ARCH

APPLICATIONS OPEN '26

25 YEARS+ D in DESIGN

ARCH invites application for
academic year 2026-27
Bachelor of Design (B.Des)
International Fast-Track Degree (HND/B.A)
Masters Degree in Design & Entrepreneurship
from

1st
November
2025

Apply Here

ARCH College of Design & Business, Jaipur

| INNOVATION & SKILL LABS | AFFILIATED TO UGC NAAC A+ UNIVERSITY | INTERNATIONAL & INDUSTRY PROJECTS & COLLABORATIONS | INDUSTRY PLACEMENTS | DESIGN BUSINESS INCUBATOR | CENTRALLY LOCATED CAMPUS | ON CAMPUS HOSTEL |

Come & Meet Us
9, Govind Marg, Malviya Nagar Inst. Area,
Jaipur - 302017, Rajasthan, India
www.archedu.org

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ARCH

25 YEARS+ D in DESIGN

ARCH DESIGN CAREER GUIDE

DESIGN · BUSINESS · RESEARCH

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

Design creates **CULTURE**

Culture shapes **VALUES**

Values determine **FUTURE**

WHY DESIGN ?

ARCH College of Design & Business: 25 Years of Nurturing Creativity

"ARCH was created to nurture thinkers, creators, innovators and changemakers—young people who can design for a better future with sensitivity, skill and purpose." — Archana Surana, Founder & Director

Twenty-five years ago, **Archana Surana**—a design educator, mentor, and social entrepreneur—laid the foundation of ARCH College of Design & Business with a clear purpose: **to build an ecosystem for design education that empowers young people to transform ideas into meaningful impact and emerge as globally aware designers.**
A strong advocate for Creative Entrepreneurship, Ms. Surana envisioned a learning environment that would go far beyond skill training. Her vision was to cultivate design ability, leadership, innovation, and global readiness among young creators stepping into a rapidly changing world.

A Vision that Shaped an Institution
In the early 2000s, design education was still emerging in the state identifying a crucial gap—the need for structured, industry-aligned design programs supported by real-world exposure. ARCH introduced practice-based learning, maker labs, and robust industry and global connections.

Key contributions include:
• **Introducing structured, future-oriented design programs** in Rajasthan, pioneering courses in Fashion, Jewellery, Interior, Graphic and Product Design designed and developed the curriculum for the Bachelor of Design degree for the University of Rajasthan (NAAC A+ State University).

• **Building a global ecosystem** through partnerships with institutions in the UK, France, Canada, Netherlands and more.

• **Championing entrepreneurship** in design through the ARCH Design Business Incubation Cell, producing numerous designpreneurs. Today, ARCH alumni lead teams at large companies, run design startups, revive dying crafts and drive innovation in industries ranging from retail to digital experiences.

• **Driving social impact** via the Design Culture initiative, introducing design thinking and creative problem-solving into schools across India.

• Hosting flagship academic & research conferences including the **Pink City Design Culture Confluence, Fashion Colloquium, first CUMULUS Student talent camp – Design Identity Direction** bringing global academicians, industry leaders and students together

A Legacy Built on Innovation & Excellence
ARCH's values are that education must evolve with society, encouraging co-creation and collaboration and innovate at every step. Its culture of Learning by Doing enables students to develop not only strong technical skills but also empathy, systems thinking, collaboration and entrepreneurial mindset. The college's maker spaces, labs, research cells, and interdisciplinary studios help create future-ready designers. With a strong alumni presence across leading brands, studios, startups, retail houses, and international markets, ARCH graduates are shaping the future of design across India and internationally.

What Makes ARCH Different: Purpose Meets Creativity
• 25 years of excellence in design education
• Industry-integrated curriculum co-developed with experts
• Hands-on learning through projects, craft clusters, live industry briefs
• Strong mentorship under experienced faculty, industry mentors and global partners
• Key focus on innovation, sustainability and entrepreneurship
• International pathways enabling credit transfers, summer schools and mobility programs
• Commitment to cultural preservation through crafts, heritage, and community engagement

The Journey Forward Continues....

WHY JAIPUR AND ARCH

Be a Designer in a **Creative Economy**
Jaipur
Fashion | Interior | Jewellery | Product | Communication
UG & PG Degree &
Professional Certificate Courses
Admissions Open **2026-27**

JAIPUR | UNESCO CREATIVE CITY OF CRAFT & FOLK ART | WORLD HERITAGE SITE
THE PINK CITY | IT & STARTUP HUB

Jaipur—Rajasthan's capital and one of India's most thoughtfully planned cities—offers an exceptional ecosystem for design learners. Celebrated worldwide for its pink-hued architecture, vibrant cultural life, and centuries-old creative traditions, the city blends heritage, innovation, and industry in a way few places can.

As a UNESCO Creative City of Craft & Folk Art and UNESCO World Heritage Site, Jaipur is home to over 1,75,000 artisans and nearly 53,000 craft workshops specialising in blue pottery, block printing, jewellery, miniature art, leatherwork, carpets, and more. For design students, this direct access to living craft clusters, material knowledge, and traditional processes forms an unparalleled foundation for culturally rooted design learning.

The city's pluralistic and multicultural identity fosters an interdisciplinary environment that attracts students, researchers, and practitioners from across the world. Global events such as the Jaipur Literature Festival, Fashion Colloquium 2020, and Pink City Design Confluence 2022—hosted by ARCH—have further cemented Jaipur's position as an international hub for design, craft, and creative dialogue.

Jaipur's creative strength is powered by a robust industry ecosystem. Rajasthan records ₹6,205 crore in handicraft exports, driven by textiles (₹5,729 crore), gems and jewellery (₹4,067 crore), and garments (₹1,764 crore).

AJaipur itself anchors a flourishing jewellery sector employing over 2 lakh professionals and 1,300+ SME exporters, growing at 15–20% annually.

At ARCH, industry engagement is woven into learning. The college integrates industry-brief projects in collaboration with leading organisations such as Gyan Museum, GosiL Exports,Neerja Blue Pottery, and other renowned brands, giving students hands-on exposure to real-world design challenges. Internships, artisan-led learning, and craft cluster engagement form core components of the curriculum—ensuring practical skills and cultural sensitivity. ARCH also serves as the official Uniform Designer and Design Consultant for Jaipur Metro Rail, showcasing its design leadership on a civic platform.

Alongside its rich heritage, Jaipur is rapidly emerging as a modern innovation centre. Ranked 8th in India, 9th in South Asia, and 153rd globally for its startup ecosystem, the city offers opportunities in design-tech, UX/UI, sustainability, digital product design, and creative entrepreneurship through initiatives like iStart Rajasthan and incubator networks. Safe, student-friendly, and culturally vibrant, Jaipur blends tradition with technology and traditional craftsmanship with contemporary innovation—making it one of the most inspiring, future-ready cities for aspiring designers shadowing, and potential international placements.

Blue Pottery I Lac Bangles I Metal Jewellery I Gemstone Jewellery I Bandhej - Leheriya & Mothra I Gota Patti I Miniature Paintings I Wooden Carving I Marble Carving I Sanganeri Block Printing I Bagru Printing Natural Dyeing I Puppets I Jootis I Rugs & Carpet Making I Quilt Making I Tarkashi I Carving I Thathera Metal Craft Enamelling I Meenakari

INDUSTRY ECOSYSTEM

350+	**300+**	**500+**	**300+**	**150+**
Garment Exporters	Handicraft Exporters	Jewellery Exporters	Interior Designers & Architects	Design Studios

INDUSTRY PLACEMENTS | STATE OF ART FACILITIES | 1,00,000 SQ.FT. GREEN ENERGY CAMPUS | GLOBAL ASSOCIATIONS & COLLABORATIONS | HOSTEL FACILITY

PRIME LOCATION OF ARCH
ARCH, located in Jaipur—UNESCO Creative City and World Heritage site—is just 7 minutes from the airport, 20 from the railway station, ensuring easy access for all students.

INDIA'S FIRST ONLINE DESIGN ENTRANCE EXAM
The AIEED - All India Entrance Examination in Design poster was launched in 2010 with Celebrity Designer Sabyasachi Mukharjee.

IDEATION FAB LABS
ARCH provides state-of-the-art fabrication labs and workshops within an inspiring campus, enabling the efficient development of products and prototypes from concept to creation.

RANGE OF DESIGN PATHWAYS
ARCH, a Centre of Excellence, is India's only institution offering Undergraduate pathways and a Master's in Design & Entrepreneurship across 5 design disciplines.

PLACEMENT & ENTREPRENEURSHIP OPPORTUNITIES
The CAMPUStoCOMPANY initiative at ARCH facilitates mentor shadowing, Instagram chats, students with alumni & business owners and guiding students toward meaningful internships and eventual placements with suitable employers.

GLOBAL EDUCATION WITH PEARSON BTEC
ARCH offers Fast-Track Study Abroad Programme, with two years of local study and the third abroad. Powered by Pearson BTEC, it ensures cost-effective international degree pathways.

OPPORTUNITIES FOR INTERNATIONAL EXPOSURE
ARCH partners with 15 international institutions, offering progression, student and staff exchanges, 3–6 month semester exchanges, global industry internships, mentor shadowing, and potential international placements.

PARTICIPATION IN NATIONAL & INTERNATIONAL EVENTS
ARCH actively engages in global networks as a voting member of WDO, CUMULUS, IFFTI, and proudly associates with FDCI, IID, and ADI in India.

DESIGN BUSINESS INCUBATOR
HUBin, ARCH's Design Business Incubator, supports creative entrepreneurs by providing industry mentorship, networking opportunities, and guidance to develop scalable business models and impactful research-led community projects.

DC-DESIGN COMMUNICATION PORTAL
The British Council funded Design Communication portal in India displaying and sharing the inspirations, design thinking and processes of student work from ARCH as well as the world.

DESIGN CULTURE LEARNING SERIES (DCLS)
The DCLS under the Design Culture initiative, features online sessions led by national and international industry professionals, offering students global insights and real-world design perspectives.

CREATIVE LEARNING ENVIRONMENT
At ARCH, creativity flourishes through 'Chrcha' meets, Design Dhara workshops, Open Days, masterclasses, and mindfulness sessions. 'Backstitch' design magazine further empowers students to share their research, insights, and creative expressions across the design field.

MONTHLY ONLINE NEWSLETTER
ARCH Ki Taaza Khabar is a monthly newsletter for students, faculty, alumni and stakeholders.

