ARCH
DESIGN · BUSINESS · RESEARCH

25 YEARS DIn DESIGN

ARCH DESIGN CAREER GUIDE

DESIGN · BUSINESS · RESEARCH

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

Design creates
CULTURE

Culture shapes
VALUES

Values determine
FUTURE

-Robert L. Peters

WHY DESIGN AT ARCH?

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!



PINK CITY | 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).

Jaipur 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 center. 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+	300+
Garment Exporters	Handicraft Exporters	Jewellery Exporters	Interior Designers & Architects	Design Agencies

Be a Designer in a Creative Economy

Fashion | Interior | Jewellery | Product | Communication
UG & PG Degree &
Professional Certification Courses

Admission Open **2027-28**



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 CII National Committee on Design
Member of CBSE Committee on Skill Development
Former Dean, Fashion Design, Vishvakarma Skills University
Member of International Forums - IFFTI, WDO, CUMULUS
Member of Industry Bodies -
FICCI-Flo, FDCI, IIID, IGBC, TPF, TIE Rajasthan
Founder & Chairperson, Women Mentors Forum
Lead Fellow Vital Voices Global Partnerships
US State Department Alumnus

At ARCH, 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 and ecology-aligned 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.

ARCH has grown from foundational certificate programmes to pioneering Rajasthan's first 4-year Bachelor of Design (B.Des) Degree, establishing a structured and progressive design education ecosystem. Our academic expansion includes contemporary programs and collaborations such as Visual Merchandising with Shoppers Stop (2000), the British Council–supported UKEIRI Project, and the EU-funded Co-Design Project—Learning for Impact-Focused Entrepreneurship. Social initiatives supported by USAID, Dell Foundation, Melinda Gates Foundation, Exxon Mobil, and Vital Voices have strengthened our alignment with international standards and India's design landscape.

Further advancing global exchange, ARCH represents India on the Executive Board of the Cumulus Association as Vice President and serves on the CII National Committee on Design—enabling collaborative industry projects, research-led innovation, and global partnerships.

Our academic framework draws from globally recognised pedagogies—Project-Based and Studio-Based Learning, Design Thinking & Methods, Systems-Oriented Design, and interdisciplinary inquiry. An integrated curriculum connects Design, Contextual, and Technical Studies with responsible AI adaptation, enabling learners to evaluate systems, decode behaviours, understand culture, and transform ideas into future-ready outcomes.

Real-world immersion remains central at ARCH through industry briefs, service design challenges, craft-cluster projects, and collaborative studios. Innovation labs, maker spaces, and research cells support exploration in sustainability, digital transformation, advanced materials, and AI-driven design. Sustainability and well-being anchor campus culture through solar power, rainwater harvesting, and a decade-long Anna Pana meditation practice fostering creativity and holistic growth.

Situated in the heart of Jaipur—UNESCO Creative City and a thriving design and technology hub—ARCH is a gateway to global opportunities. Our 25-year legacy and community of 7,500+ alumni across design, fashion, business, craft, and technology reflect our commitment to excellence. With personalised academic environments and professional guidance, ARCH nurtures a safe, future-ready space empowering innovation through co-creation, collaboration, responsibility, and integrity.

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



Adv. Swati Agarwal
POSH Trainer
Lawyer & Mentor



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

ALUMNI SPEAK





APPORV SAXENA
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."

SHRISHTI 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
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
Head of Product Designer,
UX Life StyleEx-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."

RIYA BINDAL
Concept Artist at
Arrow International creating cartoon

"From classroom briefs to crafting characters and worlds for a global game studio her journey reflects design thinking, creative confidence and real industry exposure in action."

ARCHERS SPEAK



HARSHINI DHARMAVARAM
Masters in Interior Design & Entrepreneurship

The Co-LIFE EU funded Collaborative Project between students of 8HEI's strengthened my understanding on Impact focused entrepreneurship, collaborative problem-solving, and craft-oriented design centered businesses. Working with Kalpana Handmade Papers taught me research, teamwork, innovation, and sustainable product development.



NAINA LADDHA
B.Des in Communication Design
2023-2027

We completed a two month RAJEEVIKA design project, livelihood mission by government of Rajasthan. I developed packaging design prototypes for Indian spices made by grassroot SHG women. It strengthened my client communication skills, design thinking, packaging strategy, and user-centric problem solving while collaborating with artisans.

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"



HARSHVARDHAN
B.Des in Interior Design

My journey at ARCH has been truly transformative. The exposure to materials, technology, and industry helped me turn ideas into reality. With constant faculty support and hands-on learning, ARCH gave me the confidence to create, experiment, and build my entrepreneurial path.



DIYA PAL
B.Des in Fashion Design

Working backstage at FDCI India Men's Weekend in Jaipur was a indepth experience. I assisted designers in styling models, witnessed consecutive shows, and explored diverse menswear design perspectives. Presently Im working on adaptive design project which has brought me in touch with real people with special needs & I have learnt about responsible fashion.

GEMPORIA DLF fabindia CENTRAL MOTISONS GROUP masaba FITSO
SNG GROUP MUSE ratan JAIPUR future group zari JAIPUR UB unique builders OUTHOUSE
H&M UPASANA JACK & JONES 02JUNE SHAHI AMAN EXPORTS INTERNATIONAL Coding Ninjas

PLACEMENT

Campus to COMPANY
AN ARCH INITIATIVE

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.

