



# Right to Play

Annual Report  
2018-2019



# Message from the **DIRECTOR**

We at the Toy Bank, put our energies into working for the underprivileged children with the firm belief that a playful childhood is every child's right. The Toy Bank works on the premise that play should not be considered as a leisure activity exclusive to a privileged child but something that aids in the overall growth of every child. The early years of a child's life are critical. It is during these early years that child develops cognitive, physical, social and emotional skills that form the foundation needed to succeed in life. We have experienced that interventions in early childhood have long-term effects on future social adjustment and economic success, and may even be passed on to subsequent generations. Hence, we work vigorously to provide toy kits & books to underprivileged children.



We started 'The Toy Bank' with one collection center in one city. We soon realized that people were not comfortable with the idea of ferrying toys to the collection center. To solve this problem, we motivated volunteers to open a number of collection centers at their homes, retail shops, offices across Delhi–NCR. With motivated volunteers, cost-effective collection centers and sharp marketing acumen of our team; thousands of old toys were received, refurbished, recycled and distributed. Taking resources from one person and then handing it out to another is one of the creative methodologies that we have adopted in The Toy Bank. We have sensitized over 1.5 lakhs children across 85 private schools to donate their old toys.

There was a time when we started questioning our work, whether it is making any impact? But every day we receive calls from individuals thanking us for frictionless delivery of toy kits, the learning's children get from the toys, and for keeping kids more involved in the classes/ Anganwadis and in turn help in increasing their attendance and reducing the drop-out rates. The joy we hear in their voices and smiles shared by kids are heartwarming every single day. It's what's keep us going despite various challenges we face. It has also been a great learning curve for me every single day. We have signed Memorandum of Understanding (MOU) with various State governments for setting up Toy Libraries in Anganwadis and schools; have donated toys to Panchayat Ghars in rural areas; also created Toy Libraries for children with psycho-social disabilities and visual impairment; have tied up with innumerable non-profit in other states. We have expanded to 25 states/ 3 UTs in India where we have set up 5,160 toy libraries for half a million children underprivileged child in accordance with the demographics of the children with help from a 100+ committed team from various walks of life.

However, there are more than 470 million children in India whose life we can positively influence by leading systemic change at a much larger scale. There are many constitutional and policy provisions for early childhood education but the challenges of implementation remain huge. My work in the corporate sector and the nonprofit sector has led me to the conclusion that there is a serious gap between policy formation and implementation which needs to be addressed at the earliest. This is where the private sector will prove to be the key to development in India, but without the government policies driving the development agenda and the social sector working at the grass root level, the vision we young Indians see for ourselves is likely to remain just that- a vision!

I believe that India is the most unique nation in the world with multiple layers of socio-economic diversity. Hence, there is bound to be challenges, setbacks and false starts. The challenges would be serious and many. They will not be met easily or met in a short span of time; but I want to work towards an India where they will be met.

**Vidyun Goel**  
Director  
The Toy Bank



## Vision

The Toy Bank envisages a society where the underprivileged children have the Right to Play and get their childhood back by actively involving them in educative toys and story books in order to help them gain an active and enriching life

## Mission

To enable every underprivileged child an opportunity to have holistic development through toys, games and story books

To bridge the gap between the privileged and underprivileged children by instilling values of sharing and caring in each child

