

## केंद्रीय मुहर विभाग-2

संदर्भ : कें.मु.वि-2/जी-73/16:15041

27 10 2022

विषय: स्वच्छ टॉयकैथॉन - MoHUA द्वारा शुरू की गई खिलौना निर्माण में अपशिष्ट पदार्थों के उपयोग के लिए समाधान खोजने की प्रतियोगिता  
कृपया उपरोक्त विषय के संबंध में संलग्न परिपत्र का संज्ञान लें

(आदित्य दास)  
वैज्ञानिक-डी

प्रमुख, (कें.मु.वि.-2)

उपमहानिदेशक(प्रमाणन)

क्षेत्रीय/शाखा कार्यालयों को intranet माध्यम से परिचालित

## CENTRAL MARKS DEPARTMENT-2

Our Ref: CMD-2/16:9873

27 10 2022

**Subject: Swachh Toycathon – Competition to find solutions for use of waste materials in toy manufacturing launched by MoHUA**

Please consider the attached circular regarding the captioned subject.

(Aditya Das)  
Scientist-D

Head (CMD 2)

DDG (Certification)

**Circulated to: All ROs/BOs through BIS intranet**

## **CENTRAL MARKS DEPARTMENT-2**

Our Ref: CMD-2/16:9873

27 10 2022

**Subject: Swachh Toycathon – Competition to find solutions for use of waste materials in toy manufacturing launched by MoHUA**

1. This has reference to the above.
2. Reference is also invited to a communication received from DPIIT, Ministry of Commerce and Industry referring to a Ministry of Housing and Urban Affairs (MoHUA) DO letter wherein it is informed that “*Swachh Toycathon*” – a Competition to find solutions for use of waste materials in toy manufacturing was launched on 26.09.2022 and is hosted on the MyGov portal (<https://innovateindia.mygov.in/swachh-toycathon/>)
3. MoHUA/DPIIT has circulated the above with a request to create wide awareness regarding the competition.
4. In view of the above, ROs/BOs are requested to inform the toy manufacturers and toy associations in their jurisdiction regarding the above competition. It may be informed that the last date for submission of applications is 11<sup>th</sup> Nov 2022.

(Aditya Das)

Scientist D, CMD-2

**Head (CMD-2)**

**DDG (Certification)**

**ROs/BOs**

**F.No. 14031/186/2020-Cl,E-49526**  
**Government of India**  
**Ministry of Commerce and Industry**  
**Department for Promotion of Industry and Internal Trade**  
**(Consumer Industry Section)**

Udyog Bhawan, New Delhi  
Dated: 19<sup>th</sup> October, 2022

**Office Memorandum**

**Subject:** Swachh Toycathon- reg

The undersigned is directed to refer to Ministry of Housing and Urban Affairs DO letter No. 2/3/2022-SBM-III dated 17.10.2022 wherein it is informed that 'Swachh Toycathon', a competition to find solutions for use of waste materials in toy manufacturing was launched on 26.09.2022. The competition is hosted on MyGov portal. Centre for creative learning, IIT Gandhinagar is MoHUA's knowledge partner for the competition for support in aspects of toy design and pedagogy (copy enclosed). More details of the competition are placed at the Annex.

2. To ensure wide participation in the competition, awareness generation across all stakeholders is imperative. It is requested that the wide-awareness about the competition may be provided.

*Mukul K*  
19/10/2022  
(Mukul Kumar Gupta)  
Section Officer

Email: mukulk.gupta13@nic.in;

To,  
As per list attached

श्री मुकुल कुमार गुप्ता  
उद्योग प्रोत्साहन/सहायक सचिव  
संयोजक एवं स्वच्छ, भारत/Min. of C&I  
उद्योग प्रोत्साहन विभाग/DPPI  
उद्योग भवन, नई दिल्ली  
Udyog Bhawan, New Delhi

1. Secretary, Dept. of School Education & Literacy  
Shastri Bhawan, New Delhi  
011-23382587/23381104(0)  
Email: [secy.sel@nic.in](mailto:secy.sel@nic.in)
  
2. Secretary, Dept. of Higher Education  
Shastri Bhawan, New Delhi  
011-23386451/23382698 (0)  
Email: [secy.dhe@nic.in](mailto:secy.dhe@nic.in)
  