25+ Years

20+ MOU's

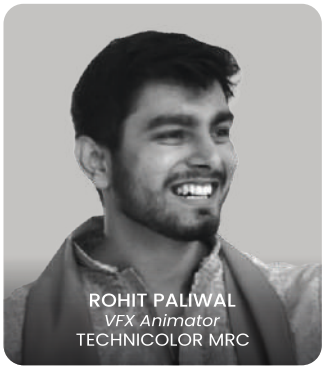
50+ Enterprises

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


SHIVYA SAHANI
Designer
SANDERSONS GROUP INDIA PVT. LTD.

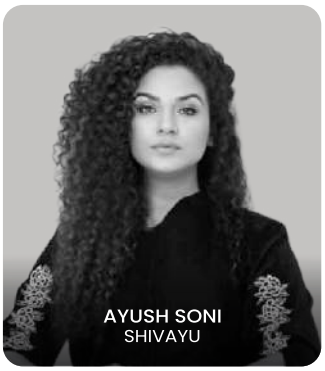

SUJIT KUMAR
Manager
ICONIC, GURGAON


NIHARIKA BHARGA
Fashion Stylist
AM PM


PRABHAV SHARMA
Manager
VISION GEMS PVT. LTD

CELEB DESIGNERS









INFLUENCERS









ENTREPRENEURS



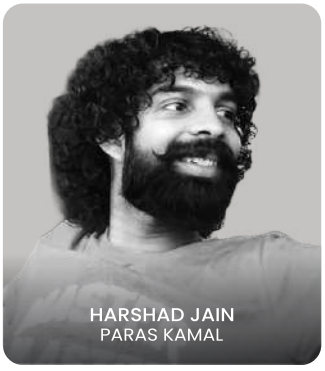












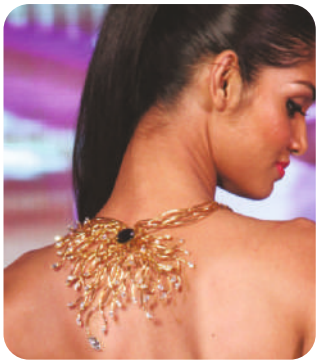


JEWELLERY DESIGN











Classroom Project with Gyan Museum

Swarovski Elements Jewellery Design Award 2012

World Gold Council Jewellery Design Award

Won various awards in JAS

Won Competitions at IIGJ, Mumbai

Won Awards at JJS

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.



MoU for Projects & Internships

GEAR
Garment Exporters Association Of Rajasthan

CASCA'25

ARCH received a Certificate of Recognition from the CSR Universe Climate Action & Sustainability Awards 2025.

IFFTI
INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES

ARCH Student entries were selected for the Poster Design Competition 'The Power of Fashion" in Japan.

ARCH student Shruti Vinayak's garment 'Mink Mean Sky' under the theme Meenakari was selected and showcased by models on the ramp at the IFFTI conference at MMU, Manchester, UK.

fDCI
Fashion Design Council of India

ARCH students actively volunteer backstage and support designers at FDCI Fashion Week

WEAVERS' SERVICE CENTRE

Atibana Project

Students from the Fashion Department designed the Atibana Collection using handwoven denim created by artisans in collaboration with the Weaver Service Center

FABRICLORE

Installation making for Fabriclore

INTERIOR DESIGN

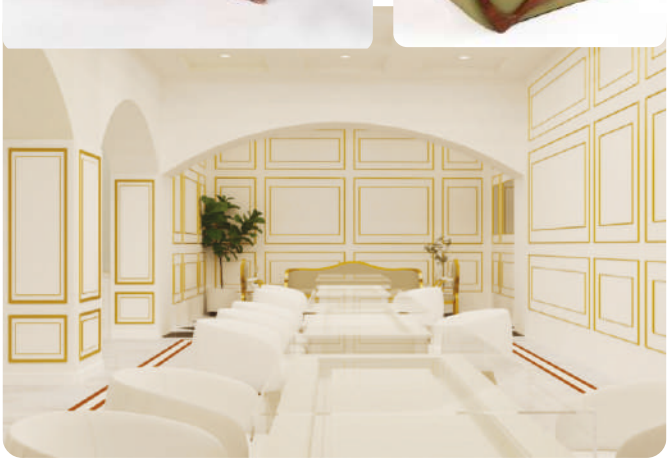
This program nurtures design professionals to **reimagine built environments** by creating **planet-friendly, human-centric, & future-forward interior experiences.** Students learn to design **spacious, wellness-centric, and hybrid living spaces** that respond to evolving global needs, & **material innovation**. 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.**













INDIAN INSTITUTE OF INTERIOR DESIGNERS

Institutional membership & Inter-Collegiate Competition of IIID

FORHEX

Visual Merchandising for FORHEX Fair

Vastra

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

Cumulus Association

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.

ADI Association of Designers of India
Institutional membership

foAID Festival of Architecture & Interior Designing — where Creative Minds meet

First prize
DIAMOND AWARD
Winner







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.



