

Government of Odisha
Women & Child Development Department

No. WCD-ICDS-G-MISC-0122-2023- 28224 /WCD, Dtd. 21/12/2023

From

Durga Prasad Maharana, OAS
Additional Secretary to Government

To

All DSWOs

Sub: Guidelines on "DIY/ TLM/ Toy Exhibition"

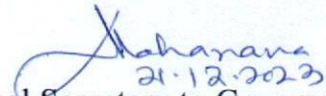
Ref: This Deptt. Letter No. 24974/WCD dtd. 13.11.2023 and Memo No. 27683/WCD dtd 14.12.2023.

Madam/Sir,

I am directed to invite reference to the subject & letter cited above and to enclose herewith the guidelines on "**DIY/ TLM/ Toy Exhibition**" to be organized in the district level melas/ fairs for display of ECD material, including toys.

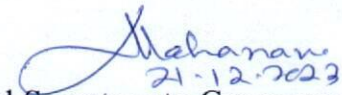
You are requested to take immediate necessary action at your level as detailed in the guidelines. POSHAN DC of the district shall extend necessary support for successful implementation of the exhibition.

Yours faithfully,


Additional Secretary to Government

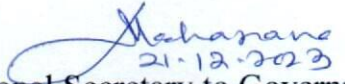
Memo No. 28225 /WCD, Dt. 21/12/2023

Copy forwarded to the PS to Commissioner-cum-Secretary to Government, Department of W&CD / Steno to Director, ICDS & SW, Department of W&CD for kind information of Commissioner-cum-Secretary to Government and Director, ICDS & SW respectively.


Additional Secretary to Government

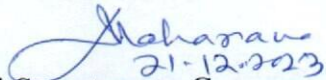
Memo No. 28226 /WCD, Dt. 21/12/2023

Copy forwarded to Additional Secretary to Government, POSHAN for information and necessary action.


21.12.2023
Additional Secretary to Government

Memo No. 28227 /WCD, Dt. 21/12/2023

Copy forwarded to Ms. Priyadarshini Mohanty, ECCE Consultant/ Ms. Deepali Das, Consultant (POSHAN) for information and necessary action.


21.12.2023
Additional Secretary to Government

District level DIY/TLM/ Toy Exhibition

1. BACKGROUND

Toys have an impact on child's behaviour, and the right kind can profoundly influence a child's thinking, creativity and interaction with peers. It has been noticed that the Anganwadi Workers create beautiful, theme based and attractive toys out of the discarded locally available materials to aid learning with amusement in children.

An exhibition of these items can support peer learning and will create awareness among the children, parents, caregivers, and community members as a whole.

District level Mela /Exhibitions are appropriate platforms where people from all categories gather for different purposes. Hence display of various Information, Education and Communication (IEC) materials developed for Early Stimulation, importance of Early Childhood Development (ECD) & Toys for young children developed by the Anganwadi workers will facilitate for promoting better parenting practices for early stimulation and improving responsive parenting behaviour and home based joyful learning. It will also encourage the parents, guardians and caregivers for using safe and locally made toys.

2. OBJECTIVE

- To create a positive environment for young children, by creating awareness among parents, caregivers, and community members as a whole through display of IEC materials.
- To create awareness among the parents on the importance of play and toys in child development.
- To demonstrate and promote regional, cultural and traditional value added toys for the knowledge of children.
- To facilitate men-streaming/ positive masculinity and ensure involvement of community as well as parents, specially fathers by showcasing Low/No cost toys (Do It Yourself) and its uses.
- To encourage the parents for using locally made safe toys.
- To provide a platform to encourage Anganwadi Workers to showcase their talent & skills.

3. IMPLEMENTATION

- Best toys and IEC materials with specifications as per guidelines are to be collected from Anganwadi Centres by the Lady Supervisor for exhibition.
- Concerned Child Development Project Officer shall select the best toys and IEC materials of her project for display.
- District Level Exhibition is to be organized during the District level Melas.

- District Social Welfare Officers to fix the dates for the exhibition in consultation with the Collector and the Child Development Project Officers.
- An appropriate stall is to be identified at the exhibition venue and plan to be chalked out for display of the toys and IEC materials for mass awareness of public & community members.
- District Collector, District & Block level officials and relevant persons to be invited to encourage such activities at regular intervals.
- Districts are required to publicize the event through the printing materials like Brochures, Pamphlet, Flex Banners, and standees to ensure more participation of children, care givers, members of the community.

