Vision

To engage the natural potential of an individual through design education & empower them to evolve, for holistic co-creation, enabled by positive thought & action.

Mission

- Be an internationally acknowledged design institution nurturing individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity.
- Enrol students of pluralistic identities & cultural contexts, and provide them with a learning experience, that inspires and prepares them to be leaders, characterised by creative thinking, innovation and the ability to transform the future.
- Build on an impeccable foundation of research & learning based on a wide spectrum of disciplines, to develop and disseminate knowledge & skills as per the emerging needs of society.
- Develop collaborations with advanced educational foreign institutions and public and private organisations in order to enhance and maintain globally established benchmarks in the quality and standard of education imparted.
- Channelize the creative energies of the rising youth population of the country into viable development streams, enabling contribution from them as trained professionals with a usable range of skill sets suited for the industry.
- To revive and renew time-honoured indigenous skills & craft knowledge and practices and bring beneficial developments and changes to rural livelihood through thought and action.
- Enable endeavours towards establishing a ‘self-definition for women’ by encouraging, empowering and educating women to become professionals & entrepreneurs creating their own business or social enterprise.
A place for unprecedented interactions, innovation and communiqué, ARCH has been at the nucleus of design-centric activities since its inception in 2000. We are a 16 year old institution now, and we take pride in our community of problem-solvers & thought leaders; prolific minds who make us what we are today.

Our emphasis is not only on the quality of education but also on the development of necessary skills and the integration of entrepreneurship in our curriculum. Progressive education in design and art is made possible through the fusion of a great environment, ethos and contributions of a dedicated, innovative and energetic academic community.

The ARCH ecosystem provides its inhabitants with the freedom to experiment, to challenge, to debate, to think differently while creating design professionals of the future, with the perceptiveness to contribute towards society in a meaningful way.

Our students are encouraged to evaluate their own skills and predispositions and develop an action plan to supplement them. Urged to experiment, take risks and accept failure as an important part of the learning process, they graduate with confidence to embrace and overcome uncertainty, develop their ideas and shape their own future.

I would like to use this opportunity to share the wonderful news about the opening of our centre in Gurgaon, Delhi NCR. Our presence in the country’s capital region will ensure that our students get exposed to the best of facilities and opportunities. Heartfelt thanks to the students, faculty and each member of the ARCH community who have relentlessly worked towards our vision of empowering individuals to unleash their true potential.

This prospectus acts as an exhaustive source of information related to all our undergraduate, postgraduate, and employability oriented courses, as well as all our noteworthy collaboration efforts and projects and includes a showcasing of students and alumni work.

I encourage you to explore its contents to find the educational and research opportunities you seek.
Visible Design. Good Design. Effective & useful Design. Sight plays an important role in perception. But is that all? We wallow, luxuriously, in theorizations, crafted to support the story of our proud evolutionary journey. Unfortunately though, & for all practical purposes, our erect carriage & selves, and the progress & growth in our ability to think, seems to have SHRUNK our sensitivity; our ability to think, seems to have SHRUNK our sensitivity; our erect carriage & selves, and the progress & growth in our capacity to actually see, with our overwhelming awareness and space though.

The naturally irreversible rubbish heaps, the sleeping dogs; the originally created environment, seems to be an entity that has naturally adjusted to needs; haphazardly believable; the languorous cud chewing bull, occupying most of the bus stop shelter; your nose to lead you away from the urinating wall; the aroma of samosas frying in a distantly audible sizzle. Allow your ears to lead you towards the sound of the temple bell; the aroma of samosas frying in a distantly audible sizzle. Whizz through the talk & fumes of innumerable humans; & through the ‘silencer’ subdued, sound, power & motion of fuel exploding; towards the fragrance of the flower seller; & through the ‘silencer’ subdued, sound, power & motion of fuel exploding; & the aroma of samosas frying in a distantly audible sizzle.

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The question could be: DO WE WANT TO SEE anymore? Feel around. The embarrassment may be too much! The originally created environment, seems to be an entity that has naturally adjusted to needs; haphazardly believable; the languorous cud chewing bull, occupying most of the bus stop shelter; your nose to lead you away from the urinating wall; the aroma of samosas frying in a distantly audible sizzle. Allow your ears to lead you towards the sound of the temple bell; the aroma of samosas frying in a distantly audible sizzle. Whizz through the talk & fumes of innumerable humans; & through the ‘silencer’ subdued, sound, power & motion of fuel exploding; towards the fragrance of the flower seller; & through the ‘silencer’ subdued, sound, power & motion of fuel exploding; & the aroma of samosas frying in a distantly audible sizzle.