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





Foam Modeling



3D Printed
Protein Shaker

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.

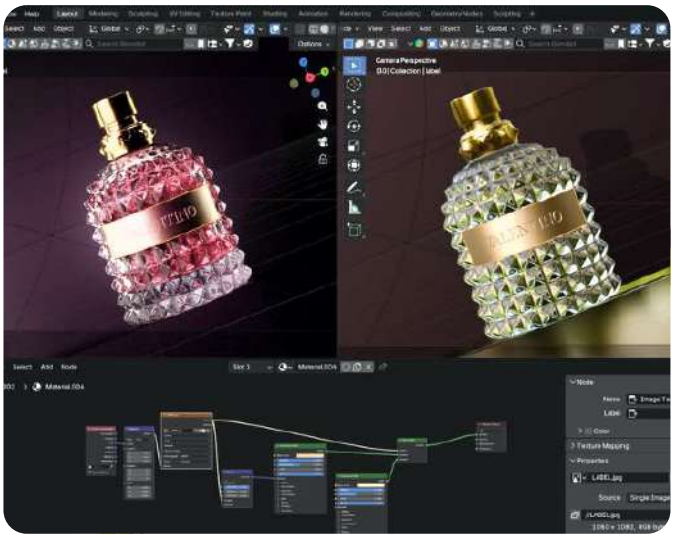






Token Dispenser This device is operated by pressing the button manually. The entire product is created using only recycled materials.

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.

DC Design Communication

Portal developed under the UKIERI Grant, Bristish Council

CII Confederation of Indian Industry

Won Symbol Design Competition hosted by (CII)

राजीविका

Packaging Design for Rajeevika





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.



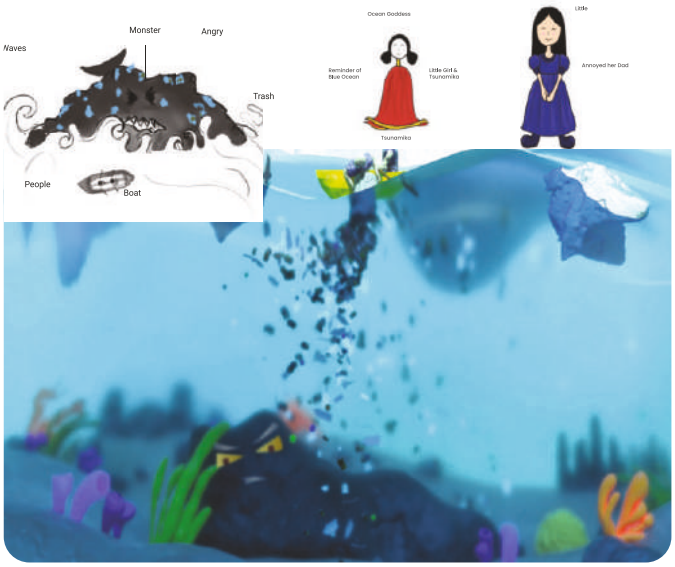
Riya Bindal, final year student contributes to award-winning animation film, recognized as 'Best in Animation' at the Asian Academy Creative Awards. She was a part of the design team at Reliance Studios in Mumbai. Her internship work has been recognised by the team in the film.

