MeitY announces the winner of the 1st Electronic Toy Hackathon (e-Toycathon 2025) : A Step Towards Building Indigenous Toy Industry Ecosystem

e-Toycathon 2025 showcases engaging & educational toys that foster creativity, learning & child development

Sri Krishna college of Engineering and Technology, Coimbatore, wins the top prize, Jaypee Institute of Information Technology, Noida, was awarded the second prize and National Institute of Technology, Durgapursecured the 3rdPosition

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To boost the **electronic toy sector, for the first time in India "e-Toycathon 2025"** was organized by **C-DAC under the Ministry of Electronics and Information Technology's (MeitY's)** research initiatives. e-Toycathon 2025 which successfully concluded at CDAC-Noida, aimed at fostering innovation in the toy sector by providing a platform for young researchers and innovators to develop indigenous, sustainable solutions.

The award ceremony was held on March 8, 2025 in the presence of Shri S. Krishnan, Secretary, MeitY, Shri Abhishek Singh, Additional Secretary, MeitY, Ms. Sunita Verma, Group Coordinator, R&D, MeitY, Shri Vivek Khaneja, ED, C-DAC-Noida, Shri Kartik Jain CEO, Mekashi Toys, Shri Anirban Gupta, CEO, Dr Mady's Innovation and other senior officials from the Government and Toy Industry.

CEO of Dr. Mady's Innovation, Shri Anirban Gupta also announced that commercial production of 2-3 prototypes showcased in the competition will be undertaken.

About e-Toycathon 2025

e-Toycathon 2025 was officially announced by Secretary, MeitY on 23rd November, 2024, under the MeitY-

funded project "Development of Electronics and IT-based Control and Automation Solutions for Consumer Electronic - Toys Industry".

Registration for the event was open to engineering institutes, universities, and colleges; each institute was allowed to nominate two teams for Stage 1: The Innovative Design Competition. This online competition was conducted from January 14 - 17, 2025, attracting 112 teams and engaging 400+ engineering students from across India.

In Stage 1, a jury panel comprising Indian Toy Industry experts shortlisted 20 teams to advance to Stage 2 in e-Toycathon.

In Stage 2, all 20 shortlisted teams showcased their skills in electronic toy prototype development in C-DAC Noida.

The competition offered the following cash prizes:

- First Prize: ₹2,00,000

- Second Prize: ₹1,00,000

- Third Prize: ₹50,000

- Two Consolation Prizes: ₹25,000 each

The **first prize** was awarded to **Sri Krishna College of Engineering and Technology, Coimbatore** for **Play Mat Toy,** a fun and attractive play mat that has piano functional keys, animal pictures and sounds/drums/music/rhymes etc. The mat is made up of soft material so that it can be folded. Children can engage in both playing the piano and dancing; this allows them to enjoy the music for entertainment, while improving their music intelligence and visual training.

The **second prize** was awarded to **Jaypee Institute of Information Technology, Noida,** for **Robo-Mentor AI** which is an innovative educational toy designed to empower children by combining the excitement of robotics with the supportive capabilities of generative AI. The primary goal is to create a learning experience where kids can build and program their robots while receiving dynamic, personalized guidance that enhances their sense of agency and achievement.

National Institute of Technology, Durgapur secured the 3rd place for **Interactive Educational Chart.** This chart is made to engage children in learning about India through activities. It is in English language with feature of choosing any regional language as well. The chart is in interactive mode; children can press on a particular picture and get response with sounds and light.

National Institute of Technology, Srinagar and Indian Institute of Information Technology, Senapati, Manipur were given consolation prizes for **Compact Mini Drone Toy** and **Electronic Cashier Machine Toy** respectively.

Compact Mini Drone Toy is a conventional quad-copter structure. This drone combines aesthetic appeal with robust functionality; featuring smooth flight control through an easy-to-use remote. It integrates safety elements like propeller guards and a durable build to ensure safe operation for children. To enhance playtime, the drone includes features such as LED lights, simple stunts (flips, spins) and interactive modes like obstacle avoidance. Powered by a long-lasting rechargeable battery, it offers extended flight time.

Electronic Cashier Machine Toy is designed to provide children with an interactive, fun, and educational experience that introduces them to basic concepts of money, math, and customer service. With features like digital display, functional buttons, and a cash drawer, this toy mimics a real cashier's machine. Children can engage in play activities by calculating totals, and making transactions; this can help them to develop early math skills such as addition, subtraction, and counting money. The toy also includes sound effects like a register "beep," LED lights, and interactive voice/sounds to guide children through checkout process, making the experience realistic and enjoyable.

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Dharmendra Tewari/ Navin Sreejith

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