UNIVERSITY SCHOOL OF DESIGN & INNOVATION (USDI)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
"A STATE UNIVERSITY ESTABLISHED BY THE GOVT. OF NCT OF DELHI"
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Subject: Report on Participations and Shortlisted Winning Entries as part of Flow-In-Flux: DESIGNATHON, organized by the Google Developers Group <GDG>, NSUT, Dwarka

Name of the Event/Activity:	**Flow-In-Fluc DESIGNATHON, organized by the Google Developers Group <GDG>, NSUT, Dwarka**		
Dates	**16th - 18th Oct. 2026**	**No. of Participations**	**GGSIPU-East Delhi CampusParticipations: 14 Winning students: 06 (03 in each team)**
Faculty Coordinators	**Dr. Nanki Nath, Mr. Ahmadullah Khan**		
Brief Description of the Activity:	Shunya spanned over 3 days, from 16th October to 18th October, With 1500+ offline attendees, multiple tech events, and a community of passionate innovators, this edition was a reminder of what happens when people come together to build beyond boundaries. Shunya consisted of 3 NSUT society collab events & 4 GDG Tech events: Autopilot (Agentthon), Zeroday apocalypse (hackathon), Devlympics (hackathon) and FlowInFlux (Designathon). A special highlight for me was FLOWINFLUX: our 24-hour Designathon. From UI/UX and product design to game design and branding, FLOWINFLUX brought creative minds together to ideate, collaborate, and solve problems under one roof. For me, it was more than an event; it was a step towards building a stronger bridge between design and technology. The designathon started with a problem statement focusing on rethinking consumption and encouraging conscious choices. The first round, which		

	lasted 6 hours, was for initial ideation and low-fidelity prototyping, on the basis of which 15 teams were shortlisted for the final round. 5 USDI and USAR students from Interaction Design, Industrial Design; and AI-DS and AI-ML (B.Design, 3rd and 4th yr.) participated from 16th-18th Oct. 2026 (Rounds 1 and 2). All the 14 participants (5 USDI-USAR teams were shortlisted in the final Round 2 of the Designathon - on 18th Oct 2026). The 15 projects exemplified a remarkable intersection of skills, talent and entrepreneurship-centric capabilities of GenZ. Heartiest Congratulations to All 4 Winning Teams & equally to those - all being shortlisted after a rigorous prior 48-hours design challenge floated to target the perils of "Impulsive Buying" and generating new solutions for the problem area at the cusp of systems, services, products, integrated and experience design from an initial close to 80 teams. The esteemed jury members included experts from Industry and Academia (Delhi and Delhi NCR) from the fields of UI/UX, Visual Design and Product Design [Microsoft-Noida; UX Design Manager, Cognizant and Alumnus, IIT Delhi; IIT Bombay; IISc Bengaluru alongwith VP, Creative Design, InfoEdge; USDI and NSUT, Dwarks, Delhi]

About SHUNYA'26:
https://gdg.community.dev/events/details/google-gdg-on-campus-netaji-subhas-university-of-technology-delhi-india-presents-shunya-2026/

Photo & Video Documentations:-
https://drive.google.com/drive/folders/1fXpTzcaD-zJcTyypjZmmNLAAha-gU6WT?usp=share_link


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