# The ToyBank PROCESS



## Collection

Household, Collection Centres &  
Collection Drive in schools & corporates



## Upcycling

toys are refurbished and given  
a makeover to make them reusable



## Creation of Educational Toy Libraries

age appropriate and gender neutral



## Impact Assessment

to ensure proper running  
of Libraries

# Why TOYS?



**PHYSICAL & GROSS MOTOR**  
skills



**SOCIAL SKILLS**



**LANGUAGE SKILLS**



**GENDER NEUTRALITY**  
through toys

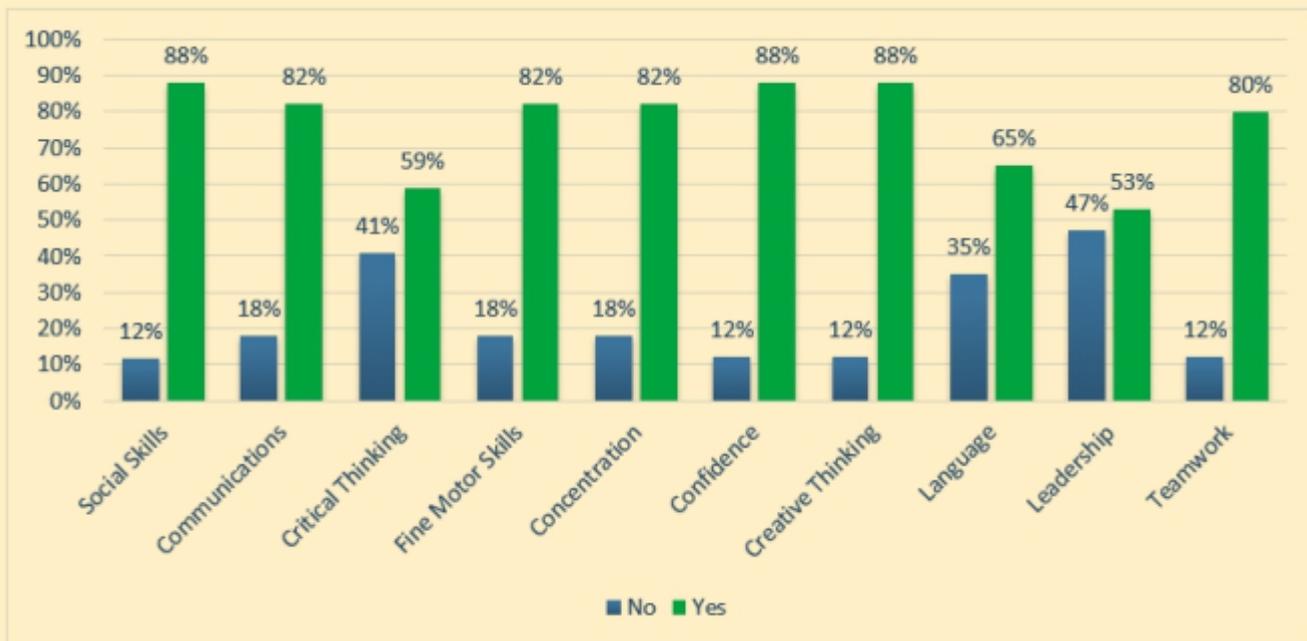


**PLAY THERAPY**  
for differently-abled



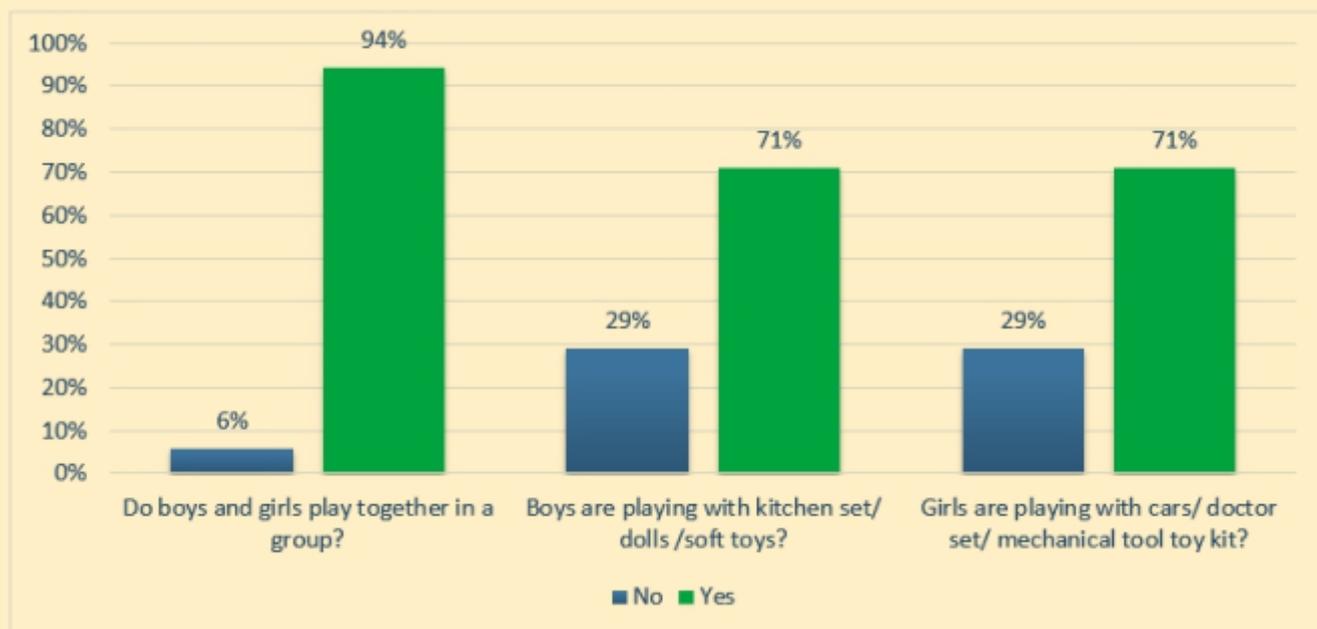
**EMOTIONAL WELL-BEING**

## Not just play



We ensure that the Toy Library is not only for leisure activity but also for the holistic development of child. Different games like building blocks, monopoly, puzzles, life skill games, soft toys and other educational toys will benefit the children in the development of social skills, communications, critical thinking, develop fine motor skills, improves concentration, build confidence, think critically, helps to build language and develop leadership and teamwork skills.

## Equal opportunities to play



The Toy Bank believes in creating **gender neutrality** through toys. And it is with this vision that Toy Libraries are created. Toy Libraries give the children freedom to choose and play with what they want rather than stereotyping toys basis gender.

***“I have been playing with the board games because these toys have made me feel that I am not the deprived one. If, I can have toys which the rich city children can have then I can also do what they achieve in life. I am not born to be trafficked or be a daily wage labourer” – 12 year old girl, Jaunha Village, Jharkhand***

Children living in tribal areas barely get an opportunity to play with toys. And, to address the need, The Toy Bank has created Educative Toy Libraries for 200 children studying in the tribal schools of Jharkhand. It was created for children between the age group of 5 – 18 years.

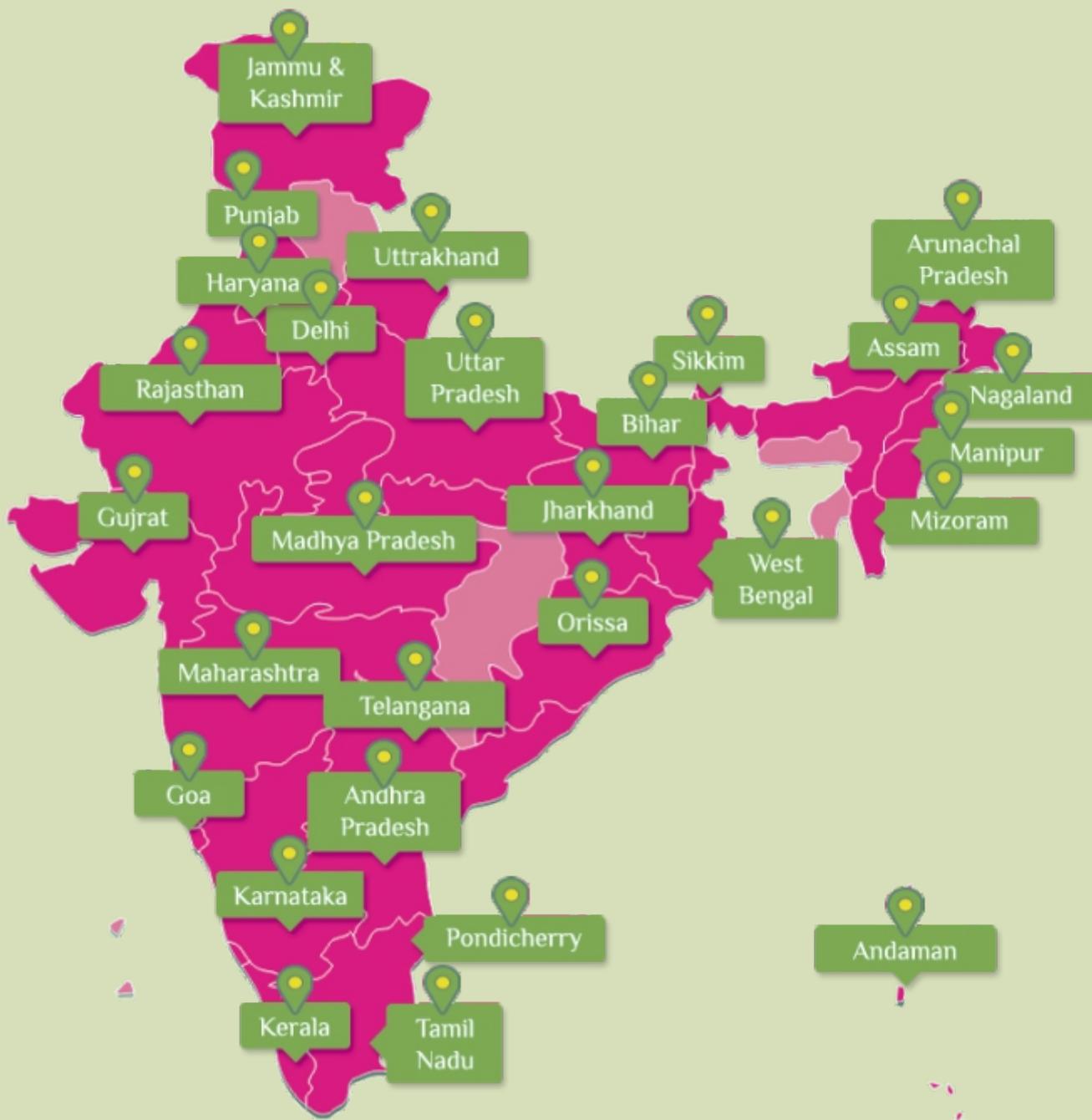
The library created in the tribal areas was a big success. Access to toys and storybooks motivated the tribal children to stay longer in the school. They are always excited to come and play with different toys every day. There has been an increase in the attendance of the children by 75 per cent.

