



द टॉय बैंक
एक ऐसे समाज की परिकल्पना
जहाँ प्रत्येक बच्चे को खे
अधिकार हो।
हम उन्हें समग्र विकास
शिक्षाप्रद खिलौनें और
किताबों में
सक्रिय रूप से शामिल

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MESSAGE FROM THE DIRECTOR

A very Happy New Year 2020!

Last year has been quite exciting for The Toy Bank. Our journey from donating the toys to the individuals to the creation of Toy Libraries ensuring each child gets an opportunity to play and engage in recreational activities has pushed on further to one more step, where our focus is on learning through play.

Early Childhood Education is one of the most valuable elements in a child's development as it lays a strong groundwork in a child's lifelong learning. Multi-disciplinary research has revealed that maximum growth occurs between the ages of 0 to 10 years.

India's education system is crippled due to lack in focus on foundational skills and cognitive development. As per the Annual Status of Education Report (ASER) 2018, over 70% of the children below seven years of age do not hold basic reading and numeracy skills.

A child's ability to read, write and do simple mathematical questions of subtraction and addition forms the basis of future learning. I believe that foundational learning requires a comprehensive solution and a program where the teacher and students readiness is recognised.

And we at, The Toy Bank believe in focusing on these skill sets through play-based engaging sessions. The multi-purpose "play and learning modules" are developed and implemented by The Toy Bank focusing on building the language, numeracy, environment and other elements into a child's free play to ensure the holistic development.

Till now, we have created more than 5000 Educative Toy Libraries by impacting more than 5 lakh children in 25 states and 3 UT's in India. And, by recycling/upcycling 15 lakh toys, we have saved 370,000 LBS of carbon emissions.

Director
Vidyun Goel
The Toy Bank



Toy Joy in Alwar District, Rajasthan

Play is the perfect source of engagement for the children. And, when we add amazing toys or board games to make it a little more than just engaging but development in physical, fine and gross motor skills and critical thinking. They learn to crawl, run, hold, think and play with them. Hence, these toys turn to be more than just leisure i.e. educational and therapeutic.



ONGC (Oil and Natural Gas Corporation Limited) joins hands with us for one of the most exciting journeys of creating and implementation of 50 Toy Libraries in Anganwadi centres of Neemrana and Behror Block of Alwar District, Rajasthan. The Toy Libraries will benefit more than two thousand children enrolled in the Anganwadi centres from age-group 0-6 years.

The Toy Libraries aims to increase the access of toys, storybooks, board games, rattle toys, educational toys and much more in one of the remotest areas of Alwar District where your cell phone network goes off. Different variety of toys will involve the children in physical and mental exercise. It concentrates on providing holistic childhood development through toys and board games. Since during these years, a child develops social, cognitive, physical and emotional skills that form the foundation needed to have a healthy future.

The Toy Bank also aims to strengthen the capacities of the Anganwadis staff by creating "20 Activity Modules" which will be used by all the 50 Anganwadi centres of Alwar, Rajasthan. These Activity Modules are carefully mapped and provide specific guidance to Anganwadi staff in selecting the appropriate toy or play material to deliver learning through PLAY. These multi-purpose modules will incorporate basic numeracy, language, environment and others into the children's structured and unstructured play sessions to enhance the holistic development of a child through toys. By working on all the domains such as sensory, fine and gross motor skills, social, emotional, language, teamwork and much more to have social and emotional well being.



Safe Playroom

To promote Article 31 of the UN Convention on child's Right to Play, The Toy Bank has created Safe Playroom in SDMC schools of Malviya Nagar and Kailash Colony, for children belongs to the economically weaker section. A well-equipped room with appropriate infrastructure (Chair, table, wall painting and cupboards) and age-appropriate toys and board games to enable every child has the right to engage and participate in free play and recreational activities.



Through playrooms, we aim to create sufficient time and space for the children to play free. And, benefit the children to learn different skills. These include

- Children play side-by-side and naturally start playing together
- Development of fine and gross motor skills
- Enriching their creativity and intelligence
- Learn how to play in groups, negotiation and compromising with others
- Build language and develop leadership skills

A full-time playroom in-charge is responsible for providing a safe, engaging and encouraging Play Sessions for all the children and performing appropriate activities through toys and games. It will benefit the students in the development of social skills, numeracy skills, language skills, environment skills and life skills. Through play sessions children are engaging in participatory learning, for example, building a zoo with building blocks and animal set, singing and playing with guitar, Casio and drum, solving a puzzle and many more. Moreover, new words, animal name, colour name and good habits are also nurtured through play.

It is not just a room full of toys but an opportunity for the children to express themselves, learn negotiation and leadership skills while playing with others. The Toy Bank encourages the children to come out, play and ensures that every child has access to the toys, board games and storybooks for both leisure and educational, thereby making sure that the child's Right to Play is not violated.

“From the anxious girl who use to sit in a corner. Nancy now has started to ask for puzzles with higher difficult level. She now helps her classmate when they are stuck while solving them”

Engaging young children in right direction is complex. It becomes very difficult to engage a child who doesn't like to speak much in the classroom and tries to make their classmates as a shield from which they cannot be seen. Here, play comes as a key or tool to break the unseen shield filled with shyness, doubts and insecurities.

A similar situation was recognised with a six-year-old girl name Nancy (name changed) in South Delhi Municipal School, Kailash Colony. During her initial days, she always sat silently in the playroom when her classmates were playing with different variety of toys and board games. She was always having anxiety and looked worrisome. Moreover, she preferred to sit at the corner of the playroom, believing that nobody could see her and desperately waited for the school bell to ring. After communicating the same concerns with her class teacher, it was observed that she acted similarly in regular classrooms.

