



Quarterly Newsletter January-March 2020



MESSAGE FROM THE DIRECTOR



Currently, the world is going through the "waging war" against the Covid-19 on two fronts. First, containing the spread of the pandemic through social-distancing and second, mitigating the result of economic fallout. During this crisis, I'm hoping for a new world, a better world, where we are learning from our mistakes. It will be difficult for us to cope up with the virus but not impossible to contain it; if we all stand together and help each other as one united team.

During my quarantine, I realized that what we all are fumbling to understand is basic hygiene practices and healthy habits which would have brought down the number.

Children below ten years of age are most vulnerable to catch any illness. And, keeping this in mind, The Toy Bank has decided to provide an effective good hygiene practices and health education through the mode of PLAY. For an effective and fundamental change in the lifestyle of the children, a comprehensive program with face-to-face engaging activities with children will be prepared to sensitize the children with the communicable diseases, where germs spread by physical contact. The participatory play with different toys is more active in nature where the participants are likely to remember what they have learnt and acquire the confidence to improve their habits.

Eventually, the children will introduce good hygiene concepts to their parents and the whole community will be benefitted. Children are taught hand washing, bathing, coughing and sneezing etiquettes, tooth-brushing etc through play-way methods.

*Let's take some steps together to make this world a better place for living.
Together we can change the world.*

Director
Vidyun Goel
The Toy Bank

Workshop on Effective Play



On 25th and 26th February 2020, The Toy Bank organised a full-day workshop on “Effective Play sessions” at Daulatsinghpura Anganwadi centre, Neemrana with nearly 40 Anganwadi workers. The workshop was facilitated by The Toy Bank team with the support of Women and Child Department, Alwar District.

The objective of the workshop was to have a training session with the Anganwadi workers on the activity modules. These activity modules would be used to teach children through play pedagogy along with the toy kits provided in 50 Anganwadi centres of Neemrana and Behror Block, Alwar District, Rajasthan. The workshop provided specific guidance to the Anganwadi workers on the usage of play/ activity modules at the Toy Libraries created at their respective Anganwadi centres. We also sensitized the workers on selecting an appropriate set of toys and play material that supports early learning and holistic development of the child through play way method.

The workshop provided the participants a platform to discuss the implementation strategies to have an effective play session at centres. Children learn effectively by teaching them through fun and engaging activities. Majority of children living in Alwar district do not have any access to toys or any other play material for both leisure and education. The Toy Bank has created 50 Toy Libraries in 50 Anganwadi centres of Neemrana and Behror Block in Alwar District, Rajasthan. The Toy Libraries provides a variety of play materials like toys, board games, puzzles, musical toys, soft toys and other educational aid in the Anganwadi centres to indulge children in play and recreational activities. And, to use the play materials effectively, The Toy Bank team facilitated the workshop to sensitize the Anganwadi workers about the importance of play, different kinds of play and most important, How to Conduct play sessions in Anganwadi centres.

Post the discussion, the team began with the essential aspects of the play material which will be practiced in the Anganwadi centres. The primary goal of the play material is to inspire and enhance skills important for the holistic development of each child. The participants were given hands-on using the play material to understand the mechanism and its relevance.

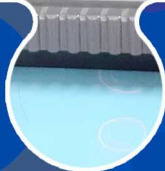
Safe Playroom Project



To advocate Article-31 of UN Convention on Child's Right, The Toy Bank is implementing Safe Playroom project in one more Municipal school of Delhi situated in RK Puram, New Delhi. The project will benefit all the children enrolled in the school. A well-equipped room with colourful walls, child-friendly infrastructure and age-appropriate toys, board games, storybooks, sports equipment and other educational aid to indulge every child in structured play, unstructured play and recreational activities.

The Safe Playroom aims to involve the students in mental and physical activities which plays a very crucial role in a child's holistic development through play. 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 improve the learning levels of the students by conducting play sessions from class nursery till fifth. In the play sessions, the playroom in-charge conducts the activity modules which have play-based activities and free play. These activity modules are carefully drafted to meet the intellectual capacity of the students and provide specific guidance to the Playroom in-charge in selecting appropriate toys or play material to deliver effective learning through PLAY. These multi-purpose activity modules will incorporate the basic numeracy, language, environment and others into the student's structured play sessions to enhance the holistic development of a child through toys and other aids, 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 and stability.