The story of this 12 year old girl with big dreams is in itself an inspiration to us. The simple act of donating a toy and sending it to a place which do not have any access to toys and storybooks allows us to bridge the gap and imbibe the values of sharing and caring among the children.

The library caters the tribal children for both educational and leisure activity. And, It's quite mesmerizing to see that children are always geared up to play with different toys like puzzles, blocks, building block and board games which will keep them engaged and improve their physical and mental skills. The teachers could see an improvement in the learning skills of children after receiving the toys. They believe that the children learn more effectively when they are taught by play way method. The fun and engaging activities brought a lot of positive impact on the tribal children.



# Projects Across India



Toy Libraries  
Created  
**5,160**

Toys  
Sent  
**15,29,054**

Children  
Impacted  
**5,18,598**

Number  
of States  
**25**

Union  
Territories  
**03**

# Delhi

## Anganwadi Connect

The Toy Bank has successfully created 41 Educative Toy Libraries for 983 children in Delhi Anganwadis. The library was created in collaboration with Pratham , NCPCR and Department of Women and Child Development (WCD). The toys in the libraries are not only for leisure activity but will also help the children to learn and develop fine motor skills which will help them in future.

## Inclusive Social Development

The Toy Bank has always strived to be inclusive in its approach in reaching out to the underprivileged children. In centres run by Inside Me, we created Toy Library for children who are partially or fully visually challenged. Toy kits comprises of toys, stationery items and Braille Boards. The stationery and Braille Boards will be used to help children draw and learn.

## Slum Connect

We have successfully created 2 Toy Libraries in shelter home for 25 children living in Sant Nagar, Delhi in partnership with Udayan Care. The Libraries will provide educational and social improvement opportunities to the children between the age group of 6-18 years. The toys are not only source of entertainment but for learning new things in a more creative way.

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*Niyati Rawat, Communication Coordinator of Pratham wrote to us “loved seeing the twinkle in the eyes of children when they saw all the toys”.*

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*“Many students have been able to interact with their peers and have become more confident.”  
Pratsahan India Foundation*



# Haryana

## School Connect

We have signed a MoU with Ashoka University, Haryana to create Toy Libraries in seven villages of Sonipat. The Toy Libraries would increase the access of toys and storybooks to the children living in vulnerable conditions. The Toy Kits provided by us impacted 1,241 children in villages like Seoli, Aurangabad, Tanda and many more.

One of the School Principal told us that children are already excited to visit the Toy Library. Also, it will minimize the gap between the privileged and unprivileged children as they are getting equal opportunity to play and learn with toys and storybooks.

We have also created Educative Toy Libraries in five government schools of Karnal District which has impacted 816 children. This was done in partnership with Varitra Foundation

Ayeshna, Co Founder and Director wrote to us “I am writing to express my sincere gratitude to you and Toy Bank in making our program more robust and effectual. The material provided by your team is incredible and will be extremely valuable and we are happy to bring the children in our area one step closer to quality education”.



# Uttar Pradesh

## School Connect

To encourage the experimental play learning, The Toy Bank has created Educative Toy Libraries for 218 children in government school library for Neemka and Mahabalipur village in collaboration with Ranganathan Society. The Library will provide access to toys, storybooks e.t.c., and a platform where they all have a healthy protective ambience to play, learn and grow.

## Slum Connect

We created 3 Educative Toy Libraries in partnership with MSWT and Bhartiya Micro Credit. This will impact 129 children in Noida. The reason for creation of Toy Libraries and not just merely distributing toys is to encourage children to play in groups to enhance their social skills and leadership skills. Toy Libraries give the children the space to engage in group play rather than playing alone.

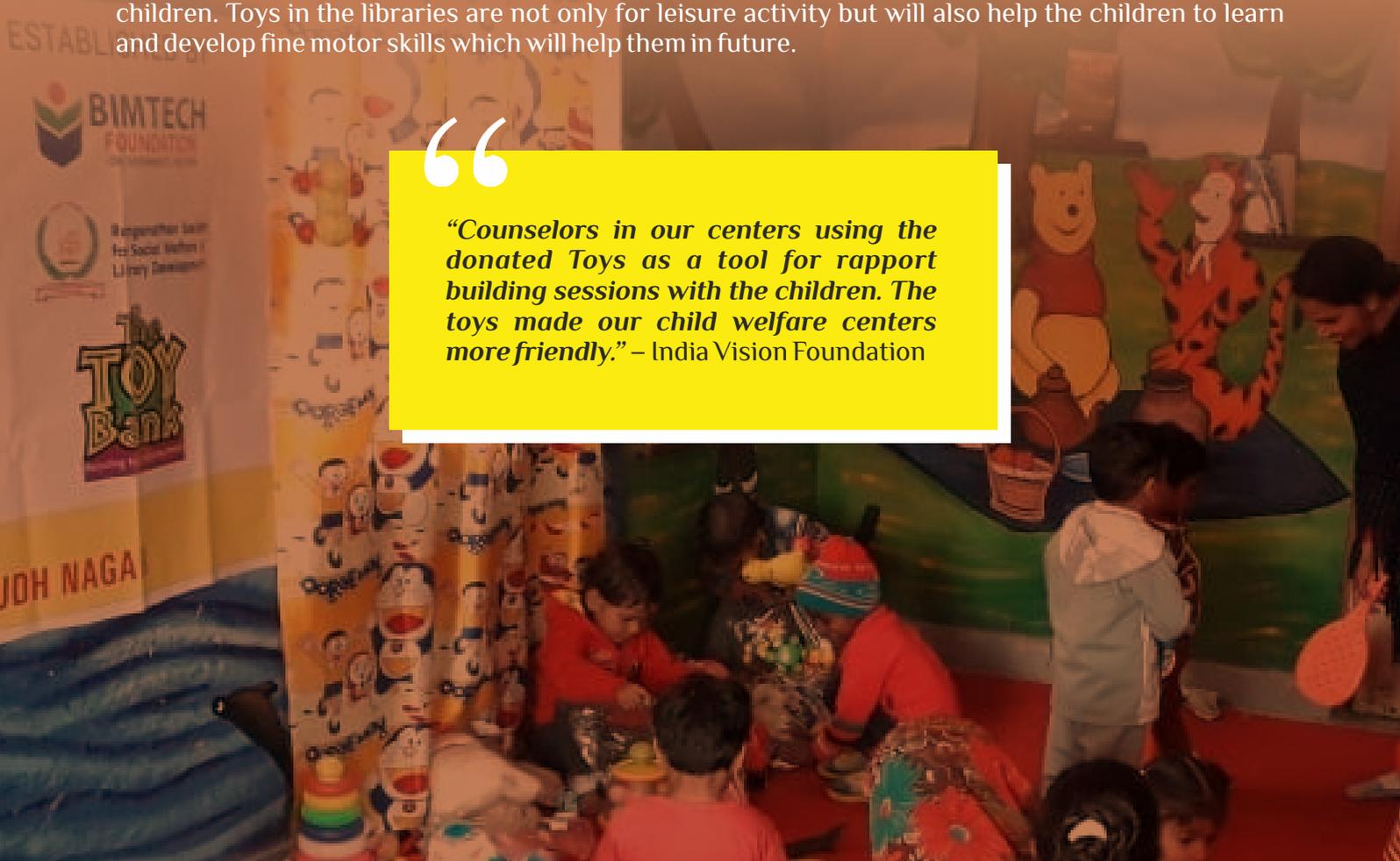
In a bid to continue striving for inclusivity, The Toy Bank has created 2 Toy Libraries for 162 children of women inmates in prison in collaboration with India Vision Foundation. We consider this as a big step forward in the right direction. Our work is to ensure that all undeserved children have their childhood restored. Working for the children of women who are in prison is one such initiative.

