



केन्द्रीय माध्यमिक शिक्षा बोर्ड
(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)
CENTRAL BOARD OF SECONDARY EDUCATION
(An Autonomous Organisation under the Ministry of Education, Govt. of India)



No. : CBSE/DIR (ACAD)/2021

Date: 11th Feb., 2021
Circular No.: Acad-14/2021

All Heads of Schools Affiliated to CBSE

Subject: - The India Toy Fair 2021

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.

2. The main attractions of The India Toy Fair include a Virtual Exhibition, 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. For further details regarding the India Toy Fair, please refer to attached Annexure – I.
3. The official website and online registration for the India Toy Fair will be launched on 11th February 2021. **All schools and educational institutions are requested to view the launch of the official website on 11th February at 4.00 P.M.** Live telecast may be seen on Doordarshan and live video feed at <https://www.facebook.com/theindiatoyfair> and <https://twitter.com/TheIndiaToyFair>.
4. 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.



'शिक्षा सदन' , राऊज़ एवेन्यू , इंस्टीटूशनल एरिया, नई दिल्ली-110002
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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- 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.

Dr. Joseph Emmanuel
Director (Academics)



‘शिक्षा सदन’ ,राऊज़ एवेन्यू ,इंस्टीटूशनलएरिया, नई दिल्ली-110002
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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida201309
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Jungle Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Under Secretary (EE-1), MHRD, Govt. of India, Department of SE&L, Shastri Bhawan, New Delhi-01
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Joint Secretary/ Deputy Secretary/ Assistant Secretary / Analyst, CBSE
15. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
16. In charge IT Unit with the request to put this circular on the CBSE Academic website
17. In-Charge, Library
18. The Head (Media & Public Relations), CBSE
19. DS to Chairman, CBSE
20. SPS to Secretary, CBSE
21. SPS to Director (Academics), CBSE
22. SPS to Director (Information Technology), CBSE
23. SPS to Controller of Examinations, CBSE
24. SPS to Director (Skill Education & Training), CBSE
25. SPS to Director (CTET), CBSE
26. SPS to Director (Professional Examinations), CBSE
27. SPS to Director (EDUSAT), CBSE
28. Record File



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ANNEXURE – I

- The India Toy Fair 2021 will be organized virtually from 27th February 2021 to 2nd March, 2021.
- 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.
- At the same time, the Fair also aims to leverage the potential of toys in making learning joyful across all ages in education.
- 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, in a bid to propel the growth of the Indian Toy Industry toward a global competitive edge.
- One of the main attractions of The Toy Fair is the Virtual Exhibition with over 1000 virtual stalls.
- The exhibitors include Indian businesses engaged in creating happy childhoods and educating children through play, as well as NCERT, SCERTs, CBSE along with their schools and teachers, IIT Gandhinagar, NID and Children University Ahmedabad. All manufacturers in the Indian Toy Industry, small or big, are being encouraged to showcase India’s strength and diversity.
- The fair is expected to feature millions of users from different parts of India and will give them an opportunity to buy products from a variety of different exhibitors.
- As on 8th February, 2021, over 1,000 exhibitors are virtually on boarded for The India Toy Fair 2021.
- The Fair will also have knowledge sessions in terms of engaging panel discussions and webinars on diverse topics closely resonating with the Indian Toy Industry. The assortment of topics would address the Toy Industry holistically and deliberate on the way ahead for the Toy Industry.
- For the education sector in particular, the Knowledge Sessions involving various experts will focus on areas emphasized in the NEP 2020 such as play-based and activity-based learning, indoor and outdoor play, use of puzzles and games to promote critical thinking and overall on how to make learning more engaging and enjoyable.
- Additionally , to showcase our collective strength in toy manufacturing, several state governments are expected to feature webinars/sessions on the virtual platform. Further, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. would also be held during the Fair.
- The website and registration portal will be launched on 11th February, 2021 at 4:00 PM.
- The Toy Fair can be visited virtually from 27th February to 2nd March , 2021 by registering at <https://theindiatoyfair.n/>.



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VIRTUAL EVENT

27
FEB

28
FEB

01
MAR

02
MAR

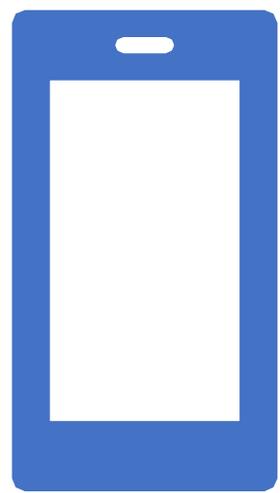
How to
Register for
The India
Toy Fair
2021



Open

www.theindiatoyfair.in

on your Browser or
Mobile



REGISTER NOW

LIVE

VISIT FAIR
FROM 27 FEB-2 MAR



VIRTUAL EVENT
27 FEB | 28 FEB | 01 MAR | 02 MAR

INDIAN TOYS,
GLOBAL PLAYGROUND



**TIME TO BE VOCAL
ABOUT LOCAL TOYS**

NARENDRA MODI
PRIME MINISTER



Once the home page opens, click on the *Register now* Button

It will take
you to a
registration
page.

