

THE TOY BANK



ANNUAL REPORT

2024-2025

Director's Message

Each time I receive a story about a child whose life has been positively impacted by something as simple as a toy, it reinforces our mission. It reminds me that dignity, access, and joy are universal needs. This past year has been especially enriching, deepening my understanding of how play helps children express and manage their emotions. It's heartwarming to see our play teachers guiding children to pause, reflect, and respond thoughtfully to various situations during play. They teach important lessons, such as managing anger, respecting peers during group activities, and identifying emotions. These early lessons are shaping compassionate individuals and contributing to a more inclusive and empathetic world.

As we move forward, we remain committed to creating long-term, values-driven impact through shared learning and collaboration. With your continued support, we are confident in our ability to reach new heights in our programs, fostering meaningful and lasting change in the lives of children in India. I would like to thank all our supporters for helping us make India a better and more joyful place for every child.

Warm Regards,
Vidyun Goel
Founder - Director





Play with a Purpose



*Right to Play
for Every Child*



*Accessible
Educational Aids*



*Creating Joyful
Childhood*



*Inclusivity
in Play*



*Building
Social Skills*



*Learning
through PLAY*



*Empowering
Teachers*



*Environmental
Sustainability*



*Increase in
Attendance*



*Engaging
Curriculum*



Our Pillars



**RIGHT
TO PLAY**



**SOCIAL-
EMOTIONAL
WELL-BEING**



**LEARNING
THROUGH
PLAY**



SUSTAINABILITY



**BUILDING
CAPACITY**



Successfully Held
Play Sessions on
Emotional
Intelligence

20% Boost
in Foundational
Skills

Introducing
Playrooms to
Parents at MCD
Mega Meetings

Safe Playrooms
Impact Over 3,000
Children in Delhi
Slums



6% Dropout Rate
Reduction in MCD
Schools Post Safe
Playroom Initiative

BACK TO SCHOOL

Successful
Execution of
Employee
Engagement

550 Minutes
Dedicated to MCD
Primary Teacher
Development

NGO Partnership
Brings Positive
Change to 200
children

Intra-School
Chess
Championship

Inclusive Free
Play Sessions
for All

2024-2025

Free Eye
Check-Up and
Spectacle
Distribution Drive



Engaging 16,000
Privileged Children
in a Toy Collection
Drive

Toy Donation
Drive in
Dubai, UAE

1,800 Minutes of