IMPORTANT ARCH INITIATIVES
Fashion Colloquium, the DESIGN CULTURE Pink City Design Confluence, and setting up the Centre for Sustainable Design Practice & Entrepreneurship (CSE), in India.

DESIGN LEADERSHIP

ARCHANA SURANA
Founder & Director, ARCH College of Design & Business
Chairperson, Design Culture - Pink City Design Confluence
Member, CUMULUS Executive Board (2025-28)
Former Vice President, CUMULUS Executive Board (2022-25)
Member of the CI I National Committee on Design
Member of CBSE Committee on Skill Development
Former Dean, Fashion Design, Rajasthan ILD Skills University
Member of International Forums - /FFTI, WDO, CUMULUS
Member of Industry Bodies -
FICCI-Flo, FDCI, I/ID, /GBC, TPF, TIE Rajasthan
Founder & Chairperson, Women Mentors Forum
Lead Fellow Vital Voices Global Partnerships
US State Department Alumnus
Fortune & Global Ambassadors Program Mentee
Proprietor ARCH Apparel Exports

At ARCH College of Design & Business, our philosophy is built on three pillars—**Empower, Co-Create, Innovate.** These values align with global design-education frameworks that emphasise experiential learning, human-centred design, interdisciplinary thinking, and readiness for the rapidly evolving Creative Economy. As ARCH marks 25 years of excellence, we reaffirm our commitment to shaping designers who think critically, innovate responsibly, and lead adaptively in a complex world.

Over the years, ARCH has evolved from offering foundational certificate programmes to pioneering Rajasthan's first **4-year Bachelor of Design (B.Des)** Degree—establishing a structured and progressive design education ecosystem in the state. Our academic expansion includes contemporary programs and collaborations such as **Visual Merchandising with Shoppers Stop,** globally funded initiatives like the **British Council–supported Institutional Capacity Building Project,** and the **EU-funded Co-designing Learning for Impact-Focused Entrepreneurship Project.** These associations reinforce our alignment with international standards and strengthen India's design and innovation landscape.

ARCH's academic framework **draws from globally recognised pedagogies—Project-Based Learning (PBL), Studio-Based Learning, Design Thinking, Systems-Oriented Design,** and interdisciplinary inquiry. Through an integrated curriculum that connects Design Studies, Contextual Studies, and Technical Studies,

learners acquire the ability to evaluate systems, decode behaviours, understand cultural contexts, and transform ideas into meaningful, future-ready outcomes.

Real-world immersion remains central to the ARCH learning experience. Our students work on **live industry briefs, service design challenges, craft-cluster projects, and collaborative studios,** gaining exposure that blends creativity with market relevance. Through innovation labs, maker spaces, and design research cells, learners explore emerging domains such as sustainability, digital transformation, advanced materials, and **AI-driven design,** ensuring strong alignment with new-age career paths. Sustainability and well-being form the backbone of campus culture. With a **solar-powered campus, rainwater harvesting systems,** and a decade-long practice of Anna **Pana meditation,** ARCH fosters both responsibility and holistic growth—qualities essential for future global design leaders. As we enter a new phase of growth, we remain dedicated to advancing design research, innovation ecosystems, and the future of the creative economy.

Situated in Jaipur—a UNESCO Creative City and thriving design hub—ARCH acts as a gateway to global opportunities. Our 25-year legacy and a community of **7,500+ alumni** across global design, fashion, business, and technology reflect our commitment to excellence. With personalised academic support and structured professional guidance, ARCH ensures a safe, nurturing, and future-ready environment for every learner.

MANAGEMENT BOARD

Archana Surana
Founder & Director, ARCH College
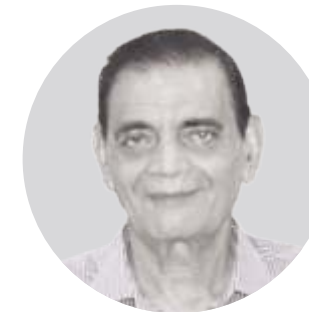
JC Toshniwal
Industrialist & Philanthropist, Jaipur

CA Sanjay Shah
Chartered Accountant Sanjay Shah & Associates

Megha Jain
Head - Marcomm & Business Development

Neelofar Singh
Entrepreneur Founder- Neelofars

Manan Surana
Entrepreneur Product Designer

Jyoti Singhal
HR Professional Swaram Consultants

Vikram Singh
Industrialist Chemical Engineer

Shikha Ajmera
Founder Stone Stories

ADVISORY BOARD

Pradyumna Vyas
President, World Design Organization (WDO), Senor Advisor - CII, Former Director, NID

Manish Jain
Chief Beaver, Shikshantar & Co Founder Swaraj University

Amitabh Shah
Chief Inspiration Officer, YUVA Unstoppable

Prof. Ian W. King
Co-ordinator, Responsible Fashion Series, Former Professor, University of the Arts London, UK

Kiran Gera
Chairperson, SAARC Chamber Women Entrepreneurs Council Former National President, FICCI Ladies Organisation
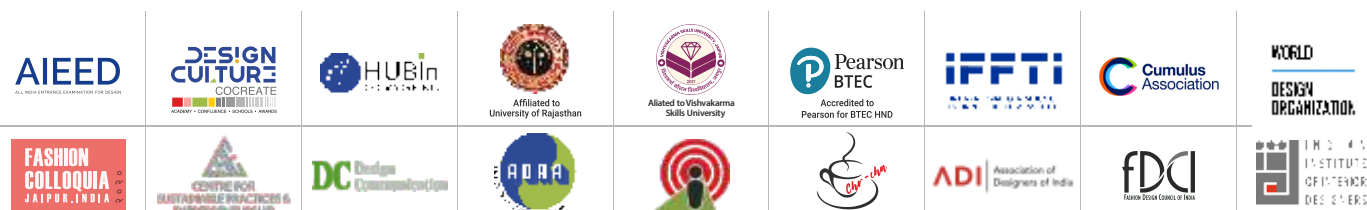
Rajeev Surana
Surana & Law Chambers, Designated Sr. Advocate Rajasthan High Court

Mahavir Sharma
Past Chair, TiE Global Board of Trustees Co-Founder & Chair, RAIN, Rajasthan Angels

Krishan Jagota
Ex-President ADI Mumbai, Founder- Fluid, Lead Designer- Sideways Consulting

ARCHERS SPEAK

BHUMIKA SHRIVASTAV
Masters in Interior Design & Entrepreneurship

"Coming to ARCH as a Master's student with industry experience, I had the opportunity to be part of the International Co-Life Project under Erasmus+—a true turning point. Collaborating with students worldwide, we tackled sustainability challenges, exchanged cultures and ideas, and strengthened my approach to responsible design."

SHAURYA MUGDAL
B.A (Hons.) Digital Design, UCLan-UK

"The Digital Design program at ARCH enabled me to develop my skills. The experience was impactful, as I attended workshops, interacted with industry insiders, and listened to guest speakers, all of which helped me gain valuable insights. This program provided me a transformative journey to explore different cultures and designs."

TANU BOHRA
B.Des Jewellery Design
Exchange Student - Ecole Boulle, Paris

"I got the opportunity to represent ARCH in a five-week exchange program at Ecole Boulle, Paris, focused on jewellery design. This immersive experience allowed me to engage with French culture and artistic movements, emphasizing craftsmanship and hands-on learning. This experience offered invaluable insights and inspiration."

INDUSTRY SPEAK

RITU KUMAR
Renowned Fashion Designer
Label Ritu Kumar

"I was pleased to see ARCH students' work during the Rajasthan Heritage Week. Institutions like ARCH have strengthened efforts towards craft revival and continue raising awareness about India's handloom sector."

SANJOY ROY
Managing Director, Teamworks India
Producer, Jaipur Literature Festival

'The remarkable skills that students of ARCH showcase is brilliant & echoed the passion of Ms. Surana who has built this institution from ground up and has been imparting world-class design education."

AR. ANSHUMAN SHARMA
Principal Architect, Design Inc.
Immediate Past Chairman, IIID

"Design industry needs sincere and hardworking young professionals. Along with appreciable skills, ARCH seems to instil these attributes, very successfully in their students."

RAJEEV ARORA
Co-Founder of International Jewellery
Brand AMRAPALI JEWELS

"I think that ARCH Graduates are a wealth to the Gems and Jewellery industry. They have performed excellently and have made a niche for themselves."

AJAY CHOPRA
Director,
Crayons Advertising Ltd

"ARCH students' design expertise and technical knowledge are commendable, holding the potential to significantly elevate the design industry and contribute to its growth and innovation."

NIHAL CHAND GOYAL
Director, Rajasthan International Center
Former Chief Secretary of Rajasthan
Former CMD, JMRCL

"The quality of service offered by ARCH College under 'Jaipur Metro Uniform Design' project has been highly impressive. Congratulations to ARCH for completing the project timely"

ALUMNI SPEAK

APPORV SAXENA
(2013-2016)
*Creative Director & Decor Stylist,
Urose Entertainment*

"My thinking skills were greatly enhanced as a result of working in the professional and creative learning environment at ARCH."

SHRISTI BHARDWAJ
*Founder
ALSO.IN*

"ARCH has played a huge role in my journey. I learned so much from global exposure and making industry connections that still support me in my business.".

AKSHITA AIRAN
(2019-2023)
*Fashion Designer & Entrepreneur
Co-founder - Organic brand
'Kalmic'*

"Making meaningful changes in the world of fashion. Inspiring the generation to adapt sustainable clothing and changing perspective."

VIPIN SHARMA
(2014-2016)
*Head of Product Designer,
UX Life Style
Ex-Zomato, Cult.fit, Microsoft*

"ARCH has provided me the platform for an international exposure to understand & use opportunities, to transform my dreams & goals into a satisfactory reality."

PLACEMENT

At ARCH is designed to empower students to seamlessly transition into the professional world—whether by joining the company of their choice or launching their own venture directly from campus.

Placement drives support career advancement through industry visits, experiential projects, and internships that develop real-world skills.

Our Placement Cell, partnered with 300+ industry leaders, facilitates strong career opportunities, with placement drives starting in January. Industry jurors evaluate student projects, alumni sessions provide career insight, and company tours to ARCH create valuable networking opportunities.