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I firmly believe that design education essentially helps you to find your voice in the over-informed, knowledge & technology saturated world of today. There is an algorithm out there which can make choices for every aspect of your life! What about your individual, personal experience of the journey? A career in design helps an individual to think, dream and achieve beyond the usual, with endless career opportunities that will test the limits of one’s imagination.

In over two decades of my experience as an academician, I have observed that students today have far more clarity on what they look for when they choose a career in design. A career in design helps an individual to think, dream and achieve beyond the usual, with endless career opportunities that will test the limits of one’s imagination.

Our focus on providing a framework for quality education will eventually help in raising the bar in design education in the country as well as bring co-value to the numerous industries. The Delhi-NCR campus offering a wide range of industry-integrated, employment oriented courses with focus on entrepreneurship, caters to all domains of design, including fashion, interior, product, communication, media, research and business. The design industry as a whole needs individuals who can think and evolve solutions, instead of followers who can produce remodelled copies of already trending concepts. Pedagogy at ARCH, encourages students to practice entrepreneurial and collaborative approaches to design, driving the creation of new business enterprises. Join us to build a community where inquisitive minds collaborate and use their individual faculties across disciplines, in service of big ideas and creative solutions.

I hereby declare that this document is not a plagiarism and I have contributed to the content of this text.
ARCH Academy of Design was set up in the year 2000, under the aegis of the ARCH Educational Society to impart industrially and globally relevant, specialized education in Design. Through the 16 years of existence, we have grown into a strong community of 6000 professionals, alumni, students, teaching faculty and support staff, all of whom, with their incredible energy and enthusiasm, have been a part of our journey. Our nurturing environment offers a place where you meet new people, seek new things, and unearth hidden talents.

In January 2017, ARCH launched its second campus in Gurgaon, Delhi NCR. Nestled in the heart of the institutional area of Sector 44, the campus is an important milestone in our journey towards setting world class standards in Design Education. In close proximity to the cultural hub of Delhi, students will be able to access the professional, industrial and market driven environment of Delhi-NCR for increased exposure. Students now have an option to live and study, either in the heritage and culture rich city of Jaipur, or in thriving industrial, cosmopolitan- Gurgaon, Delhi NCR.

Our international representation has increased remarkably over the years, with students from Sweden, Japan, Spain, UK, USA, Canada, Nepal, Iran, Korea, Kuwait, and Dubai etc. choosing to study with us at one time or the other.

The industry oriented emphasis in the learning at ARCH, focuses on employability. Equally significant are the entrepreneurship & skill based courses which impart knowledge and practice of the business aspects of the creative industry.

To promote entrepreneurship, ARCH has conducted several workshops for Skilled Entrepreneurship Development Courses sponsored by government bodies. The Incubation cell at Jaipur campus provides budding entrepreneurs with relevant environment and support for taking their concept from ideation stage to execution.

AIEED, the online entrance examination conducted by ARCH since 2011, is the only one of its kind available to students from all parts of India. Accessible also to interested students the world over, it has interactive components at its core and a random selection of questions from specially formulated question banks. This interesting online exam is designed to facilitate ease of use for students, for assessment of abilities supporting aspirations for a career in Design.

The academy offers a wide gamut of industry oriented courses of international standards with university certification. Experienced faculty members are involved in the development of curriculum, to ensure that these courses offer the right combination of practical and theoretical skills, with the latest techniques, processes and thinking supported by an understanding of the socio-cultural context & industry needs.

Courses offered include Undergraduate, Postgraduate and Certificate level courses in Fashion, Interior, Product, Jewellery, Graphic and Design Communication, coupled with specialized courses combining Design education with Business and Entrepreneurial knowledge.
Jaipur - The Pink City

Jaipur - The Pink City is known for its heritage sites, forts and palaces and its crafts. The architecture and planning of the town has come a long way since its foundation was laid by Sawai Jai Singh in 1727 AD, the erstwhile ruler of Jaipur. Ahead of its times, with regards to city planning, Jaipur was designed according to the principles of the ancient architectural science of Vastu Shastra.

