Expression of Interest (EoI)

Demonstration of Toys and tools for Toy based Pedagogy
in Government Primary Schools
(*Balvatika to Grade 5*) within the State of Gujarat

Gujarat Council of School Education (GCSE), Samagra Shiksha, Education Department of the Government of Gujarat, invites EoI for Demonstration of Toys-based Pedagogy. (Balvatika to Grade 5)

Interested agencies can download EoI and further amendments available on https://www.ssagujarat.org/ and submit the same **physically** at Samagra Shiksha on or before the due date & time mentioned in EoI.

Last date & Time and Address for submission of EoI at Gujarat Council of School Education (GCSE)	**Date: 25th September 2025** **Time: 17:00 hrs** **State Project Director,** **State Project Office,** **Registry Branch, Ground Floor, Vidya Samiksha Kendra** **Sector 19, Gandhinagar, Gujarat**
Date & Time and Venue for Presentation cum Demonstration	**Selected Agencies will be informed**

A. Objectives of Expression of Interest (EoI):

The objective of this Expression of Interest (EoI) is to promote and implement Toy-Based Learning as a core component of Play-Based Learning in the education system. Play is a natural process through which children engage for fun and enjoyment, and during this process, they also learn. This EoI focuses on broadening the scope of toy-based pedagogy by incorporating a wide variety of toys—including moving and static toys, puppets, local street games, board games, and electronic games—for enhancing both learning and enjoyment.

Toy-based pedagogy emphasizes the use of indigenous toys, games, and puppets to make learning joyful and meaningful for children. It challenges the traditional notion that toys are merely for entertainment and not suitable during study time. There is a need to break the myth that toys distract children from learning and to shift the mindset of parents and teachers who often separate playtime from study time.

Through this initiative, the aim is to recognize the power of toys as educational tools. Toys help children explore the world, educate themselves, role-play, express emotions, and engage their senses. This sensory engagement through creative play encourages deeper learning and stimulates curiosity, ultimately making children eager to explore more about the world around them.

B. Introduction of Toy-Based Pedagogy

Toy-Based Pedagogy is an integral part of the broader framework of Play-Based Learning, which recognizes play as a vital, natural process in a child's development—just as essential as eating, breathing, and sleeping. Play provides children with the space to explore, manipulate objects, and assign their own meanings to experiences. It is through this active participation that learning becomes most effective. As Albert Einstein aptly stated, *"Play is the highest form of research."*

Toys are not merely objects of entertainment—they are powerful educational tools that support multidisciplinary and interdisciplinary learning. Toys spark creativity and imagination, foster cognitive, linguistic, motor, socio-emotional, and aesthetic development, and create opportunities for self-expression and therapeutic engagement. From simple board games to complex puzzles, construction sets, fitness materials, and craft supplies, toys provide varied opportunities for hands-on and holistic learning.

Toy-based learning also aligns closely with the recommendations of the National Education Policy (NEP) 2020, which emphasizes the need for experiential, play-based, and activity-based pedagogies at all stages of education. As per NEP 2020, experiential learning—including arts-integrated, sports-integrated, and story-telling based approaches—should be standard across subjects. In particular, these are designed to be flexible and rooted in play, discovery, and activity-based learning. These approaches aim to build a solid groundwork in key domains such as literacy, numeracy, art, physical education, science, and language, with learning outcomes aligned to competency-based education.

Toys facilitate:

- Motor skill development through activities involving construction, craft, and physical play.
- Social and emotional growth by promoting interaction, cooperation, and self-confidence.
- Cognitive and problem-solving skills through puzzles, games, and creative challenges.
- Creative and aesthetic exploration using materials like clay, beads, markers, and paints.
- Mathematical and language concepts through structured play such as board games.

By integrating toys into pedagogy, classrooms become more engaging and interactive, where learning is not confined to textbooks but extends to real-life, sensory-rich experiences. Toy-Based Pedagogy thus enables children to make meaningful connections between what they play and what they learn, fulfilling the goals of joyful and holistic education.

C. Scope of work:

The selected agency will be responsible for demonstrating Toy-Based Pedagogy for Balvatika to Grade 5. The scope of work includes the following:

1. **Submission of Proposals**
   - The agency must submit the proposal within the given timeline in a sealed envelope.
   - The agency must provide a complete list of toys and tools proposed in proposal for Demonstration.
   - The agency must provide detailed specifications , descriptions, photographs and approx price for each toy/tool as per attached format.
   - The agency must provide same list in **Excel format in pen drive**.
   - The agency must provide the same list as an officially signed PDF.
2. **Curriculum Alignment**
   - The agency must provide a **manual** explaining how each toy/tool is linked to the relevant curriculum goals and learning outcomes.
   - Showcase mapping of toys/tools with the syllabus and curriculum goals wherever applicable.
3. **Specification Compliance**
   - The agency has to ensure that physical specifications of all toys/tools must meet the specification mentioned in the Submitted EOI praposal.
4. **Compliance with Quality and Safety Standards**
   - The agency must ensure that the toys/tools are educational, safe, durable, and suitable for classroom use.
   - As toys will be used by children, it is essential to ensure that they are made of materials and quality that is not harmful or hazardous to children.
   - The provisions of the Toys (Quality Control) Order, 2020 issued by the Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade, dated 25th February 2020 and latest Indian Standard 9873 (Safety Requirements for Toys) or latest Indian Standard 15644 (In case of Electric Toys) must be followed scrupulously for all toys.
5. **Demonstration of Toys and Tools**
   - Agencies will be informed by Samagra Shiksha via email to conduct the demonstration for selected Toys.
   - This EoI does not commit Samagra Shiksha to award a contract or engage in negotiations. It is solely for the **selection of toys** and not for procurement purposes.
6. **Methodology of demonstration:**
   - Samagra Shiksha, GCSE, shall provide/allot a location for presentation cum demonstration of the offered Toys.

- The agency will have to demonstrate the offered Toys and Tools within the time limit given in the EoI.
- The cost of arranging the presentation cum demonstration should be borne by the shortlisted agencies only on a No Cost No Commitment basis.
- An expert committee will be formed by GCSE, Samagra Shiksha, to study/evaluate the proposed Toys & Tools.
- Samagra Shiksha, GCSE reserves the right to accept or reject any or all proposals without assigning any reasons whatsoever. Samagra Shiksha, the GCSE decision in this matter will be final.

D. <u>Details of Agency: (Only in English)</u>

Name of the applicant organization	
Name of the chief functionary	
Address	
Registered Office	
Contact details	
Phone number	
Email address	
Year of establishment	
About the organization	
Key areas of operation	

E. <u>Format for a list of toys/tools (only in English- Excel Format)</u>

SN	Name of Toy / Tool	Specifications for each item dimension (Also mention how many items are in one packet)	Material used in making (Plastic, wood, Glass, Rubber, Stone, acrylic, paper, etc)	Descriptions (Mapping with curriculum)	Photograph	Approx. price for one Piece/packet/Nos (for order of 5000 Nos Approx.)