During her interaction with the Playroom-in charge she responded saying that she doesn't like to play and likes to sit alone with head down. The in-charge decided to engage her by putting random toys and board games in front of her, hoping that she might start playing and develop interest. But after receiving no response from her, the in-charge decided to play with her with different toys. One day, the in-charge started solving a puzzle game and pretended that she was unable to solve it. Nancy responded by assembling the missing pieces. She made a huge start by simply assembling the missing pieces of puzzle.

Gradually, she began accepting different puzzles offered by the Playroom in-charge and solving it, she also started enjoying solving the puzzles. Her determination to solve the puzzle game was growing. She started asking for more puzzles where the level of difficulty increased. Now, she has also started to help her classmates when they are stuck while solving the puzzles and is very active and the first one to select a game for playing. And now, if we ask her, **“Do you like to Play Nancy?” Her answer is “Yes, I like to play with puzzles and railway track board games”**. She also confided in the Playroom in-charge, that she was scared to enter the Safe Playroom as she thought that the room full of toys, must be expensive and if she breaks a toy then she has to pay money.

Play is an integral part of a healthy childhood. To keep children physically and mentally healthy, we should always engage them in the structured and unstructured play experience. Engaging and healthy play activities enhance the mental health of children and well-being. And, Safe Playrooms aims to provide a safe and healthy environment for children who belong to economically weaker section. For them, toys and board games is a luxury which they cannot afford. **The Toy Bank strives to bridge this gap by increasing the access to toys and storybooks to the children who do have any access for both leisure and education.**

Toy Bank in Karnataka

The Toy Bank has created Toy Library in Premalaya Destitute Cottage shelter home for more than 25 children. The Library will cater the children, mostly girls from the remotest areas of north Karnataka where good quality of education is inaccessible as they are from an economically weaker section.



Here, the Toy Library will act as a treatment to resolve emotional difficulties since most of them have been through difficult times or are going through it. Different varieties of toys and board games will engage the children and allow them to socialize as they will learn to play in groups. It creates a healthy atmosphere for the social and emotional well-being.

Entering Meghalaya



We feel proud to state that we have entered in Meghalaya by creating Toy Library for 200 children in Tura, Meghalaya. This is done in partnership with Monfort Centre for Education and Rehabilitation Centre. The children visiting the centre are suffering from various disabilities like visual impairment, intellectual disability, hearing impairment and others.

Musical toys, board games, puzzles, texture-based toys will keep the children engaged for longer hours and especially the new joiners while enhancing logic, problem-solving, hand-eye coordination and memory skills. Further, imaginative and imitative play will also promote independent living skills and help children to articulate individual points of view and listen to the perspectives of others, negotiate, collaborate, and problem-solving skills. The play sessions will also allow the children to have friendship with others and learn new abilities which will help them to improve their communication skills.

Toy Library in Special Police Juvenile Unit, Pune

A juvenile is a temporary reception of juveniles against whom inquiries are pending under the Juvenile Justice act. And, The Toy Bank has created a Toy Library in Collaboration with Special Juvenile Police Unit, Pune. The toys will cater the children who are visiting the unit. These children have a very stressful and disturbing state of mind which makes it difficult for the concerned person to interrogate and understand them appropriately.



PI Shilpa Chawhan believes that the toys and games will allow them to feel safe and act as an ice-breaker between the juveniles and the caretakers. She also wanted to make the Toy Library accessible to the street children with the belief that they will learn a lot by playing with different puzzles, board games and sports equipment.

Once again we are in Bihar



The Toy Bank has created Toy Libraries in 7 Anganwadi centres of Bihar. The libraries will benefit 280 children enrolled in these Anganwadi centres. Most of these children are from an economically weaker section, touching the tribal belt. This is performed in the partnership with Gram Sathi NGO.

Moreover, we received a phenomenal response from the teachers, Anganwadi workers and children of the Anganwadi centres where the Toy Libraries are created earlier. The Gram Sathi NGO wanted to create more Toy Libraries as it resulted in an increase in the attendance and decrease in the dropout rate. The Anganwadi workers believed that toys and board games are the stars of their Anganwadi centres which motivate the children to come every day and play with them.

Collection Drives in Schools in Delhi

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 favorites 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.



**Arwachin International
School, Dilshad Garden**

**Navy Children School,
Chanakyapuri**

**Sanskriti School,
Chanakyapuri**

**Footprints School,
Lajpat Nagar**

**JKG International
School, Ghaziabad**

**Pathways School,
Noida**

**Bal Bharti Public
School, Pusa Road**

**Bal Bharti Public School,
Near Gangaram Hospital**

**K.R. Mangalam World
School, Gurugram**

**Mayoor School,
Noida**

**The British School,
Lodhi Road**

**Adarsh Public School,
VikasPuri**

**Indraprastha World School,
PaschimVihar**

**Presentation Convent
School, Old Delhi**

**Adarsh Public School,
VikasPuri**

We have also conducted Toy Collection Drive in corporate offices and celebrated the “JOY of Giving”. And, we have collected a large number of old and new, toys and stationeries.



British Telecommunications,
Gurugram

Li & Fung,
Gurugram

Mckinsey Knowledge
Centre

KPMG, Gurugram

La Pristine Bioceticals
Pvt. Ltd., Noida

Sharekhan, Delhi

3 Statistics for this quarter

Number of Children Impacted

3,737

Number of Toy Libraries created

58

Number of Children Sensitized

28,200

Contact us

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