GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION

LOK SABHA
UNSTARRED QUESTION NO. 2082
TO BE ANSWERED ON 08.03.2021

TOYCATHON-2021

2082.   **SHRI T.R.V.S. RAMESH:**

      SHRI MAGUNTA SREENIVASULU REDDY:

      SHRI POCHA BRAHMANANDA REDDY:

      SHRI KURUVA GORANTLA MADHAV:

      SHRI ADALA PRABHAKARA REDDY:

      SHRI MOTI CHINTA ANURADHA:

      DR. BEESETTI VENKATA SATYAVATHI:

Will the Minister of EDUCATION be pleased to state:

(a)   whether the Government has launched TOYCATHON-2021 to promote the indigenous production of toys;

(b)   if so, the details thereof; and

(c)   whether this program is launched as a scheme/mission or a portal and if so, the details thereof?

ANSWER
MINISTER OF EDUCATION

(SHRI RAMESH POKHRIYAL 'NISHANK')

(a) & (b) Yes Sir. The Ministry of Education and Ministry of Women and Child Development have jointly launched the TOYCATHON 2021 on 5th January, 2021. The event is aimed at crowd-sourcing innovative toy concepts based on Indian Value Systems, culture, history and ethos. The event is being organized by the Ministry of Education's Innovation Cell (MIC) in association with All India Council for Technical Education (AICTE) and five Ministries namely Ministry of Textiles, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of Information and Broadcasting and Ministry of Micro, Small and Medium Enterprises. 72 problem statements have been provided by various agencies such as National Council of Educational Research and Training (NCERT), Indian Space Research Organisation (ISRO), Defence Research and Development Organisation (DRDO) etc. More than 1, 32,000 participants have registered forming 14,121 teams, falling under different themes and tracks. A total of 17,748 ideas were received out of which 2153 ideas have been selected for the Grand Finale.

(c) TOYCATHON is one of the initiatives under the 'Indian Toy Story' mission which is launched to make India 'Atma Nirbhar' in toy sector. The portal https://toycathon.mic.gov.in has been created for the submission of ideas.

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