



केन्द्रीय माध्यमिक शिक्षा बोर्ड
(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)
CENTRAL BOARD OF SECONDARY EDUCATION
(An Autonomous Organisation under the Ministry of Education, Govt. of India)



No. : CBSE/DIR (ACAD)/2021

Date: 11th Feb., 2021
Circular No.: Acad-14/2021

All Heads of Schools Affiliated to CBSE

Subject: - The India Toy Fair 2021

The Government of India is organizing ' The India Toy Fair, 2021' from 27th February 2021 to 2nd March 2021 on a virtual platform. 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. The India Toy Fair will be inaugurated by the Hon'ble Prime Minister of India on 27th February, 2021.

2. 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 India Toy Fair, please refer to attached Annexure – I.
3. The official website and online registration for the India Toy Fair will be launched on 11th February 2021. **All schools and educational institutions are requested to view the launch of the official website on 11th February at 4.00 P.M.** Live telecast may be seen on Doordarshan and live video feed at <https://www.facebook.com/theindiatoyfair> and <https://twitter.com/TheIndiaToyFair>.
4. You are requested to take the following measures in this regard:
 - a. Disseminate details of Toy Fair and registration to every student, teacher and parent.
 - b. Ensure maximum representation from students, teachers and parents to visit the Fair from 27th February to 2nd March, 2021 by virtually registering at <https://theindiatoyfair.in/>.
 - c. If classes have started in your school, dedicate a few periods to take students through the virtual India Toy Fair 2021 and participate in craftwork, quiz etc.



'शिक्षा सदन', राज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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- d. Ensure teachers attend webinars on toy pedagogy, toy-based education, etc.
- e. 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.
- f. Take up Toy-based group-projects and link to Ek Bharat Shrestha Bharat paired State/UT as per the Circular No. Acad-33/2020 dated 14.05.2020.
- g. To make 1 to 2 minutes videos at your school on how to 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>.

Please encourage all students and teachers of your school for their active involvement and enthusiastic participation in this programme.


Dr. Joseph Emmanuel
Director (Academics)

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