3. Secretary, Ministry of Women & Child Development  
Shastri Bhawan, New Delhi  
011-23383586, 011-23381495  
Email: [secy.wcd@nic.in](mailto:secy.wcd@nic.in)
  
4. Secretary, Ministry of Textiles  
Udyog Bhawan, New Delhi  
011 23061769  
Email: [secy-textiles@nic.in](mailto:secy-textiles@nic.in)
  
5. Secretary, Ministry of Information & Broadcasting  
Shastri Bhawan, New Delhi  
011-23382639  
Email: [secy.inb@nic.in](mailto:secy.inb@nic.in)
  
6. Secretary, Dept. of Science & Technology  
Technology Bhawan, New Delhi  
011-26510068, 26511439  
Email: [dstsec@nic.in](mailto:dstsec@nic.in)
  
  
7. Secretary, Ministry of Culture  
502-C Shastri Bhawan, New Delhi  
011 23386995  
Email: [secy-culture@nic.in](mailto:secy-culture@nic.in)
  
8. Secretary, Ministry of Tourism  
Transport Bhawan, New Delhi  
011 23711792  
Email: [sectour@nic.in](mailto:sectour@nic.in)
  
9. Secretary, Ministry of MSME  
Udyog Bhawan, New Delhi  
011-23062107  
Email: [secretary-msme@nic.in](mailto:secretary-msme@nic.in)
  
10. Secretary, Dept. of Commerce

Udyog Bhawan, New Delhi  
011-23063664, 23063617  
Email: [csoffice@nic.in](mailto:csoffice@nic.in)

11. Secretary, Dept. of Consumer Affairs  
49, Krishi Bhawan, New Delhi  
011-23782807  
Email: [secy-ca@nic.in](mailto:secy-ca@nic.in),

12. Secretary, Ministry of Skill Development & Entrepreneurship  
Shram Shakti Bhawan, New Delhi  
011 23465833  
Email: [secy-msde@nic.in](mailto:secy-msde@nic.in)

Copy to,

(i) Ms Roopa Mishra, JS, MoHUA  
Email: [rmishra77@nic.in](mailto:rmishra77@nic.in)

ii) Start-Up Section, DPIIT for circulating Swachh Toycathon details among Toys start-ups registered with DPIIT

रूपा मिश्रा  
संयुक्त सचिव एवं मिशन निदेशक

**ROOPA MISHRA**

Joint Secretary & Mission Director  
Swachh Bharat Mission - Urban



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय  
निर्माण भवन, नई दिल्ली-110011  
GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
NIRMAN BHAWAN, NEW DELHI-110011

D.O. No. 2/3/2022-SBM-III

17 October, 2022

Dear Sir,

As you are aware, Ministry of Housing and Urban affairs (MoHUA) has received following mandate under the National Action Plan for Toys (NAPT)

- Create awareness about traditional Indian Toys in Urban areas
- Conduct a competition to find best 'Waste to Toys' solutions.

2. We are happy to share that, **Swachh Toycathon**, a competition to find solutions for use of waste materials in toy manufacturing was launched on 26<sup>th</sup> Sept 2022. The Competition is hosted on MyGov portal. Centre for Creative Learning, IIT Gandhinagar is MoHUA's knowledge partner for the competition for support in aspects of toy-design and pedagogy.

3. The competition aims to encourage innovation to re-think India's toy industry through a waste-conscious perspective. Participation from students, toy industry professionals, self-help groups, as well as Start-Ups is envisaged to bring forth quality solutions.

4. To ensure wide participation in the competition, awareness generation across all stakeholders is imperative. It is requested the information about the competition may please be shared with all the ministries and departments involved in NAPT as well as start-ups registered with DPIIT. More details of the competition are placed at the Annex.

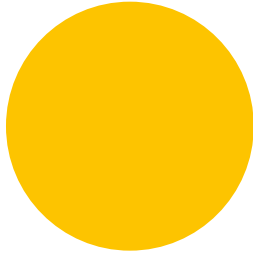
We look forward to your guidance and support to make Swachh Toycathon a success!