Play-Focused
Teacher Capacity
Building

2,550 Play
Sessions Conducted
Across 7 Safe
Playrooms

Bridging Local Classrooms with Global Goals

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



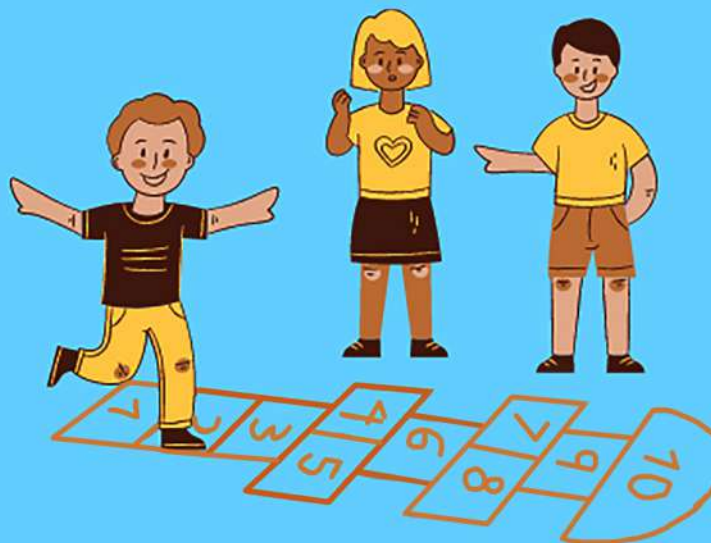
5 GENDER
EQUALITY



11 SUSTAINABLE CITIES
AND COMMUNITIES



**National
Education Policy
2020**



**Importance on
PLAY based Learning**

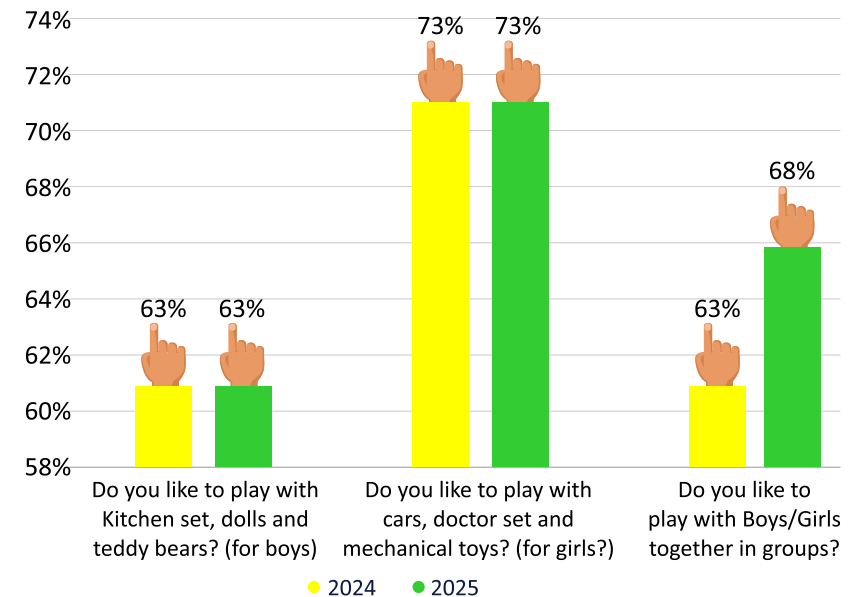


Equal Opportunities to Play

The Toy Bank promotes gender neutrality through play by creating inclusive, safe playrooms where children from all backgrounds can freely choose and share toys without gender labels. By removing stereotypes, we encourage group play that nurtures teamwork, leadership, and mutual respect.

benefits of gender-neutral play:

- ✓ **Encourages holistic development** – Supports emotional, social, and cognitive growth.
- ✓ **Fosters creativity and self-expression** – Children explore freely without gender limitations.
- ✓ **Builds equality and inclusion** – Promotes respect for diverse choices and identities.
- ✓ **Breaks down stereotypes** – All forms of play are recognized and accessible to every child, regardless of background or ability.
- ✓ **Boosts confidence and well-being** – Reduces pressure to imitate, enhancing self-esteem.
- ✓ **Strengthens social skills** – Promotes collaboration, empathy, and teamwork.
- ✓ **Expands future potential** – Opens up broader interests and aspirations.





Our Programs



Anganwadi Toy Connect

+100 Libraries
+5,000 Children
Benefitted

Safe Playroom Program

+7 Safe Playrooms
+3,000 Students
Benefitted



Anganwadi Toy Connect

The first six years of life are a golden period for a child's overall development. Recognizing this, The Toy Bank sets up Toy Libraries in Anganwadi centres across India, creating vibrant spaces where children learn through play. These libraries are filled with storybooks, board games, rattles, and educational toys that stimulate curiosity and promote physical, cognitive, social, and emotional development. To ensure effective use, The Toy Bank trains Anganwadi workers through simple, structured Play Modules. These modules guide them in choosing toys to improve motor skills, teamwork, and communication. Implemented in three phases—assessment, training, and support—this initiative strengthens early learning and helps children gain the skills needed for a healthy, confident future.