## Inclusive Social Development

As per the Supreme Court guidelines, a child till the age of six is allowed to stay with their mother in prison especially when there are no close relatives to take care of them. Unfortunately, it makes the child unaware about the things happening outside the prison. The basic necessities essential for the child's healthy development are not available making it difficult for them to adapt new things. And, to provide the essential environment, The Toy Bank has created Toy Libraries in Firozabad and Gautam Budh prison in collaboration with Ranganathan Society. The library will impact more than 40 children. Toys in the libraries are not only for leisure activity but will also help the children to learn and develop fine motor skills which will help them in future.

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*“Counselors in our centers using the donated Toys as a tool for rapport building sessions with the children. The toys made our child welfare centers more friendly.” – India Vision Foundation*



# Gujarat

## Anganwadi Connect

We have created 3 Toy Libraries in the Anganwadis of Kundiamba village, District Narmada of the state Gujarat in collaboration with Aga Khan Foundation.

The Anganwadi teachers could hardly contain their happiness when they saw the children exploring and playing with different kinds of toys for the first time in their lives. The teachers believed that the toys have brought a lot of positive impact on the children.

## School Connect

For young children play become the basis for creativity in art or music expression. The toys help the children to express, imagine and creative through play. The Toy Bank has created Educative Toy Libraries in 4 classrooms of Tejendra English School in collaboration with Teach For India. A fellow from Teach For India told us that the children are always excited to play with the toys.



# Rajasthan

## School Connect

Play promotes joy, which is essential for a child. The child should have a healthy environment where the process of learning is self-sustained as it is on a natural love of playful engagement life. And, in order to achieve that The Toy Bank has created age graded Educative Toy Library for 115 children from the age group 1-13 years in partnership with Alfa Educational Society.

The library caters to the children belonging to economically weaker section of the society who do not have any access to toys and storybooks. The creation of the library allows the children to play together which will enhance their social and leadership skills.

# Punjab

## Inclusive Social Development

Play provides children with cerebral palsy the opportunity to communicate, make choices and relieve tension. They uncover the elements that make life enjoyable and develop interests and hobbies. Plays also boost their self esteem, stimulate creative thinking, release emotion and provide opportunities to practice their skills and different roles.

To enable the play therapy for Cerebral palsy children, The Toy Bank has successfully created a Toy Library for 77 children with Ashirwad NICPA collaboration. The library will provide therapeutic benefits and holistic development to the children.



# Odisha

## School Connect

Play therapy helps the children to improve retention, concentration, analysis and inference. These attributes are extremely helpful in understanding various concepts and theories later in the lives. The Toy Bank has successfully created a Toy Library with Gram Vikas under the BAFLA Project. The library is impacting 86 children in Tangri village, Odisha.

Gram Vikas believes that the creation of Toy Library has led to an increase in the attendance of the children. *It has also lead to an increase in children's interest in understanding basic mathematical concepts of subtraction, addition e.t.c. as teachers are using toys in the classroom to explain them.*

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*“4-5 groups of girls in school were playing together and making their own stories. This helped to understand their psychology.”*



# Bihar

## Slum Connect

Due to various reasons thousands of children in India leave their house in search and expectation of having a better life. But unfortunately, they are exposed to exploitations, abuse, hunger and poverty. And, hence loses childhood. The shelter home tries to bring back the missing childhood by creating a healthy environment where they are engaged in various activities with toys and other educational tools to bring the lost childhood and push them towards the bright future.

To address the need, The Toy Bank has successfully created Toy Libraries at shelter homes in Bihar in collaboration with Bal Mahila Kalyan. **The library has created a healthy and safe space for more than 100 children, who can express their feelings without any insecurities.** Board games soft toys, storybooks and coloring books allowed them to think, build vocabulary and develop general reasoning skills in a stress free safe place.

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*Children use the toys for maths skills like counting, addition subtraction etc*

Azad India Foundation



# Arunachal Pradesh

## Slum Connect

Play act as a treatment. It allows to resolve different emotional difficulties and achieve optimal growth. It creates a healthy ambience for the child which is very important for their emotional well being.

We have successfully created 3 Toy Libraries for 370 children staying at Children Home & Specialized Adoption Agency and OJU Mission School in Naharlagun and Seppa District. The Libraries are created under the partnership of OJU Welfare Association.

Nilav J. Gohain, Executive Director, OJU Welfare Association wrote to us, “We appreciate your noble endeavor to benefit such underprivileged children by establishing Toy Libraries”.

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*“Toy Bank was our magic wand of sorts to create magic in these two spaces (Anganwadi and Shelter Home for differently-abled children.)”*

Vijay Ganesh,  
Aga Khan Foundation



# Jharkhand

## Rural/ Tribal Connect

Children learn effectively when they are taught by play way method. But, there are many children living in tribal areas who do not have access to any toys and storybooks. And, to provide them the access, The Toy Bank has created Toy Libraries for 200 children in the village and district Jaunha, Ranchi, Doti and nearby villages in Latehar District in collaboration with Aahan Tribal Development Foundation. This will impact the children between the age group of 5-18 years.