Kind regards,

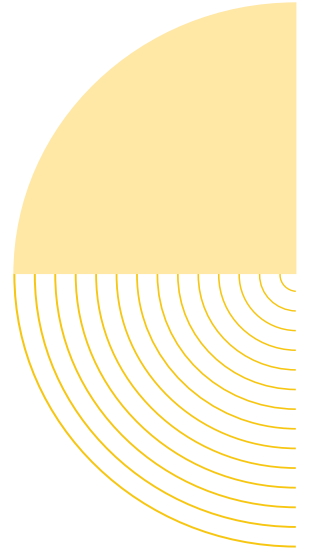
Yours Sincerely

(Roopa Mishra)

Shri. Anil Agarwal  
Additional Secretary, DPIIT



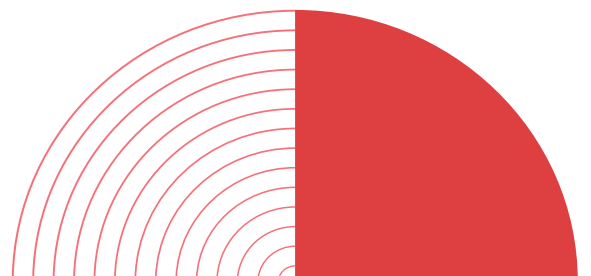
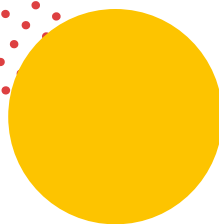
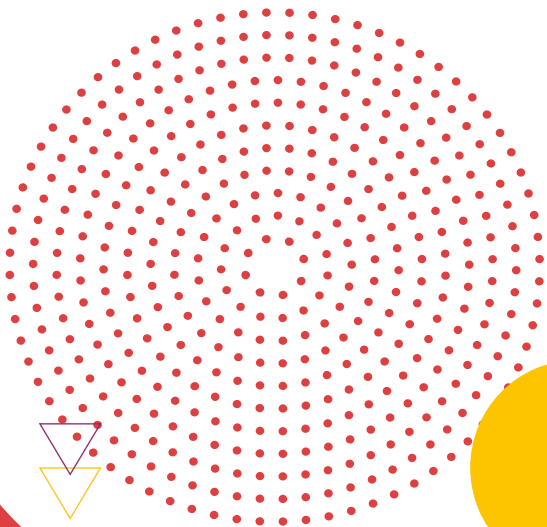
Swachh Toycathon  
Let's Put Waste to Play.



# SWACHH TOYCATHON

A SWACHH BHARAT MISSION URBAN INITIATIVE

## Toolkit and Guidelines





Scan the QR Code to send your entries or log on to <https://innovateindia.mygov.in/swachh-toycathon/>







## Let's Put Waste to Play.

### About Swachh Toycathon

India has a centuries old legacy of artisanal games and toys. However, today the games and toy industry needs to be re-evaluated through a modern and climate-conscious lens.

Swachh Toycathon is a competition being undertaken by Ministry of Housing and Urban Affairs under Swachh Bharat Mission-Urban (SBM-u 2.0) with the aim of 'Rethinking Indian toy industry'

The national competition for individuals from all ages as well as groups and start-ups, aims to bring forth innovation and circularity in design and packaging of games and toys. The competition seeks entries of designs of toys and play-zones using waste and recycled material, prototypes of eco-friendly toys and packaging, and other innovative ideas rethinking the toy industry.

### Participant Categories

SN	Category	Details
1	Individuals	Juniors: Age <18 years
		Seniors: Age >18 years
2	Groups	Group of 2 to 5 individuals from any age group.

### Mode of Application

Applicants can apply through <https://innovateindia.mygov.in/swachh-toycathon/> after the launch of competition on 26th Sept 2022.

The portal will remain open for registration and application till 11th November 2022.

Applicants can submit one entry each in all the three themes.



Scan the QR Code  
to send your entries.



## Themes and Problem Statements



THEME 1	FUN & LEARN
CHALLENGE	Seek ideas for design and early proto type of toys from waste at home/workplace and surroundings.
CONTEXT	<b>To unleash the inner creative potential by critical, spatial thinking,</b> kinesthetic and modeling skills by sharing ideas, constructing models, and using ideas to imagine a new and novel toy. Transforming waste material to toys for children can be a tool for learning and enjoyment simultaneously.



