

**A Report
on
Product Design Students Rank Among the Top 15
Finalists at the National Level for Toy Biz 2025**

**Organised by
Anant National University**

**Held on
15th June 2025**

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1. Anant National University – An Introduction:

Anant National University is the best design university in Ahmedabad India, aims to equip designers with tools of the digital age and a multidisciplinary approach to bring sustainable solutions to the challenges of the contemporary world. Industries across sectors are seeking designers who possess knowledge of multiple domains and can use their interdisciplinary expertise to create solutions for a better future. At Anant, we aim to mould such designers who possess technical skills, and a holistic understanding of context and are also good communicators, collaborative workers and critical thinkers.

2. The AARAMBH – Incubation Center, Anant National University

AARAMBH is the incubation centre at Anant National University and promotes the entrepreneurship culture in and around the campus by offering various platforms to budding entrepreneurs where they can experiment with their business ideas, get mentorship from recognized entrepreneurs, interact with investors, government as well non-government agencies and create own organization/enterprise.

Launched in 2021, it is aimed at creating startups focusing on the core-built environment with a subset of design, architecture, technology and sustainability. Aarambh aims to facilitate the conversion of research activity into entrepreneurial ventures and thus is actively collaborating with Government, Industry and Academia.

In addition to Anant National University, Aarambh is also supported by the Student Startup and Innovation Policy (SSIP), the Government of Gujarat and IIT Kanpur.

3. About the interaction session

The interaction session is based on the participation and achievement of Anant National University's Product Design students at Toy Biz 2025, a prestigious national-level platform organised by the Toy Association of India.

4th-semester students Saina Shankar (Health & Wellbeing minor) and Pari Rathod (Interaction Design minor) were selected among the top 15 finalists across the country. The session highlights their journey, design approach, and the opportunity to showcase their innovative toy concepts at the 16th Toy Biz International B2B Exhibition in New Delhi.

The interaction reflects the university's emphasis on experiential learning, industry exposure, and innovation-driven design education, supported by the Aarambh Incubation Centre.

4. Objectives

- To provide students with a national platform to showcase innovative product design solutions
- To encourage design-led innovation and entrepreneurial thinking
- To facilitate industry exposure through participation in a global B2B exhibition
- To promote Intellectual Property Rights (IPR) awareness and filing among students
- To strengthen collaboration between academia and industry

5. Benefits in terms of learning/Skills/knowledge obtained

- Exposure to national and international toy industry standards and trends

- Enhanced understanding of user-centric design and product development
- Practical insights into commercialization and market viability of products
- Networking opportunities with industry professionals, brands, and innovators
- Knowledge of Intellectual Property Rights (IPR) and its importance in design
- Development of presentation, prototyping, and communication skills

Detail of the Event

Topic: Participation of Anant Product Design Students in Toy Biz 2025

Date: 4th – 7th July 2025

Modality: Physical (International B2B Exhibition) at Delhi

Number of Attendees from Anant: 2 Students (Saina Shankar and Pari Rathod)

Actual Duration of the Event: 4 Days

Event Coordination: Aarambh Incubation Centre, Anant National University

Social media link - https://www.instagram.com/p/DK6ApeYBKLB/?img_index=1

6. Photos taken during event

