

**Report
on
Summer Festival
under
Student Startup and Innovation Policy 2.0**

**Organized by
Aarambh - The Incubation Centre
Anant National University
Ahmedabad
Gujarat**

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1. Anant National University – An Introduction:

Anant University (AnantU) established in 2016 under the Chairmanship of Shri Ajay Piramal is India's First design University working to develop solutionaries design, build and implement equitable and sustainable solutions for India and the world (<https://anu.edu.in/about-us/overview/>). We also have a unique one of its kind and first such in India, BTech in Climate change in association with Sustain Labs Paris and MIT Solv(ed) with a state-of-the-art Climate Lab on campus.

2. The AARAMBH – Incubation Center, Anant National University - An Introduction

AARAMBH - the Incubation Centre at Anant National University 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 at facilitating the conversion of research activity into entrepreneurial ventures and thus is actively collaborating with Government, Industry and Academia.

4. About the event

Under the Summer Festival organised by Anant National University 72 school students were working in 11 teams on different ideas. The one week workshop included ideation, mind mapping and eventually rapid prototyping. The students worked on two themes “Design to Reduce” and “Redesign daily objects”.

4.1 Idea Generation and Mind mapping 21-22nd June 2023

The school students were briefed about the SSIP 2.0 policy and the support provided to school students and importance of entrepreneurship. The teams were taught the basic principles of ideation through brainstorming of various ideas. On day two (22nd June) the students were taught the mind mapping techniques to reach to the actual pain point and explore ideas around that.

4.2 Rapid Prototyping

On the 4th July, the students made drawings and sketches of the products to developed and explored materials and methods at the Makerspace.

4.2 Final Jury

The final Jury was conducted on the 6th of July. The Jury members included Ms. Janki Joshi, SSIP official and Mr Ashis Padhi, Asst. Director MSME Department. The students presented the prototypes to the Jury members who helped them understand about the real market scenario, customer need and pricing. The three best solutions were awarded with cash prizes.

Projects:

1. Problem: 3D glasses for people with spectacles
2. Nudge device for Senior citizen to take medicine
3. Smart palette
4. Two wheeler seat cooler
5. Recycler
6. Novel space saving design for foot wear holder
7. Compact brush holders for artist
8. Service lift redesign for busy hands
9. Modified hair straightener
10. Ear phone holder
11. Compact waste wrapper segregator for plastic waste in canteen

Key suggestions by the Jury

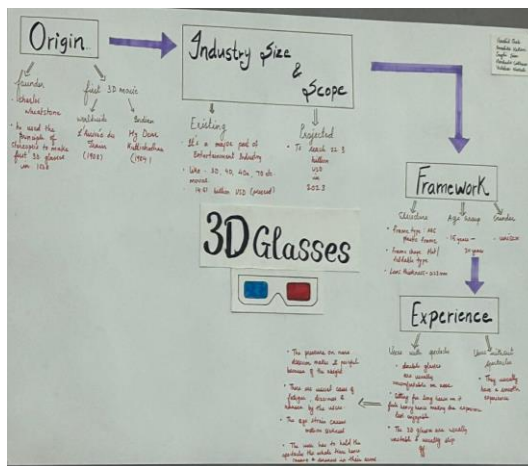
1. Importance of customer perspective and need finding
2. Competitive costing
3. Competitor analysis

Annexure:

Sensitization of Students about SSIP 2.0:21st June



Ideation and mind mapping:



Rapid prototyping



Jury:



