

F. No. PA/150/2022-CPMU (e100270)
भारत सरकार
Government of India
महिला एवं बाल विकास मंत्रालय
Ministry of Women & Child Development (MWCD)
पोषण अभियान
POSHAN Abhiyaan


3rd Floor, Jeevan Vihar Building,
Sansad Marg, New Delhi - 110 001
Date: 27th May, 2022

OFFICE MEMORANDUM

Subject: National Action Plan for Toys (NAPT) – Team up for Toys’: Reimagining the Indian Toy Story - regarding.

The undersigned is directed to refer to this Ministry’s D.O. letter of even number dated 26th May, 2022 on the subject mentioned above. All States/UTs are requested to follow the indicative Guidelines for “Do It Yourself (DIY)” Kits for Toys to be used for Early Childhood Care and Education in Anganwadi Centres (Copy enclosed).

Encl: as above.


27/05/2022

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

Copy to:

PPS to Secretary, MWCD
PPS to Additional Secretary (Poshan), MWCD
PPS to Joint Secretary (Tripti Gurha), MWCD

**Guidelines to States/UTs for “Do It Yourself” Kits for Toys
To be used for Early Childhood Care and Education in Anganwadis**

Utilization of toys in early childhood education ensures holistic development of children through early, play-based stimulation. Promotion of indigenous toys produced by local, readily sourced, eco-friendly materials facilitates equity in access to toys and boosts the Indian toy sector as highlighted by Hon’ble Prime Minister of India in his vision of ‘Team up for Toys’.

All States/UTs are requested to follow the guidelines below, while facilitating the implementation of “Do It Yourself (DIY)” Kits for Toy creation to be used in Anganwadis for ECCE:

- Develop a list and repository (print and digital) of state-specific “do it yourself toys”, along with the detailed compilation of materials and processes to allow Anganwadi Workers (AWWs) to create or procure these at low-cost at a center level.
- To integrating these toys and games with education, specifically in pre-school education (PSE) kit in Anganwadi centers (AWCs), State ICDS should facilitate a 2 day “Creation Workshop” for all AWWs. Expert trainers shall train the AWWs on how to create such toys themselves using local and easily material such as spare textiles, building materials, etc., followed by actual creation of toys by AWWs during the workshop. The goal coming out of the workshop would be to create actual physical material and toys for each AWW for use in her center.
- Toys may include the following for children in both individual and group settings (illustrative examples shared based on best practices in different states):
 - **Sensory and cognitive development:** flash cards made of cardboards, a plate of flour to trace out letters/numbers, using seeds, shells, small stones to play *Pallankuzhi* board game
 - **Oral language and emergent literacy:** rubber stamps cut out of old slippers/ rubber mats, sequential thinking cards made out of old packaging materials, *pachisi* game board made out of old sarees
 - **Cultural value development:** dolls and puppets of inspirational figures such as Rani Lakshmi Bai or Late Kalpana Chawla, local clay toy carts inspired by the remains of Indus Valley Civilization
 - **Physical development:** Developing rocking balance board using reclaimed wood, bunny hop race using jute sacks
- Some examples of state contextual toys that have been used successfully by strengthening awareness and supporting the production of indigenous toys include puppets, wooden dolls, clay toys and tribal games (eg. - *Channapatna* toys of Karnataka, *Etikoppakka* Toys of Andhra Pradesh etc.), toys made with recycled and upcycled materials such as coir toys of Kerala and betel nut toys of Rewa, Madhya Pradesh.

- Upholding the directives of the 'Ek Bharat, Shrestha Bharat' programme, every State and UT should share the final repository of their State's "DIY toys" with the Ministry. The Ministry would share this as a compendium with all States, so that toys from different states can be included in AWCs, promoting the spirit of national integration.

States may compile the information for DIY Toys and share the data with the Ministry by 15th June 2022.