Academic Excellence	20+ MOU's	50+ Enterprises
200+ Recruiters	100% Placement	7500+ Alumni

Highest CTC		Highest Turnover	
JEWELLERY 23 LPA	GRAPHICS 40 LPA	JEWELLERY 3 CR	GRAPHICS 5 CR
FASHION 20 LPA	INTERIOR 25 LPA	FASHION 3.2 CR	INTERIOR 5.6 CR
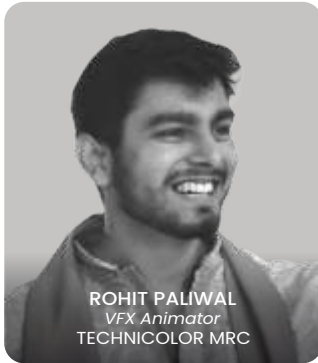
ROHIT PALIWAL
VFX Animator
TECHNICOLOR MRC

CHINMAY HAGDE
Chief of Staff
ORANGE ELEPHANT

SHFIK KHAN RIJVI
Designer
MANGLAM ARTS

RUPAL GUPTA
Former, Senior Designer
AMRAPALI JEWELS

JAGRUTI TIWARY
Creative Assistant
COLORASHRAM

SUJIT KUMAR
Manager
ICONIC, GURGAON
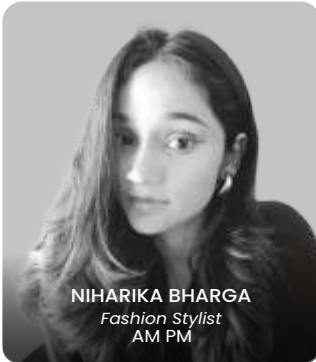
NIHARIKA BHARGA
Fashion Stylist
AM PM

PRABHAV SHARMA
Manager
VISION GEMS PVT. LTD

ENTREPRENEURS

RITA BURMAN
REZART (THE GOLDEN RAY)

ASHISH MANGWANI
AM DESIGNERS

YAMINI MALANI
YAMINI MALANI

KOMAL KHANDELWAL
FOXBOX JEWELS
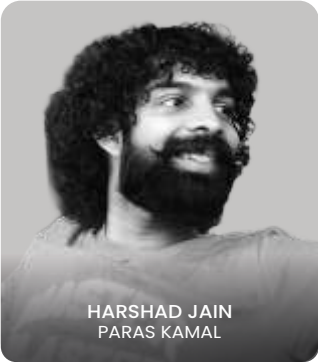
HARSHAD JAIN
PARAS KAMAL

ANUPAMA RANA
THE DESIGN JAIPUR

DEEPTASHREE SAHA
WOODLABS

IJYA GUPTA
ANMI DESIGN STUDIO

INFLUENCERS

VANSHIKA RAJAWAT

NIDHI AGARWAL

PEEYUSH CHABRA

DEVIYA SINGH CHOUDHARY

INCUBATEES

SHRISTI BHARADWAJ
ALSO.IN

SANCHI PORWAL
SANCHI PORWAL

YASHIKA GEHLOT
UPKIND WARDROBE

REEYA DASBASU
MEER

JEWELLERY DESIGN

The Jewellery Design program focuses on **emotional design**, guiding students to create pieces that connect deeply with people while blending **heritage** and contemporary innovation. It nurtures creativity through **bio-design thinking**, sustainable **biomaterials,** and speculative approaches, turning jewellery into wearable art. Students explore the fusion of **traditional skills with digital tools,** combining craftsmanship, technology, and forward-thinking design to craft meaningful, innovative, and globally recognized jewellery experiences.

The program emphasizes **sustainability,** ethical practices, and responsible material use, encouraging designers to create jewellery that respects both people and the environment. It fosters a strong sense of **identity and narrative**, enabling each piece to tell a story and reflect cultural and personal significance. Students are trained to work across disciplines, collaborating with experts in technology, material science, and design research to develop **responsive, narrative-based jewellery.**

ARCH Alumna Sanchi Porwal **Honoured with Gold Medal** at University of Rajasthan

Vanisha Sharma Won GIA **Young Achiever's Award** at JEA 2025

FASHION DESIGN

This course focuses on **sustainable and responsible fashion,** teaching students to create designs that respect the planet while embracing innovation.

It explores **textile heritage, cultural storytelling, and new-age sensibilities,** inspiring learners to combine traditional techniques with modern technologies. Students develop a mindset to continuously evolve, applying scientific methods, creative experimentation, and flexible design approaches to meet changing social and environmental needs.

The program encourages **planet-centric and circular fashion practices,** nurturing ethical thinking and socially conscious entrepreneurship.

ARCH Student, Mansha Agrawal's "Universe Within" collection, showcased Sustainable Fashion at École Duperré Paris.

'THE BLUE MARBLE'

Developed by the students of the Fashion Department. A fight for peace among nations for saving the earth and sustainability. "All the nations in the color blue". The only way to save the earth!

GABA 2024

At Jaipur Fashion Week, the "The Lustre Stories" collection display featured 32 garments, each weaving cherished memories and cultural heritage into mesmerizing fashion narratives.

INTERIOR DESIGN

This program nurtures design professionals to **reimagine built environments** by creating **planet-friendly, human-centric, & future-forward interior experiences.** Students learn to design **spacious, wellness-centric, and hybrid living spaces** that respond to evolving global needs, & **material innovation.** The course emphasizes **regenerative spatial planning, smart interiors, and material intelligence,** helping learners develop interiors that are both functional and inspiring.

Through hands-on learning, students explore **immersive storytelling with AR/VR,** enabling effective spatial exploration, concept building, and service design thinking. The curriculum balances creativity & technology, art and logic, theory and practice, fostering **innovative, original, and globally benchmarked interior solutions.**

Institutional membership & Inter-Collegiate Competition of IIID

Visual Merchandising for FORHEX Fair

ARCH won First Prize for Best Institutional Stall Design & Display at the prestigious Garment Fair – Vastra 2017

ARCH secured 4th place in the prestigious 'French Luxury 2074' competition

PRODUCT DESIGN

The Product Design program focuses on creating **user-centric, sustainable,** and socially responsible products that solve real-world problems while enhancing lifestyles. Students explore **product aesthetics, human factors, materials, CAD, user research, and manufacturing processes,** gaining hands-on experience with diverse materials like plastics, metals, wood, and marble. The course encourages **innovation, creativity, and strategic thinking,** guiding students to develop solutions that are both functional and meaningful.

Learners are trained to **identify challenges, analyze user needs, and apply design thinking** to create innovative products that stand out in the market. The program emphasizes **problem-solving, material innovation, sustainable practices, and ethical design,** helping students craft products that respect people and the planet. Through **prototyping, cross-disciplinary collaboration, and industrial exposure,** graduates are equipped to deliver **high-quality, globally relevant, and impactful solutions** that drive both design innovation and real-world value.

Home Decor Project:
Wooden wall shelf & light statement pieces that also serve functionality

Candlelight Holder & Visiting Card Holder in Metal Casting. Inspiration taken from the Musical instruments & the cultural heritage & Architecture of Jaipur City.

ADI Association of Designers of India
Institutional membership

foAiD FESTIVAL OF ARCHITECTURE & INTERIOR DESIGNING where CREATIVE MINDS meet
First prize
DIAMOND AWARD Winner

ARCHers designed industrial and craft products for Rajeevika using metal, wood, acrylic, and ceramic.

A customizable and extendable **backpack** made out of canvas. The bag can be transformed into a collapsible back pack with zippers detailed as per user convenience.

Foam Modeling

3D Printed Protein Shaker

Token Dispenser This device is operated by pressing the button manually. The entire product is created using only recycled materials.

COMMUNICATION DESIGN

The Communication Design program nurtures **responsible and culturally aware visual storytellers**, blending **traditional aesthetics with global perspectives.**

Students learn to create meaningful design ideas using **new media, digital technologies, and AI tools** in a local and global context. The course emphasizes **ethical, immersive, and narrative-driven design,** enabling learners to craft communications that resonate across cultures and communities.

Through **transdisciplinary exploration**, students work across **graphic design, UI/UX, branding, and interactive media**, developing skills to re-imagine the future of information and expression.

BUZZ

Portal developed under the UKIERI Grant, Bristish Council

Won Symbol Design Competition hosted by (CII)

Packaging Design for Rajeevika

THE CULTURAL MAP OF JAIPUR

Packaging Design Project for Rajasthan Grameen Aajeevika Vikas Parishad (Rajeevika)

Ayushi Pathak Represented Rajasthan in WorldSkills India Nationals 2024 – Graphic Design Technology

DIGITAL DESIGN

The Design Project by the student involved the creation of an App for the Delhi Zoo named as "DOO". The public can use this App to get a whole new experience of the zoo. Included in the project were the creation of a Wireframe, User Flow, UX-UI and Visual Design.

Riya Bindal, final year student contributes to award-winning animation film, recognized as 'Best in Animation' at the Asian Academy Creative Awards. She was a part of the design team at Reliance Studios in Mumbai. Her internship work has been recognised by the team in the film.

TSUNAMIKA FILM

Tsunamika Project for UPASANA design studio is an animation project based on how human actions affecting the world around us.

PHOTOGRAPHY

DESIGN STORY '25
TOUCH · MOVE · INSPIRE

DESIGN & BUSINESS COURSES

FACULTY OF DESIGN, BUSINESS AND RESEARCH

Affiliated to
University of Rajasthan

UG
12th or Equivalent with minimum 50% in any stream
Undergraduate Selection Criteria: **AIEED**

Courses

Bachelor of Design (B.Des)
Interior Design
Fashion & Textile Design
Communication Design

Bachelor of Business Administration (B.B.A)

Awards

Affiliated to
University of Rajasthan

Duration: 4 years

Duration: 3 years

FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN

Pearson BTEC

Accredited to
PEARSON for BTEC HND Qualifications

UG
Duration: 2 + 1 + 1 Years
Eligibility: 12th (Any Stream)
Programme
International Degree Study Abroad
Selection Criteria: **AIEED**

Courses

HND/B.A Interior Design
HND/B.A Fashion Design
HND/B.A Digital Design
HND/B.A Product Design

Bachelor of Business Management (BBM)

Awards

Pearson BTEC HND Level 5 after 2nd Year at ARCH B.A/M.A Degree Awarded by International University on Progression to 3rd Year of study abroad and its completion M.A Degree in 4th Year.

FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP

Affiliated to
Vishvakarma Skills University

UG PG
12th or Equivalent with minimum 50% in any stream
Undergraduate & Postgraduate Selection Criteria: **AIEED**

Courses

Bachelor of Design (B.Des)
Jewellery Design
Product Design

Masters in Design & Entrepreneurship
Specialization in:
Interior Design
Fashion Design
Jewellery Design
Design Communication
Product Design

Awards

Affiliated to
Vishvakarma Skills University, Jaipur
Duration: 4 years

Duration: 2 years

FACULTY OF PROFESSIONAL DEVELOPMENT & ENTREPRENURSHIP

PRO
ARCH Professional Development Certificate Courses Selection Criteria: Personal Interaction

Courses

Fashion Design
Interior Design
Jewellery Design
Digital Game Design
UI UX Design
Graphic Design
Digital Design

Online Course
Jewellery Design

Awards

ARCH Certificate

Duration:
3/6/12 Months
3 days a week

Duration:
6 Months
Weekend Course

DESIGN CULTURE LEARNING SERIES

Courses

Creativity
Social Design
Sustainable Design
Stratergic Design Leadership

Interdisciplinary Design
Creative Entrepreneurship

Service Design
Sustainable Design

Awards

Mode: Online (Weekly)
4 Months
16 sessions per course

Duration:
3 Months (5 days/week)

Duration:
1 Year

AFFILIATIONS & ACCREDITATIONS

Affiliated to
University of Rajasthan

Affiliated to
Vishvakarma Skills University

Pearson BTEC

The University of Rajasthan, established on January 8, 1947, is the oldest and largest NAAC A+ accredited higher education institution in Rajasthan. It offers 37 PhD, 20 M.Phil., 48 Master's, and 14 Bachelor's degree courses, and was recognized by the UGC in 2012 among the top 15 Indian Universities with Potential for Excellence (UPE).

VSU, India's first Skills University in the Government sector, is located in Jaipur. Its UG and PG programs integrate vocational training with mainstream education, utilizing the National Skills Qualification Framework (NSQF) and promoting strong industry partnerships to ensure skill development.

ARCH, in collaboration with Pearson, offers BTEC Level 5 HND qualifications in Art and Design. Pearson is the UK's largest awarding body, with a global reach. Upon completing the course, students can pursue a Level 6 'top-up' degree at over 100 Pearson-partnered universities worldwide.

PARTNERSHIPS & LINKAGES

STUDENT EXCHANGE
- Enabling progression for Pearson BTEC students for international studies abroad.
- Exchange of Staff & Students.
- Opportunities for students of each institution to participate in summer courses to introduce them to each other's culture & design.

AGREEMENTS
- Enabling the development of resources for teaching & research.
- Exploration of advanced standing in meeting Degree completion requirements.
- Consultancy projects to assist ARCH with Curriculum Design.
- Joint Research Activities.
- Participation in Seminars.
- Exchange of pedagogical and scientific documents.
- Joint Publications.

INNOVATION & SKILL LABS

INFRASTRUCTURE & FACILITIES

500+
Years of Teaching
Experience

50+
National/International
Faculty Members

08+
Well Equipped
Labs

50+
Industry
Machineries

40+
Awards

8000+
Physical & Digital
Books

15+
International
Exchange MoU's

10+
International
Projects Annually

10+
Consultancy
Projects

SOUND LAB

SEWING LAB

PATTERN MAKING LAB

SEMINAR HALL

LIBRARY & MATERIAL ROOM

CAFE CHROME

LASER CUTTING & 3D PRINTING LAB

PHOTOGRAPHY LAB

METAL CASTING LAB
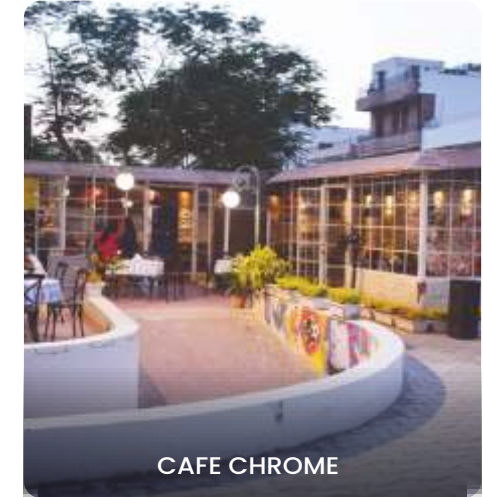
3D DESIGN LAB

CO-WORKING SPACE

TERRACOTTA LAB

JEWELLERY MODEL MAKING LAB

WOOD WORK AND FURNITURE LAB

HOSTEL ROOM

DIGITAL PLOTTER FOR PATTERN MAKING

WEAVING LAB
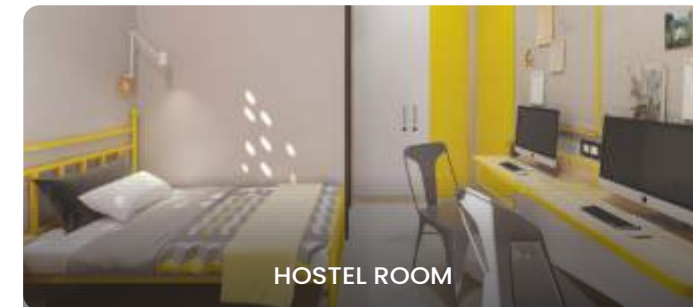
ARCHive HOSTEL

CONFERENCE HALL

GLORIOUS 25 YEARS IN DESIGN EDUCATION

AIEED Launch with Sabyasachi Mukharjee in 2010

Research Paper Presentation by students at Cumulus Conference
India's Representation at CUMULUS Association

Fashion Colloquium 2020 Hosted in Jaipur

Students' Participation in ERASMUS+ Project

Design Identity Direction (DID) - Spreading Design Awareness

Pink City Design Confluence 2022 at ARCH

International Exchange Programs

GABA – Principal's Fashion Show

ARCH Design Business Incubator (HUBin) For Start-Ups
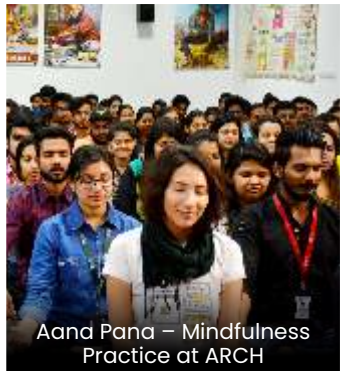
HUBin Co-working

Aana Pana – Mindfulness Practice at ARCH

22 ARCH Convocation Ceremonies

Sustainable Practices at Campus

ARCHIVE Hostel & Airbnb

ARCH Publications

ARCH Design Culture Initiatives

Training Art & Design School Teachers

Design Dhara - Creative Workshops for School Students

Interactions with Celebrity & Industry Leaders

Global Mentoring Walk – Celebrating International Women's Day

Designs Showcases at Exhibitions

ACADEMIC LEADERSHIP

PROF. BENOY THOOMPUNKAL
*Director International Relations &
Partnerships Mentor- Industrial
Design & Photography*

The effect and effectiveness of Design Education can be gauged by the products and services we build and consume, and the sensitivity built into the interface of use. Today it may be possible for most people to see design in a wholistic enough manner, to understand the vast range of thought processes and activities aimed at the 'solving of problems' - be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living etc.

The most recent agreement signed is with the Sapienza University, Rome, Italy, for student exchange between our institutions for up to 2 semesters, free of tuition expenses. ARCH is a voting Member and participant of extraordinary forums national and international bodies that include the World Design Organization (WDO), the International Foundation of Fashion Technology Institutes (IFFTI), Interaction Design Association (IxDA), CUMULUS, Fashion Design Council of India (FDCI), the Indian Institute of Indian Interior Designers (IIID) and Association of Designers of India (ADI) These memberships offer valuable opportunities for students to participate in International Competitions, Research papers and project presentations, as well as for attending module courses in member institutions, among many other collaborative possibilities.

Global Leadership in Design Education
ARCH Founder & Director Archana Surana has been re-elected to the Cumulus Executive Board (2025–28), earlier served as Vice President and continues to represent India at Cumulus. She has also led several key global initiatives within Cumulus, serving as Chair of the Women in Design Working Group and Co-Chair of the Fashion & Textile Working Group, strengthening India's presence in global design discourse.

Keynote by Archana Surana
ARCH Founder & Director, Archana Surana, delivered a keynote on the Well-being of Design at Xiamen University, China as the Vice President of the Cumulus Executive Board (2022–2025). In her address, she discussed how design contributes to the well-being of individuals and communities, sharing case studies and transformative stories. She also delivered a keynote at a university in Lisbon, Portugal, at the Fashion & Sustainability Conference.

Cumulus Student Talent Camp (DID)
ARCH College hosted the first-ever Cumulus Student Talent Camp, bringing together 30 participants from 8 universities across 7 countries. Theme of the camp was "Design Identity Direction." Focusing on learning from Living Traditions and working towards SDGs in a regional and global context.

Top Up Degree-Convocation Ceremony, (2022-2025)
Our students Rupali Khandelwal and Virajeeta Hoda from the Digital Design Department received their graduation degrees at the convocation ceremony held at the Manchester Metropolitan University (MMU) under the international Study Abroad Degree Program.

PROJECTS & INITIATIVES

RAJEEVIKA Craft Cluster Design Intervention Collaboration Project
ARCH College of Design & Business has partnered with Rajasthan Grameen Aajeevika Vikas Parishad (Rajeevika), Government of Rajasthan, for the Design Intervention Project—aimed at empowering artisan communities through design innovation and market-linked solutions. Mentored by Archana Surana, Founder & Director of ARCH, 35 design students collaborated with six artisan clusters from Bagru, Dausa, and Sanganer between 11th August and 10th October 2025, developing 20 product prototypes and 10 packaging solutions. The Valedictory Ceremony at ARCH Jaipur was graced by Neha Giri, IAS, and Pooja Singh, RGAVP officials. The exhibition showcased blue pottery, terracotta, woodwork, textiles, and jewellery, blending traditional craftsmanship with modern design. The collaboration strengthened women-led SHGs, promoting sustainable livelihoods and reinforcing ARCH's commitment to design-led social innovation in rural Rajasthan under Cumulus.

The Centre for Sustainable Design Practices & Entrepreneurship
CSE aims to create a circular society to provide practitioners with all knowledge and competencies required to set-up their own ventures in sustainable fashion, eco-friendly packaging and all those circular economy models which is the need of the hour. The Co-Life project has been undertaken by CSE sustainable and social to promote entrepreneurship. ARCH College, as a higher education institute, collaborated with the Ministry of Education and the Institution's Innovation Council to organize the Impact Lecture Series, promoting sustainability.

ARCH Design Business Incubator (HUBin)
Established in 2017 and inaugurated by Ms. Kiran Maheshwari, the then Minister for Higher Education, Government of Rajasthan, HUBin nurtures creative entrepreneurship and innovation. It provides mentoring, networking, and incubation support to help designers and start-ups transform ideas into scalable ventures. From ideation to production, HUBin fosters employability, creative growth, and business readiness—empowering young innovators to thrive with imagination, ingenuity, and innovation while turning design ideas into successful enterprises.