## Anganwadi Connect

We believe that toys are extremely essential for the age group of 0-6. Toddlers can play with wider variety of toys than they did when they were smaller. They might still enjoy some of the toys they played with as babies. Bu, they also need toys that are age appropriate. Shapes sorter are great for toddlers as it teaches them how to match similar items and provide parents with the opportunity to teach them the names of the shapes. Lego blocks provide an opportunity to learn more about colours and symmetry while they develop their motor skills.

Hence, we ensure that we reach out as many undeserved children as possible. We created 40 Toy Libraries in Bokaro District which will be impacting approximately 900 children. Jivan, Project Director (Dhara Foundation), told us that the some of the toys received were absolutely new for the children. There was a lot of curiosity raised on how to play with the toys. In fact, attendance has also increased in the Anganwadis. Once the parents realised that there are toys in the Anganwadis, they are regularly sending their children.



*“Sandeep is now calmer as he plays with toys and helps him to develop his motor skills.”*



# Nagaland

## Slum Connect

Toy Libraries are created in the shelter homes of Dimapur city. The Library will benefit nearly 50 children by creating an environment which keeps on improving their social skills as they will learn to play in groups. We have created a space where a child feels comfortable and engaged in various engaging activities which will help them to resolve emotional difficulties and achieve optimal growth.

## Inclusive Social Development

Toy Library is created for 25 children in the Prodigal's Home Rehabilitation Centre, where the children are with various disabilities like speech impairment, loco motor disability, visual impairment, cerebral palsy and many others. **Playing in groups will allow the children to make new friends, listening to others and managing disagreements.**



# Assam

## School Connect

We have created Toy Library for 100 children in collaboration with Ajmal Foundation. Toys will be used to assist the poor and needy children for their holistic development and provide a homely environment where they can enjoy their childhood charms.

# Mizoram

## Slum Connect

Shelter homes are not generally viewed as centers for literacy interventions like home schools. This situation arises from a societal perception that the role of shelters is merely to provide a temporary housing facility for people who are not stable financially. Shelters serve as abode for a large number of children living below poverty line, expanding the roles of shelter homes beyond a basic housing facility becomes difficult. Engaging children in literacy activities is of utmost importance, given that education is considered to be the key differentiator in breaking the cycle of homelessness.

To address the need, we have created Educative Toy Libraries for nearly 80 orphaned/ abandoned children in collaboration with Sunshine Society and Light For Comprehensive Development. The library will provide a healthy space for the children where they can express feelings and practice different roles. Board games like monopoly, chess and word power allowed them to think critically, build vocabulary and general reasoning skills.



# Manipur

## Rural Connect

Ukhrul District is a tribal belt in Manipur where The Toy Bank has created 3 Toy Libraries impacting 580 children. This was done in partnership with Library for All.

Yasin Khan, Co-Founder, wrote to us that children are now considering the library as a new home with toys. It has drawn their attention during the story sessions. He further added, “Learning with joy is one of the principles we believe in and toys are contributing to it to a great extent”.

# Kerala

## School Connect

We have entered Ernakulum District, Kerala to create 3 Educative Toy Libraries in 3 government schools. The library will impact 86 children. This is done in partnership with Unnati – Ek Roshini. Kitchen set, building blocks, puzzles and storybooks and other board games will help us to create an environment which keeps on improving their social skills as they will learn to play in groups.



# Telangana

## Anganwadi Connect

We have created one Toy Library in Bahadura, Hyderabad. The Anganwadi centre is run under the Naye Taleem Project conceptualized by United Way Hyderabad.

The energy in the Anganwadi centre was even more endearing. The Anganwadi teacher could hardly contain her happiness when she saw small children discovering toys of varied kinds for the first time in their lives. She also opined that these toys were attractive and could supplement the existing TLM kit provided by the Telangana government. The centre is located in the same premise as the primary school. Hence the primary school teacher also requested if she could send 1st and 2nd class children to the Anganwadi centre for one period every day during which The Toy Bank toys are used.

## Slum Connect

The Toy Bank has also created a Toy library at shelter home for differently-able children under the Naye Taleem Project.

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*Vijay Ganesh, Project Head, wrote to us, “Schools for differently-abled children have a magnetic aura around them. Toy Bank has aided in magnifying this aura multifold. The children diagnosed with Down's syndrome were the most energetic of the lot and could barely contain their excitement upon receiving toys from big toy kits. The teacher in-charge assured us that she would ensure that these toys are used effectively in the guided play sessions enabling these special children to enjoy as well as focus better. One of the boys walked up to me with a wide grin and gave me a Jaadu Ki Jhappi which truly made my day!”*

# Karnataka

## Slum Connect

Play is essential for a holistic development of a child. It becomes even more important in the case of children with Autism, Learning Disability, Down Syndrome etc. for the, it is not just 'play' anymore, it becomes also a part of therapy.

During the sorting process, toys/games are also separated on the basis of whether they would be suited for therapy for differently-abled children.

The Toy Bank created Educative Toy Libraries for children with various disabilities in Mysuru. The Toy Library will be able to impact 100 children in centres run by Reach India.

# Maharashtra

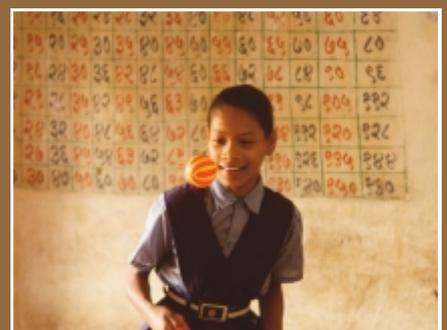
## School Connect

Educative Toy Library in a government school in Bhandara District. This was done in partnership with D Hive Rural Design Studio. Along with regular toys, we also send across indoor games as well as musical instruments according to our availability. This paves the way to create a Toy Library in housing diverse developmental aids.

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*“I like the mouth organ very much and I keep playing it every time. I had never seen this before but now I am getting used to it”.*

Devanand (Class – VI),  
Bhandra District, Maharashtra



# Pondicherry

## Slum Connect

Toy Library was successfully created in collaboration with Sharana NGO for 180 street and slum children in the social centre. Library will help the children from the age group 2 to 16 years. It will benefit the community development program including the dispensary for the first aid and a crèche to decrease the school dropouts, support in therapy sessions as well as creating awareness through sports and games.

# Andaman Island

## Slum Connect

The Toy libraries are created in 5 different shelter homes in collaboration with Voice of Christ to the World. The Toy Kits provided by The Toy Bank will benefit 627 children in Baratang, Port Blair, Mayabundar, Diglipur and many more.

T.R. Wilson, Director of Voice of Christ to the World wrote to us, “Thank you so much for bring a smile in to these little hearts. We have inaugurated first Toy Bank Library at Love Children's home in the Andaman Islands. Look at the joy in these faces. May the almighty God bless to your organization so that you can continue to bring a smile to many more children in need.”



