

केन्द्रीयविद्यालयसंगठन/KENDRIYA VIDYALAYA SANGATHAN
(Min. of HRD, Deptt. of Education, Govt. of India)
18-संस्थागतक्षेत्र/18-Institutional Area
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F.11029/16/2020/KVS(HQ)/Acad./ Misc.Matters /544-46

Date 11.02.2021

The Deputy Commissioner
Kendriya Vidyalaya Sangathan
All Regional Offices

Subject: Launching of Official website and online registration for 'India Toy Fair' on 11 Feb 2021- reg

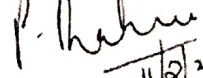
Madam/Sir

I am to refer D O letter no. 1 -58/2020-Sch.4 dated 10th Feb.2021 on the subject cited above and inform that Govt of India is organizing 'The India Toy Fair,2021 from 27th February 2021 to 2nd March 2021 on a virtual platform. It will be inaugurated by the Hon'ble Prime Minister on 27th February 2021. The official website and online registration for the India Toy Fair is to be launched on 11th February 2021 at 5:00 PM . Live telecast may be seen on Door Darshan and live video feed at

<https://www.facebook.com/theindiatoyfair>
<https://twitter.com/TheIndiaToyFair>.

Necessary directions as outlined at Sl No 6 in the D O letter No 1 -58/2020-Sch.4 dated 10th Feb.2021 may be brought to the notice of all the Principals of all Kendriya Vidyalayas under the Region for compliance. Further students may be encouraged to view the launch of the official website and register online to visit the Toy Fair.

Yours sincerely,


(PIYA THAKUR) 11/2/21

Joint Commissioner (Acad.)

Enclosure- Letter as above

Copy to-

- 1.. PS to Commissioner, KVS (HQ), New Delhi for information.
2. PS to Addl. Commissioner, KVS (HQ), New Delhi for information.

To be
circulated.
11/2/2021

Ac(SG)

11/02/21



D.O. No. 1-58/2020-Sch.4

10th February, 2021

Dear School Education Secretary,

I am delighted to inform you that the Government of India is organizing 'The India Toy Fair, 2021' from 27th February 2021 to 2nd March 2021 on a virtual platform. This is in line with the Hon'ble Prime Minister's vision of making India a global hub for the Toy Industry.

2. 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, giving it a global competitive edge.

3. The main attractions of The India Toy Fair include a Virtual Exhibition, webinars by State Governments, knowledge sessions with engaging panel discussions/webinars on diverse topics by experts on areas including toy-based learning, craft demonstrations, competitions, quizzes, virtual tours, product launches, etc. For further details regarding the Toy fair please refer to attached Annexure-I.

4. The India Toy Fair will be inaugurated by the Hon'ble Prime Minister on 27th February. I would request you to extend your support and participate in this unique initiative by encouraging school children, parents, teachers and schools under your jurisdiction to register and visit the virtual India Toy Fair from 27th February to 2nd March 2021. The registration process is attached.

5. Further, the official website and online registration for the India Toy Fair will be launched on 11th February 2021. All schools and educational institutions may be requested to view the launch of the official website on 11th February at 5:00 PM. Live telecast may be seen on Door Darshan and live video feed at <https://www.facebook.com/theindiatoyfair> and <https://twitter.com/TheIndiaToyFair>.

6. The following steps may be taken by the States and UTs:

- Appoint a **Nodal officer** for liaising with DoSEL and inform us the name, designation and contact details (mobile and email) latest by 15.2.21.
- Wide **dissemination of virtual link and registration procedure** in all schools (public and private) by the State/UT and by the state secondary exam boards through their websites, social media and other local media.
- Ensure that schools disseminate details of Toy Fair and registration to every **child, parent and teacher**.
- Ensure maximum representation from all institutions and organizations under the purview of your Department / organization including children, parents,

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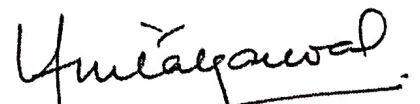
teachers throughout the country to visit the Fair from 27th February to 2nd March, 2021 by virtually registering at <https://theindiatoyfair.in/>.

- e) Wherever classes have started, in those schools, dedicate a few periods to take students through the virtual India Toy Fair 2021 and participate in craftwork, quiz, etc.
- f) Ensure teachers attend webinars on toy pedagogy, toy-based education, etc.
- g) Where internet live streaming is not available, arrange for TV viewing on **Swayam Prabha eVidya channel** where the India Toy Fair events will be broadcast live.
- h) Schools may take up **Toy-based group-projects** and link to Ek Bharat Shrestha Bharat paired State/UT
- i) **Use common Hashtag (#)** to be provided soon for disseminating on social media.
- j) Encourage schools to make **1 to 2 minutes videos** on how they use toys/games/puzzles/puppets/activities/board games/electronic games/etc. as a tool for learning in the classrooms, and post it on the following MyGov site: <https://www.mygov.in/task/my-favorite-indian-toy-video-contest/?target=inapp&type=task&nid=300431>.

7. I look forward to your enthusiastic participation and promotion of the India Toy fair 2021.

Best wishes

Yours sincerely,


(Anita Karwal)

Secretary Education of all the States and Union Territories.

Copy, for similar action, to -

1. State Project Director, Samagra Shiksha, all States and Union Territories
2. Director SCERT, all States and Union Territories
3. Chairman, CBSE
4. Chairman, NCTE
5. Director, NCERT
6. Director, CTSA
7. Commissioner, KVS
8. Commissioner, NVS
9. Chairperson, NIOS