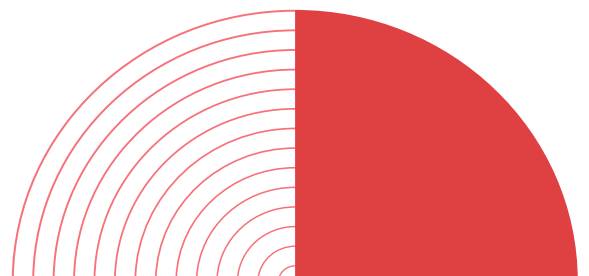
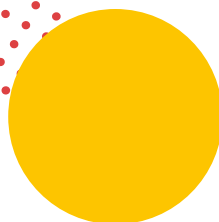


Swachh Toycathon
Let's Put Waste to Play.

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	To unleash the inner creative potential by critical, spatial thinking, 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. To create spaces 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 upcycled furniture , 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	To encourage circularity in toy industry- 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 ' take-make-waste ' 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	Novelty of Idea	<ul style="list-style-type: none"> •Fun factor •Value to the user •Creativeness
2	Design of the Toy / Game / Play item	<ul style="list-style-type: none"> •Value to traditional Indian Toys themes and designs •Usability •Structural Integrity •Aesthetics
3	Safety	<ul style="list-style-type: none"> •Suitability for Young children •Material Properties
4	Usage of Waste Material	<ul style="list-style-type: none"> •What percentage of the raw materials used in toys was derived from waste or recycled materials? •Whether the material used is a commonly found waste item
5	Scalability and Replicability	<ul style="list-style-type: none"> •Can this model be replicated in other contexts? •Can the concept be scaled to commercial manufacturing of toys
6	Future Waste, climate, and social implications	<ul style="list-style-type: none"> •Packaging Material required •Availability of raw material in geographic proximity •Emissions from manufacturing process

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 Toycathon

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

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.

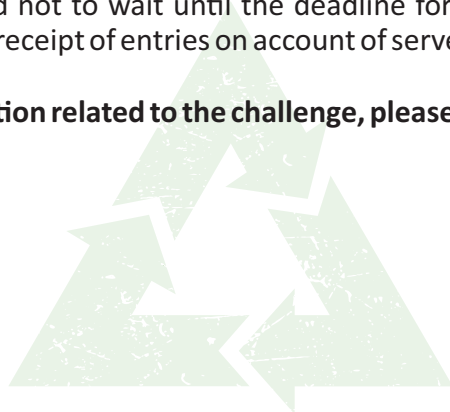
Submission of Solutions

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



Scan the QR Code
to send your entries.



SWACHH TOYCATHON

A SWACHH BHARAT MISSION URBAN INITIATIVE