THEME 2	USE & ENJOY
CHALLENGE	Seek ideas for design and models of games and play-zones in park/open spaces utilizing waste/recycled material.
CONTEXT	To transform waste/unused/recycled material into interactive play-zones. <b>To create spaces</b> for people to unite, engage in physical activity, interact with others and with nature. Parks can be a centre of fun and exciting activities like creative workshops, treasure hunt, having a picnic with <b>upcycled furniture</b> , hosting a photo contest with upcycled artefacts as backdrop, swings of different kinds from old textile and furniture, jump rope from textile and coconut waste, an obstacle Course, finding one's way through a



THEME 3	NEW from OLD
CHALLENGE	Seek ideas/Solutions/Working models for a sustainable and climate conscious Toy value chain like innovative material choices, packaging design, and reuse-reshare models.
CONTEXT	<b>To encourage circularity in toy industry-</b> Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a system that keeps materials in perpetual circulation closed-loop system. It's time for transition from a linear ' <b>take-make-waste</b> ' mindset to a multi lifecycle circular approach. Industrial ecology encourages inter organizational cooperation based on the reclamation of waste materials, exchanging materials and energy, inspired by the circular functioning of natural ecosystem.



Scan the QR Code to send your entries.



## Assessment Criteria

SN	Criteria	Particulars
1	<b>Novelty of Idea</b>	<ul style="list-style-type: none"><li>•Fun factor</li><li>•Value to the user</li><li>•Creativeness</li></ul>
2	<b>Design of the Toy / Game / Play item</b>	<ul style="list-style-type: none"><li>•Value to traditional Indian Toys themes and designs</li><li>•Usability</li><li>•Structural Integrity</li><li>•Aesthetics</li></ul>
3	<b>Safety</b>	<ul style="list-style-type: none"><li>•Suitability for Young children</li><li>•Material Properties</li></ul>
4	<b>Usage of Waste Material</b>	<ul style="list-style-type: none"><li>•What percentage of the raw materials used in toys was derived from waste or recycled materials?</li><li>•Whether the material used is a commonly found waste item</li></ul>
5	<b>Scalability and Replicability</b>	<ul style="list-style-type: none"><li>•Can this model be replicated in other contexts?</li><li>•Can the concept be scaled to commercial manufacturing of toys</li></ul>
6	<b>Future Waste, climate, and social implications</b>	<ul style="list-style-type: none"><li>•Packaging Material required</li><li>•Availability of raw material in geographic proximity</li><li>•Emissions from manufacturing process</li></ul>

## Awards and way forward for the winners of Swachh Toycathon 2022

Top Three entries from each category and theme will be certified at the National Level.

Facilitation of Creative Learning Workshop at IIT Gandhinagar

Incubation Support to awarded Start-Ups

Linkages with Urban Local Bodies for awarded Play-zone designs

Linkages with Toy Industry for Scaling up awarded toy designs



Scan the QR Code to send your entries.



## Toy Safety Advisory for Swachh Toycation

### What waste should not be used?

Diapers, napkins, mosquito repellents, cleaning agents, chemicals, toxic containers sharp edge materials, tools with sharp edges, medical waste like syringes, used bandages etc.

Dos	Don'ts
<ol style="list-style-type: none"><li>1. Make sure all toys to be used by children and adults are clean and free from sharp edges. Food containers, such as milk or egg cartons, should be thoroughly washed and dried.</li><li>2. Parents ensure that children do not have access to hazardous items/material.</li><li>3. Use Washable recycled fabric</li><li>4. Choose paints, crayons, markers and other art materials that say "non-toxic."</li><li>5. Edges on joining parts of components should be blunt.</li><li>6. Arrows used by children should have soft tips made out of cork or rubber.</li><li>7. Take care while using magnets, small marbles, metal balls</li><li>8. Toys which are powered by battery or electricity to be made with precautions and under supervision of an elder or expert.</li></ol>	<ol style="list-style-type: none"><li>1. Do not use meat containers.</li><li>2. avoid using toilet paper rolls.</li><li>3. Avoid toys made from fragile materials such as glass and ceramics.</li><li>4. Avoid old wooden objects with chipped paint and rough surface.</li><li>5. Toys should not have sharp points or edges that can hurt a small child.</li><li>6. Avoid toys that make sudden loud noises</li><li>7. Avoid using long metal wires, cords or strings which can be harmful.</li><li>8. Avoid toys that can fire things, such as pencils or nails</li><li>9. Do not use flammable liquids</li></ol>

**Parental supervision to be provided for children younger than 9 years old participating in the competition!**



Scan the QR Code to send your entries.