# Tamil Nadu

## Slum Connect

The Toy Bank has successfully created Toy Libraries for Village creche and Community Centre in Angalakuppam, Tamil Nadu.

The library will benefit the children till the age group of 5 in the morning and children till the age of 16 years in the afternoon. Creation of Toy Library in crèche will help the child to develop mental flexibility and motor skills development. The library will create a free secure space for the toddlers to try new ideas and discover how their bodies work. Similarly, the library will help the children above the age of 6 years to express, imagine and creative while playing with their friends in groups and release stress.

## Rural Connect

Play is not only a leisure activity but a medium to improve communication skills. Learning new skills through play is always more effective as compared to the normal lecture session. Children are engaged, happy and ready to take challenges in a positive way. For example, they love playing Ghar-Ghar with Kitchen set. They have to decide who will do the chopping, cooking and play like a one team with a lot of disagreements and agreements. Where they learn about how to sort the issues and make things work.

To enable the play therapy for rural children, who are also the first generations of school entity. The Toy Bank has successfully created 5 Toy Libraries for 592 children in collaboration with Child Voice. The library will motivate the children to come to the school every day and play with the toys. It will bring positive development to the children as compared to those who do not have any access to the toys.

## School/ Tribal Connect

The Toy Bank created 39 Toy Libraries in partnership with Dhan Foundation and an SBI Fellow, Akshatha. The Educative Toy Libraries are being accessed by the children studying in schools situated in tribal areas. The children accessing the toys belong to migrant families and farmers.

Akshatha, SBI fellow told us that it is the first time the children have seen or played with teddy bears and Barbie dolls. She added that she felt extremely happy looking at their gleeful faces.

She also added that children are very much fascinated with the toys. The toys have now motivated the children to come to school regularly. Toys are used by the teachers to impart knowledge in the classrooms. "We are using these toys for creating various learning experiences for our kids. This is something which we always wanted but could have never afforded ourselves."

Appreciating The Toy Bank's work on careful packaging of Toy Kits, she added, "We were all very delighted to receive the bags carefully packed making sure every toy donated reaches our kids safely. Our sincere appreciation and gratitude to all those involved in this wonderful job".

# Stories of Change

## Increase in the attendance after The Toy Bank's intervention

The Toy Bank has created 5 Educative Toy Libraries in Faizalpur Majra village, Karnal District, Haryana for more than 800 children studying in the government primary school. The library creates a healthy environment for the children and engages them in playful activities. It was done in partnership with Vritra Foundation.

Government primary school of Faizalipur Majra village consists of a small population. And, the school is located in small spaces. The strength of the school is very low, due to the scarcity of space and lack of resources, they didn't have a chance to go out and play. Children studying in grade one and two are limited to their classrooms only. It has often resulted in irregularity in the turnout of the students. It was after The Toy Bank's intervention the scenario of the school changed entirely. The board games/puzzles provided by us brought greater joy among the heart of the small children. Since these games could be conducted within the indoor space to resolve the issue related to a lack of space within the school premises. The teachers would ensure that child would participate in such games. In due course of time students turnout increased and younger children started taking more interest to play, learn and grow with different toys.

*Baljeet, Co Founder and Director also wrote to us "Working in a school where the teachers constantly struggle to establish a positive learning environment and where the children are looking for constant motivation, the learning toys received from The Toy Bank were a breath of fresh air. It is safe to say that the teachers and para teachers at each centre and schools had never expected the teaching to be a fun and engaging process. The children too were extremely excited when they were told that the toys will be a part of their learning time at the centres and schools. Given that our rural education system doesn't associate playing, activities and learning in school spaces, the learning toys have been welcomed as a positive and fresh change by all. The Toy Bank has been very successful in attracting private school children to our centres and now we can proudly say that our centres are inclusive spaces catering to demand for learning of children".*

### Delhi



*"The teachers have found the soft toys very useful, for their explanation of good touch and bad touch. Also, children relate easily with the shapes and colours. The kids enjoy working out the puzzles and their skills are definitely enhanced with the help of the toys that we receive."*

### Haryana



*"At our Faiz Alipur Majra Learning Enhancement Centre, attendance increased by 30-40% after setting up The Toy Bank Library. Even private school children started attending our centres and they are taking interest in our centre. This will help us to increase enrollment at our centre."*

### Gurugram



*"With the help of toy vehicles we had been able to make them understand what vehicles are suitable for travelling to certain areas or distances and kind of taught geographical areas around the space."*

## Kolkota

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*“Being a very remote tribal area, toys are something unheard of. This is the first time that they are having the privilege of playing with toys. This has enhanced the interest of the children in coming to the schools to play with the toys, as well as to learn.”*

## Telangana

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*“There has been an increase in confidence of children especially seen while they interact within their peer group as well as with outsiders.”*

## Bihar

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*“Toys have brought joy and happiness to the children as most of them have never possessed any toy. They have helped in developing skills like sharing, caring and compassion towards others. Tehsina teacher from one of the centre says, 'the toys have brought discipline to the class. The children like to play and keep them properly back in the box as they value their importance.”*

## Manipur

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*“What we witnessed with the toys that we would honestly share is that the happiness meter jump dramatically quite high not only for children but also teachers. Children hardly saw or felt quite a good number of such toys ever before. Students getting football to play in schools is one of their greatest joy. Teachers appreciated us a lot for the toys and credit goes to Toy Bank.”*

## Tamil Nadu

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*“We received the Toy kits and Thanks a lot for the wonderful gift to our tribal children of Kalrayan Hills. All the children Shouted in joy. Some hugged the toys and expressed their happiness. For most of them , it is a first time that they use toys to play with a feelings that it's their own . So on behalf of my students, teachers, I thank Toy Bank for this valuable gifts.”*

# Events

## School to School

The Toy Bank organized an event at India International Centre on 21st December 2018 to appreciate the work done by its 100 schools partners on organizing toy collection drive in their respective schools. The schools helped The Toy Bank to further the mission to enable every underprivileged child an opportunity to have holistic development through toys, games and storybooks. It was also a great opportunity for the students of these 100 schools to be sensitized and imbibe the values of sharing and caring for the underprivileged.

The Toy Bank also organized a competition on the same day between 20 schools, where students expressed themselves on the topic “**Importance of Play**”. Each school presented on the topic either by performing a dance, theatre or speech.

