



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

टॉय डिज़ाइनर

Toy designers create safe, fun and educational toys and games for children. With Make in India boosting the toy industry, this creative career is on the rise.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/gen-6765

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

Toy designers create safe, fun and educational toys and games for children. With Make in India boosting the toy industry, this creative career is on the rise.

2 At a glance

Minimum qualification	12th in any stream + B.Des in toy/product design
Work mode	Design studio/factory; full time, teamwork
Demand	Growing - due to national toy policy and rising exports
Top earning	Senior designer: Rs 1-1.8 lakh+/month

3 What you need

INTERESTS

- Making things and thinking up new ideas
- Interest in children's games and puzzles
- Drawing and playing with colours

ABILITIES

- Creative and imaginative thinking
- Working comfortably in a team
- Skill in making models by hand

KEY SKILLS

- Sketching and drawing
- Understanding child psychology and age-appropriate design
- Judging materials like wood, plastic and fabric
- CAD and 3D modelling software
- Knowledge of toy safety standards (BIS)
- Building and testing prototypes

4 How to get there

- 1 Pass 10+2 in any stream; keep practising drawing.
- 2 Take NID DAT, UCEED or NIFT entrance exams.
- 3 Complete a B.Des in toy/product/industrial design.
- 4 Do an internship at a toy company or design studio.
- 5 Optionally deepen expertise with an M.Des in toy and game design.

MAIN EXAMS

- NID DAT
- UCEED / CEED (IIT)
- NIFT entrance exam

5 Where to study

GOVERNMENT INSTITUTES

- Indian Institute of Crafts and Design (IICD) — Jaipur, Rajasthan (<https://www.iicd.ac.in>)
- NIFT — Jodhpur, Rajasthan (<https://www.nift.ac.in/jodhpur/>)
- National Institute of Design (NID) — Ahmedabad/Gandhinagar, Gujarat (<https://www.nid.edu>)
- IDC School of Design, IIT Bombay — Mumbai, Maharashtra

PRIVATE INSTITUTES

- Arch College of Design and Business — Jaipur, Rajasthan (<https://www.archedu.org/>)
- Unitedworld Institute of Design, Karnavati University — Gandhinagar, Gujarat
- MIT Art, Design and Technology University — Pune, Maharashtra
- Srishti Manipal Institute of Art, Design and Technology — Bengaluru, Karnataka

ONLINE

- IGNOU (design/craft related programmes) — Distance learning (<https://www.ignou.ac.in>)
- Udemy - toy and 3D design courses — Online (<https://www.udemy.com>)

FEES

Total design degree fees are about Rs 1-10 lakh; government institutes cost less than private. Diplomas/certificates are cheaper options.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- Vidya Lakshmi education loans (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Toy manufacturing companies, design studios, e-commerce brands, handicraft clusters; you can also start your own brand.

WORK CULTURE

8-9 hours a day, 5-6 days a week; deadline pressure and overtime are common before launches.

WHO HIRES

- | | |
|-----------------------------------|---|
| • Funschool India | • Smartivity (STEM toys) |
| • Eco-toy brands like Shumee | • Zephyr Toymakers |
| • E-commerce and gaming companies | • Wooden toy clusters like Jaipur and Channapatna |

DEMAND (2026)

In 2026 the National Action Plan for Toys, import curbs and rising exports are boosting demand for Indian designers; STEM and eco toys offer special opportunities.

7 Career growth

- 1 Junior Toy Designer
- 2 Toy Designer
- 3 Senior Toy Designer
- 4 Design Lead / Process Supervisor
- 5 Own toy brand

EARNINGS

Starting	₹25,000-40,000
Mid level	₹50,000-90,000
Senior level	₹1,00,000-1,80,000+

Monthly pay; depends on company, city and experience. 2026 levels, indicative.

8 The good parts · The challenges

The good parts

- Creative work - your design delights children
- Fast-growing industry and startup opportunities
- Blend of both art and technology

The challenges

- Specialised design seats are limited, admission is competitive
- Deadline and overtime pressure before launches
- Modest starting pay; building a name takes time

9 Real-life journeys

Meeta Sharma Gupta

Founder of Shumee Toys and toy designer

With a B.Tech from IIT Delhi and a PhD from Harvard, Meeta founded Shumee in 2014, making eco-friendly toys from wood and cotton. Her brand won Best Indian Toy Brand and sells in India and abroad.

YourStory HerStory · <https://yourstory.com/herstory/2019/10/woman-entrepreneur-harvard-mum-shumee-toys>

Arvind Gupta

Famous toy inventor known for toys from trash

IIT Kanpur alumnus Arvind Gupta built science-teaching toys from trash, reaching children in over 2,000 schools. He received the Padma Shri in 2018 and his TED talk is admired worldwide.

Wikipedia · [https://en.wikipedia.org/wiki/Arvind_Gupta_\(toy_inventor\)](https://en.wikipedia.org/wiki/Arvind_Gupta_(toy_inventor))

C. V. Raju**Master artisan of Etikoppaka wooden toy craft**

From a village in Andhra Pradesh, C. V. Raju revived the traditional Etikoppaka wooden toy craft with natural dyes, creating work for hundreds of artisans. He received the National Grassroots Innovation Award.

Wikipedia · https://en.wikipedia.org/wiki/C._V._Raju

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Product Designer
- Web Designer

11 Sources & further reading

1. Rajasthan Career Guidance: Toy Designer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%9f%e0%a5%89%e0%a4%af-%e0%a4%a1%e0%a4%bf%e0%a4%9c%e0%a4%bc%e0%a4%be%e0%a4%87%e0%a4%a8%e0%a4%b0-toy-designer/>
2. National Institute of Design (NID) — <https://www.nid.edu>
3. IICD Jaipur — <https://www.iicd.ac.in>
4. National Career Service (NCS) — <https://www.ncs.gov.in>
5. National Scholarship Portal — <https://scholarships.gov.in>

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