40+ Projects   **25+** International Projects   **15+** National Projects   **2000+** Lives Impacted   **500+** Students Involved

Entrepreneurial Programs ● Design Training and Workshop programs ● Research Workshops and Project

PROJECTS

The Jaipur Metro Rail Corporation Ltd. (JMRCL)

Jaipur Metro Invited proposals from Fashion JAIPUR METRO and Uniform Design firms to Participate in a "Uniform Design Contest" to design the uniforms for the employees of the Jaipur Metro. ARCH College of Design and Business bid for the project with its proposal, which was executed very meticulously under the guidance of the Director, Ms Archana Surana. The entire design team of ARCH College comprising of Project Manager, Textile & Fashion Design faculty, Technical experts and students kept to the strict timeline and terms of the uniform design contest and conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by UMRCL. An independent Jury comprising seven members judged the uniforms designed & developed by ARCH as the best and declared ARCH the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & contemporary style. ARCH completed and delivered the project's main phase successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRCL.

Impact Lecture Series

ARCH College organized the Impact Lecture Series in collaboration with the Ministry of Education and the Institution's Innovation Council as a higher education institute. In this initiative, industry professionals and leaders address students to share valuable insights that enrich their design thinking, innovation mindset, and entrepreneurial future. These sessions not only inspire students with real-world experiences but also help them understand emerging trends, challenges, and opportunities in creative industries. The lectures encourage students to develop critical thinking, problem-solving abilities, and an entrepreneurial mindset. They also create a platform for meaningful dialogue between students and experts, helping learners ask questions and gain clarity about their career paths. ARCH has hosted three lectures, each offering unique perspectives and guidance, and they are available on YouTube for students and learners to watch and benefit from.

Access Development Project

ACCESS entered into a joint initiative with the ARCH Project Cell to create a skilled workforce to address the increasing demand of the Jaipur Jewellery Industry. Two separate projects were supported by the DELL Foundation and The Bill & Melinda Gates Foundation. The project's objective is directly equipping 725 Jewellery making artisans/micro enterprises (residing in urban/semi-urban craft dense clusters of Jaipur city) with improved technical skills to enable them to enhance aspects of Design, productivity & quality of their products to compete with changing market demands & aspirations.

Skill Up-graduation For Artisan

The Artisans Training Program, funded by the Development Commissioner of Handicrafts, Govt. of India, aimed to train 100 artisans annually in Fashion Accessories across Textile, Leather, Metal, and Terracotta crafts. The program focused on skill upgradation for artisans and the underprivileged, offering courses in fashion, textile, leather, metal, and wood & terracotta crafts. It included workshops on skill mapping, product innovation, material exploration, and surface treatments for craft product development.

Cultural Governance Workshop

ARCH hosted an International Cultural Governance workshop in India as a part of a 9-country tour with ENCATC under Prof. Annick Schram me & Prof. Ian King. The government of Rajasthan pitched in with ARCH, the organising host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in managing arts and cultural organisations in India and abroad, at New Delhi. It was finally published as a book "Cultural Governance in a Global Context: An International Perspective on Art Organizations (Palgrave Studies in Business, Arts and Humanities).

UKIERI UK-India Education and Research Initiative
Institutional Capacity Building Research Project by British Council

UK-India Education UK India Education Research Initiative (UKIERI)started in April 2006 to enhance educational links between India & the UK. ARCH & Perth College, UHI, Scotland received a 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant-funded activities & planned implementation of a 2-year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries".

The CO-LIFE PROJECT (Co-designing Learning for Impact-Focused Entrepreneurship)

With the aim to create innovative measures in sustainable & social entrepreneurship education, the Co-Life project network is formed between Global Institutes from Finland, India, Belgium and Denmark. The project aims to fulfill educational, social and knowledge related needs, thus strengthening work-life oriented learning through exchanging experiences and good practices of HEI-level (Higher Education Institutions) education in sustainable and social entrepreneurship through India - EU networking in education. This shall result in promoting people to people contacts in participating universities via staff mobility during the Co-Life project and creating plans for student mobility in the future.

International Collaborative Projects Buyer-Seller Project with SAXION University, Netherlands

ARCH students & faculty, in collaboration with Saxion University of Applied Sciences, entered into a buyer-seller agreement wherein Saxion students created a new retail organisation named 'XO'. The pilot store showcased, along with other products, actual products designed by ARCH students. The objective of this project was to allow the students of both universities to learn how to work on a buying plan, improve their communication skills and allow them to gain international exposure. The project involved preparing prototypes for Fashion accessories for women, bridal wear for women and men, 'bedroom' Interiors and other household accessories concluded with a film from Saxion students who displayed the final products designed by ARCH faculty and students.

A DESIGN ASPIRANT'S JOURNEY

International Collaboration
Students gain a global learning experience through virtual international exposure opportunities, connecting with experts, peers, and institutions worldwide. This exposure promotes social innovation, broadens perspectives, enhances cultural understanding, and equips students with skills to thrive in an interconnected, globalized world.

Creative Exploration
ARCH's upcoming Research and Innovation Lab offers students a space to explore ideas, document projects, and experiment with creative and systematic design solutions, promoting innovation, hands-on learning, and the skills needed to excel in dynamic design systems.

Career Planning Support
ARCH's Career+360 Track provides UG/PG students with a personalized, step-by-step career roadmap from admission to graduation, covering skill milestones, internships, portfolio checkpoints, and post-course opportunities, promoting long-term clarity, trust, and confident career planning for students and parents.

Industry Collaboration
ARCH promotes strong industry connections through its Alumni & Corporate Partnerships. A dedicated placement and design consultancy wing allows students to work on real-world projects, gain practical experience, and gives the institution avenues for additional revenue generation.

Affordable Learning Options
ARCH SmartPay Plan lets students pay conveniently through monthly or semester-based installments via partnered NBFCs, including 0% EMI options. It also offers early-bird discounts and scholarships, making quality design education more accessible and financially flexible for aspiring students.
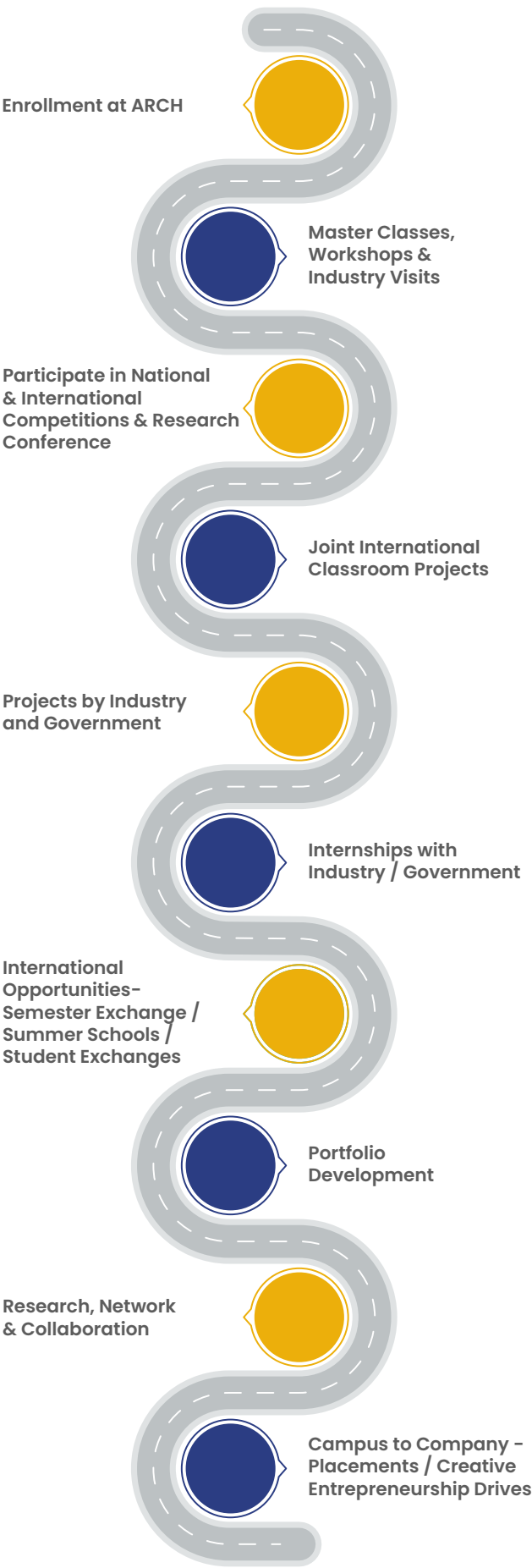
Experience Design
Through ARCH's Learn & Earn model, students handle real design projects with guidance and invoicing support from the in-house freelance desk, gaining practical experience and building the skills to confidently start freelancing by their 3rd/4th year.

Expert Mentorship
ARCH's Industry Mentorship Program pairs every student with an industry professional—an alumni designer, entrepreneur, or creative expert from India or abroad—offering project feedback, industry insights, and career guidance, creating real-world relevance and enhancing employability.

Personal Development
Participating in events, festivals, and volunteering at ARCH helps students develop cultural bonds, leadership, teamwork, and communication skills, while promoting personal growth. These experiences create well-rounded individuals ready to collaborate, innovate, and thrive in diverse, dynamic environments.

Enrollment at ARCH

Master Classes, Workshops & Industry Visits

Participate in National & International Competitions & Research Conference

Joint International Classroom Projects

Projects by Industry and Government

Internships with Industry / Government

International Opportunities- Semester Exchange / Summer Schools / Student Exchanges

Portfolio Development

Research, Network & Collaboration

Campus to Company - Placements / Creative Entrepreneurship Drives

FUTURE IN DESIGN INDUSTRY SCENARIO

Design companies across various areas of focus are growing in number as also there is scaling up in existing companies as well. There is a good trend of designers opting to start their own setup. The existing companies are scaling up further by adding more services to their portfolio within diverse design disciplines.

India is a large market for creative industries. The market demands vary in cultures, traditions, religions, customers, food, dressing, etc. At the same time the Indian consumer is becoming more demanding based on their awareness in design.