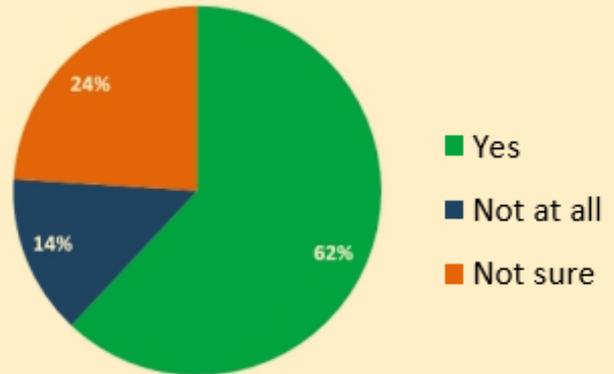
Renowned fashion designer **Ms. Rina Dhaka**, the recipient of many prestigious awards including best collection in Milan, best designer award in Miami Fashion Week, Yuva Ratan Award, and many more. And, famous fashion designer **Ms. Charu Parashar** who has built a strong legacy over the past 15 years and is present in 7 countries globally addressed the audience as the Key Note Speaker stressing on the importance of play and ensuring that each child gets to experience a healthy childhood. She also stressed how Right to Play needs to be reinforced in our existing institutions.



# Impact & OUTREACH

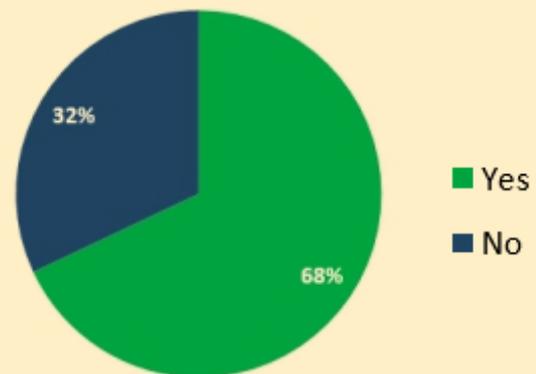
## Decrease in dropouts after setting up Toy Library

Once the age-appropriate and gender-neutral Toy Libraries were created, it was observed that children's interest to stay in the schools/anganwadis/ learning centres increased manifold. More than 60% of the respondents have shared that there has been a decrease in the dropout rate after the setting up of Toy Libraries



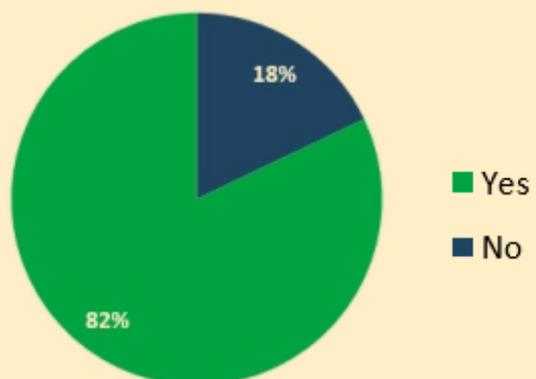
## Increase in attendance after The Toy Bank's intervention

The Educative Toy Libraries have not only decreased the dropout rate but also managed to engage the children in playful activities and stay in the school throughout the school hours. This will ensure the children will be able to settle in the mainstream educational system.



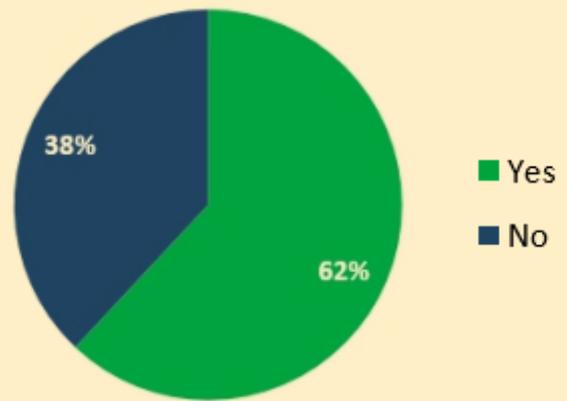
## Increased opportunities to play in groups

Creation of Toy Libraries is done in order to increase group play among the children. Playing in groups helps to enhance their social and communication skills. Over 90% of the respondents said that creation of Toy Libraries has increased the opportunity for children to play in groups. Playing in group also teaches negotiation, leadership skills as well leads to increased empathy towards others.



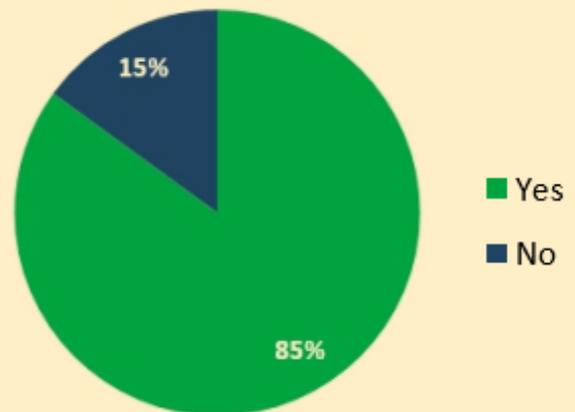
## Learning from story books

Our Educative Toy Libraries not only consist of toys and board games but also story books. We ensure that in accordance with the age of the child, the libraries consist of story books that will help the child develop reading and learning skills.



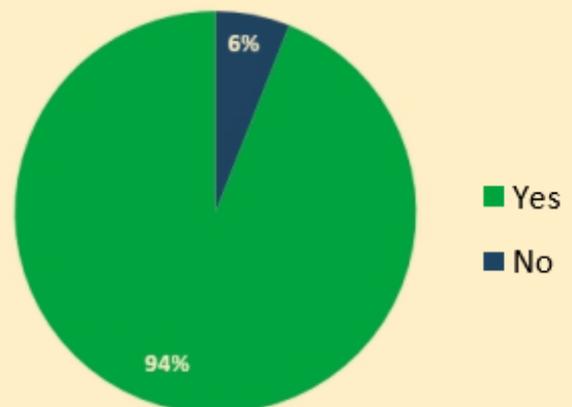
## Engagement in indoor activities

Majority respondents have shared that children indulge in indoor activities and play. In order to encourage indoor activities, we include board games and building blocks with alphabets or numbers on it. This helps the children to learn alphabets/ numbers while engaging in play within the schools/ anganwadis/ educational centres. These games also enhance their concentration and learning skills.



## Satisfaction on the toys recieved

Nearly 94% respondents are satisfied with the toys that we have sent across to create Toy Libraries. And, all the respondents shared that they would definitely partner with The Toy Bank in the future.



# Creating SAFE PLAY SPACES

To create a free, safe and colourful space for children to engage in playful activities. The Toy Bank is creating Educative Toy Libraries in Municipal Corporation of Delhi Schools. A well designed indoor play will be constructed with 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 social skills and encourages creativity. The libraries will be functional after the summer break.



Before



After

## AWARDS & ACCOLADES

*“Young Alumnus Achiever Award”* was presented to our Director, Ms. Vidyun Goel by Mr. Kamal Nath, CM of Madhya Pradesh and Mr. Natarajan Chandrasekaran, Chairman of Tata Sons for her inspiring work in the field of children and women welfare and development.



