



सत्यमेव जयते

Guidelines for Students Digital Edition



Toycathon 2021 – Digital Edition (Digital Ideas and Card/Board/Clay/Thermocol Toys/Games)

Under the 'AatmaNirbhar Bharat Abhiyan' initiated by our Hon'ble Prime Minister, Shri. Narendra Modi, Toycathon-2021 invites India's innovative minds to conceptualize novel Toy and Games based on Bharatiya civilization, history, culture, mythology and ethos.

Toycathon 2021 is an inter-ministerial initiative organized by Ministry of Education's Innovation Cell with support from All India Council for Technical Education, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of MSME, Ministry of Textiles and Ministry of Information and Broadcasting.

Toycathon 2021 is a unique opportunity for Students, Teachers, Start-ups and Toy experts/professionals in India to submit their innovative toys/games concepts. This event is going to be conducted in digital mode by virtual Nodal Centers from 22nd -24th June 2021 and the winner announcement will be on 26th June 2021.

✓ Digital platform

MIC-AICTE has developed an indigenous online platform named as "Digital Collaborative Platform – ToyCloud". The complete event is to be held virtually on the digital platform and the links to connect, will be shared by your allocated nodal center. The details of the SPOC (Single Point of Contact) of the nodal center can be accessed in the below link (<https://toycathon.mic.gov.in/nc-mic-spocs.php>). Teams will work from their convenient place. However, a place with good internet connectivity is desirable. The teams would be evaluated based on several parameters described later in this document. The Digital platform includes the features such as Video Call, attendance, evaluation link etc. Teams will be responsible to join as and when required during the hackathon.

✓ Evaluation Methodologies:

There will be 3 rounds of evaluation: one on each day. First two rounds are mandatory for each team, one on 1st day and one on 2nd Day. Score will be given based on various parameters (may be referred appropriate para in the next page). The shortlisted teams after 2nd round of evaluation will be recommended by the jury panel to the 3rd round. On day 2 the list of recommended teams will be announced after 8 PM on Toycathon website. Those who do not qualify in the 2nd round will not be allowed to the 3rd round of evaluation i.e. '**Power Judging Round**'. In 3rd round, teams will be evaluated on various parameters along with the parameters defined in this doc. Power Judging Round will decide the winners.

- **App/UI based toys/Games: The teams need to show the working prototype during the evaluation.** It is highly advisable to teams to use power point presentation to showcase the basic ideas behind the project, methodology followed, business impacts etc. There should not be more than 6 slides by any team.

- **The 1st slide** should only mention about the team's name, project name, city to which the team belongs while the last slide (Thank You Slide) should have the information of the team members, institute/organization to which the team belongs, Email ID and Phone number of the team members etc.
- The 2nd slide will include basics of the project and the history/culture behind it etc. 2nd – 3rd Slide can include principle of working of the prototype, technical specifications, technical





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limitations etc.

- The 4th slide should say about the market conditions along with future scope of the project. Teams will be given 5 minutes for presentation and 3 minutes for showing up the prototype in your evaluation/mentoring round.
- **Board/Cardboard/Thermocol/Chart based toys/games:** The teams need to showcase the final prototype during the grand finale in front of the Jury Panel. Teams will follow the same guidelines as given above while preparing their presentation. After the presentation team may focus the camera to the working prototype. Team will be given 5 minutes of presentation while 3 minutes for showing up the prototype. The jury panel will have Q&A during the sessions.

*Please note that any incomplete prototype or false information provided to the Jury Panel will result in cancellation of the team from the Toycathon 2021. Such teams will not be considered and evaluated for further rounds. **NO QUERIES IN THIS REGARD WILL BE ENTERTAINED.***

✓ Evaluator and Mentoring Sessions:

A jury panel assigned by MIC-AICTE will be responsible for mentoring and evaluating the teams each day. The same Jury panel will mentor the teams during the morning sessions and provide suggestions for improvement or modification to the game/toy (if any). The Jury panel later in the evening will evaluate the ideas and see the working prototype of the toys/games and score as per the defined parameters. No teams shall be given more than 10 minutes per session.

The teams who got shortlisted in the 2nd round, will only go for the 'Power Judging Round'.

✓ Result Declaration:

The selected teams to the 3rd round will be announced on Toycathon website. Recommendation of the panel of experts will be final. No references will be entertained in this regard.

✓ Scoring parameters for evaluation

Basic criteria for evaluation are given below. However, criteria of evaluation for the power judging round may be changed. This is also for the information of the teams that this is just for reference of the teams, the actual criteria always depend upon the panel of experts. Organizing team has the right to change the criteria without disclosing to the participating team.

It is highly advisable to the teams to tweak their project as per below criteria.

Criteria	Points (1 to 5)
Solution approach/ Novelty	
Concept / Criticality / Impact	
Technology / Innovation	
Minimal Viable Product/ Prototype/ Demo	
User experience/ Design aesthetics	

✓ Vigilance check

There are a few parameters that need to be strictly followed. Failing to do so will result in strict action and debarred from the Toycathon

- **Track wise team check**

There will be strict checking of the Track and Themes. The teams should be from their





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respective tracks and failure to do so will result in cancellation of the candidature of the participants.

Track 1 - Team members including Team leader should be class 8-12 students. Mentors can be senior faculty members.

Track 2: Team members and Team leader should be college students and should not have passed out from the college not more than 6 months ago. Mentors can be senior faculty or industry experts

Track 3: Any startup or professional are classified under Track 3. Mentors can be senior faculty or industry experts

“The Jury Panel/Evaluator/Organizer/Nodal Center will ensure that the presentation is given by the correct Track participant and not by their MENTOR”

To check this, any evaluator/Organizer/nodal center can ask any ID/document to verify the information filled by you.

- **Prototype check**

It is clearly instructed to all team leaders to showcase the complete prototype to the Jury Panel. The Toy/Game should be a valid prototype not some animation or video simulation. The Jury Panel or Nodal Center will keep a strict vigil on the same.

If a team is in the Board/Card/Thermocol/Clay etc. segment, then the prototype should be built from actual physical materials and not showcase any video or animation. Any video or animation will not be considered here as their prototype.

And if a team is from digital segment, then a line of code should be there in the backend not the video or simulation.

- **Suspicious and unauthorized activity**

Any kind of cheating and unauthorized help of others will be considered as unauthorized activity and will lead to disqualify the team from the event. Strict action to be taken against the entire team.