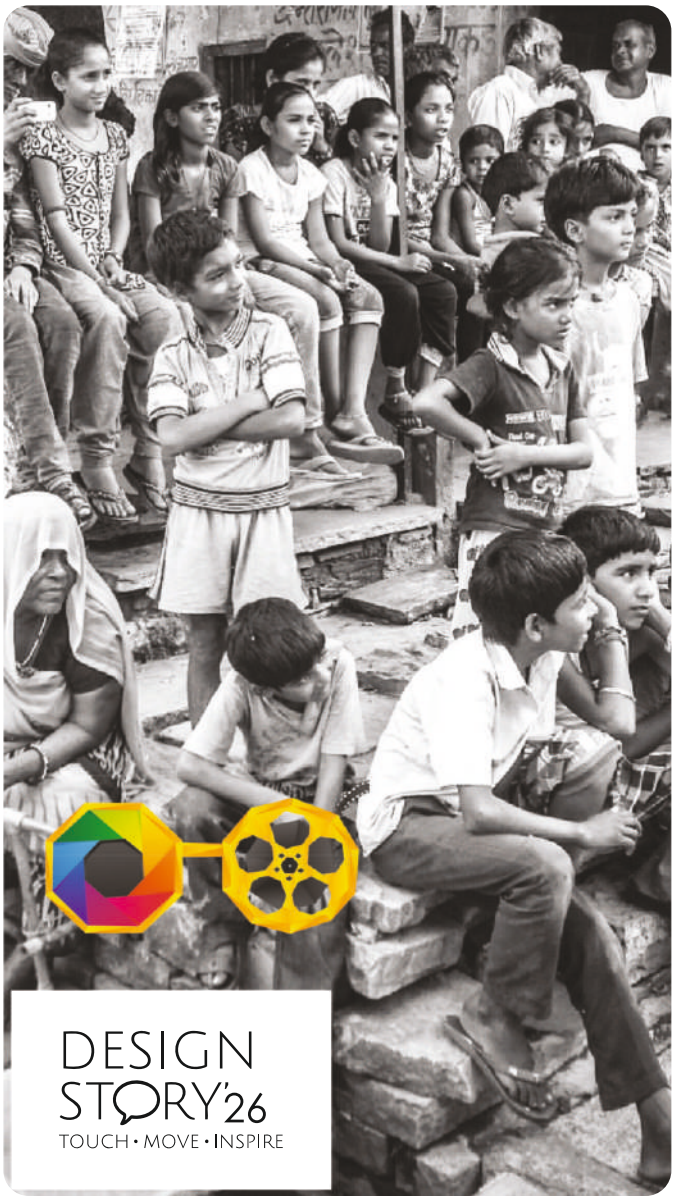
PHOTOGRAPHY



TSUNAMIKA FILM

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





DESIGN & BUSINESS COURSES

FACULTY OF DESIGN, BUSINESS & 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)
- AI for Business Growth
- Fashion/Interior/Jewellery Graphic (integrated with AI)
- Digital Design (UI UX)

Awards

Affiliated to
University of Rajasthan

Duration: 4 years

Duration: 3 years

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 INTERNATIONAL STUDIES IN ART & DESIGN

Pearson

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 PROFESSIONAL DEVELOPMENT & ENTREPRENEURSHIP

PRO

ARCH Professional Development
Certificate Courses Selection
Criteria: Personal Interaction

Courses

Fashion Design
Interior Design
Jewellery Design
Fashion Communication
Digital Design (UI UX)
Film & Photography
Styling & Photography

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

DC

ARCH Professional Development
Certificate Courses Selection
Criteria: Personal Interaction

Courses

Creativity
Social Design
Sustainable Design
Strategic Design Leadership

Interdisciplinary Design
Creative Entrepreneurship
Impact Focused 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

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).

Affiliated to
Vishvakarma Skills University

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.

Accredited to
Pearson BTEC

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 others culture & design.

PARTNERSHIP 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 & Publications..
- Participation in Seminars.
- Exchange of pedagogical and scientific documents.

INNOVATION & SKILL LABS

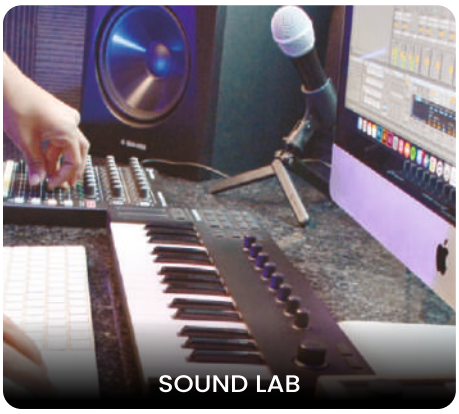
Academic Excellence

500+ Years of Teaching Experience

30 National/International Faculty Members

12 Well Equipped Labs

50+ Industry Machineries


SOUND LAB

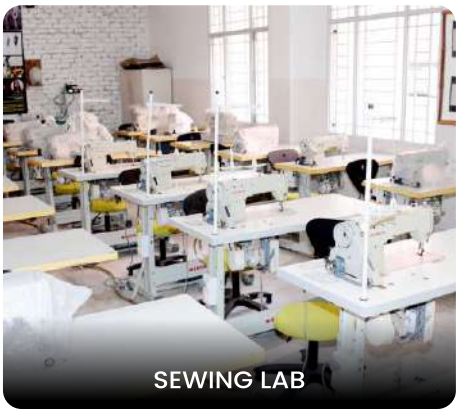

PHOTOGRAPHY STUDIO


LASER CUTTING & 3D PRINTING LAB


TERRACOTTA LAB


JEWELLERY MODEL MAKING LAB


METAL CASTING LAB


SEWING LAB


PATTERN MAKING LAB


WOOD WORK AND FURNITURE LAB


DIGITAL PLOTTER FOR PATTERN MAKING


WEAVING LAB

CREATIVE & RECREATIONAL SPACES

40+ Awards

8000+ Physical & Digital Books

15+ International Exchange MoU's

10+ International Projects

10+ Consultancy Projects



CONFERENCE HALL


SEMINAR HALL


CAFE CHROME


LIBRARY & RESOURCE CENTRE


COMPUTER LAB


ARCHIVE CREATIVE RESIDENTIAL


HUBIn CO-WORKING SPACE


ARCHIVE HOSTEL ROOM


ARCHIVE COMMON ROOM

GLORIOUS 25 YEARS IN DESIGN EDUCATION


AIEED Launch by Sabyasachi Mukharjee in 2010 in ARCH Jaipur


India's Student Representation at CUMULUS Conference - Budapest


CUMULUS X ARCH X IxDA Workshop


Entreneurship & Industry Interaction Workshop for Teachers


Design Identity Direction (DID) - Spreading Design Awareness

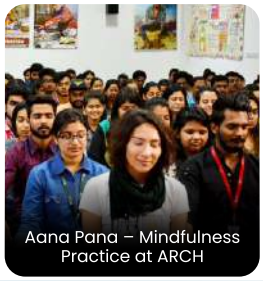

International Exchange Programs


Pink City Design Confluence 2022 at ARCH


GABA – Principal's Fashion Show




ARCH Design Business Incubator (HUBin)


Aana Pana – Mindfulness Practice at ARCH



EU Funded Erasmus Co-Life Project




Hostel & PG



ARCH Publications



ARCH Design Culture Initiatives



Interactions with Celebrity & Industry Leaders



Training Art & Design School Teachers



Design Dhara - Creative Workshops for School Students



Global Mentoring Walk – Celebrating International Women's Day



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



Design Culture Panel Discussion with School Principals and Educators



GABA Fashion Show for JLF at Amer Fort

GLOBAL 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, (2024-2026)

Our students Jayshree Agarwal from the (BA) in Interior 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 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



DEVELOPMENT COMMISSIONER (HANDICRAFTS)
Ministry of Textiles, Government of India

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.

