

Central University of Odisha, Koraput

(Established Under the Central Universities Act, 2009)

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CIRCULAR

The Ministry of Education in coordination with the Ministry of Women & Child Development, M/o Textiles, Department for Promotion of Industry and Internal Trade, Ministry of MSME and Ministry of Information and Broadcasting has launched Toycathon, 2021 on 5th January, 2021. Toycathon, 2021 is an unique opportunity for students, teachers, start-ups and toy experts/professionals in India to submit their innovative toys / games concepts and win large number of prizes worth **Rs. 50 lakhs**.

The registration for participation in the Toycathon, 2021 has begun on the 5th January, 2021 and will be open till **20th January, 2021** at the following URL:

<https://toycathon.mic.gov.in>

HoDs of various academic departments are requested to kindly disseminate the above initiative amongst the faculty, students, and research scholars of the concerned department and encourage them to participate in the Toycathon, 2021. Students of undergraduate, postgraduate and doctoral courses are allowed to enter in teams of at least 3 and at most 6 with up to 2 mentors to guide them. They will participate under track 2 of Toycathon 2021.

A brief on Toycathon is attached herewith.



Dean, Students' Welfare I/c,
Central University of Odisha

Copy to:

- 1) Registrar, for kind information
- 2) Dean, SBCNR for kind information
- 3) CoE I/c for kind information
- 4) JR, Academics for kind information
- 5) All the Head(s) of the Department(s) for information and necessary action pl.
- 6) Convener, Website Management Committee
- 7) PRO, CUO for kind information
- 8) PA to VC for kind information to Hon'ble Vice Chancellor
- 9) Notice Board



Brief on Toycathon (Toy Hackathon)

1. The aim of the ToyCathon is to explore the potential of India to build and sustain a creative ecosystem for the development of toys and games that celebrate AtmaNirbhar Bharat. The 'Toycathon' majorly focuses on conceptualizing new and innovative toys using local materials which are economical, affordable, safe, environment friendly, with exceptional high quality not just for Indian market but also for the global market.
2. There would be two main categories for the Toycathon –
 - a. Electronics / IoT
 - b. Board Games/Card Games
 - c. Puzzles
 - d. Craft/Material Based/Static Toys (includes Puppetry/ Modeling)
 - e. Dynamic Moving Toys (includes Mechanical/Mechatronics)
 - vi. Online toys- Mobile/ Web apps and
 - vii. Physical toys:-

The themes for the Toycathon would be as follows:

- i. Indian Culture, History, Knowledge of India and Ethos
- ii. Learning, Education and Schooling
- iii. Social and human values
- iv. Occupations & specific fields
- v. Environment
- vi. Divyang
- vii. Fitness and sport
- viii. Out of the box, creative and logical thinking
- ix. Rediscovering/redesigning traditional Indian toys

Toy Hackathon will have 3 tracks:

- i. **Track 1** for Junior Level Participants i.e. primarily SCHOOL STUDENTS. They will mainly focus on designing toys for kids of age group 0-3 years and 4-10 years.
- ii. **Track 2** for Senior level participants i.e. students and faculty from Higher education institutions. This group focuses on developing concepts for 0-3 years, 4-10 and 11 years and above. Primarily focuses on Electronics, Sensors, Mechatronics, and toys based on AI and ML approaches, AR-VR-XR and Robotics.
- iii. **Track 3** for Startup-Professional Level that includes overall innovation and development of prototypes that enables toy industry to boost up the production and quality toys in the Indian market.

This 'Toy Hackathon' is being conducted in online as well as offline modes and in Hardware as well as in software category.

Prizes worth Rs. 50 lakh will be distributed among the winners of Toycathon-2021.

Details are available at: <https://toycathon.mic.gov.in>.

