

अदिति दास राउत
अपर सचिव
Aditi Das Rout
Additional Secretary



भारत सरकार
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D.O. No. PA/150/2022-CPMU (e100270)

Dear

Colleagues,

As you are aware, the 'National Action Plan for Toys' (NAPT) was formulated by the Department for Promotion of Industries and Internal Trade (DPIIT) in line with the Hon'ble Prime Minister's vision of making India a global Toy manufacturing hub. NAPT is being implemented in collaboration with 14 central Ministries/Departments including, Textiles, Science and Technology, MSME, Women and Child Development, Education and Information and Broadcasting amongst others. In this regard, this Ministry had earlier, vide letter 01.12.2021 had requested all States / UTs to promote the procurement of non-toxic and indigenous toys for Anganwadi Centers.

2. Further, to promote the vision of "Ek Bharat Sreshth Bharat" (EBSB), the State / UT WCD and Social Welfare Departments are to ensure the following at the earliest,

- (i) Prepare material / models and toys on their cultural / folk heroes, freedom fighters, eminent historical figures etc.
- (ii) Collect and share information with the Ministry on local toys, games, folklore, stories etc of their States / UTs in interesting formats
- (iii) Collect and share information about indigenous toys, local toy-making centres, Indian mythology figures, folklore heroes etc.

3. States/ UTs should create Do-It-Yourself kits for toys , keeping inter alia, the following broad aspects in view:

- (i) should teach children about local heroes, folklore
- (ii) create concepts based on Indian civilization, heritage, culture, mythology, history
- (iii) inculcate positive behaviour and good values
- (iv) use eco-friendly, indigenous, non-hazardous or recycled material
- (v) encourage national unity and respect for cultural diversity.

4. Further, to promote 'Ek Bharat Sreshth Bharat', States / UTs are paired as at Annexure A. The objective is that the paired States can learn about other States and their heroes through toys / models through Do-It-Yourself (DIY) kits etc.

5. The progress on the above, including the material collected and compiled may be shared with this Ministry at reshma.nair@gov.in and amit.gupta81@gov.in by **05.06.2022**.

6. I shall be grateful if the above efforts are made on priority for ensuring the spirit of 'Ek Bharat Sreshth Bharat' and supporting Hon'ble PM's clarion call of "vocal for local".

With Regards

Yours sincerely,

Aditi Das Rout
(Aditi Das Rout)

Additional Chief Secretaries/ Pr. Secretaries / Secretaries of Department of Social Welfare./ Women and Child Development of all States /UTs

National Action Plan for Toys - 'Ek Bharat Sreshth Bharat'

Ministry of Women and Child Development

| S.No. | State/UT | State/UT |
|-------|--------------------------------|--------------------------|
| 1 | Andaman & Nicobar Islands (UT) | Mizoram |
| 2 | Andhra Pradesh | Punjab |
| 3 | Arunachal Pradesh | Madhya Pradesh |
| 4 | Assam | Karnataka |
| 5 | Bihar | Himachal Pradesh |
| 6 | Chandigarh (UT) | Puducherry (UT) |
| 7 | Chhattisgarh | DNH and Daman & Diu (UT) |
| 8 | Jharkhand | Meghalaya |
| 9 | Delhi (NCT) | Nagaland |
| 10 | Goa | Tripura |
| 11 | Gujarat | Uttar Pradesh |
| 12 | Haryana | Tamil Nadu |
| 13 | Jammu & Kashmir (UT) | Manipur |
| 14 | Kerala | Uttarakhand |
| 15 | Ladakh (UT) | Lakshadweep (UT) |
| 16 | Maharashtra | West Bengal |
| 17 | Odisha | Sikkim |
| 18 | Rajasthan | Telangana |