From Leisure to Educational Play



Playtime is a very significant aspect of early childhood. It promotes social, emotional and cognitive development in children. There is a common belief that play is a leisure activity in which a child doesn't learn anything. Whereas, we believe that play includes building an imaginary situation, pulling out different roles or characters or, playing a game with rules through which, they learn essential skills such as problem-solving, teamwork, co-operation, creativity, language skills and much more. And, to enhance these skills they need a range of play material.

We, under Safe Playroom project, provide more than hundred varieties of toys and board games to the students enrolled in the Municipal School of Delhi. The children enrolled in these schools are from the economically weaker section and have limited number of toys or any other educational aids. We have implemented Safe Playroom project in Municipal School of Delhi situated in Kailash Colony and Malviya Nagar.

The first academic year with Safe Playroom in Municipal Schools of Delhi is coming to an end. And, we are quite impressed to observe the slow and steady change in the attitude of the students visiting the Safe Playroom. We still remember the first day of the playroom when the students were unable to contain their happiness after seeing a room full of toys where they get an opportunity to play with kitchen sets, dollhouse, and cars with their classmates in the school. Earlier, they were only limited to the pretend-play and, very few of them wanted to do participate in activities like solving puzzles or, playing brainstorming board games.

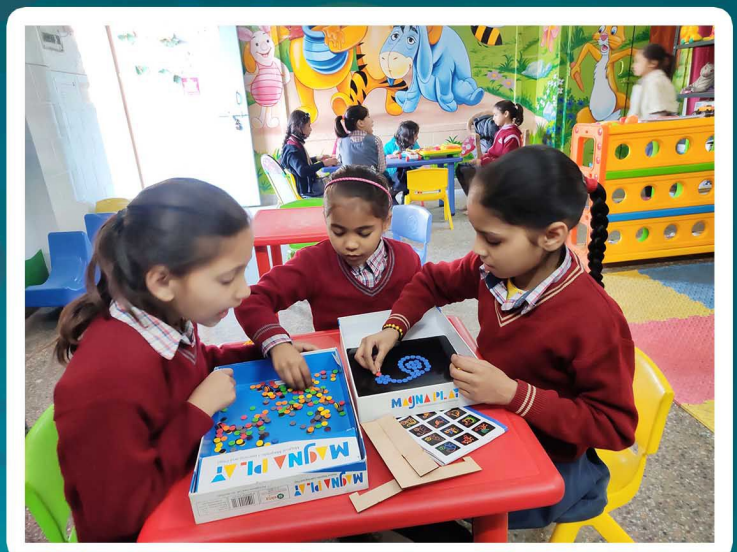
Slowly but surely the students visiting the Safe Playrooms have started exploring the different play materials as they have outgrown from playing with a kitchen set, car, dollhouse in pretend play which emerges from their real life experiences. For example, a girl child playing with the doll set repeats almost exactly, what the mother enacts with her baby. However, the situation has now changed and, students want to put their

hands-on board games and constructional play. The students of both the schools have started indulging themselves in those games which will enhance their creativity, critical thinking, language, numeracy, leadership, teamwork and social skills. Solving puzzles, creating objects from building block and Lego, playing board games like chess and monopoly is what they like to do during their free play in the Safe Playroom.

Kanchan, a girl from fifth grade, never believed that playing chess could be so much fun. Once she learnt all the rules and moves of the game.

Similarly, students from first grade love to solve tic-tac-toe and, different puzzle games of flowers, fruits, opposite words and their favourite cartoon characters. Earlier, they all used to fight with each other for either doll sets or kitchen set. But now the situation has changed drastically, as they have learnt how to control their emotions while playing with others.

Now, the students are more interested in participatory learning, for example, building a zoo with building blocks and animal set, singing and playing with musical instruments, solving puzzles and many more. Further the play sessions encourage them to learn new words, animal name, colour name, solving sums and nurture good habits. 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 implemented.



