

Core Theme	Educate children beyond reading and writing	Head quarter	Fort
Founder	Mr. Devendra S. Desai	Annual Budget	30.00 to 40 .00 Lakh

Issue being addressed by NGO

No child is deprived of toys and games, the childhood pleasure and learning tool. To educate children through play to help them acquire skills and develop positive attitudes to instill a sense of pride in children boosting their self-confidence there by honoring UNOs article 31 on Right of the Child to Play.

Organization Background

Children Toy Foundation was founded in 1982 by Devendra S. Desai taking with him like minded 6 enthusiasts. CTF was registered in 1986. There was just one library in 1982 and now we have helped and guided to set up 347 toy game libraries covering 13 States AND 3 TERRITORIES. Libraries are in hospitals, schools, jails with NGOs. We have 5 mobile vans in Maharashtra, Tamil Nadu, Uttar Pradesh & Gujarat, serving 9 to 10 thousand

Program Overview

Mobile Khelvigyan is edutainment-education and entertainment.

In CTF – C is for Creative; T is for Time & F is for Fun. At CTF children have creative time & fun.

Late FRM President Shri Abdul Kalam said “My message especially to young people is to have courage to think differently, courage to invent, to travel the unexplored path, courage to discover the impossible and to conquer the problems.

Above messages are relevant to our work and play with mind games develop above virtues in children who will be our future.

For age group 3 to 6-6.5 we use all educative, developmental games like –Things that go together, what is missing, colour and shapes, animals their homes, and what they eat, story jigsaw puzzles etc

For age groups 6-6.5+ all the brain games are used to develop creative thinking, strategic thinking enhancing intelligence. Learning to tackle different situations on the game board will be quite useful to think of all aspects of different situations of his life later on.

Here are categories of games and what they learn while playing with different games of different categories.

We visit in 1st and 3rd weeks same 6 schools, full day in each school and 2nd and 4th weeks another 6 schools.

Timings are 10 am to 5 pm and 5 classes are held in a school each of one hour duration.

In groups teachers take indoor and outdoor games and for holistic development of a child other activities like storytelling, drama, craft, drawing, puppet shows are taken. Some moral, interesting children films are also shown.

Teachers are trained in each game category: Math's, Memory, jigsaw puzzle, IQ puzzles, Educational games, Dice games, Strategy games, Fun & Action games, outdoor games. They are also trained in puppetry, storytelling, drama and other disciplines.

Each teacher is trained to keep personal notes of each game's instructions in brief as aide to memory. The teacher maintains this in his own language. Craft and puppet also feature in regular work.

Curriculum based questions and answers are also prepared to revise portion through games.

Monthly reports and ideas are exchanged to improve the project

Two Key Plans for the next year: Our Dhrishti is 1) To interact with parents, to give more time to children after our regular sessions we want to give interesting worksheets with games, puzzles, jokes, stories, craft

Legal Registrations: 80G, FCRA, 12A

Major Partners: Larsen & Turbo, Vibha Inc. U.S.A, Prayas Trust, Drishti HRC , Agrocel Industries (P)Ltd

Registered Address: C/o. R.Desai & Co. Modern House, 11 Dr. V. B. Gandhi Marg, Mumbai – 400001



Key Impacts

Improves children's attendance. New van at Bhuj gave this result Children develops liking towards academic subjects that they found ones difficult Children became more organized Children begin caring; sharing and respecting each other They adapt cleanliness and understand the importance of hygiene. Their decision-making ability improves. They develop new creative ways to solve problems Above all they develop the virtues of honesty, sportsman spirit, patience. They learn to accept defeat and loud the winner

Awards & accolades

1993 to 1996 D.S. Desai, Member, The Managing Board of International Toy Library associations US India Business Council listed THE CHILDREN TOY FOUNDATION as one of the 14 worth supporting charities in an Introductory Guide to Corporate Partnership in India 2000

1993. Won an international award for On-the-Spot Contests in fun and intellectual games sent by International Toy Library Association and International Association for Child Right to Play

1998 Efforts acknowledged in Limca Book of Records.

2000 National award from Sri Ram Washeshram Devi Bhatia Memorial Charitable

2003. Best Community service award from Rotary Club of Mumbai Ghatkopar.

2006 Mother India award for social work from Indian organisation for Commerce and Industry, New Delhi.

2010 Won “Big Mumbaikar” award in the very year of inception of the award from Big FM 92.7.

2012. India NGO award for setting and promoting best practices in resource mobilisation, accountability and transparency: Best NGO.

Biggest achievement is the lives of over a lakh child which we influence.