



By Recycling 15,29,054 Toys  
CO<sub>2</sub> Emissions Saved  
**370,372 LBS**



Quarterly Newsletter  
**July-September 2019**





# MESSAGE FROM THE DIRECTOR

Over the years, we all are becoming more aware on how our daily actions and lifestyle is impacting our environment. Each person living in the highly-polluting developed world is releasing about 10 tons of carbon emission per year. And there is no time to get caught in debates and picking battles like whether to use a paper towel or an electric hand dryer. But, focus on matters like flying for a business trip when it can be done through video-conference or taking a car to go to the shops that are ten minutes away.

Similarly, the Indian Toy industry is at INR150 crores and is set to grow at 25% due to the rising global demand. With a market size of 250 crores, where 10% constitutes the organised sector and 90% the unorganized sector. Meaning, 90% of the toy share comes from unregulated sources where most toys are plastic. For plastic toys, those landfills will be their home soon. Toys are hard to recycle, due to different polymers composition and reuse is pretty much the only alternative to lessen their environmental footprint. And, we at The Toy Bank strongly believe on upcycling the toys to minimize the rate of global climate change by reducing the extraction of raw material from the earth and the amount of fossil fuel burnt in the manufacturing process. Via simply re-using 15 lakh toys to create more than 5000 Toy Libraries across 28 states and 3 UT, we have saved 370,000 LBS of carbon emissions.

With Diwali round the corner and everyone is in the festive mood it is extremely prudent that this Diwali we all go Green. This Diwali should be celebrated with minimum consequences to the environment. Let's recycle and reuse more and purchase less!!

**Let's take some steps ahead to make this Diwali an eco-friendly one:**

**Green Diwali!  
Happy Diwali!**

Director  
Vidyun Goel  
The Toy Bank



# Safe Playroom

## Inauguration of Safe Playroom in SDMC Malviya Nagar



The Toy Bank created “Safe Playrooms” in South Delhi Municipal Corporation Schools. The Safe Playroom was inaugurated by **Shri Prakash Javadekar, Minister of Environment, Forest and Climate Change.**

Shri Javadekar ji, addressed the audience as the Key Note Speaker stressing on the importance of play and ensuring that each child gets to experience a healthy and safe childhood. He also stressed how "Right to Play" needs to be reinforced in our existing institutions.

The Safe Playroom will support the present primary education by creating a gender-neutral, safe, free and colourful space for the children to play. A well designed indoor playroom will have different board games, musical toys, story books, puzzles, building blocks, life skills games, soft toys and other educational toys that will benefit the children in the development of the language, numeracy, environmental and life skills. It also focuses on physical and emotional health and hygiene of children.

Vidyun Goel, Director of The Toy Bank, shared that one of the major reasons of creating toy libraries in schools was because she realized that Rights of Child to play is majorly ignored. She also talked about how the major focus should be on providing a holistic early childhood development through toys and play, since it is during these early years that a child develops social, cognitive, physical and emotional skills that form the foundation needed to succeed in life. Constructive interventions in childhood have long-term effects on future social adjustments and economic success and may even be passed on to subsequent generations. Highlighting their reach, she mentioned that The Toy Bank has impacted the lives of more than 5 lakh children from the underprivileged households. The Toy Bank, refurbishes and repackages the toys into “Age-graded” and “Gender-Neutral” toy kits and distributes in rural and tribal areas of India.



# Safe Playroom

## Making School a Home away from Home



Opening days in pre-school are stressful for every child. The separation from mother or caregiver increases the level of anxiety among the children. Some youngsters can cope-up with anxiety and adapt to their new surroundings. But there are always a few children who are not able to adjust with the new surroundings and often get frightened.

A similar situation was witnessed with a four-year-old boy name Asif in South Delhi Municipal Corporation School, Malviya Nagar. He was unable to cope up with the separation anxiety and used to start screaming, crying and banging his head at the door and continuously asking for his mother to come back. His anxiety made him stressed out and he faced difficulty falling asleep and eventually missing the school due to weakness.

The Toy Bank coordinator was observing his behaviour regularly and invited him to the playroom. When he visited the playroom for the very first time, he was all happy and smiling. He couldn't believe what he was missing when he saw a room full of toys he could play with, he was extremely joyous. The coordinator invited the whole class so that he doesn't feel shy and enjoys his time. He didn't pick any toys but looked around the toys and games to play and which toy his classmates are picking for play. He calmly sat with one group playing with the train set. He gradually started enjoying the company of his classmates and eventually made friends. The separation anxiety was still present but started diminishing with the time as he began sitting in his class and listening to his teachers with one promise: To get a chance to visit playroom every day and play with toys he wants to.

A school is a place in which you explore what motivates you and what makes you curious and what makes you genuinely want to learn. It's a place where the children learn social-emotional skills by observing and responding to the social behaviours of the others. It should not be just about preparing the children for secondary school. However, to make a child emotionally healthy and strong play is the best medicine. ***And, we at The Toy Bank focus on providing holistic childhood development through play. Since during these years, a child develops social, cognitive, physical and emotional skills that forms the foundation needed to have a healthy future.***



# Safe Playroom





## Play begins in Najafgarh, Delhi



Children who are studying in school can extend their learning through fun and engaging activities. Allowing them to learn new things through the play-way method will increase the retention of the children as compared to the traditional chalk and duster. Keeping this in mind, The Toy Bank has created Toy Library for the children studying in Mata Chandro Devi Model School in Najafgarh, Delhi. The library will allow each child to play and explore and apply their knowledge with different varieties of toys. The Library will benefit more than hundreds of children visiting the school from the economically weaker section.