Alongside the traditional heritage, Jaipur has developed an identity as a hub for industries connected with crafts, exports, jewellery, and block printing etc; Being one of the most uniquely active jewellery and textile markets of the world, it has created initiatives such as Jaipur Bloc and Jaipur Jeweller Artisan Development projects. In 2015, Jaipur was awarded the title of ‘World Crafts City’ by the World Crafts Council (WCC). Jaipur is the only city in the world to be conferred the title for multiple crafts since the inception of the WCC in 1964.

All of this co-existing with the more recent additions of the Metro, modern shopping malls, multiplexes, and institutions of learning, providing aspirational opportunities to thousands. Sanganer on the outskirts of Jaipur has earned the coveted GI (Geographical Indication) for its unique Jaipur prints, which implies no other location manufacturing block prints can label their creation as Sanganeri block prints.

Jaipur’s event calendar throughout the year, is filled with numerous Art, Theatre & Heritage & start-up festivals; book reading sessions; cultural and educational events. It encourages a stimulating, thought-provoking environment for students, artists and the general public in the city. The city hosts the world’s largest literary festival every year with some of the most eminent authors, Nobel laureates et al, attending the event.

Gurgaon- Delhi NCR- The tech city

New Delhi, the capital of India, is the political, social and economic hub of the country. Witnessing rapid urbanisation, Gurgaon, part of the Delhi NCR region, over the last few years has become the leading financial and industrial hub, ranking third highest for per capita income in India. Gurgaon has local offices representing more than 250 Fortune 500 companies, which include export, advertising and media houses, and national and international manufacturers. International brands and investors have built colossal office blocks, malls, multiplexes, hotels and amusement parks in this fast developing area.

Delhi-NCR region is home to many cultural icons, artists, designers, architects and icons of the culture and heritage industry and has always attracted the best of talent from all over the country. Major International trade fairs, exhibitions, conferences and seminars are held in the NCR region, in association with government bodies. Most of these have become annual events providing a common platform for the manufacturers, traders, exporters and importers, attracting lakhs of visitors from India and abroad.

Numerous establishments like the India International Centre-a non government institution, where diplomats, policymakers, intellectuals, scientists, writers, artists and meet to initiate the exchange of new ideas and knowledge and India Habitat Centre-a multipurpose building for work, commercial and social spaces, making it one of the India’s most comprehensive convention centres, both have contributed to the growth of arts & culture in the city.

India Art Festival, a modern art fair held twice every year in New Delhi and Mumbai bringing together 50 art galleries and over 300 independent artists showcasing products like Bengal art, decorative arts, ceramics, bronze, glass, marble, metal, porcelain etc. India Art Fair is South Asia’s leading platform for contemporary art. Founded in 2008, it reflects South Asia’s immense diversity in the visual arts showcases innovation across disciplines and exchange, throughout the region and the world.”
The Jaipur campus of the ARCH Academy of Design is spread over 24000 sq. feet in the heart of the city, in close proximity to the World Trade Park & the Jaipur International airport.

The campus has been strategically designed with spacious interiors and focal points for showcasing student and faculty projects, facilitating academic needs of the courses and to encourage individual explorations in a student’s creative journey. Open harmonious and well-lit spaces, encourage the sense of participation and involvement thereby enabling the students to identify and upgrade their skills.

Since Jaipur is a thriving student city, the college experience at ARCH is more than just classroom learning. It is about discovering and developing an understanding of the culture while being exposed to the art, craft, and talent of the local creators. Proximity to one of the Government designated industrial areas, helps students to easily connect with the artisans of various creative industries. By practicing and contributing to the study of Design, through active involvement and observation, students enhance their learning experience.

Easily accessible and located in one of the prime areas of the city, ARCH Jaipur campus offers a balanced combination of academic life and personal experiences.

After 16 years in Jaipur, ARCH Academy of Design is stepping out into other cities, starting with the tech city of Gurgaon. ARCH’s Gurgaon campus is a 30-minute drive from the Indira Gandhi International Airport, one of the busiest airports in South Asia.

ARCH’s Gurgaon campus holds unparalleled potential for its students with no dearth of opportunities for placements, new ventures, knowledge transfers and exposure to creative industries.

The centre has gathered qualified and experienced academicians, professionals and experts from across industries to contribute as Teachers & Mentors. Adopting an integrated and interdisciplinary approach towards the delivery of its curricula, all knowledge dissemination will be supported by world-class facilities and infrastructure; by digitally enabled technology, well-equipped labs and workspaces.