Induction Training



Handholding Sessions



Biannual Training



द टॉय बैंक
एक ऐसे समाज की परिकल्पना करता है
जहाँ प्रत्येक बच्चे को खेलने का
अधिकार हो।

हम उन्हें समग्र विकास के लिए
शिक्षाप्रद खिलौनों और कहानी की

कि

प्रक्रिया का

समर्थन

करते हैं।

द टॉय बैंक

एक ऐसे समाज की परिकल्पना करता है

जहाँ प्रत्येक बच्चे को खेलने का

अधिकार हो।

हम उन्हें समग्र विकास के लिए

शिक्षाप्रद खिलौनों और कहानी की

कि

प्रक्रिया का

समर्थन

Key Achievements

50%

of Anganwadi Workers reported an **increase in student enrolment** after the creation of Toy Libraries.

83%

of Anganwadi Workers and caregivers observed improvements in **cognitive abilities** such as, recognizing colours and numbers, naming objects in picture books and improved memory and attention span.

80%

of Anganwadi Workers noticed significant progress in **motor skills**, likely due to regular play with toys.

56%

of Anganwadi Workers witnessed **enhanced pre-reading skills**, attributed to interaction with toys and educational materials.

+95%

of Anganwadi Workers reported being **happy and satisfied** with the creation of Toy Libraries in their centres.



Reasons to Stay Longer in the Anganwadi Centre – A Testimonial from Ghilot Village

Champa Devi, an Anganwadi worker from Ghilot village in Rajasthan, shares how the introduction of a toy library, part of The Toy Bank's initiative has significantly transformed her centre.

“Earlier it was just mid-day meal,” she says, **“but after the creation of the toy library, children stay on for toys.”** Children who once left immediately after meals now spend hours engaged in play. The centre received a wide array of materials including storybooks, crayons, pencils, blocks, puzzles, balls, toy animals, cars, kitchen and doctor sets, teddy bears, and dolls.

Champa Devi estimates that attendance has increased by **60–70%**. With these resources, she is now able to conduct structured activities to enhance **pre-writing, cognitive, and motor skills** as mentioned in her curriculum.

Over the period of **six months**, she observed several positive behavioural changes

- ✓ Children **choose and organize** toys on their own.
- ✓ Most children **prefer playing in groups**, promoting social development.
- ✓ **Younger children no longer cry as often**, as toys help soothe and engage them.

This testimony reflects how a simple infusion of toys and learning materials has not only improved attendance but also enhanced emotional, cognitive, and social outcomes for children in her care.



Safe Playroom

The Toy Bank's Safe Playroom Program is a core program that upholds **Article 31 of the UN Convention** on the Rights of the Child, which guarantees every child the **Right to Play** and recreation. Implemented in government primary schools across **Delhi**, it focuses on children from underprivileged communities, providing them with **safe, inclusive, and stimulating environments for growth**.

Each playroom is thoughtfully designed with **child-friendly infrastructure** and stocked with a wide range of **age-appropriate resources**, like, puzzles, board games, storybooks, toys, musical instruments, and educational materials. These not only enrich learning but also foster holistic development., i.e. **physical, emotional, social, and cognitive**. By encouraging both free and guided play, the program allows children to **explore, imagine, and learn meaningfully**.

At the heart of the program is The Toy Bank's **play-based curriculum**, which turns subjects like **language, numeracy, environmental awareness and life skills** into fun, hands-on activities. It also supports teachers by giving them easy strategies to guide and encourage play in the classroom.

By merging learning with play, the Safe Playroom Program bridges educational gaps, nurtures creativity, and equips children with essential life skills, ensuring they grow into confident, capable individuals.



Before



After



Empowering Educators Through Play

As an integral component of its initiative, **The Toy Bank** has launched a dedicated **Teacher Training Program** aimed at equipping primary school educators with the knowledge and tools necessary to effectively integrate play-based learning into their classrooms. This initiative recognizes that **teachers are key facilitators** in creating enriching, engaging, and inclusive learning environments that support holistic childhood development.

Conducted quarterly, the training sessions focus on the **practical application of play-based methodologies** to strengthen students' foundational skills in literacy, numeracy, and life skills. Teachers are introduced to new toys, board games, and educational resources, learning how each can be used strategically to help children achieve key developmental milestones across cognitive, emotional, social, and motor domains.

