



CBSE/RO/ACAD/CIR/2021

18/02/2021

To

All the Heads of Schools affiliated to
CBSE (Chennai Region).

Sir/Madam,

Sub: The India Toy Fair 2021- reg.

Your attention is invited to Circular No.Acad-14/2021, dated: 11-02-2021 through with the following details were shared.

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.

The following important information are reminded to you.

1. The Toy Fair is a virtual fair
2. Individual as well as organizations can visit the toy fair virtually.
3. To be able to visit the toy fair a person has to register online and free of charge on the link www.theindiatoyfair.in
4. Without registration as a visitor you cannot visit the toy fair.

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Therefore, 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.
- 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.

Yours faithfully,

(K SRINIVASAN)
Regional Officer