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.

JAIPUR METRO

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.

शिक्षा मंत्रालय
MINISTRY OF
EDUCATION
सत्यमेव जयते

INSTITUTION'S
INNOVATION
COUNCIL

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.





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 Schramme & 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).



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".



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.

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.

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.

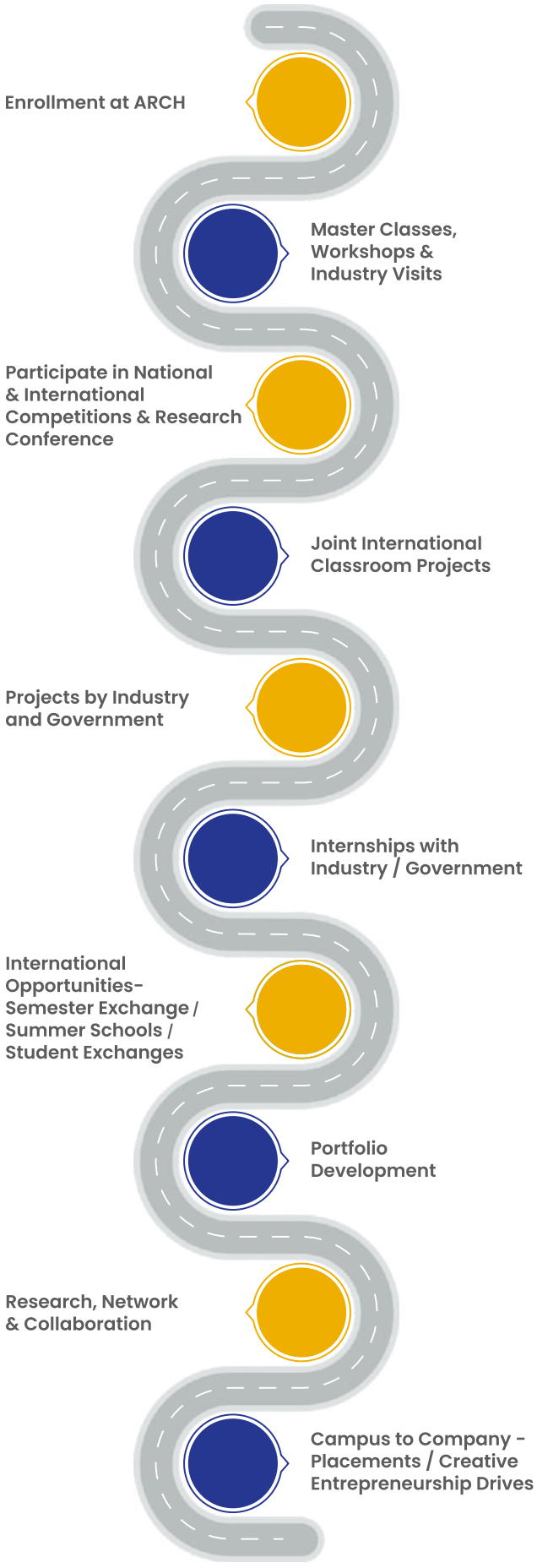
Industry Collaboration
ARCH promotes strong industry connections through its Alumni & Corporate Partnerships. A dedicated placement and design consultancy wing allows students to work on real-world projects, gain practical experience, and gives the institution avenues for additional revenue generation.

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.



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.

1. India's creative economy will reach ₹6.5 lakh crore by 2030.
2. Interior design market growing to ₹73,000–81,000 crore.
3. Digital, UX/UI, and visual design roles rising 25–30% annually.
4. 40 lakh+ new design jobs expected across sectors.
5. 85% of 2030 jobs will need creative and design thinking.
6. UX/UI, Product, Interior, and Motion Design are growing 2X–4X faster than other fields.
7. India will have 1.1 billion digital users, boosting demand for digital designers.
8. 70% of hiring needs hybrid skills like Design + AI + Tech.
9. 92% of recruiters prioritise portfolios over degrees.
10. India is emerging as a global design hub with 6,000+ design startups a year.