## Creating Toy Libraries in Anganwadis of Chandni Chowk,



It's a pleasure to receive a request from past associates to create Toy Libraries in their new centres. The happiness of hearing their request to build more Toy Libraries is what keeps us going despite the various challenges we face. Similarly, we have received a request from ICDS Chandni Chowk Project to create libraries in their 4 Anganwadis of Chandni Chowk, Old Delhi. The toys will keep the children occupied in their centres. It will also help in improving the attendance and reduction in the drop-out rate of the children.



## Play begins in Assam



Play is considered essential in helping the child to grow, learn, explore and blossom. But, we are unable to understand that play is notably important as it comes to the physical, social, emotional and cognitive development of the child. When children play, they gain the confidence to make decisions and think critically aids holistic development.

The Toy Bank has created Toy Libraries in 5 schools and 3 Anganwadis of Assam in partnership with Satirtha-The Helping Hand. The Toy Libraries will help the children from the age group 2 to 10 years. The library will provide a healthy space for 368 children where they can feel free to express their feelings. Toys, board games and storybooks will create a positive atmosphere to try new things, express themselves and learn to socialize with others.

## Power play in West Bengal



For young children, the school often becomes a magical place to learn and explore different things which they have never seen before. They play and nurture their imagination which enhances problem-solving skills, playing in groups, sharing and much more. But children living in vulnerable circumstances of Assam do not have access to toys, board games and storybooks to promote Play.

The Toy Bank has created Toy Library in DLS Mission School in Purulia, West Bengal to impact more than 100 children. The Toy Libraries will help us to minimize the gap between the privileged and unprivileged children as they are getting equal opportunity to play and learn with different variety of toys and storybooks.

# New Collection Centres

The Toy Bank has opened five new collection centres to donate used or unused toys. And, we would be grateful to all our volunteers for actively participating and providing us with the much-needed support.

**BPN Group of Institutions:**  
We Ascend School  
Sector -5, Rohini, Delhi  
Rashi Narula: 8599931155

**BPN Group of Institutions:**  
We Ascend School  
Pocket – A, Phase -1,  
Sector -11, Dwarka, Delhi  
Jyotsana Bhandari: 9577209209

**BPN Group of Institutions:**  
G D Goenka La Petite  
Block – GP,  
Pitam Pura, Delhi  
Deepika Aarya: 8586872222

**Prachi Bapna**  
H-40/2nd Floor, Residency Greens,  
Sector -46, Gurgaon  
Contact Number: 9910491115

**Ridhi Gupta**  
B-2/17, Phase-2,  
Ashok Vihar  
Contact Number: 8130311711



# Toy Collection Drive

We had organized collection drives in the schools across Delhi-NCR. One of the most encouraging aspects was that the children were extremely happy and interested in donating their favourite toys and books to the underprivileged children in need, which not only included their used and discarded toys but also their current favourite that they play with.

Since the school which would manage to collect the maximum number of toys was promised a trophy, we saw an increased interest among the children to organize the collection drive and collect as many toys as possible. We thank all the schools which participated in the collection drive and supported us immensely.



BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Chander Nagar

BPN Group Of Institutions,  
G D Goenka La Petite,  
Pitam Pura

Mahavir Senior  
Model School,  
Nanak Piao

BPN Group Of Institutions,  
Shri Ram Global  
Pre School, Sector -18, Dwarka

BPN Group Of Institutions,  
We Ascend ,  
Sector -11, Dwarka

Lotus Valley  
International School,  
Noida Extension

BPN Group Of Institutions,  
Shri Ram Global School,  
West Delhi

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
GK -1

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Sector -46, Gurgaon

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Janakpuri

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Sector 50, Noida

BPN Group Of Institutions,  
We Ascend, Pitam Pura

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Patel Nagar

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Pitam Pura

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Sector -13, Rohini

BPN Group Of Institutions,  
G D Goenka La Petite,  
Paschim Vihar

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Sector-16, Rohini

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
DLF Phase-3

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Ashok Vihar

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Punjabi Bagh

BPN Group Of Institutions,  
Shri Ram Global Pre School,  
Paschim Vihar

BPN Group Of Institutions,  
We Ascent, Rohini

Bal Bharti Public  
School, Dwarka

St. Columbus School,  
Gole Market

Aadyant School,  
Vasant Kunj

Lotus Valley  
International School, Noida

Shiv Nadar School,  
Noida



# Toy Collection Drive



**SHRI RAM**  
GLOBAL  
PRE-SCHOOL



# Statistics for this quarter


**Number of  
Children  
Impacted: 1,784**

**Number of Toy  
Libraries  
Created: 14**

**Number of  
Children  
Sensitized: 14,100**

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