



Toyathon 2021

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Why in News

Recently, the government has launched a virtual toy hackathon 'Toyathon 2021'.

Key Points

- **Initiative of:**

The Ministry of Education, Ministry of Women and Child Development, Ministry of Textile, Ministry of Commerce and Industries, Ministry of Micro, Small and Medium Enterprises, Ministry of Information and Broadcasting and **All India Council for Technical Education**.

- **Aim:**

- To conceptualize innovative toys based on the Indian value system which will inculcate the positive behaviour and good value among the children.
- To promote India as a global toy manufacturing hub (Atmanirbhar Abhiyan).

- **Features:**

- **Based on:** Indian culture and ethos, local folklore and heroes, and Indian value systems.
- **Themes:** Nine themes, including fitness and sport and rediscovering traditional Indian toys.
- **Participants:** Students, teachers, start-ups and toy experts.
- **Prize:** Participants can get prizes upto Rs. **50 lakhs**.

- **Significance:**

- Toys can be an excellent medium to further the spirit of '**Ek Bharat, Shreshtha Bharat**'

“**Ek Bharat Shreshtha Bharat**” was announced by the Prime Minister in 2015 to **enhance the understanding and bonding between the States**, thereby strengthening the unity and integrity of India.

- It will help in promoting the use of educational toys in line with the **National Education Policy (NEP) 2020**.
- It will create an ecosystem for the **domestic Toy industry and the local manufacturers**, tapping the untapped resources and **utilizing their potential**.
- It will help in **reducing toy imports**.
Though the toy market in India is worth USD 1 billion, **80% toys are imported**.

Source:TH