Source: AI ChatGPT

DESIGNERS IN VARIOUS DESIGN PROFESSIONS DISTRIBUTION

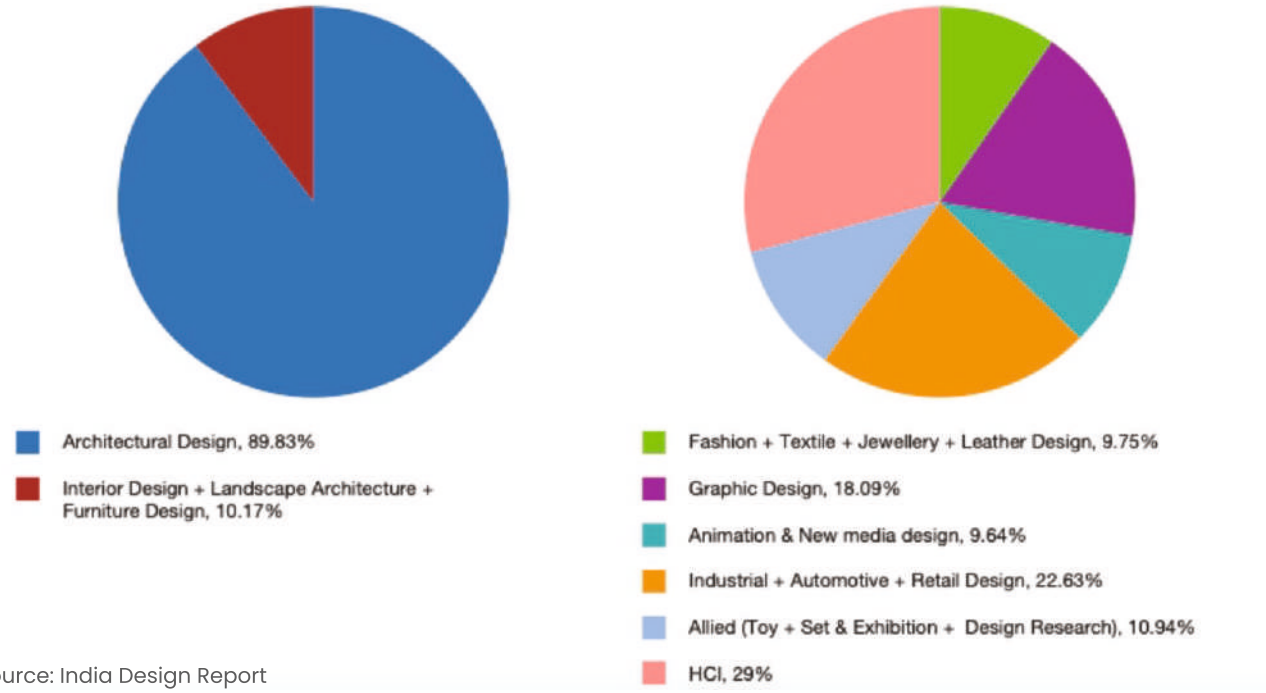
Table 1

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)