Adding Joy in Assam



The Toy Bank has collaborated with Satirtha-The Helping Hand in Assam to create Toy Library at the community resource centre for the children who belong to economically weaker section. These children do not have any access to play material and storybooks.

The Library will benefit around 150 children visiting the Toy library on a regular basis. It contains a different variety of toys, board games, storybooks and other educational aids which will engage children with different games and activities. Moreover, it creates a positive ambience to try new things, express and learn to socialize with others.

14 Bommalaya (Toy Libraries) in government schools of Andhra Pradesh and Tamil Nadu



In Telugu, Bomma means toy and Alaya means a centre. And, The Toy Bank has created 14 Bommalaya/ Toy Libraries or Toy centres in 14 government schools situated in the villages of Chennai, Tamil Nadu and Chittoor district, Andhra Pradesh. The 14 libraries will benefit more than 650 students enrolled in the schools from grade one to tenth.

The library will indulge students in play and recreational activities which will allow each child to practice decision-making, leadership, creativity and teamwork skills. The 14 libraries were established in partnership with KREA University.

Unboxing Happiness in Bihar

To have a happy and healthy childhood, it's essential to have PLAY in a child's life. Playing with toys allow the children to use their vision and become imaginative while improving their dexterity, physical, cognitive and emotional strength. Unfortunately, the children visiting the Anganwadi centres and staying at the shelters homes do not have any access to play material.



To address the need, The Toy Bank has collaborated with Child Care Society in Bihar to create Toy Libraries in 3 shelter homes and 2 Anganwadi centres of Chapra (Saran), Bihar. 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 enrolled in Anganwadi Centres.

Play Time in Udaipur, Rajasthan



Educational and engaging play material like building blocks, rattle toys, puzzles serves an essential role in the mental and emotional upbringing of the child. Colourful toys of different shapes and features add values to a child's life. Children at a very early age start distinguishing the difference between shapes and colours when they play with them. Some toys make different sounds or have different textures which help them to recognize the senses of a human body. But sadly, Anganwadi centres located in rural areas of India do not have any proper access to play material for holistic development.

The Toy Bank has created 35 Toy Libraries in 35 Anganwadi centres of Udaipur, Rajasthan in collaboration with Seva Mandir. The Library will benefit nearly 1000 children enrolled in the Anganwadi centres. It will also help to minimize the gap between the privilege and unprivileged children as they are getting equal opportunities to play, learn and grow with different varieties of toys like building blocks, rattle toys, texture book, puzzles, coloring book and others. Hopefully, it will motivate the other parents to enroll their children in the Anganwadi centres.

Toy Libraries in Puducherry

The Toy Bank has created 16 Toy Libraries for nearly 1000 children in Puducherry. The libraries will cater the children with learning disabilities, slow learners, mentally retarded, tribal children and children with developmental delay. The Toy Libraries are created in different locations across Puducherry like Krishna Nagar and Rainbow Nagar.



Children with disabilities are always at a disadvantage when it comes to playing. And, playing with toys will support and provide an opportunity to communicate, make choices and relieve stress. They uncover the elements that make life enjoyable and cultivate hobbies. These sixteen Toy Libraries in Puducherry will provide therapeutic benefits and holistic development to the children.

Free Play in Rajasthan, Odisha, Maharashtra and Kerala



The Toy Bank has created Toy Libraries in 14 schools, 6 Anganwadi centres and 3 Balwadis located in Rajasthan, Odisha, Maharashtra and Kerala for more than 1300 children enrolled in the respective institution. The Toy libraries are created in collaboration with SBI Foundation.

The SBI fellows could hardly contain their happiness when they saw the toys for the very first time. The children couldn't believe that they can play with different toys every single day. Many fellows believe that the library will bring an affirmative change in the attendance of the children since these toys have brought a lot of positive impact on children.

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 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.

- **Mayoor School, Sector -126, Noida**
- **Adarsh Kindergarten School, Vikaspuri, Delhi**

We have also conducted Toy Collection Drive on **9th February in Israeli Embassy, New Delhi** to celebrate the “**JOY of Giving**”.

3 Statistics for this quarter

**Number of Children
Impacted
5,200**

**Number of Toy
Libraries created
95**

**Number of Children
Sensitized
3,760**

Contact us

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