## Timeline

SN	Detail	Timeline
1	Launch of Swachh Toycathon 2022	26th Sept 2022
2	Submission of Application	26th Sept – 11th Nov 2022
3	Shortlisting of Applications	Till 30th Nov 2022
4	Evaluation of shortlisted Applications by Jury Panel	Dec 2022 (Date TBD)
5	Exhibition and Awards	

## Eligibility for Participants

1. This is for Indian nationals who are residing in India.
2. Participant of any age group can participate.

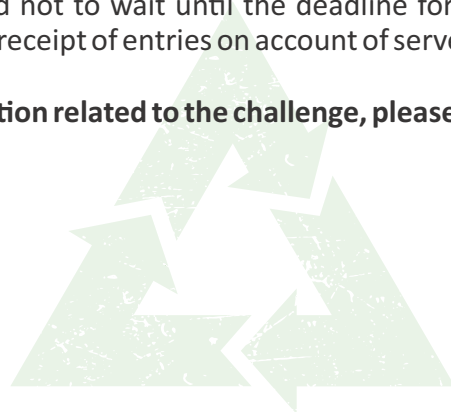
## Submission of Solutions

1. Incomplete applications will not be considered.
2. All entries obtained through unauthorized sources, or which are incomplete, illegible, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise are automatically void.
3. The decision of MoHUA in relation to problems posed is final and binding.
4. The Participants shall preserve the confidentiality of all communication & information and shall not use the same for any other purpose whatsoever.
5. It is strongly advised not to wait until the deadline for the submission of entries. MoHUA shall not be responsible for non-receipt of entries on account of server errors/traffic.

For further information related to the challenge, please write to [swachtoycaton@gmail.com](mailto:swachtoycaton@gmail.com)



Scan the QR Code  
to send your entries.




SWACHH  
**TOYCATHON**  
A SWACHH BHARAT MISSION URBAN INITIATIVE





## Swachh Toycathon - Useful Links

SN	Particulars	Details												
1	<b>Applications deadline</b>	11 <sup>th</sup> Nov 2022												
2	<b>Applicant Categories</b>	<ol style="list-style-type: none"> <li>1. Individuals</li> <li>2. Groups</li> </ol>												
3	<b>Online portal for Application</b>	<a href="https://innovateindia.mygov.in/swachh-toycathon/">https://innovateindia.mygov.in/swachh-toycathon/</a> 												
4	<b>Themes of Competition</b>	<table border="1"> <thead> <tr> <th colspan="2">Theme 1</th> </tr> </thead> <tbody> <tr> <td><b>Fun &amp; Learn</b></td> <td>Design and early prototype of <b>toys from waste at home/workplace</b> and surroundings.</td> </tr> <tr> <th colspan="2">Theme 2</th> </tr> <tr> <td><b>Use &amp; Enjoy</b></td> <td><b>Design and models of games and play-zones</b> in the park/open spaces made from waste</td> </tr> <tr> <th colspan="2">Theme 3</th> </tr> <tr> <td><b>New from Old</b></td> <td><b>Ideas/Solutions/Working models</b> for a sustainable and climate conscious Toy value chain</td> </tr> </tbody> </table>	Theme 1		<b>Fun &amp; Learn</b>	Design and early prototype of <b>toys from waste at home/workplace</b> and surroundings.	Theme 2		<b>Use &amp; Enjoy</b>	<b>Design and models of games and play-zones</b> in the park/open spaces made from waste	Theme 3		<b>New from Old</b>	<b>Ideas/Solutions/Working models</b> for a sustainable and climate conscious Toy value chain
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5	<b>IEC Material</b>	<a href="https://drive.google.com/drive/folders/1envleO31e7J-Xv5VJHsZrJlwEYKRMU0w?usp=sharing">https://drive.google.com/drive/folders/1envleO31e7J-Xv5VJHsZrJlwEYKRMU0w?usp=sharing</a>												
6	<b>Team Swachh Toycathon mail for Technical Assistance, and communication of images/reports/articles regarding Swachh Toycathon Activities</b>	swachtoycathon@gmail.com												