Source: India Design Report

INDUSTRY & INTERNATIONAL EXPOSURE

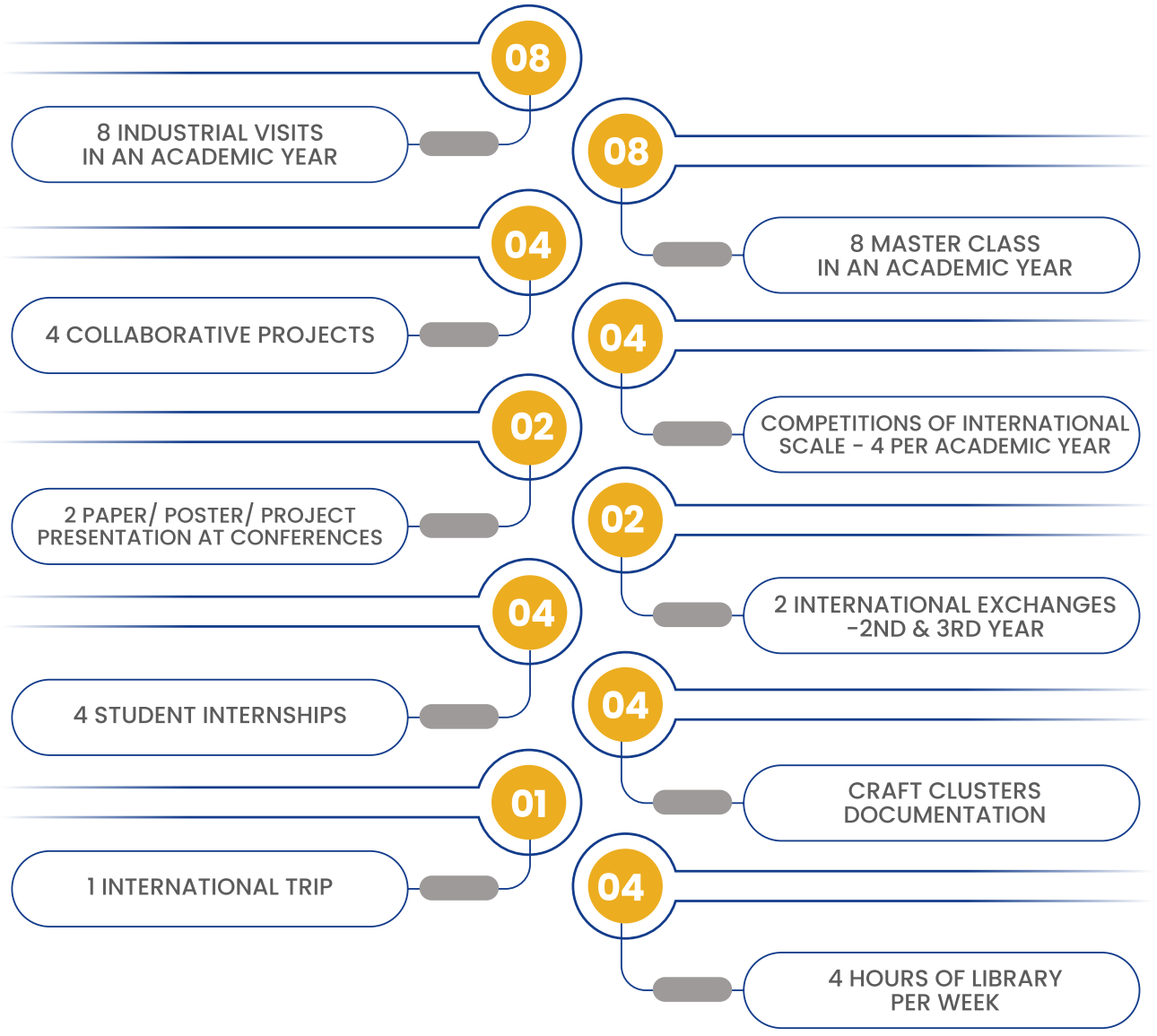
ARCH IMPACTED THE DESIGN COMMUNITY OVER THE PAST 25 YEARS

- ARCH curated and designed the complete structure of the Design Degree Courses for the University of Rajasthan.
- ARCH hosted the Fashion Colloquium 2020 in Jaipur, promoting responsible design practices.
- Archana Surana serves as the Global Chair of the Women in Design community, supporting and empowering women entrepreneurs.
- The Design Culture initiative at ARCH promotes a design-driven mindset and nurtures #ADesignThinkers.
- The Design Dhara initiative, a 30-day traveling exhibition with live workshops, contributes to enhancing design awareness and skills.
- A collection of 26 research papers from PCDC 2022 explaining how design, technology, and culture shape the future.

BENEFITS OF ARCH'S INTERNATIONAL DEGREE FOR INDIAN 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 gained through international internships and placements opportunities.
- The International Fast-Track degree provides an option to complete a master's program in just one year.
- International exchange programs offer global exposure through meaningful academic and cultural collaborations.

ACADEMIC JOURNEY



ADMISSION PROCESS

AIEED-SAT

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.

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.

SCHOLARSHIP OPPORTUNITY

ARCH CO-CREATE WELFARE INITIATIVE

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

design quotient


Youth Icon Award by Former President of India Dr. APJ Abdul Kalam


Film Star Zayed Khan at ARCH


Fashion Designer Anita Dongre at ARCH



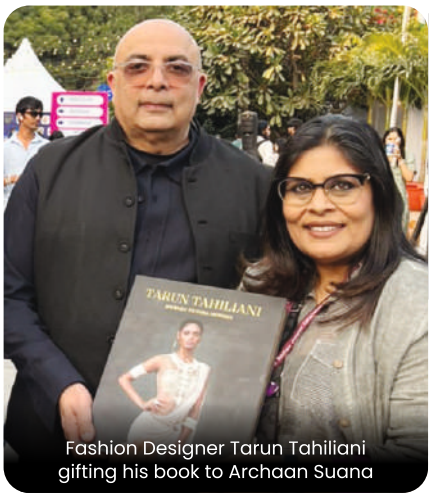

Bollywood stars Nawazuddin Siddhiqui & Bidita Bag at ARCH


AIEED Poster launch by Fashion Designer Sabyasachi Mukherjee


FDCI Chairman Sunil Sethi

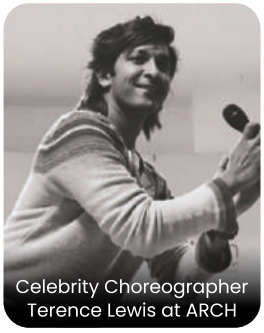



Fashion Designer Sanjay Garg



Fashion Designer Tarun Tahiliani gifting his book to Archaan Suana




Celebrity Choreographer Terence Lewis at ARCH


Film Stars Parineeti Chopra and Arjun Kapoor at ARCH



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.



Actor Randeep Hooda at ARCH


Fashion Designer Ritu Kumar at ARCH campus


Fashion Designer Vikram Phadnis



global quotient


ARCH at the 25th Global CII Design Summit & Exposition 2025



Fashion Colloquia Proceedings Launch at JLF


Ian King, Annick Schramme, Sanjoy Roy, Mahaveer Sharma, with Archana Surana at ARCH campus


Prof. Don Norman Chatting During Cumulus Conference, Maxico


Archana S. Chair Cumulus Working Group Women in Design Participants


Tie Global Trustee Mahaveer Sharma, Princess Gaurvi Kumari


Cumulus Conference in Paris, 2018


Education in Specialized Skills Award by Economic Times



Sustainable Fashion Recognition at CASCA'25


ARCH in Cumulus Executive Board 2022-25 in Detroit, USA


GABA - ARCH's Annual Fashion Show at Digi palace


ARCH hosted a panel discussion at Jaipur Literature Festival


ARCH in Cumulus Executive Board 2025-28 in Nantes, France



Cumulus Design Declaration 2025

PARTNERSHIPS

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.

