



RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY, (RKGIT)

GHAZIABAD, UTTAR PRADESH

Institution Innovation Council (IIC 3.0) IC201810409

Toyathon 2021

The poster features a central orange square with a white elephant silhouette. Above it is the Government of India emblem and the text 'सत्यमेव जयते Government Of India'. The background is a collage of colorful diamond shapes containing various toy images: a tank, an airplane, a sand timer, a string of beads, a tractor, chess pieces, a teddy bear, a toy soldier, a toy car, and a doll. The text 'TOYCATHON 2021' is written in large, bold, orange letters. Below it, 'REGISTRATION OPEN' is written in bold, black letters. Underneath that, 'LAST DATE OF IDEA SUBMISSION - 20TH JAN 2021' is written in bold, black letters. At the bottom, 'VISIT <https://toyathon.mic.gov.in/>' is written in bold, black letters. A red starburst graphic on the right says 'Win Prizes worth Rs. 50 Lakhs'. At the bottom, there are social media icons for Facebook, Twitter, YouTube, and Instagram, with handles: @mhrdInnovation, @mhrd_innovation, mhrdInnovationcell, and mhrd.innovationcell.

TOYCATHON 2021

REGISTRATION OPEN

LAST DATE OF IDEA SUBMISSION - 20TH JAN 2021

VISIT
<https://toyathon.mic.gov.in/>

Win Prizes worth Rs. 50 Lakhs

@mhrdInnovation **@mhrd_innovation** **mhrdInnovationcell** **mhrd.innovationcell**

Report on Toycathon 2021.

Institution Innovation Council of Raj Kumar Goel Institute of Technology, Ghaziabad under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad watched a live session talk on Toycathon 2021 and motivated students to participate in this mega event being organized from 08-01-2021 to 31-03-2021. It was well-received by 260 participants. The details are-

Event Coordinator RKGIT

Mr. Arvind Tiwari

Assistant Professor (ME Department)

7838047143

Brief details of the event highlights:

Toycathon is a novel opportunity for students from HEIs and schools to propose toys and games that will greatly help India develop into a global hub for toys and games and assist our children to understand the ethos and values of Indian culture as envisaged in the National Education Policy 2020. In Toycathon, students of undergraduate, postgraduate and doctoral courses are also allowed to enter in teams of at least 3 and at most 6 with up to 2 mentors to guide them. They will participate under track 2 of Toycathon 2021. The winners of Toycathon will have a chance to win total prize money worth of Rs. 50 lakhs.

Under the 'AatmaNirbhar Bharat Abhiyan' initiated by our Hon'ble Prime Minister, Shri. Narendra Modi, Toycathon-2021 is conceived to challenge India's innovative minds to conceptualize novel Toy and Games based on Bharatiya civilization, history, culture, mythology and ethos.

Toycathon 2021 is an inter-ministerial initiative organized by Ministry of Education's Innovation Cell with support from All India Council for Technical Education, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of MSME, Ministry of Textiles and Ministry of Information and Broadcasting.

Winning Teams efforts will be made to commercialize the exceptional toy concepts will support from Industry and investors.

✓ **SOME PICS OF THE EVENTS-**

TOYCATHON 2021

DONT MISS! GET INNOVATIVE TOY & GAMES IDEAS FROM EXPERT!!!

LAST DATE OF IDEA SUBMISSION - 20TH JAN 2021
Live sessions on: [/mhrdinnovationcell](https://www.youtube.com/channel/UCmhrdInnovationcell)



DR. ABHAY JERE
 CIO, MoE
12TH JANUARY, 2021
 Time: 11:00 AM

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 [@mhrd_innovation](https://twitter.com/mhrd_innovation)
 [mhrd.innovationcell](https://www.instagram.com/mhrd.innovationcell)

THEMES OF TOYCATHON 2021

 Social & Human Values	 Learning, Education & Schooling	 Indian, Culture, History, Knowledge of India & Ethos	 Divyang Physically Handicapped
 ENVIRONMENT	 Occupations & Specific Fields	 Out of the box, creative & logical thinking	 Fitness & Sports

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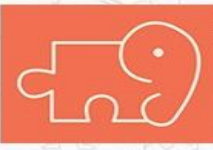




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सत्यमेव जयते
Government Of India



TOYCATHON 2021

**PRIZES WORTH
RS. 50 LAKH TO BE WON**

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सत्यमेव जयते
Government Of India



Win Prizes
worth
Rs. 50 Lakhs

TOYCATHON 2021

PARTICIPATION CATEGORIES

LAST DATE OF IDEA SUBMISSION - 20TH JAN 2021

For School Students

1 TRACK

School Students (8th to
12th Standard School
Teachers/Staff (Only as
Mentors).

For HEI Students

2 TRACK

HEI Students
Faculty/staff as only
Mentors's.

Startups & Professionals

3 TRACK

Startups Professionals,
Toy Experts

Team Size: (Minimum 3 & Maximum 6 Members per team, out of which one
Member is 'Team Leader'. Team should have One/Two' Mentors')

Visit: <https://toycathon.mic.gov.in/>



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