DESIGNERS IN VARIOUS DESIGN PROFESSIONALS DISTRIBUTION

Table 1

Design Disciplines	Designers (in %)
Architectural Design[1]	89.83
Interior Design + Landscape Architecture + Furniture Design[2]	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design[3]	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI)[4]	29

([1,2,3,4] based on secondary data collected on 36337 designers in India)
(Remaining figures based on a sample size of 170 studios surveyed)

- ■ Architectural Design, 89.83%
- ■ Interior Design + Landscape Architecture + Furniture Design, 10.17%

- ■ Fashion + Textile + Jewellery + Leather Design, 9.75%
- ■ Graphic Design, 18.09%
- ■ Animation & New media design, 9.64%
- ■ Industrial + Automotive + Retail Design, 22.63%
- ■ Allied (Toy + Set & Exhibition + Design Research), 10.94%
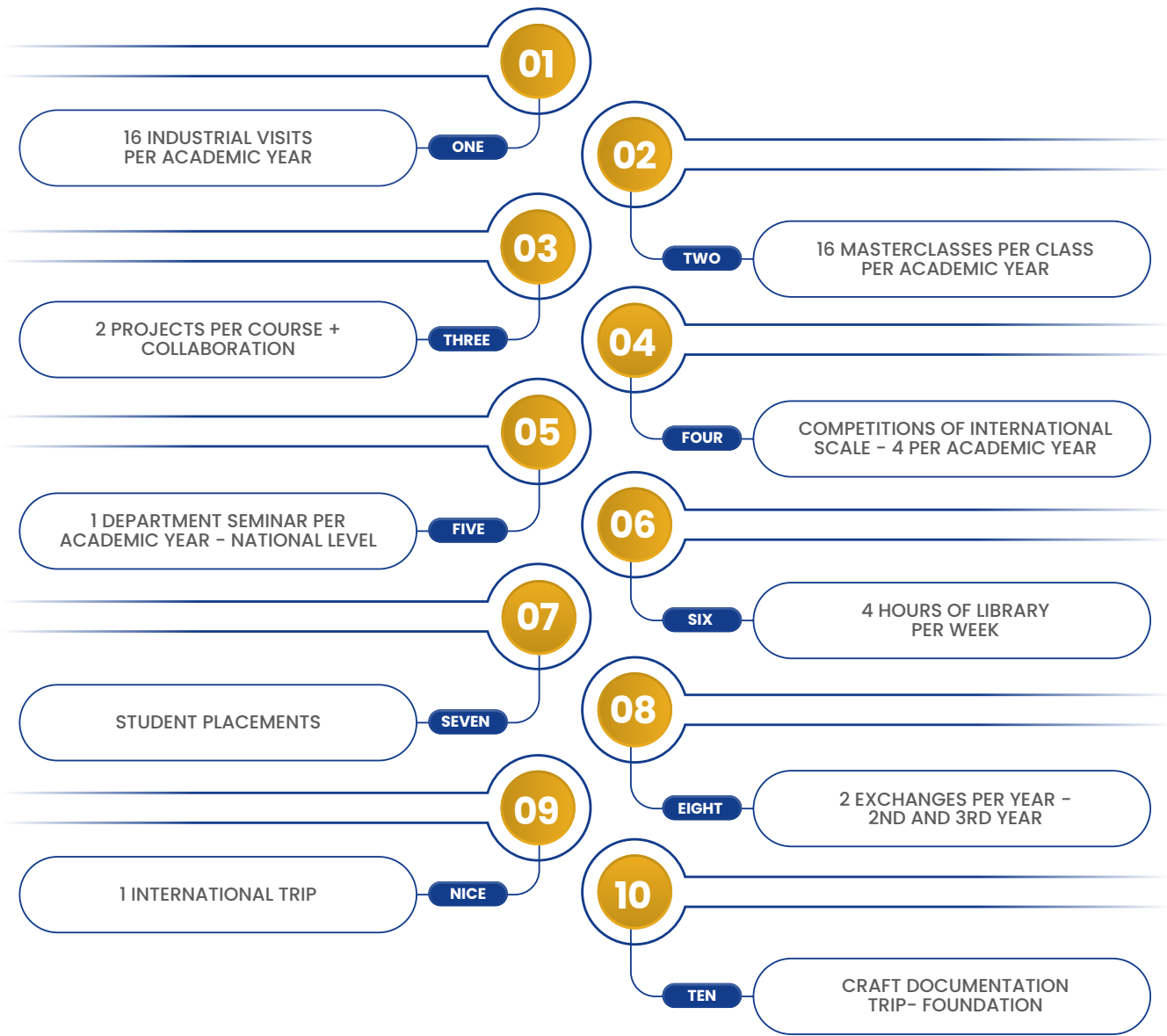- ■ HCI, 29%
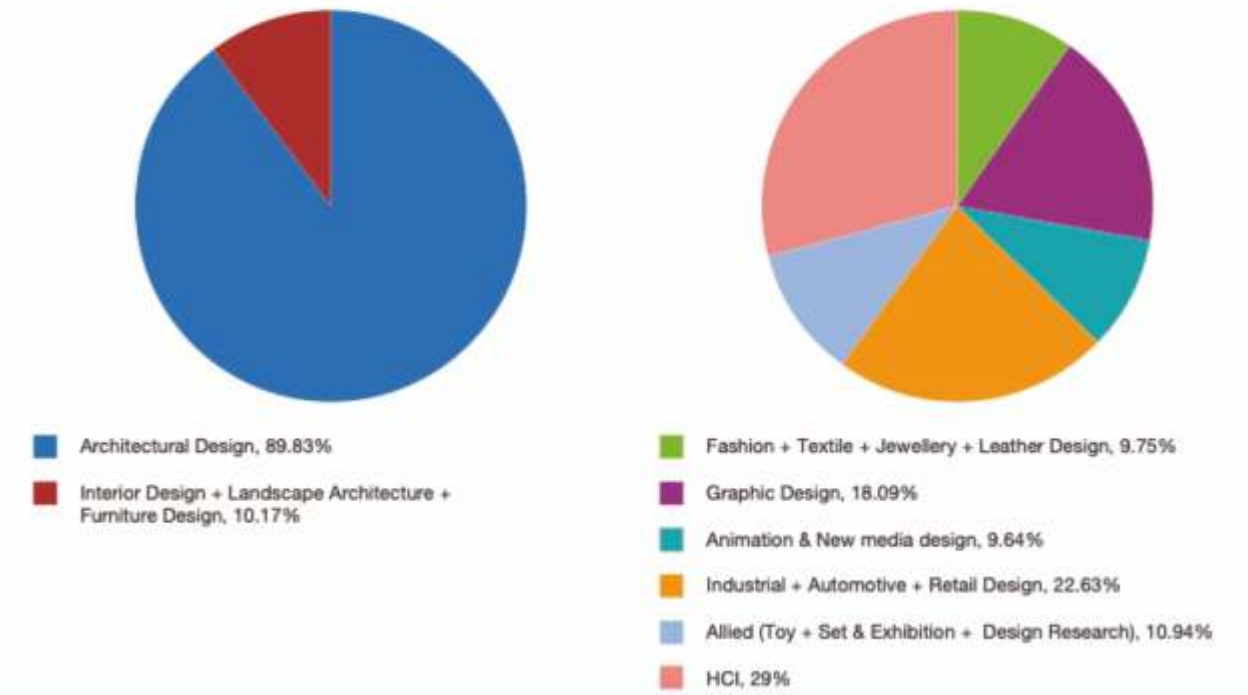
Source: India Design Report

PROFESSIONAL & INTERNATIONAL EXPOSURE

Benefits of ARCH's International Degree for students

• Collaborative projects with foreign universities broaden global perspective.
• A design degree from top international universities, along with a cost-effective education system, builds a strong foundation.
• Integrated learning through lectures, workshops, and studio practice led by international faculty enhances skills.
• International summer school opportunities in the UK and Europe provide valuable exposure.
• Hands-on experience through international internships and placement opportunities strengthens career readiness.
• The option to complete a master's degree in the 4th year further boosts qualifications.

ARCH has impacted the lives of design students over the past 25 years

• The Design Culture initiative at ARCH promotes a design-driven mindset and nurtures #ADesignThinkers.
• International exchange programs offer global exposure through meaningful academic and cultural collaborations.
• The Design Dhara initiative, a 30-day traveling exhibition with live workshops, contributes to enhancing design awareness and skills.
• At the Pink City Design Confluence 2022, part of ARCH's Design Culture initiative, research on design leadership across various fields was showcased.
• ARCH contributed to real-world projects such as designing uniforms for Jaipur Metro Rail Corporation Ltd. (JMRCL), demonstrating industry engagement.

01
ONE — 16 INDUSTRIAL VISITS PER ACADEMIC YEAR

02
TWO — 16 MASTERCLASSES PER CLASS PER ACADEMIC YEAR

03
THREE — 2 PROJECTS PER COURSE + COLLABORATION

04
FOUR — COMPETITIONS OF INTERNATIONAL SCALE – 4 PER ACADEMIC YEAR

05
FIVE — 1 DEPARTMENT SEMINAR PER ACADEMIC YEAR – NATIONAL LEVEL

06
SIX — 4 HOURS OF LIBRARY PER WEEK

07
SEVEN — STUDENT PLACEMENTS

08
EIGHT — 2 EXCHANGES PER YEAR – 2ND AND 3RD YEAR

09
NICE — 1 INTERNATIONAL TRIP

10
TEN — CRAFT DOCUMENTATION TRIP- FOUNDATION

AIEED-SAT 2026
All India Entrance Examination for Design
Scholarship Aptitude Test

AIEED (All India Entrance Examination for Design) Screening for Design Studies
ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate and Postgraduate courses in Design.

Intent of Entrance Screening for Design
This 'examination' and its parts and stages are, exercises to enable aspirants to give A COMPLETE INTRODUCTION TO THEMSELVES, and in the process, help ARCH discover them – "ARCH wants to know WHO YOU ARE as against How good your skills are.."
We are VERY INTERESTED about HOW you THINK. In your Perceptions, Attitude and Approach towards the world that surrounds you.

Eligibility
Undergraduate (UG) Level Courses Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write the AIEED Exam.

For those wishing to take the International course towards progression to the U.K. Universities, the PTE/IELTS Exam (Academics) is to be cleared within 1 year of commencement of the course at ARCH.

Postgraduate (P.G.) Level Courses
Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course.

Getting started at ARCH
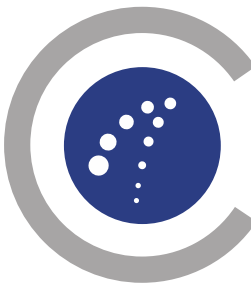Applying to ARCH is a 1-2-3-4 steps experience.