A unique aspect of this program is the cultivation of **“Master Play Teachers”**, experienced educators who not only apply these methods in their classrooms but also **mentor newly joined teachers**, fostering a sustainable and collaborative learning culture within schools.

Each training session covers a broad and dynamic curriculum, including:

- ✓ **The National Education Policy (NEP)** and its emphasis on experiential learning
- ✓ The **VARK model**, addressing diverse student learning styles
- ✓ **Effective communication skills** and **language development** strategies
- ✓ Strengthening **numeracy** through engaging activities
- ✓ **Hands-on training** in utilizing play materials and classroom resources

By empowering teachers with this play-based framework, The Toy Bank aims to build a **child-centered learning environment** that is not only safe and inclusive, but also **joyful and transformative**. Through this initiative, educators become **champions of change**—bringing the power of play into every child's learning journey.





More Than Play: Building Minds, Hearts & Futures

A **Safe Playroom** is far more than a designated space for children to play, it is a nurturing environment where they feel **secure, valued, and free to express themselves**. These spaces are essential for promoting social and emotional well-being, offering children opportunities to engage in meaningful interactions without the fear of judgment. Through play, children naturally develop empathy, cooperation, and teamwork, which in turn cultivates crucial life skills such as communication, conflict resolution, and mutual respect.

While the emotional benefits are immediate and visible, the long-term developmental impact of safe play environments often goes underrecognized. These playrooms serve as platforms for creative and imaginative exploration, which are fundamental to cognitive growth. They also allow children to process emotions, build resilience, and develop self-confidence, all of which are key indicators of mental well-being and emotional maturity.

By integrating safe playrooms into educational ecosystems particularly in underserved and government schools, we are not only supporting academic learning but also investing in the **emotional intelligence and social adaptability** of future generations. These spaces contribute to the development of **well-rounded individuals who are better equipped to navigate the complexities of the real world with confidence, empathy, and resilience**.

In essence, the **Safe Playroom** model demonstrates that play is not a peripheral activity, but a central pillar of childhood development, critical to fostering both the hearts and minds of young learners.



What Else Awaits Inside the Safe Playroom?

The Safe Playroom not only focuses on strengthening foundational skills but also emphasizes building essential soft skills, which play a crucial role in shaping students into well-rounded and empathetic individuals.