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.

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.

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.

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 .

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
- Problem Solving Online Classes
- Immersion program at campus

System Design
System Design examines complex systems by understanding their components, sub-components, and the interactions that shape the system as a whole. This approach enables students to analyze challenges from both macro and micro perspectives, leading to effective, integrated solutions.

Social Design
Social Design applies problem-solving methodologies to address real-worldsocial challenges. The course helps students understand people, their needs, and their communities, enabling them to create inclusive, meaningful, and impactful design solutions.

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

Design Communication
Design Communication focuses on the fundamentals of visual storytelling and presentation. It covers essential tools, methods, and techniques to communicate design ideas clearly, creatively, and confidently across various media.

Impact-Focused Entrepreneurship
Students learn to build purpose-driven ventures that generate positive social and environmental impact. The course explores design-led thinking, practical tools, and strategies for transforming creative ideas into meaningful enterprises.

Interdisciplinary Design
This course explores how different design disciplines intersect to solve complex problems. It promotes collaboration, creativity, and innovation by integrating ideas from diverse fields to develop holistic design solutions.

Creative Entrepreneurship
Creative Entrepreneurship treats entrepreneurship as a creative practice. Drawing from design thinking-observation, point-of-view development, prototyping, and iterative refinement-the course guides students through the complete process of building innovative and sustainable ventures.

HOW TO APPLY

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

OPEN DAYS 2026
CAMPUS CREATIVITY TOUR DAY

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 Industry experts, parents & Guardians 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 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.

Participations

- 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
DID SUMMER CAMP 2026

Design Dhara, Design Identity Direction Summer / Winter Camp 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.

The program introduces students to design college life and different design careers. They learn design thinking, explore creative processes, and gain hands-on experience. It also helps them build new skills, interact with professionals, and engage in cultural learning. After completing the program, students receive a DesignAbility Certificate from ARCH, which supports future university applications.

- Life in a Creative Environment
- Explore your Future with Design Education
- Develop New Skills & Interests
- Explore Jaipur- the Pink City
- Earn a Design Ability Certificate

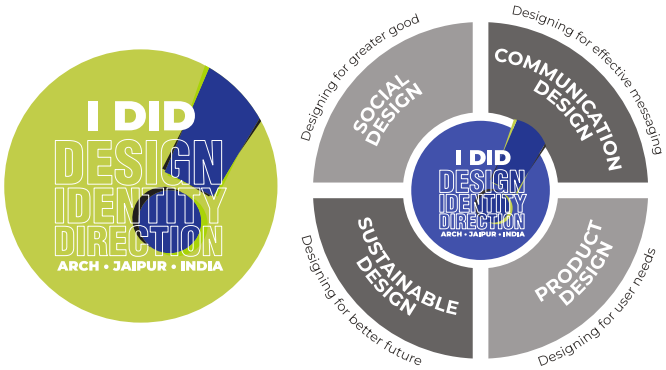






DESIGN IDENTITY DIRECTION
(DID) CAMP 2026





"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.

Focus areas based on sustainable development goals



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.

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.



Lorenzo Imbesi
President
Cumulus Association

"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".

Cumulus International Student Camp 2023

The DID Camp 2023 was a five-day event with 30 participants from 8 institutions across 7 countries. They explored industries, cultural events, and historic sites in Jaipur to understand the depth of craftsmanship and future possibilities. Their industry visits included Neerja International, Jaipur Watch Company, Nila House, Gomes Gems, Jaipur Rugs, Kalpana Handmade Paper, and Rangotri.

DESIGN CULTURE LEARNING SERIES

2 DESIGN CULTURE LEARNING SERIES

3 DESIGN CULTURE COCREATE LEARNING SERIES

4 DESIGN CULTURE COCREATE Learning Series

5 DESIGN CULTURE COCREATE LEARNING SERIES











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DESIGN CULTURE
COCREATE
ACADEMY • CONFLUENCE • SCHOOLS • AWARDS

ARCH College of Design & Business, Jaipur

Design Culture Competitions

REIMAGINED BY DESIGN

DESIGN STORY'26
TOUCH • MOVE • INSPIRE

Photo & Reel Competition

Theme: "Design for Care"

CATEGORIES
Photo / Video Story

PARTICIPATION
Students from Class 9–12

AWARDS
Top 3 Winners in each category
& Participation Certificates for all

TIMELINE
25th October 2026

DESIGN ATHON '26

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
25th October 2026

Note: Presentations at ARCH Campus & Online Pitches

DESIGN FOR CARE

Scan for
Details & Registration

ARCH
DESIGN · BUSINESS · RESEARCH

ARCH College of Design & Business, Jaipur

invites application for Academic year 2027-28

AIEED-SAT 2027

All India Entrance Examination for Design
Scholarship Aptitude Test

Bachelor of Design (B.Des)
International Fast-Track Degree (HND/B.A)
Masters Degree in Design & Entrepreneurship

Starting
1st October 2026



APPLICATION OPEN '27

25 YEARS DIn DESIGN

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