

F. No. PA/23/2018-CPMU-Part(2) (C- 76041)

भारत सरकार

Ministry of Women and Child Development

महिला एवं बाल विकास मंत्रालय

Government of India

3rd Floor, Jeevan Vihar Building
Sansad Marg, New Delhi
23rd February, 2021

To,

The Principal Secretaries/Secretaries of Department of Women & Child Development / Social Welfare of all States /UTs

Subject: The India Toy Fair, 2021 from 27th February 2021 to 2nd March 2021 - regarding.

Madam/Sir,

Government of India is organizing 'The India Toy Fair, 2021' from 27th February 2021 to 2nd March 2021 on a virtual platform. This initiative is in line with the Prime Minister's vision of making India a global hub for toy industry.

2. The Fair aims to provide an impetus to the underlying themes of "Atmanirbhar Bharat" and "vocal for local" campaigns, launched by the Government to promote indigenous industries. It also aims to leverage the potential of toys in making learning joyful across all ages in education.

3. The main attractions of the Fair include a Virtual Exhibition with over 1000 virtual stalls, 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.

4. The official website and online registration for the India Toy Fair has been launched. The Toy Fair can be visited virtually from 27th February to 2nd March 2021 by registering at <https://theindiatoyfair.in/>.

5. Since it is an exciting opportunity for AWWs to understand the role of toys in learning and in developing cognitive and creative skills in children it is requested to disseminate the details up to grass root level and encourage them to participate by online registration on the above mentioned link at para 4. It is also requested to kindly give the feedback by **5.00 PM today** regarding the number of Anganwadi workers who have registered online for India Toy Fair.

Yours sincerely,

(Manish Kumar Singh)

Under Secretary to the Government of India

Copy to:

1. PPS to JS (ADR), MWCD
2. Director (HS), MWCD
3. Executive Director (Poshan), MWCD