Continuing with the vision to empower individuals with design education and helping them evolve in the process, ARCH Academy of Design, Gurgaon, welcomes you to be part of an internationally recognized design environment.
ARCH Academy of Design in strategic partnership with Pearson, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses. It is also presently the only Design Institution in India that imparts Pearson Assured Courses.

The BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation course in the UK and abroad, and its inbuilt flexibility enables the holder to progress directly into the 3rd year of a graduation course and gain a degree from any of more than 100 Pearson Assured listed Universities around the world in the US, Canada, New Zealand, Australia, South Africa, Mauritius and some Institutions in the UK & Europe.

Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide. Pearson International is head-quartered in London with offices across Europe, Asia and South America.

Pearson Assured is an independent international quality benchmark recognized all over the world. This certification assures that the standards of quality have been met while designing the curriculum and delivery methods of the courses. ARCH is the only Design education Institution in India that benchmarks the delivery process with international standards using Pearson Assured services. The Pearson Assured Certification Courses confer global credibility to any professional profile.

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PEARSON ONLINE Courses

Built by subject matter experts and instructional designers to enhance user experience, these courses come in a self-paced format and a tutor led format. An appropriate mix of stimulating multimedia, imagery, and assessments, the course-ware is best-in-class to provide quality education to learners. Apart from special certification where applicable; a Pearson Assured Certificate would be awarded at the completion of any of the selected courses.

For details please see the ARCH website http://www.archedu.org/
ARCH Academy of Design is an affiliated College of the University of Rajasthan for Undergraduate Degree Courses in BBA, B.Com & B.Va and a Postgraduate Degree in Garment Production and Export Management (GPEM).

Formerly known as the University of Rajputana, The University of Rajasthan is the oldest and largest institution of higher learning in Rajasthan (in terms of enrolments). Founded on January 8th 1947, the University currently operates 37 PhD courses, 20 MPhil courses, 48 Master’s Degree courses, and 14 Bachelor’s degree courses.

The ARCH Academy of Design has been approved as a SKP (Skills Knowledge Provider) Institution under the NVEQF scheme of AICTE in the applied arts & a professional body guiding them towards sustainable growth. With over 400 members from across the country, the annual shows and events organised by FDCI, spearhead the business of Fashion in the right direction. Being a part of the FDCI fraternity is beneficial for ARCH in constantly setting the benchmarks high, for our students and Faculty. The students are given valuable opportunities to acquire first hand support, work experience at the various high profile events organized by the FDCI like the Amazon Fashion Week.

IFFTI - INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES

IFFTI forms the apex body of leading International Fashion Education Institutions, coming together to meaningfully help each other in upgrading their courses, assist in bringing about professionalism in the structure and operation of the industry in their countries, and contribute towards the establishment of a framework of cooperation and collaboration. The foundation presently comprises 52 members from 24 countries. Since its inception on 14th October 1999 at New Delhi, India, IFFTI is one of the most comprehensive and prestigious international organizations representing leading fashion higher education institutions in the areas of design, technology and business.

ARCH is a full member and is on the Education-Industry Sub Committee as well as the Membership sub Committee. By being an observer & participant & a voting member in all activities of IFFTI, ARCH benefits by getting to share information, educational and otherwise, for exploring and taking forward opportunities for possible collaborations with other member institutions towards student & faculty exchanges & progression for higher studies.

The World Design Organization (WDO), formerly known as the International Council of Societies of Industrial Design (ICSD), is an international non-governmental organization founded in 1957 to promote the profession of industrial design. The organisation advocates industrial design driven innovation that creates a...
better world, engaging more than 140 member organizations in collaborative efforts and carrying out international courses—World Design Capital, World Design Talks, World Design Impact Prize, World Industrial Design Day, and Inter-design. WDO has United Nations Special Consultative Status.

As part of its strategy to progress in Industry Oriented Design Education, ARCH holds membership of WDO. As a member exercising voting rights, it provides an international platform to express and share views related to Design with over 50 member nations. Access to WDO (ICSID Council) resources enable research and collaborative explorations. Understanding new design. WDO has United Nations Special Consultative Status.

ARCH is a member of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). HKRITA was established in April 2006 with funding support from the Innovation & Technology Commission, HKSAR Government. HKRITA is also supported by institutes, companies and associations in the textiles and clothing industry in Hong Kong, Mainland China and other countries. The key role of HKRITA is to foster research, development and technology transfer in the textiles and clothing industry. Since Hong Kong is the world’s second-largest clothing and apparel exporter after mainland China.