Play Therapy



Gender-Neutral Environment



Freedom to Choose



Freedom to Speech



Motivation to come to school everyday



Strengthen social skills and Teamwork



Creativity with positive reinforcement



Problem Solving and application in life



Non - Judgement safe space

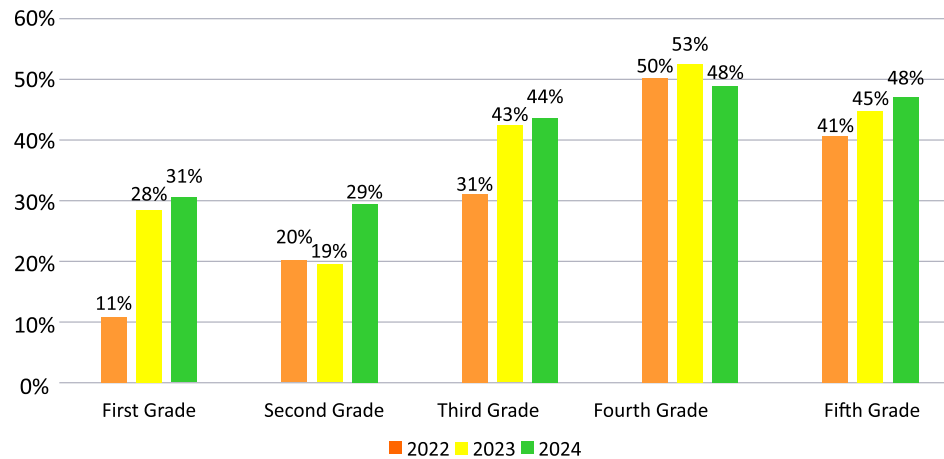


Safe space to share stories

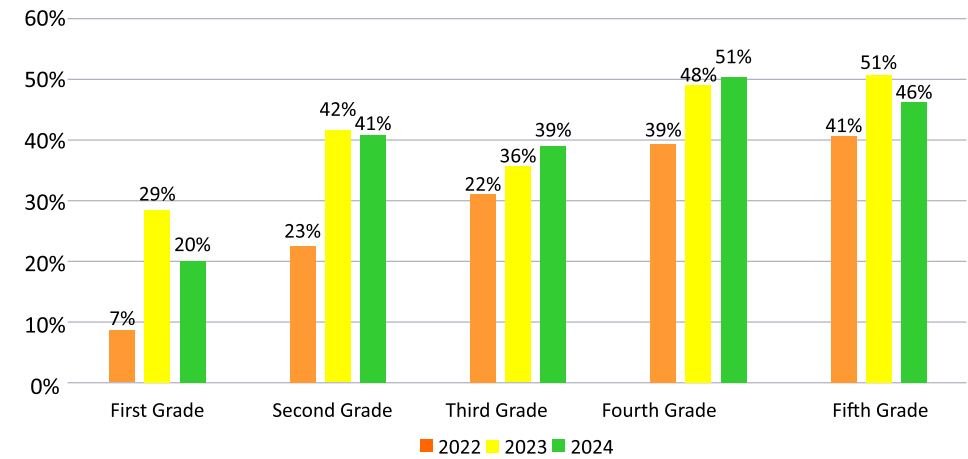
Key Achievements

The Safe Playroom has reached over **3,000 students** residing in Delhi's urban slums, building foundational skills while fostering social and emotional well-being through structured play.

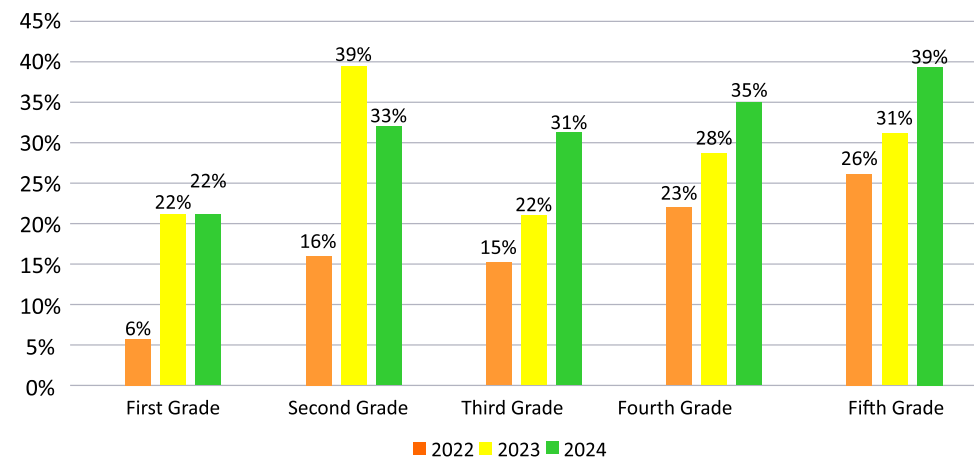
Growth in **Language Competency** Across Primary Grades



Growth in **Numerical Abilities** Across Primary Grades



Growth in **Environmental Awareness and Life Skills** Across Primary Grades



Voices from the Ground



A lot of positive changes have been observed since The Toy Bank started working in our school. As we know, toys attract young children, which is why there has been a significant increase in student admissions in the month of April.

Mrs. Saroj Sharma, Principal, MCD Co-ed Primary School, Sector-3, RK Puram

The session was interesting and engaging. The students enjoyed it thoroughly. The mathematical concept of skip counting was taught through a fun and playful method, which helped the students understand and retain the concept effectively.

Mrs. Sandhya, Primary Teacher, MCD Co-ed Primary School, Sector-8, RK Puram



Toy library is a wonderful concept for the underprivileged children. They love to go to Safe Playroom. It helps children imagine and create new things. Indeed, an awesome project.

