



Toycathon 2021

Why in News

Recently, the Prime Minister of India urged people to be **“vocal for local toys”**, while interacting with the participants at the **Toycathon 2021**.

Key Points

- **Ministry:**
 - It was a **joint initiative by the** Ministry of Education, WCD (Women and Child Development) Ministry, Ministry of [Micro, Small and Medium Enterprises](#), Textile Ministry, Ministry of Information and Broadcasting and [All India Council for Technical Education](#).
 - It was launched on **5th January 2021** to crowd-source innovative toys and games ideas.
- **Aim:**
 - To conceptualize innovative toys based on the Indian value system which will inculcate positive behaviour and good value among the children.
 - To promote India as a global toy manufacturing hub (**Atmanirbhar Bharat**).
- **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 play a big role in highlighting India’s capabilities, art and culture and society to the world.
 - Toycathon can prove to be effective in making India a Production Hub of Toys and hence can be the creation of **‘Toyoconomy’**.
 - Toys can be an excellent medium to further the spirit of [‘Ek Bharat, Shreshtha Bharat’](#).
 - It will help **reduce imports**.
- **Status of Toy Market:**
 - **Global toy market** is worth nearly \$100 billion.
 - Of which, **India contributes** only around \$1.5 billion.
 - India imports **around 80% of toys from** abroad. Which means crores of rupees of the country are going abroad on them.

Way Forward

- Toy industry has its own small-scale industry, artisans comprising rural population, dalits, poor people and tribal population. In order to take the benefits to these segments, we need to be **vocal for local toys**.

- There is a need for new ideas to be incubated, new start-ups promoted, taking new technology to traditional toy makers and creating new market demand.
- The **75th anniversary** of India's Independence is a huge opportunity for the innovators and creators of the toy industry. Many incidents, stories of our freedom fighters and their valour and leadership can be created into gaming concepts.
- There is a need to create interesting and interactive games that 'engage, entertain and educate'.

[Source: IE](#)

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