

#ADesignThinker



Design Identity Direction
Students Talent Camp
ARCH College of Design & Business, Jaipur

Date: **15th–20th June**

Time: 10:00 am - 4:00 pm

What is DID?



Design Identity Direction (DID) is an immersive talent camp created for school students to explore creativity, culture, industry, and design thinking through real-world experiences.

Hosted in the culturally rich city of Jaipur, the programme connects students with industry experts, artisans, entrepreneurs, and design mentors, offering exposure beyond traditional classroom learning.

Aligned with the National Education Policy (NEP) 2020, DID nurtures 21st-century skills such as:

- Critical thinking
- Creativity & innovation
- Collaboration & leadership
- Problem solving
- Entrepreneurial mindset

Participants gain insights into Design, Manufacturing, Crafts, Business Ecosystems and Global Career Pathways.



Why Join DID?

The camp enables students to:

- Discover their creative identity and strengths
- Understand the connection culture, society and design
- Experience collaborative design thinking processes
- Build confidence, empathy, and leadership skills
- Explore future careers in design, entrepreneurship innovation

This exposure helps students make informed academic and career choices while developing a deeper understanding of themselves and the world.



Why Jaipur & ARCH?

Jaipur, the capital of Rajasthan, is globally recognised as a UNESCO World Heritage City and World Craft City. The city is a thriving hub for creative industries including:

- **Fashion & Textiles**
- **Gems & Jewellery**
- **Handicrafts**
- **Blue Pottery**
- **Architecture & Heritage**

Jaipur also hosts a growing startup and entrepreneurial ecosystem, making it an ideal learning environment.

Founded in 2000, **ARCH College of Design & Business** is a leading institution offering undergraduate, postgraduate, and professional programmes in Design, Business, and Entrepreneurship with strong industry engagement and global exposure opportunities





Who should Attend?

Date: **15–20 June**

Time: 10:00 am - 4:00 pm

Students studying in **Class 9–12** (any stream)
who are interested in:

- **Creativity & Design**
- **Innovation & Entrepreneurship**
- **Career Exploration**



What will we do

Day 1	<p>Pre-Camp orientation & Preparation Session towards learning outcomes Cluster Site & brand (any 2)</p> <p>Visits</p> <ul style="list-style-type: none">• Neerja International (Blue Pottery)• Jaipur Watch Company (Watch industry)• NILA House
Day 2	<p>Introduction to the Program Community experience Industry visit & Interaction</p> <p>Visits (any 2)</p> <ul style="list-style-type: none">• Jaipur Rugs (Rugs & Carpet Industry)• Kalpana Paper (Handmade Paper Industry)• Gomes Gems (Gems & Jewellery Industry) <p>Jaipur Local Markets Exploration</p>
Day 3	<p>Jhalana leopard Safari</p> <p>Visits: Bagru</p> <ul style="list-style-type: none">• Dileep Industries (Stone and Wood handcrafted Articles)• Jaipur Bloc (Sustainable Production & Handcrafted Textiles) <p>OR ARCH Campus Tour Design Thinking Workshop -Define, Ideate and Prototyping (Phase I)</p>
Day 4	<p>ARCH Campus Tour Design Thinking Workshop -Define, Ideate and Prototyping (Phase I)</p> <p>Jewellery Lab Wood Lab Dyeing & Printmaking Lab Stitching & Embroidery Lab 3D Prototyping Lab</p> <p>Dinner with ARCH Founder & Director, Ms. Archana Surana</p>
Day 5	<p>Presentation Valedictory</p>

Learning Outcomes:

- 1. Creative Potential:** Help students explore their creativity and sensitivity towards living traditions.
- 2. Sustainability:** Encourage passion for sustainable goals and collaborative community initiatives.
- 3. Cultural Identity:** Understand the importance of identity and culture in design.
- 4. Critical Thinking:** Foster problem-solving skills through hands-on projects addressing real-world issues.
- 5. Communication:** Enhance storytelling and presentation techniques for diverse audiences.
- 6. Entrepreneurship:** Inspire entrepreneurial thinking, covering marketing, business planning, and intellectual property.
- 7. Lifelong Learning:** Instill a curiosity-driven approach to knowledge and commitment to growth in the creative arts.
- 8. Multi-disciplinary Approach:** Promote a multi-disciplinary learning environment in line with NEP 2020, integrating arts, technology, and social sciences.
- 9. Skill-Based Education:** Emphasize skill development in practical areas such as design, manufacturing, and business, preparing students for future careers.
- 10. Holistic Education:** Support holistic development by combining academic knowledge with hands-on experience, fostering well-rounded individuals.



Certification

Participants will receive an **ARCH Certificate of Completion**, valuable for:

- **Academic portfolios**
- **University applications**
- **Career exploration profiles**



Call

+91 9414070678



Register Now

How to Register:

Interested Students/ Schools are required to submit an Expression of Interest before

10th June 2026

Batch intake- 25 participants

Fee: 25000/- + taxes (Includes Course Fee, Stay, Local Travel and Food)

Without Stay & Food: 15,000/- + taxes

Note: 10% Group Discount on minimum 5 students from a school/institution

Venue: ARCH College Campus, Jaipur
9, Govind Marg, Malviya Nagar Ins. Area, Jaipur-302017