Mrs. Vinita, Nigam Pratibha Vidyalaya (Girls), Malviya Nagar

टॉय बैंक में आयोजित गतिविधियां बच्चों के मानसिक एवं बौद्धिक विकास हेतु बहुत ही प्रभावी हैं।

Mr. Vivek, MCD Co-ed Primary School, Kailash Colony





Spirit of Celebration



Chess Day



Rakshabandhan



Independence Day



Janmashtami



Dussehra



Diwali



Christmas



Happy New Year



National Girl Child Day



Republic Day



Lego Day



Teddy Day

Give a Little, Change a Lot

The Toy Bank successfully conducted a nationwide toy collection drive, engaging communities, corporates, and schools to gather thousands of pre-loved toys. This initiative helped us replenish playrooms and toy libraries and bring joy to underserved children across India.

- Adarsh Public School, Vikas Puri
- Bal Bharti Public School, Dwarka
- DAV Public School, Vikaspuri
- Happiest Minds, Noida
- K.R. Mangalam World School, Vaishali
- MRG School, Rohini
- Mata Jai Kaur Public School, Ashok Vihar
- Shanti Gyan Niketan Senior Secondary Public School, Dwarka
- Ramjas School, Pusa Road
- Crompton Greaves, Mumbai
- Radiant Dreamz, Dubai
- Conviva, Bangalore



Partners and Friends





How can you help?

For over a decade, The Toy Bank has been transforming childhoods with joy, learning, and unwavering transparency. You can be a part of this journey and help us spread more smiles by supporting us in the following ways:

- **Adopt a Toy Library / Safe Playroom**

Fund the creation and implementation of a Toy Library in Anganwadi or Safe Playroom in a school of your choice from our project pipeline. Your support will cover toy collection, packaging, and dispatch. We ensure full transparency through annual and quarterly impact reports.

- **Fund a Toy Kit**

Sponsor a Toy Kit with new toys, books, and stationery for children in underserved areas or with special needs (Autism, Down syndrome, etc.). Kits are tailored for specific schools or centres, with full monitoring and impact reporting.

- **In-Kind Support**

Donate new materials like toys, books, or furniture to help us set up safe play spaces in slums and Anganwadi's.

- **Host a Collection Centre**

Open your home or office as a collection point for toys and materials, helping mobilize community donations.

- **Organize a Collection Drive**

Encourage your employees or community to donate toys and children's materials through a dedicated drive supported by The Toy Bank.



Collection Centres

Central Delhi

Address: 72 Babar Road, Bengali Market

Contact: 011- 23722020

North Delhi

Address: Aadharshila Vatika Preschool, GujrawalaTown

Contact: 011-27437000

North-West Delhi

Address: Aadharshila Vidyapeeth School, CD Block, Pitampura

Contact: 9312020477

Address: 549-550, 2nd floor, Sector A-6, Pocket 1, Narela

Contact: Dr. Rashmi Mishra | 9818538294

South-West Delhi

Address: D2A 301, Golf links Residency, Sector 18B, Dwarka

Contact: Mr Pranay Ranjan | 9810228230

South Delhi

Address: W-1, Greater Kailash Part - 1

Contact: Ms. Priyanka Singh | 9711595943

Address: 190, 3rd Floor, Chirag Delhi

Contact: Ms Rashmi Mishra | 9818538294



Collection Centres

Noida

Address: A-902, Antriksh Greens, Plot F-7, Sector 50, Noida

Contact: Ms Shiva Pandey | 9899954572

Gurgaon

Address: C-63, The Belaire, Golf Course Road, DLF – 5

Contact: Sakshi Jain | 9818436523

*For more information about us,
feel free to write to us at
info@toybank.in*



PROJECTS ACROSS INDIA

Toy Libraries

5, 425

Children Impacted

5, 22, 182

Toys Sent

15, 37, 254

States

26

UTs

04



✉ info@toybank.in | www.toybank.in

Follow us