HKRITA membership benefits include:
- Access to the R&D Projects Database and basic project information
- Updated news on emerging technology and industry trends
- Members who are project sponsors will have access to the information proprietary to the particular project
- Privilege in participation of technical seminars and activities organised by HKRITA

HKRITA - THE HONGKONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL

Cumulus is a global association, formed to serve Art and Design education and research. It is a forum for partnership and transfer of knowledge and best practices. It currently consists of 257 members from 54 countries. Cumulus Secretariat is located in Helsinki, Finland. Initiated with an aim to build and maintain a dynamic and flexible academic forum that would bring together top-level educational institutions from all parts of the world, Cumulus offers wider international context for discussion and developments in education and research of art, design and media. ARCH has recently obtained full membership of CUMULUS. This will help in opening up more opportunities for our students as well providing them greater international exposure. Other members of the association include well-known international universities like the University of Antwerp, The Royal Danish Academy of Fine Arts, Aalto University, National Institute of Design, India, Istituto Marangoni School of Design.

IIID - Institute of Indian Interior Designers

IIID is the professional body for Interior Designers in India. ARCH’s application for membership with IIID is underway and will act as an anchor for the Faculty of Interior Design in our institute, guiding students as well as teachers with the latest in their field, helping them build their professional network and increase their credibility in the Interior Design sphere. Association with IIID would help in promoting excellence in education and ethical conduct in design practice.

Istituto Marangoni School of Design.
PEER LEARNING
Peer learning is a two-way reciprocal learning model wherein study groups in collaborative projects, work together, to help students achieve their goals. Students learn and retain more by exemplifying their ideas to others and by participating in activities in which they can learn from their peers. They develop skills in organizing, planning, exhibiting & working collaboratively with others, giving and receiving feedback and evaluating their own learning. ARCH lays emphasis on intellectual and creative freedom, respect for other’s opinion and freedom of expression, through the practice of peer interaction & learning.

IDEATION LABS
There is no alternative for practical, hands-on learning and hence the significance of laboratories in a design institute like ours. Labs equipped with high-end digital technology, alongside semi-automated tools and basic hand tools, assist students in taking their creations to the next level of existence. These workspaces allow them to get exposed to the techniques and processes of design, prototyping, and production, along with research & fabrication of models. Lab spaces include work areas for Model making, Computerized Operations in CAD, Internet Networking, Photography, Laser Cutting Machines, 3D printers, Gemmology, Terracotta work, Weaving & Printing, Pattern Making & Drafting, Sewing, Leather-working, Wood-Working, Jewellery Manufacturing, Metal Working, Casting & Enamelling, etc.

GRASS ROOT CONNECT TO STRENGTHEN BASICS
Learning at the grass root level from local artisans and craftsmen (some of whom are national awardees) allows hands-on experience of local traditional techniques. Learning from the craftsmen and experts ensures that students absorb India’s rich culture, community awareness and the implications of providing sustainable solutions to the local crafts sector. The traditional knowledge shared by our craftsmen has enabled ARCH faculty members and students to showcase our heritage at international forums through research papers.

ENVIRONMENT FOR CREATIVITY
Research has shown that physical spaces and aesthetics affect our thinking, living and creativity. A conducive environment helps to stimulate creative thoughts and collaboration, leading to breakthrough innovations. The appropriate blend of space and aesthetics contribute to inspiration and creativity. A habitat that promotes creativity focuses on comfort, space, colour and lighting, hence learning spaces at ARCH provide the appropriate mix of community culture and freedom, which inspire people. Large open areas in combination with smaller, more intimate spaces for individuals or small groups coupled with appropriate daylight exposure contribute largely to the mind space required for ‘Eureka’ moments!

EMPHASIS ON ENTREPRENEURSHIP
The entrepreneurial spirit is characterised by innovation, risk-taking ability, creative problem-solving skills, resourcefulness and emotional skills like empathy. The curriculum at ARCH has synchronised ‘emphatic leadership with social sensitivity’ to develop sensitive social change makers. ARCH faculty members are encouraged to enhance their skills and knowledge to keep the learning process continuous and upgraded. The addition of ‘Business Incubation Cell’ to the Jaipur campus will provide support to upcoming enterprises to develop the business model base for innovation in design and make it scalable for achieving commercial success through start-ups. The introduction of specialised courses related to ‘Fashion Design & Entrepreneurship’ and ‘Interior Design & Entrepreneurship’ is another step in this direction.
TOOLS & TECHNIQUES

Future leaders in the design industry should possess an amalgamation of information, experience and practice. Providing the right set of tools and techniques in the form of information is the very first and basic step to ensure success. Experience in the form of visits to manufacturing units, design studios, trade fairs, seminars, festivals and exhibitions, provide constant stimulation of ideas and different perspectives.

