

# 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**

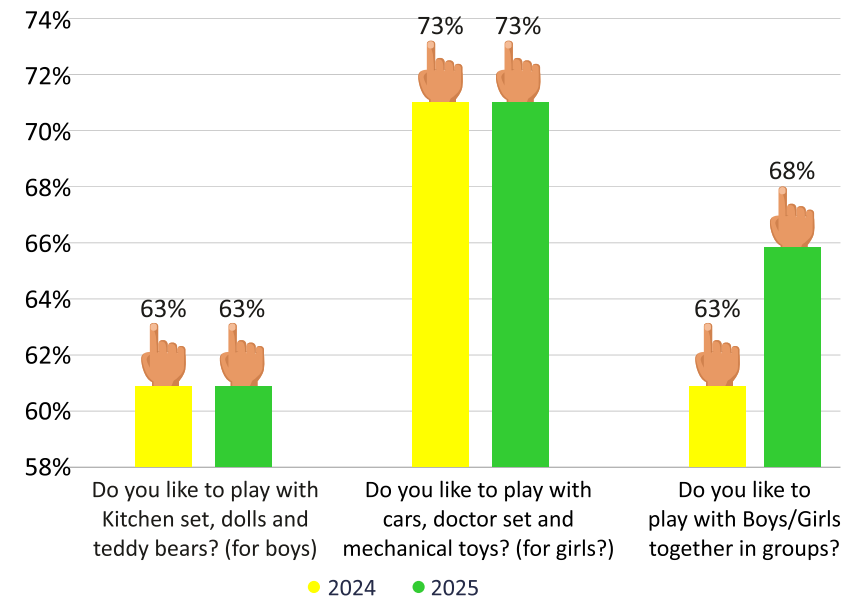
The illustration shows three children playing hopscotch on a blue background. One child is jumping over the numbers 1 through 10. To the right, a girl is pushing a blue wheelbarrow filled with colorful flowers, with another child standing nearby. The text 'National Education Policy 2020' is written in bold black font in the upper right, and 'Importance on PLAY based Learning' is written in bold black font in the lower left of the illustration area.

# 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*



# 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*

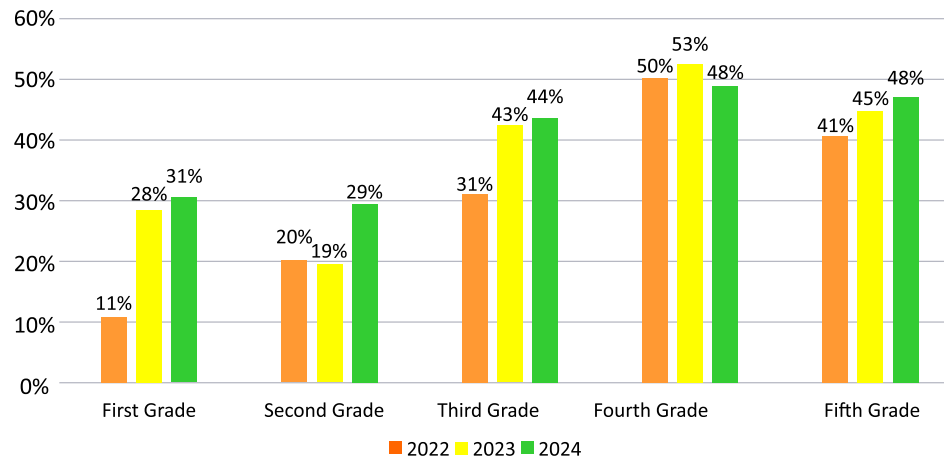


*Safe space to share stories*

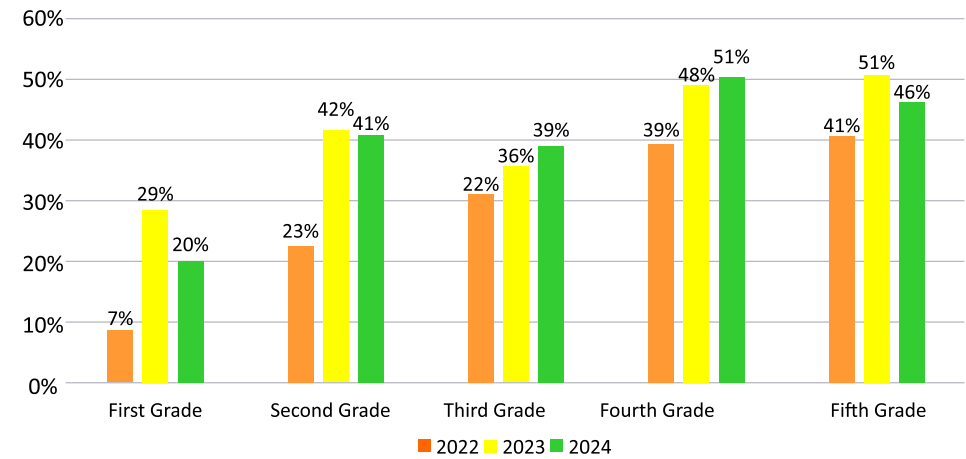
# Key Achievements

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.

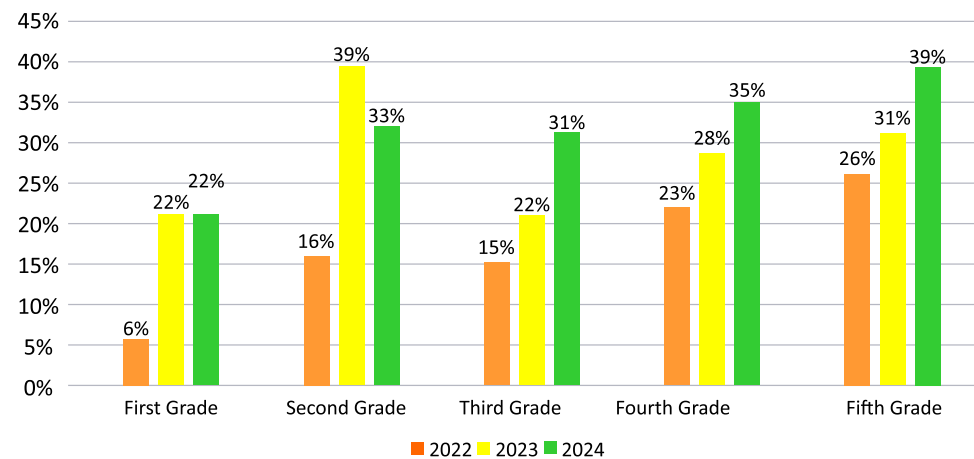
### Growth in Language Competency Across Primary Grades



### 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 गातिविधियां 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*



*Dusshera*



*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](mailto: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](mailto:info@toybank.in) | 🌐 [www.toybank.in](http://www.toybank.in)

Follow us