Categories of Toys which can be included in the exhibition:

1. Existing indigenous toys of the district
2. Craft/Regional, Traditional and Culture based/Theme based/ static toys like toys (include variety of puppets and clay modeling items)
3. Dynamic/moving toys (low/No Cost)
4. Do it Yourself (DIY) (which can be made by AWW, Adolescents, parents and care givers)

Non-negotiable

The procured materials/ toys prepared must be safe for children (non-toxic and without sharp edges, plastic), environmentally relevant, cost effective & easy to maintain, which shall foster holistic development in all domains.

4. BUDGET

- An amount of Rs. 34,500/- per district has been released to the District Social Welfare Officers for organizing the district level exhibition.
- Fund for purchasing raw materials for making low-cost toys is to be transferred to the concerned Child Development Project Officers who in turn would facilitate the purchase/ collection of raw materials for toy making.
- The detail budget provision for the exhibition is given below for reference. However, this is indicative and the district may change the amount available under different heads as per local conditions. For example, if rent-free stall is made available, then that money may be used in another head.

Detail Budget Provision for District Level Exhibition (Table - 1)

Sl. No.	Particulars	Unit	No. of Unit	Amount to be utilized (per unit)
1	Stall Rent	nos.	1	10,000
2	Flex Banners, and standees	nos.	6	1,000

3	Printing of Brochure & Pamphlets	Lumpsum	Total no. of projects of District	850/per project
4	Purchasing of raw materials for Toy-making workshop	Lumpsum	Total no. of projects of District	450/Per project
5	Stall arrangement, decoration, etc.	Lumpsum	1	1,000
6	Food & transport for two persons to manage the stall	Day	3 days (may change as per schedule)	500
7	Contingency (Other requirements and documentation)	Lumpsum		1,353

Note:

I. The budget allocated against each activity should not exceed the approved amount mentioned in Table -1.

II. The unspent amount, if any from the above-mentioned activities may be utilized for IEC/IPC/ Other programmes with due approval of the District Collector.

5. ROLE AND RESPONSIBILITIES

- Anganwadi Workers shall arrange some waste material to develop beautiful, theme based and attractive toys for display at the exhibition.
- Lady Supervisors shall ensure active involvement of all Anganwadi Workers in toy-making workshop at project level.
- A toy-making workshop will be organised at project level and the best toys selected from each project by concerned Child Development Project Officers will be submitted to DSWO for exhibition at district level.
- Finalization of relevant number of printing material like brochure, pamphlet, standees and etc. is to be done by the District Social Welfare Officers.
- District Social Welfare Officers to assign the staff for stall management on rotation basis, who shall be the overall in-charge of stall.
- Child Development Project Officers/Lady Supervisors should facilitate in-stall management and sensitize the visitors.
- Anganwadi Workers/ Supervisor and Child Development Project Officers are required to publicize the event in the community and ensure greater participation of children, care givers, Self Help Groups and members of the community in the exhibition.

6. MONITORING AND SUPERVISION

- The Lady Supervisor should check for making of toys out of the discarded locally available materials by all the Anganwadi Workers.

- Child Development Project Officers/Lady Supervisors and other district head quarter staff concerned shall visit the stall frequently and sensitize about the Toys and importance of ECD to the visitors.
- The concerned staffs assigned for stall management should ensure display of all collected Toys and IEC materials in stall.
- The staff needs to report the number of footfalls in the prescribed format and feedback/ response of the visitors are to be recorded and maintained in a register.
- Good quality photographs/ short videos are to be shared by the district for record and reference.

7. REPORTING

District Social Welfare Officers shall submit a report, along with photographs and short videos of the event in the prescribed format to the Department, after completion of the activity.

Format For Reporting of Foot fall

Name of the District:

Name of occasion:

Name of the Scheme/Programme:

Dates of the exhibition: From.....to.....

Details:

Sl. No.	Name of the Visitors	No of footfalls (visitors visiting the stall)			
		Father/Mother/Care givers	Provided Pamphlets (Yes/No)	Contact Number	Feedback

Signature of the DSWO

***All Poshan DCs shall assist the DSWOs of their concerned districts for successful implementation of the exhibition.**

***For any assistance, please contact Ms. Deepali Das, Consultant, SPMU (Poshan)- 9437704081.**