Practice in the form of monthly assessments, in-class open houses and semester jury systems provide ample opportunities to individuals for benchmarking their performance against themselves and their peers.

EVALUATION

The progress and development of the students is assessed through presentations and discussions at critiques, reviews during classroom activities and via semester-end jury. This involves evaluation by a jury comprising of industry experts and academicians.

The emphasis is mostly on evaluating design solutions to the given brief, exploratory approaches and effective communication. Being able to present and uphold one’s viewpoint is an important asset required for success in professional life. This skill is inculcated amongst our students to help them in strengthening their individual expression. Continuous comprehensive evaluation is a regular feature at ARCH.

ACADEMIC Activities

CLASSROOM PROJECTS

Classroom projects, an important aspect of curriculum at ARCH, integrates practice based studio activities which form the core of teaching and learning. The well assimilated interdisciplinary curriculum infuses an in-depth knowledge through research of design and the arts. This helps learners to develop skills of independent enquiry directly relevant to their vocational, academic and professional development.

A series of design projects at appropriate intervals and levels, usually guided by industry briefs and mentorship, are explored throughout the learning process. The commercial viability of the projects is understood by considering costs, the needs of end users, the environment and issues of sustainability. These projects aim to enhance decision making, problem solving and communication skills of the learners.

“ARCH-IVES”, the ARCH showroom for visitors, provides an all year round display of the best work of students from class & projects.

INDUSTRY INTERFACE

Staying ahead and updated is crucial in the creative industries and requires constant observation and upgrading of knowledge, developments and concepts. Students get opportunities to visit industrial units, trade fairs, exhibitions, museums, art galleries; attend symposiums – to grasp the latest information related to their fields and to integrate theory and practical knowledge.

Another way of enhancing the above process is through inputs from visiting practitioners from different domains of the design industry. To enable industry orientation ARCH invites industry experts and specialists to interact with students, work on industry brief projects, involving industry experts to mentor projects, supporting students for internships and job placements.
INTERNSHIPS
An internship is a period of work experience to give students and graduates exposure to the working environment, often within a specific industry, which relates to their field of study. It allows students, to gain valuable work experience, to understand the functioning of the industry, enhance knowledge, and develop problem-solving and decision-making skills. This helps to strengthen the relationship between industry and students. These internships provide a short-term experience to learners, of how it would be, to work in the aforesaid industry. Students are encouraged to build connections with employers for interviews and placements. The whole process is well coordinated with the industry by the ARCH Industry Interface Cell and guided by the faculty members throughout the training.

OPEN HOUSE
An open house is a day when students from all departments, in turn, over each month, display their work for the entire community at the Academy. This helps in expanding their horizons to constructive feedback, through interaction with peers and teachers. Students develop their capacity for in-depth and critical analysis, for working independently, taking initiatives in applying new ideas and experimenting with new media. The open house also involves a display of students work to an internal and external jury, followed by three best presentations being displayed at the Academy.

RESEARCH FELLOWSHIPS
ARCH offers Research Fellowships in fashion, textile, product, interior, accessory, jewellery and gemmology for durations varying from a month to a year. These Research Fellowships are granted for working anywhere across Rajasthan and states surrounding Delhi NCR in the domain of clothing, products, architecture, jewellery etc. Students are encouraged to consult their academic coordinator and avail of these fellowships.

COURSES FOR INTERNATIONAL STUDENTS
Summer and winter courses form an integral part of any educational institution’s courses since they give the visiting students as well as resident students an opportunity to interact and share ideas and open up to differences in cultures and perspectives. ARCH offers summer and winter courses for international students, presently in subjects such as Pattern Making & Garment Construction for Indian Clothing, Creative Surface Design, Weaving Technology, Block Printing, Tie & Dye surface embellishment techniques, and Contemporary Enamelling and Gemmology. These module courses are 5 to 6 weeks in duration and include technical and professional training incorporating exposure trips into the old city quarters of Jaipur and Delhi to interact, observe and learn from expert traditional craftsmen in the field.