Step 1. Fill out the request form, and we will contact you.
Step 2. Fill out the online application form, choose your preferable exam date.
Step 3. Complete your AIEED Screening Process.
Step 4. On successfully passing the Entrance Screening for Design. Complete required formalities to book your seat for the preferred design course.

ARCH'S SCHOLARSHIP CRITERIA:

Scholarships, Studentships, Bursaries & Awards
Through the ARCH Co-Welfare Initiative, we seek to enable the future for design aspirants by providing Scholarships, Studentships, Bursaries & Endowments. The offer will be given to students on the basis of the following criteria:

Scholarships
• Cumulative Result of AIEED Exam (merit-based)
• Performance in past qualification

Studentships
• School Principal's Recommendation
• Endowment & Bursary
• Children of Teachers
• Children of Defence Personnel, Artisans
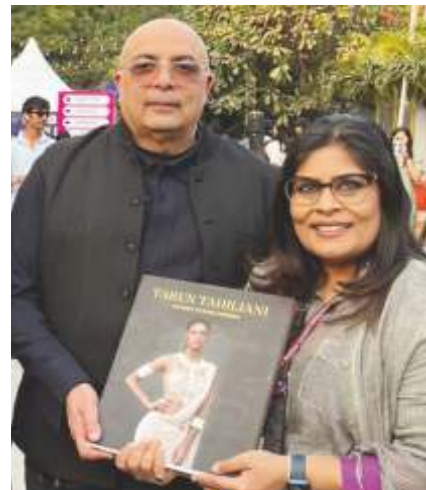• Children of Single Mothers, Non-Binary and Specially Abled

Awards
• Social Responsibility Award - for Community Projects Undertaken
• Creative Entrepreneurship Award - for Entrepreneurial Activities Undertaken
• Sports Award - for Sports achievement at State, National & International Level
• ARCH+Industry Sponsored Awards - for Extraordinary Ability and Achievements

ARCH Board Support Grant
• Income of the family

When asked for by the institution, documents supporting your eligibility/bracket for the scholarship must be uploaded, along with the special application you are required to make, requesting such rebates. All Awards are disbursed on a firstcome, first-served basis and will be valid or a set period of time. After these are claimed, students will not be considered for additional awards, even if they meet all requirements.

1 AIEED Score
2 Domicile Scholarship
3 Principal Recommendation
4 Welfare Schemes
5 Defense Personnel Front Line & Educators
6 Sports Quota Scholarship
7 Wards of Artisans

ARCH CO-CREATE WELFARE INITIATIVE

#INDIA DESIGN SUMMIT

Partner Country JAPAN

Panel discussion on "Role of Design Education in Circularity".
Prof. Bhargav Mistry conducted a workshop on FORM. REFORM. TRANSFORM.

Etsy

ET THE ECONOMIC TIMES
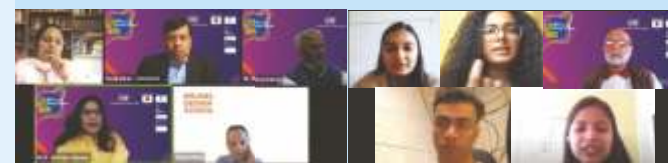
RAJASTHAN BUSINESS AWARDS

Congratulations!

ARCH College of Design & Business has been imparting quality design education for the last 25 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Ranveer Singh, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy, Tarun Tahiliani and other eminent personalities have graced ARCH environs.

FASHION COLLOQUIA JAIPUR.INDIA

PARTNERSHIPS

JAIPUR METRO

FICCI flo
The Power to Empower

CII

RAJASTHAN

LAKMÉ ACADEMY

SWAROVSKI

VOYLLA

organic

IXDA

DESIGN CULTURE
COCREATE
ACADEMY • CONFLUENCE • SCHOOLS • AWARDS

Introduction
Design is no more a way to make things look pretty but more of a culture and a way of life, helping enormously in addressing complex design problems at different levels of society, governance, industry, education, healthcare, and more. The Design Culture initiative by the ARCH College of Design & Business is working towards promoting & infusing the concept of Design and Design Thinking not just among school students but also society at large. So far ARCH has conducted over 30 online design culture Learning sessions with the experts in the various fields, who shared their experiences, knowledge, case studies &other learning with the audience. The Design Culture initiative is also active in schools where it conducts Design Ability workshops, Design Culture Innovation Center, Designathon and more for school leaders, educators and students.

Vision
The vision of the Design Culture initiative of ARCH College of Design and Business is in transforming basic school knowledge towards innovation and creativity oriented learning which is necessary for the rapidly progressing design/Make in India mission of our country, by way of nurturing design sensitised professionals of the future.

Mission
Shaping a better future for individuals, communities, the nation and the world by nurturing design sensitivity and fostering empathetic, innovative, and competent leaders who are committed to creating thoughtful and impactful solutions for a rapidly evolving world.

DCC
DESIGN CULTURE CONFLUENCE

Pink City Design Confluence 2022 conceived, organised and hosted by ARCH College of Design & Business on the theme Form Reform Transform seeks to address all constituents that initiate transformations and the role of Design in bringing about these changes. The confluence seeks to create an interface between the education and industry sectors to debate on how Design-Technology education can be leveraged to support the emerging economies of the new world.

DCIC
DESIGN CULTURE INNOVATION CENTRE

The Design Culture Collective is a community that will engage students in creative activities based on design thinking principles. It would help students to identify several design challenges both within the school and the surrounding physical and societal environment, which could include observable issues linked with public spaces, services, and healthcare etc. In consultation with ARCH College of Design & Business, the school can provide a specific space for carrying out the activities.

Along with guidance, tasks, tools and material for prototyping and mentorship, collectives are advised to be mentored by teachers who have undergone Designability Workshops with ARCH College. ARCH would play its role as a catalyst to encourage the activities to further progress the collective. ARCH students would spearhead this under the mentorship of the ARCH faculty. Overall, this activity would encourage creative and critical thinking and understanding how complex design challenges can be addressed with a strong sense of teamwork.

The objective of the programme is to give an opportunity for students to build empathetic understanding, develop techniques & innovative thinking to create a design centric approach for school by making them ambassadors and leaders.

• Young Design Ambassadors: (class 6 to 9)
• Design Culture Leaders: (class 10 to 12)
• Design Ability Workshops for Teachers & Students

We welcome you to collaborate with us in spreading the culture of Design among the youth.

DESIGNABILITY

The intent of the Design Ability Programme is to sharpen the observation skills of participants to understand Design challenges, immerse in creative thinking, imagination and logical thinking for problem solving.
This would help in cultivating the ability to connect knowledge with innovation and implementing Design fundamentals within the school and outside .

DCCA
DESIGN CULTURE COCREATE AWARDS

ARCH encourages participation from all member schools wherein best entries are awarded, based on certain criteria based on design related activities, training to students, DCIC activities, innovative teaching methods, school environment, infrastructure, etc. The competition can be annual or term/semester wise. The award would be awarded to schools that perform the best during the academic year.

DCCA
DESIGN CULTURE COCREATE ACADEMY

Vision
To impart core values and nurture a culture of design to a wide range of aspirants, imbibing values of empowerment, co creation & evolution through the application of design thinking & practice.

Mission
Mentoring aspiring learners at all professional levels to foster creativity, sensitivity, and innovation, helping them succeed in integrating design culture and design thinking into life and work across any domain.

About
The central theme of DCC Academy is to impart premium quality design knowledge with sense, sensitivity and sensibility, inducing within it, design as a way of life. Prominent designers of the country would take the courses which focuses on high pace Immersion in the complex design challenges of the uncertain and ambiguous world of today. It is designed to test design skills across multiple disciplines. The silo type education we are accustomed to is no more the norm for today.

The need is trans-disciplinary education, coupled with technological and scientific advancements of today. The nature and human value-driven design education is the need of the times we live in. The existing education programmes are complimented with educational diversity for sustainability across various disciplines. Design is considered as a Productive Science, Philosophy and Methodology for producing outputs that fulfil sustainable design requirements for today by using appropriate research and innovation.

Who should attend
This programme is tailored to enhance the skills and understanding required for a systematic approach to design for engineers, design practitioners, start-up entrepreneurs, architects, professionals from all disciplines, teachers, and mentors.

Programme Highlights
• 3 months hybrid learning courses
• Certification from the institution
• Reputed faculty in the design field
• Case studies
• Project based learning
• Zero Session Online
• Immersion program at campus

System Design
System Design is the study of complex systems by understanding their components, sub-components, and how they interact within the larger whole. This approach helps analyze problems from both a broad and detailed perspective to create effective, integrated solutions.

Social Design
Social Design uses problem-solving design to address real-world social challenges. It helps students understand people, their needs, and communities. The course teaches creating inclusive, meaningful, and impactful solutions.

Sustainable Design
This course introduces the sustainable design practices and principles, teaching students how to create products, projects, or experiences that are environmentally conscious and socially responsible. It encourages thoughtful decision-making to minimize negative impact while maximizing positive value.

Design Communication
Design Communication course introduces the basics of visual storytelling and presentation. It covers key tools and techniques to express design ideas clearly, creatively, and confidently across various mediums.

Impact-Focused Entrepreneurship
Learn to build purpose-driven ventures that create positive social and environmental impact. The program explores design-led thinking, practical tools, and strategies to transform creative ideas into meaningful enterprises.

Interdisciplinary Design
Explore how different design disciplines connect and work together to solve complex problems. The course encourages collaboration, creativity, and innovation by combining ideas from diverse fields to create holistic design solutions.

Creative Entrepreneurship
The course approaches entrepreneurship as primarily a creative discipline and borrows from design thinking concepts, such as observing, developing a point of view, prototyping, and constant iteration, as a means of guiding you through the process of the entrepreneurial endeavor.

HOW TO APPLY

To apply, working professionals can register at https://www.archedu.org/designculture2022/ or mail at **designculture@archedu.org**

OPEN DAYS 2025

Celebrating 25 Years of Design Excellence

Introduction

As part of ARCH College of Design & Business's 25-year journey in shaping creative education, we host Open Days 2025 at our Jaipur campus. This annual celebration invites school students and faculty to immerse themselves in the vibrant world of design through interactive sessions, workshops, competitions, and guided visits. It is a unique opportunity to explore creativity, innovation, and career pathways in the Creative & Cultural Industries.

What Awaits Students?