# Our Partners

- Dhara
- Pratham
- NCPCR
- DHive
- Library for All
- Varitra Foundation
- Aga Khan Foundation
- Inside me
- Reach India
- MSWT
- Bhartiya Micro Credit
- Dhan Foundation
- India Vision Foundation
- Sunshine Society
- SBI Fellow
- Gram Vikas
- Danish Mission
- OJU Welfare Association
- Aahaan Tribal Development Organisation
- LIFECODE
- Udayan Cares
- Aashirwad NICPA
- Teach For India
- Alfa Educational Society
- Raganathan Society for Social Welfare and Library Development
- Unnati –ek roshini
- Ashoka University
- Bal Mahila Kalyan
- Voice of Christ To The World
- Sharana
- Prodigal's Home
- Ajmal Foundation
- Department of Women and Child Development

# School PARTNERSHIPS

- Cambridge School, Rajouri Garden
- Arwachin International School, Dilshad Garden
- Bluebells International School, Kailash Colony
- Sachdeva Global School, Dwarka
- Shiv Nadar School, Faridabad
- Mother Mary School, Mayur Vihar
- St. Peter's Covent, Vikaspuri
- Vidya Bharti School, Rohini
- Maharaja Agrasen School, Ashok Vihar
- Manav Bharti school, Pancsheel
- Kulachi Hansraj School, Ashok Vihar
- Manav Sthali School, Ramesh Nagar
- Lotus Valley International School, Noida
- Basava International School, Dwarka
- The Indian School, Sadiq Nagar
- Bal Bharti Public School, Pusa Road
- Ambience Public School, Safdarjung Enclave
- ASN Senior Secondary School, Mayur Vihar
- Mothers Global School, Preet Vihar

# How Can you Help?

## **1. How you can help:**

The Toy Bank is in operation for past 10 years and maintains impeccable record in creating lasting impact for children. You can help us spread smiles through:

### **1.1. Adopting a Toy Library**

Contribution can be made to The Toy Bank by adopting a Toy Library. You can help us cover the collection process, packaging process, and the dispatch process to the concerned area. You can contribute to reaction of one Toy Library which includes one school or one Anganwadi – the areas for which can be selected by you after looking at our list of pipelined projects. We maintain full transparency in our financial and operational matters which are periodically documented in our annual report. Additionally, we publish quarterly reports on statistical and anecdotal impact made in the lives of children through our activities.

### **1.2. Funding for One Toy Kit**

Contributions can also be made to fund one Toy Kit. These toy kits comprises of toys, books and stationary for the various toy libraries. You can select from our projects in the pipeline to sponsor a toy kit for a specific area/school/Anganwadi. Selection can also be made to donate Toy Kits to children with Autism, Down syndrome, Learning Disabilities etc. an existing project or a new project in the your area of intervention or choice. We would monitor and evaluate the project activities to present an impact-report for your financial donations. Kindly note

### **1.3. In Kind Support**

You can support us in kind by providing new materials to set up toy libraries in slums or Anganwadis.

### **1.4. Opening of Collection Centres**

You can support us in kind by providing new materials to set up toy libraries in slums or Anganwadis.

### **1.5. Collection Drives**

Carry out collection drive by enabling your employees to donate toys and other kids-related materials.

# Collection CENTERS

## Central Delhi

Address: 10 Ashoka Road, Pataudi House  
Contact: Ms Lalita/ Mr Krishan | 011-23782233, 23782020

Address: B- 36, Malcha Marg, Chanakyapuri  
Contact: Mr Deepak Singhi | 9899757574

## North Delhi

Address: Aadharshila Vatika Preschool, Gujrawala Town, G.T Karnal Road  
Contact: Mr Alahwat | 011-27437000

## North-West Delhi

Address: Aadharshila Vidhyapeeth School, CD Block, Pitampura  
Contact: 9312020477

Address: 549-550, 2nd floor, Sector A-6, Pocket 1, Narela  
Contact: Dr. Rashmi Mishra | 9818538294

Address: C-310, Rohini Heights, DDA LIG Flats, Sector -29  
Contact: Mr Vikas Bansal | 9650429994

## West Delhi

Address: 252 Ambika Vihar, Paschim Vihar  
Contact: Mr Tarun Khurana | 9650600654

Address: 1st Floor, V-247, Rajouri Garden  
Contact: Ms Rupal | 9910107646

Address: 165-A, LIG Flats (Yellow), Ground Floor, Rajouri Garden  
Contact: Ms. Nishtha Seth | 8368721221

## South-West Delhi

Address: D2A 301, Golf links Residency, Sector 18B, Dwarka  
Contact: Mr Pranay Ranjan | 9810228230

## South Delhi

Address: 245, Kailash Hills, East of Kailash  
Contact: Ms Palak Mittal | 9899547213

Address: W-1, Greater Kailash Part- 1  
Contact: Ms. Priyanka Singh | 9711595943

## East Delhi

Address: 39, Preet Vihar  
Contact: Mr Deepanshu Suneja | 9999299978

### Noida

Address: B- 17, Sector 39, Near Shashi Chowk  
Contact: Mr Rajat Singh | 9899670080

Address: A-902, Antriksh Greens, Plot F-7, Sector 50  
Contact: Ms Shiva Pandey | 9899954572

### Ghaziabad

Address: Plot #69, Gyan Khand – II, Indirapuram, Ghaziabad  
Contact: Mallika Dasgupta | 8240900852

### Gurugram

Address: 1335, Sector 45, Near DPS School  
Contact: Neha Aggarwal | 9871265503

Address: C-63, The Belaire, Golf Course Road, DLF – 5  
Contact: Sakshi Jain | 9818436523

Address: D-504, Wombly Estate, Rosewood City, sector – 48  
Contact: Ms Deepika Gupta | 9999884212

Address: Tower -2, Flat 401, Palm Apartments, South City -1  
Contact: Ms Monica Setia | 9910960642

### Haryana

Address: Flat No 701, Tower C, Bhai Mati Das Housing Society, GS 1, Sector- 23,  
Panchkula  
Contact: Gyan Deep Banga | 07381077373

### Faridabad

Address: 1357, Sector- 14  
Contact: Aditi Jain | 9999917300

### Mumbai

Address: 109 Shaheed Bhagat Singh Colony, JB Nagar, Andheri East  
(behind Sangam Cinema)  
Contact: Sandeep Banga | 9819748617

Address: Flat 502, Tower 8, Orchard Residency, Ghatkopar West, (behind R City mall)  
Contact: Sandeep Banga | 9819748617

### Bhopal

Address: House No 9, Albert Ekka Vihar, Gulmohar, E-8, Arera Colony  
Contact: Akanksha Prakash | 8527164792

# Recycling Toys Recycling Smiles



Children  
Impacted  
**5,18,598**

Toy Libraries  
Created  
**5,160**

Toys  
Sent  
**15,29,054**

Number of  
States & UT's  
**28**



**Website:**  
[www.toybank.in](http://www.toybank.in)

**Email us:**  
[info@toybank.in](mailto:info@toybank.in)



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