CO-CURRICULAR ENGAGEMENTS
The youth clubs supplement classroom learning at ARCH. The four clubs namely: Rotaract Club, Cultural Club, Creative and Entrepreneurship clubs aim at the development of socially relevant managerial skills to leadership initiatives. The club heads, President, Vice-President, Treasurer and Secretary, support and maintain the entire framework of the club and get groomed in the process.
ARCH has introduced ARCH MASTER CLASSES - Tricycle sessions. These 45 min sessions every month cover skills on Movie making, Photography, Styling and Creativity, Visual Merchandising, and Public Relations and Communication. These sessions have been designed to enhance the interactive learning experience for students.
Audio Visual Teaching Aids in All Classrooms

All classrooms are well equipped with sufficient audio-visual resources to aid the learning process. Theoretical lectures coupled with audio visual aids provide the stimulation required for visualisation, interpretation, and understanding concepts.

Library

A library acts as a catalyst for the genesis of new ideas. Our library houses one of its kind E-library to promote learning online. Designed to engage and encourage self-paced learning and research; it offers a large collection of books, international journals, e-books, and films that are available for students and faculty.

ARCH’s library follows an open access system for users with over 3500 digitised books for reference. The Jaipur campus library’s collection includes more than 4000 books along with bound volumes, graduation projects, student portfolios, e-presentations, reports, subscriptions, journals, periodicals and magazines. Our collection includes books on Interior Design, Communication Design, Graphic Design, Product and Accessories, Exhibition Design, Fashion & Textiles, Art & Craft, Humanities, and Architecture.

The Library has arrangements for physical conservation of old books and resources. Journals like Indian Journal of Fibre and Textile, Asian Textile, Indian Journal of Commerce and Marketing and magazines from all over the world covering Architecture, Jewellery, Fashion, Interiors, current affairs etc. are a part of the extensive resources.

Copy and Print Centre

The Copy Centre offers a range of services; including black-and-white and colour copying, wire/comb binding, lamination, digital printing etc.

Labs & Equipment

ARCH has in place all the resources required to support the creative processes of Design, Research & Fabrication of models, sample artefacts and apparel, furniture prototypes, exhibition structures and installations. The well-equipped lab spaces and facilities include the Photography Lab, Gemmology Lab, Terracotta Lab, Textile Weaving & Printing Lab, Apparel Pattern Making & Drafting Lab, Sewing Lab, Leather Workshop, Woodworking Workshop, Jewellery Manufacturing & Metalworking Lab, and Casting and Enamelling workshop. Some of the equipments on campus include production machines like the Investment Casting Machine in the Casting and Enamelling workshop, and the recently added Laser Cutting Machine & 3D Printer. Software training is carried out in the CAD lab equipped with workstations supporting high-end design software and hardware. The Graphics team has its own Apple Mac lab. High-speed Wi-Fi and LAN connectivity through dedicated leased line services enable faculty and students to carry out communication, research, individual and collaborative project work without interruption. The entire campus is CCTV protected.

Auditorium

ARCH Auditorium is adequately set up with a sound system, audio visual system and projection screen to handle large meetings, seminars, symposiums, guest lectures, and workshops throughout the year. The auditorium is used by the academic team to present seminars, for extra curricular activities and for the purpose of meditation.

Cafeteria

The Academy has a cafeteria serving hygienic and nutritional vegetarian food and a ‘tuck shop’ offering packaged food, snacks and drinks.

Stationery Shop

The campus also has a well-stocked stationery shop for students enabling the convenient purchase of required material pertinent to course and activities.
THE ACADEMY PROVIDES THE OPTION OF SECURE, COMFORTABLE RESIDENTIAL HOSTEL FACILITY FOR FEMALE STUDENTS OF FULL-TIME ACADEMIC COURSES. SPACIOUS ROOMS ON TWIN SHARING AND QUAD SHARING BASIS ARE FULLY FURNISHED, AIR-CONDITIONED AND WI-FI ENABLED. A LIVING ROOM WITH ENTERTAINMENT AND LEISURE AMENITIES ALLOW FOR RELAXATION AND RECREATION.

The hostel features:

- Round the clock security with power backup
- Arrangement of balanced and nutritious meals, within the hostel
- Transport facility by bus
- High-speed data network

ARCH also assists students who don’t wish to avail hostel accommodation, to get suitable paying guest accommodations near the campus at affordable rates. International students and faculty are provided with ample support and guidance to find appropriate accommodation facilities. Jaipur campus offers the advantage of being very close to residential areas, thus finding an accommodation is easier. The Gurgaon, Delhi-NCR campus has many housing societies and apartments to enable outstation students to find a place to stay near the campus.

