobile Number

9999999999

WhatsApp Number is the same

abcdehij@abc.com

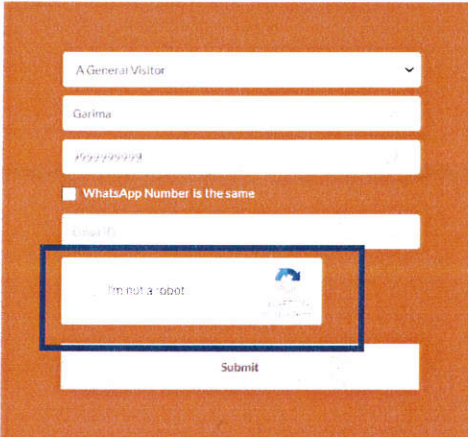
Select Country

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Check the box which says- *I am not a Robot.*



REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

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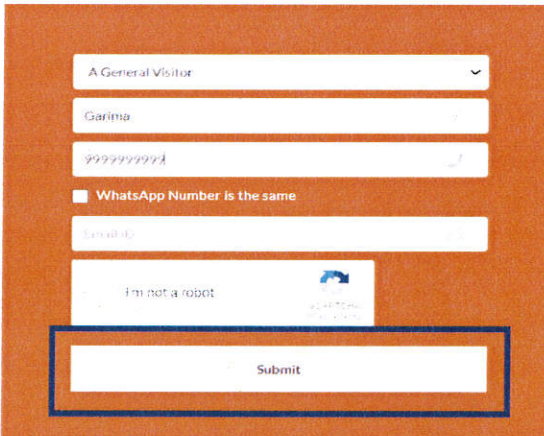
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Submit

Press Submit button and you are registered.



REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

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WhatsApp Number is the same

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I'm not a robot

Submit

Please remember to visit The
India Toy Fair 2021 Virtually
between 27th February to 2nd
March at www.theindiatoyfair.in



Thank you
