

BMS INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Post Box No. 6443, Avalahalli, Doddaballapura Main Road Yelahanka, Bengaluru – 560 064.

Department of MCA

Report on Toycathon – 2021

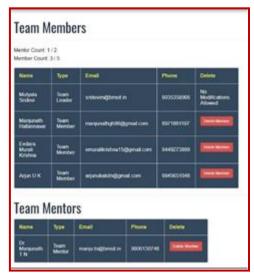
28.06.2021

Toycathon - 2021 is an inter-ministerial initiative organized by Ministry of Education's Innovation Cell with support from All India Council for Technical Education, Ministry of Women and Child Development, Ministry of Commerce and Industry, Ministry of MSME, Ministry of Textiles and Ministry of Information and Broadcasting. A total of 1,32,969 users have registered for the competition with 17,770 ideas out of which 1,567 ideas were shortlisted for Grand Finale held during 22nd to 24th June, 2021, on virtual platform.

The team, **BOMMARILLU**, from Department of MCA led by Ms. M.Sridevi, Assistant Professor, Dept. of MCA, BMSITM, Bengaluru with student members of Manjunath H, Arjun U K, and Murli Krishna E, IV Semester, has sent 3 entries for the Toycathon – 2021 out of which 2 could succeed entering to Grand Finale.

One of the toy designs, **NOSTALGIA**, was a board game for Alzheimer's patients to boost their memory and delay the disease progression while the other design, **THE STORY BEHIND**, was for the children to learn Proverbs and Idioms along with grandparents to make them spend quality time away from electronic gadgets and strengthen the family relations and language capabilities at the same time. As only one idea can be presented in the Grand Finale, the team has selected "Nostalgia" game designed for Alzheimer's patients that has moderate Indian market and wide international market.







Head of the Department Department of MCA