- **Design Thinking Workshop** – An engaging introduction to design thinking principles, guided by ARCH faculty.
- **Design Dhara Workshops & Demonstrations** – Hands-on experiences in Natural Dyeing, Weaving, 3D Printing, Laser Cutting, Jewellery Making, Wood Crafts, and Terracotta Craft.
- **Campus Tour** – Explore ARCH's creative ecosystem and discover innovative projects by students across disciplines.
- **Career Guidance Session** – Insights into design education, industry trends, and emerging opportunities in creative careers.
- **Competitions & Showcases** – Students get a chance to participate in fun design competitions and present their creativity to a jury of experts.

Participation

- Eligible Classes: 9th – 12th
- Format: Blended (on-campus sessions with interactive activities)
- Group Participation: Schools may register groups of students along with accompanying teachers.

DESIGN DHARA
SUMMER CAMP 2025

Design Dhara aim to introduce school students to the world of design and provide them with comprehensive understanding of what it means to pursue a career in design. Throughout the program, students will explore design education, life in a design school, career opportunities and the attributes required to be a good designer.

1 Life in a Creative Environment

2 Explore your Future with Design Education

3 Develop New Skills & Interests

4 Explore Jaipur - the Pink City

5 Earn a DesignAbility Certificate

DESIGN IDENTITY DIRECTION
(DID) CAMP 2025

Activity Flow

The DID Camp is thoughtfully structured to give students a variety of experiences, both exploratory and practical. The journey unfolds through a carefully designed flow of activities:

Cluster & Brand Visits – Discover Jaipur's celebrated design and craft industries such as Blue Pottery, Watchmaking, Handmade Paper, and Textiles. Students gain first-hand insights into how traditional practices adapt to modern markets.

Workshops & Prototyping – Experiment with creativity in ARCH's specialised labs. Students try their hands at Jewellery-making, Woodcraft, Dyeing & Printmaking, Stitching & Embroidery, and even advanced 3D Prototyping, transforming ideas into tangible outcomes.

Community Experiences – Step into the world of artisans and entrepreneurs, engage in conversations, and explore bustling Jaipur markets to understand the intersection of craft, culture, and commerce.

Industry Interactions – Connect with leading creative businesses like Jaipur Rugs and Jaipur Bloc, learning how design and entrepreneurship thrive in global markets.

Career & Leadership Sessions – A unique highlight of the camp includes presentations, career talks, and an intimate dinner interaction with Ms. Archana Surana, Founder & Director of ARCH, where students discuss aspirations, challenges, and opportunities in design.

"This is a very important stage in your life, having experience with other international students is incredibly rich. This is going to be a milestone in your heart, in your soul and in your mind, it's really a growing experience".

Lorenzo Imbesi
President
Cumulus Association

"Design–Identity–Direction" is an immersive, inter disciplinary, exploratory confluence that invites participants to engage deeply with the self, culture, and society through the lens of design. The Camp enables participants to gain valuable understanding and skills that should aid them in recognising their own and others' identities. The learnings through hands-on workshops, field immersions, talks & dialogues, reflective practice, and project outcomes should prove useful in other geographical and cultural contexts too.

Design, as a way of thinking, making, and solving, across disciplines, scales, and contexts.

Identity, as a dynamic interplay of personal, cultural, social, and professional influences in shaping creative voice.

Direction, as the intentional path toward innovation, impact, and sustainable change.

The duration of the DID camp is five days. One day before camp, participants will be available for exploration tours to interesting sites in Jaipur. This is specially arranged for participants who book this at the time of registration.

Participants engage with designers & artisans from varied design companies and craft clusters. They engage in community experiences, attend master sessions, workshops, and industry interactions, and participate in ideation, prototyping, peer learning, and documentation and sharing.

In the vibrant landscape of design education and practice, the international Design Identity Direction (DID) Camp, organized & Conceived by the ARCH College of Design & Business, aims to create a dynamic platform that transcends boundaries, bringing together students, academicians, and participants from around the world. Hosted in the culturally rich and diverse setting of Jaipur, India, this camp hopes to be the epitome of creativity, innovation, and collaborative learning.

Focus areas based on sustainable development goals

KEYNOTE ADDRESSES
▶ WATCH NOW

Citation conferred to

Prof. Lorenzo Imbesi
Professor, Sapienza University of Rome
President, Cumulus Executive Board

Surya Vanka
Founder, Authentic Design
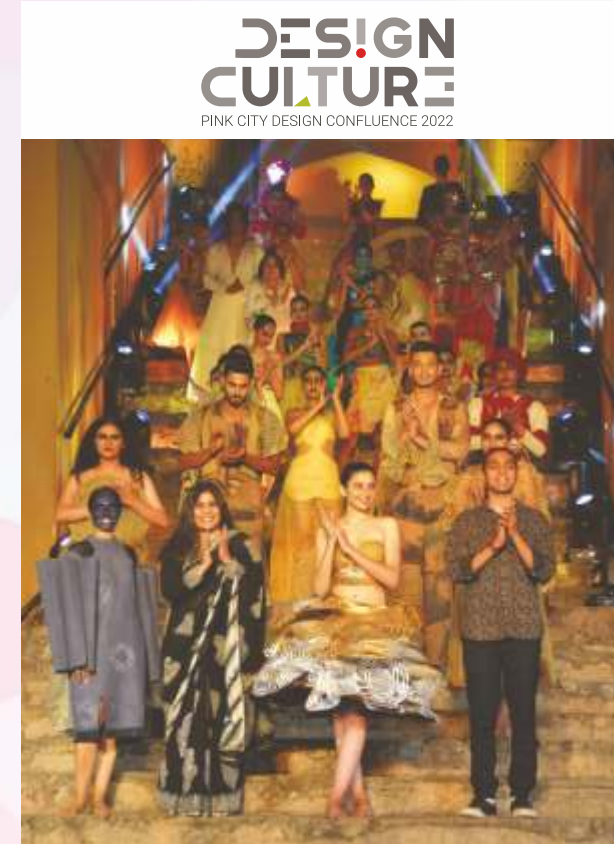Former Director of User Experience, Microsoft

Prof. Srini Srinivasan
Senator, WDO | Former President, WDO
CEO of LUMIUM

Mahavir Pratap Sharma
Chair, TiE India Angels & TiE Board of Trustee
Co-Founder & Director, Rajasthan Angels (RAIN)

DESIGN CULTURE
PINK CITY DESIGN CONFLUENCE 2022

Prof. Pradyumna Vyas
President – WDO
Senior Advisor – CII & Former Director, NID

Princess Gauravi Kumari
General Secretary,
Princess Diya Kumari Foundation (PDKF)
Co-Founder, The PDKF Store

Krishan Jagota
Former President, ADI, Mumbai Chapter
Founder, Fluid | Lead Designer, Sideways

Awards for School, Designathon & Design Story - Photo Video Competition

Panel Discussion with School Principals and Educators

Launch of Design Culture Learning Series book at Jaipur Literature Festival (JLF)

DESIGN & BUSINESS COURSES

ARCH

FACULTY OF DESIGN, BUSINESS AND RESEARCH

Affiliated to
University of Rajasthan

UG
12th or Equivalent with minimum 50% in any stream

Undergraduate Selection Criteria: **AIEED**

Courses

Bachelor of Design (B.Des)
Interior Design
Fashion & Textile Design
Jewellery Design
Communication Design
Product Design

Bachelor of Business Administration (B.B.A)

Awards

Affiliated to
University of Rajasthan

Duration: 4 years

Duration: 3 years

FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN

Pearson
BTEC

Accredited to
PEARSON for BTEC HND Qualifications

UG
Duration: 2 + 1 + 1 Years
Eligibility: 12th (Any Stream)
Programme
International Degree Study Abroad
Selection Criteria: **AIEED**

Courses

HND/B.A Interior Design
HND/B.A Fashion Design
HND/B.A Digital Design
HND/B.A Product Design

Bachelor of Business Management (BBM)

Awards

Pearson BTEC HND Level 5 after 2nd Year at ARCH B.A/M.A Degree Awarded by International University on Progression to 3rd Year of study abroad and its completion M.A Degree in 4th Year.

FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP

Affiliated to
Vishvakarma Skills University

PG
Duration: 2 Years
Eligibility: Graduation (any stream)
Postgraduate Degree
Selection Criteria: **AIEED**

Courses

Masters in Design & Entrepreneurship
Specialization in:
Interior Design
Fashion Design
Jewellery Design
Design Communication
Product Design

Awards

Affiliated to
Vishvakarma Skills University, Jaipur

Duration: 2 years

FACULTY OF PROFESSIONAL DEVELOPMENT & ENTREPRENURSHIP

PRO
ARCH Professional Development Certificate Courses Selection Criteria: Personal Interaction

Courses

Fashion Design
Interior Design
Jewellery Design
Digital Game Design
UI UX Design
Graphic Design
Digital Design

Online Course
Jewellery Design

Awards

ARCH Certificate

Duration:
3/6/12 Months
3 days a week

Duration:
6 Months
Weekend Course

DESIGN CULTURE LEARNING SERIES

Courses

Creativity
Social Design
Sustainable Design
Stratergic Design Leadership

Interdisciplinary Design
Creative Entrepreneurship
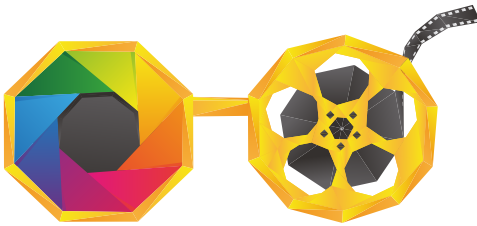
Service Design
Sustainable Design

Awards

Mode: Online (Weekly)
4 Months
16 sessions per course

Duration:
3 Months (3 days/week)

Duration:
1 Year

ARCH College of Design & Business, Jaipur
Design Culture Competitions

DESIGN STORY '25
TOUCH • MOVE • INSPIRE

Photo & Reel Competition

Theme: "Design for Care: What Can WE Do?"

CATEGORIES
Photo / Video Story

PARTICIPATION
Students from Class 9–12

AWARDS
Top 3 Winners in each Category & Participation Certificates

TIMELINE
30th November 2025

DESIGN ATHON '25

SDG Design Thinking Challenge

Theme: "Design for Care"

TEAMS
3 Teams per School (1-3 Students)

PARTICIPATION
Students from Class 10–12

AWARDS:
Design Culture Innovation Fund for Top 3 Schools + Trophy + Certificates

TIMELINE
30th November 2025

Get Started Today

DESIGN CULTURE COCREATE
ACADEMY • CONFLUENCE • SCHOOLS • AWARDS

DESIGN FOR CARE

Scan for
Details & Registration