[Register Now](#)



Registration form fields:

- I am *
- Full Name *
- Mobile Number *
- WhatsApp Number is the same
- Email ID
- Select Country
- Select State
- I'm not a robot  reCAPTCHA
Privacy · Terms

REGISTER NOW

VISIT FAIR
LIVE FROM 27 FEB-2 MAR

Click on the drop-down arrow of I am* Tab and select *A General Visitor*.

A General Visitor 

I am *

A General Visitor

A Business Delegate

A Media Representative

Mobile Number * 

WhatsApp Number is the same

Email ID 

I'm not a robot 

reCAPTCHA
Privacy - Terms

Submit

Fill in your
Name and
Phone
Number.

REGISTER NOW

VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

9999999999

WhatsApp Number is the same

Email ID



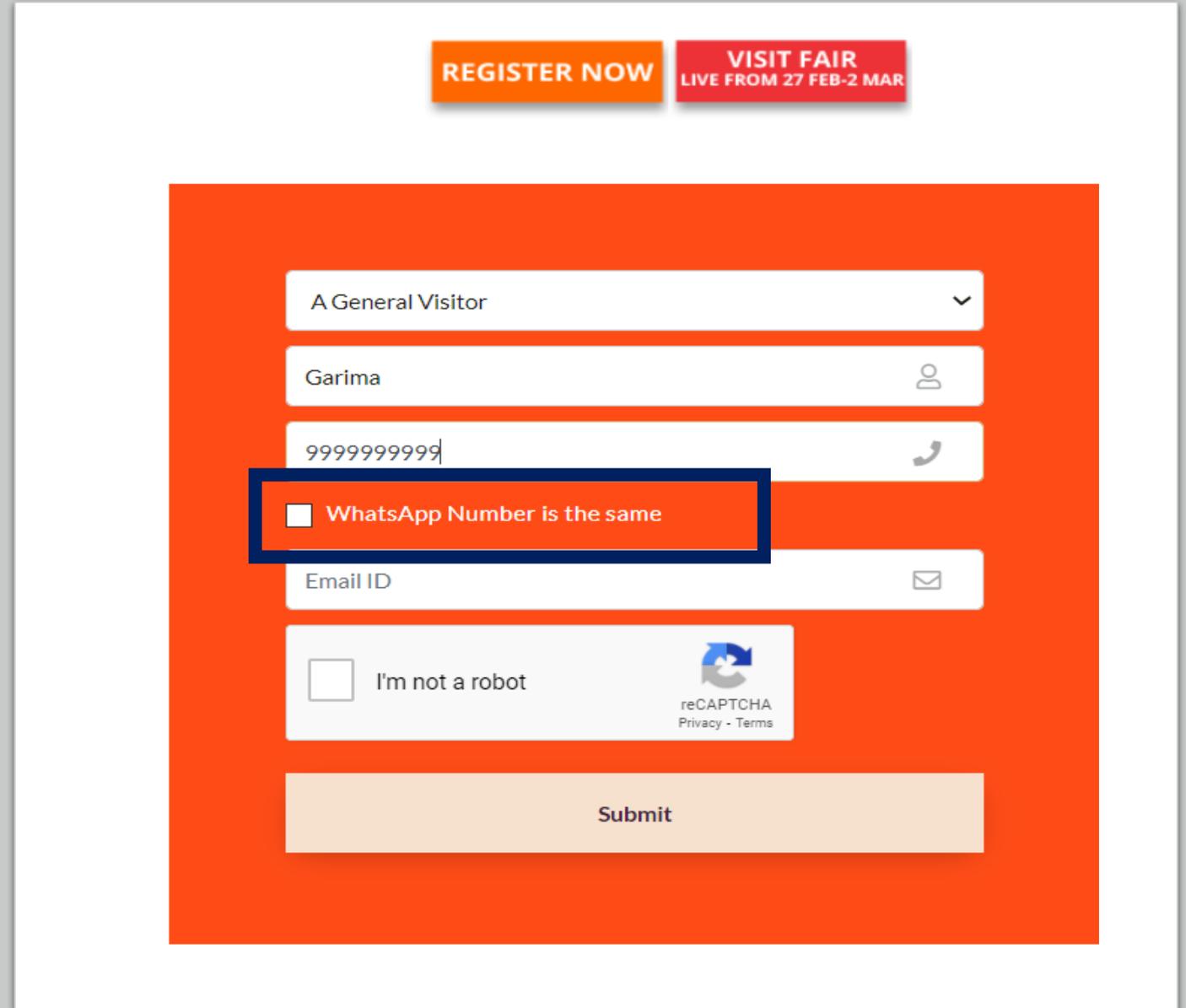
I'm not a robot



reCAPTCHA
Privacy - Terms

Submit

If you wish to receive notifications on WhatsApp, Check the box which says- *WhatsApp number is the same.*



REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

9999999999

WhatsApp Number is the same

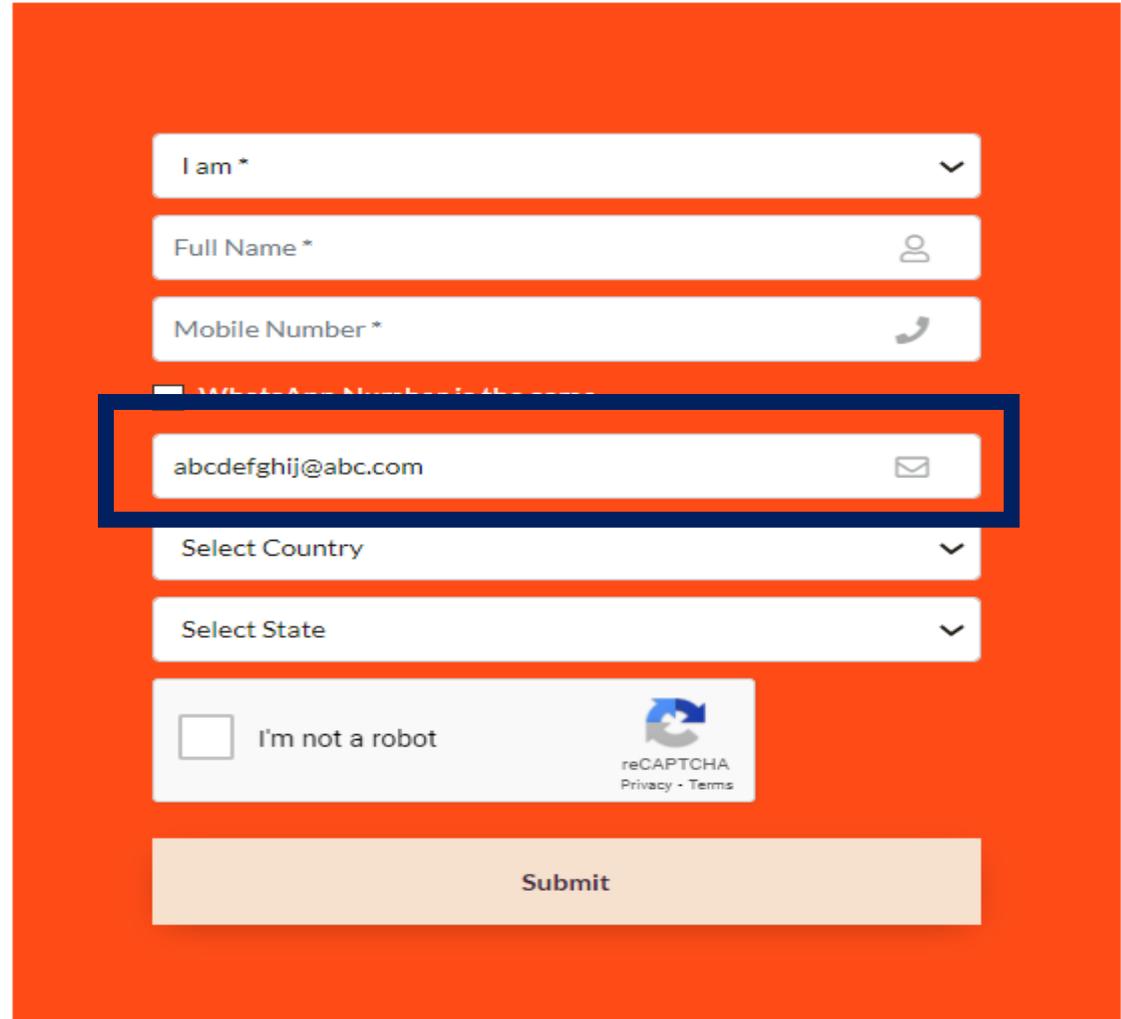
Email ID

I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

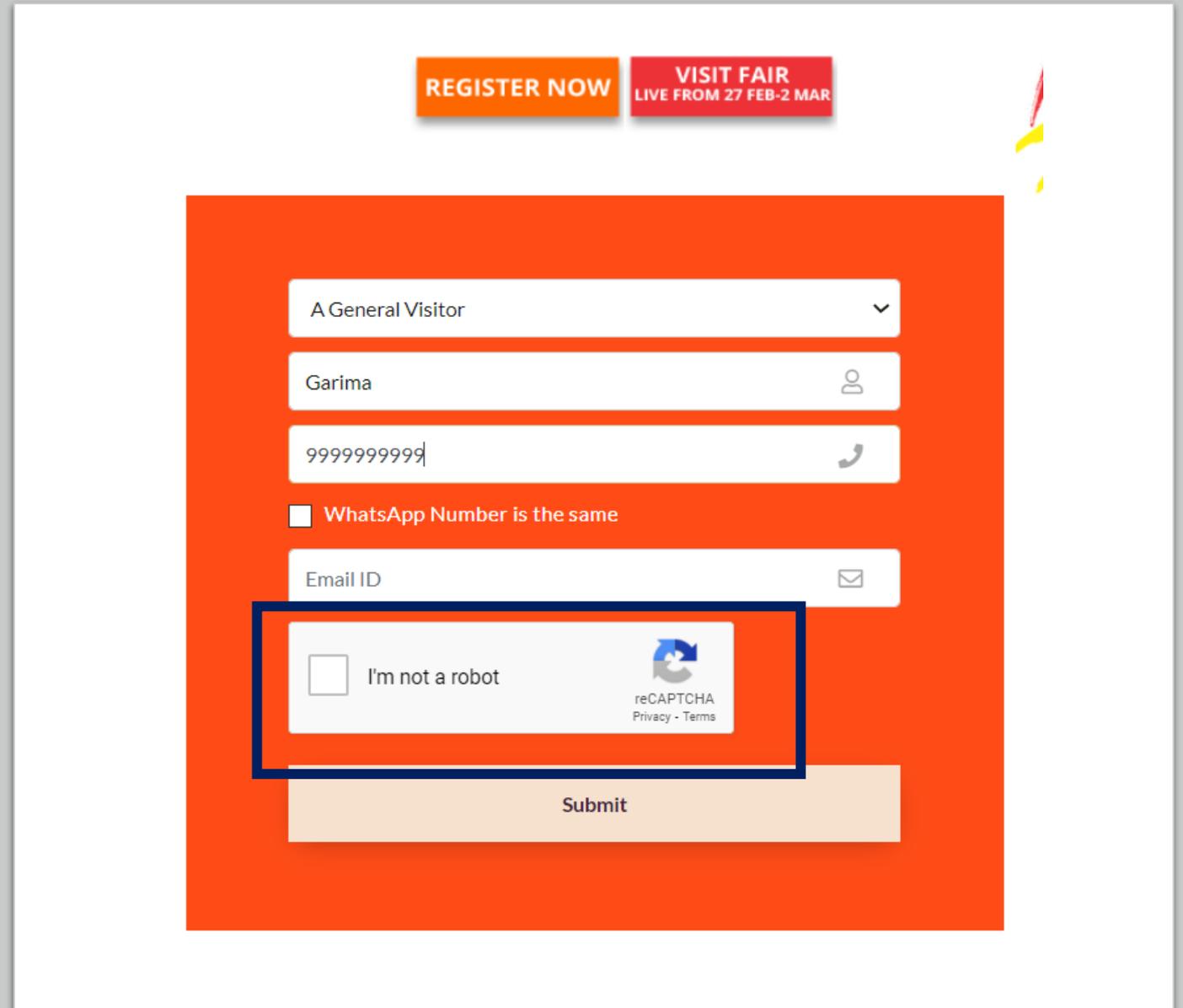
Optionally,
you can also
give your
email address
if you want to
receive
notifications
via email.



The image shows a registration form on an orange background. The form contains the following fields and elements from top to bottom:

- A dropdown menu labeled "I am *" with a downward arrow icon.
- A text input field labeled "Full Name *" with a person icon.
- A text input field labeled "Mobile Number *" with a phone icon.
- A partially visible text input field labeled "WhatsApp Number (if any)".
- A text input field containing the email address "abcdefghij@abc.com" with an envelope icon. This field is highlighted with a blue border.
- A dropdown menu labeled "Select Country" with a downward arrow icon.
- A dropdown menu labeled "Select State" with a downward arrow icon.
- A checkbox labeled "I'm not a robot" next to a reCAPTCHA logo and the text "reCAPTCHA Privacy - Terms".
- A large, light-colored "Submit" button at the bottom.

Check the box which says- *I am not a Robot.*



REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

9999999999

WhatsApp Number is the same

Email ID

I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

Press
Submit
button and
you are
registered.

REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

Garima

9999999999

WhatsApp Number is the same

Email ID

I'm not a robot

reCAPTCHA
Privacy - Terms

Submit

Please remember to visit The
India Toy Fair 2021 Virtually
between 27th February to 2nd
March at www.theindiatoyfair.in



Thank you

