



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Per. unthalsivar Kamarajar"

Swachh Toycathon

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Why is in news? MoHUAM to launch Swachh Toycathon, a unique competition to make toys from waste

Housing and Urban Affairs Ministry will launch Swachh Toycathon on 25th September, 2022, a unique competition **to make toys from waste**.

The competition will be open to individuals and groups to **bring forth innovation in toy designs using dry waste**.

It will focus on efficient designs that can be replicated at a larger scale, and toys that comply with minimum safety standards.

The competition will be **hosted on MyGov's innovate India portal**. **Center for Creative Learning, IIT Gandhinagar** is the knowledge partner for the initiative.

The demand for toys in the country is increasing due to strong economic growth, rising disposable incomes, and several innovations for the junior population.

National Action Plan for Toys 2020 was introduced to promote the Indian toy industry including traditional handicrafts and handmade toys with the **objective of establishing India as a global Toy hub**.

The Department for Promotion of Industry and Internal Trade along with 14 Ministries of Central Government is currently implementing various aspects of the National Action Plan for Toys.

With ever-changing consumption patterns and rapid rise of e-commerce, the **per capita waste generation has steadily increased over the last decade**, making waste management in cities a challenge for Urban Local Bodies.

The second phase of **Swachh Bharat Mission (SBM 2.0)** was launched on 1st October 2021 by the Hon'ble Prime Minister with a vision of **'Garbage Free' cities by 2026**.

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477** / Whatsapp : **09710729833**