The project cell helps students connect with jobs, internships, and other professional opportunities. Students can access job fairs to explore internships with top companies, one-on-one career advising, workshops, and much more with the help of our Project Cell. The Career Services staff cultivates relationships that can lead to employment opportunities for our graduating students.
Mindfulness @ ARCH

THE MEDITATION: ANAPANA

Vipassana in the Buddhist tradition means insight into the true nature of reality. Vipassana is a form of meditation that uses mindfulness of breathing (Anapana), combined with the contemplation of impermanence, to gain insight into the true nature of reality. It teaches to see things as they are.

It is not an organized religion, and is open to students of any faith, nationality or background. It is the ethical and social path that derives from an exploration of nature within the framework of one’s own mind and body.

BENEFITS OF THE PRACTICE

At ARCH, students start their day with this concentrative meditation which focuses on breath. Termed as “Anapana” (i.e. awareness of respiration) this involves continuous observation of the natural flow of incoming and outgoing breath. Gradually the mind develops concentration on this natural activity and learns to exercise greater control over itself. The next step called development of “pana” (i.e. wisdom). By observing silence for some minutes. The ethical, restrained atmosphere and the concentrative background round the year every morning at the academy in noble silence provides the students with an intense, profound life-transforming experience. Since Vipassana focuses on absolute interconnection between mind and body, it calms the senses and facilitates better thinking, limitless creativity, originality, and a feeling of liberation. The consciousness acquired by students after knowing their mind and body makes them design better, create without stress and develop their ideas with passion. It has been noted that students have gained energy, greater tolerance & calmness & control over their life and work.

• Anapana for greater control over mind is helpful in handling harmful impulses and wishes.
• It reduces the severity of depressive symptoms of the individuals practicing even for first time.
• The value system fostered by Vipassana has therapeutic ingredients especially corrective influence over any disturbances.

MINDFULNESS OF BREATHING

Mindfulness of breathing is described as going into the forest and sitting beneath a tree and then to simply watch the breath. If the breath is long, to notice that the breath is long, if the breath is short, to notice that the breath is short. By observing the breath one becomes aware of the perpetual changes involved in breathing, and the arising and passing away of mindfulness. Vipassana can be cultivated by the practice that includes contemplation, introspection and observation of bodily sensations, analytic meditation and observations of life experiences.

Projects & Academic Collaborations

SCOTLAND-JAIPUR PARTNERSHIP DEVELOPMENT FUND

ARCH received funding from the British Council, Scotland in partnership with Cardonald College, Glasgow (now Glasgow Clyde). The project:

• Aimed to develop links in knowledge, technical approach and understanding in common curriculum areas; fashion, textile and jewellery design.
• Allowed for reciprocal staff visits to exchange knowledge and ideas, generate discussion and investigate cost effective sustainable means of continuing working together.
• Enhanced cultural awareness of students to allow them to develop global working skills.
• Enabled development of a bid for UKIERI funding or global partnership funding.

Projects & Collaborations
UKIERI UK-India Education & Research Initiative

UK India Education Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational links between India and the UK. It has been recognized as a key multi-stakeholder course that has strengthened the educational relations between the two countries and has been successful in covering all segments of the education sector.

The ARCH Academy of Design & Perth College, UHI, Scotland, have jointly received a 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant funded activities and planned implementation of a 2 year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries".

The project culminated in:

1. Building a comprehensive curriculum & the co-development of an online portal – ‘The Design communication portal’, containing shared materials for three distinct course components at beginner and advanced levels.
2. An exchange of academic and administrative staff and students.
3. Conducting lectures, organising symposia and exploring the potential for curriculum development in cultural heritage and tourism — linked to sustainable development.
4. Exchange of academic information and materials.
5. Development of potential academic research to investigate India’s cultural heritage within the context of rural economy and sustainability.

Buyer-Seller project with Saxion University

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 give the students of both universities, the opportunity to learn how to work on a buying plan, improve their communication skills and give them the opportunity to gain international exposure. The project involved preparing prototypes for fashion accessories for women, bridal wear for women and men, interiors for ‘bedroom’ and other household accessories such as a garden chair pillow and a textile flower and concluded with a film created by students from Saxion displaying the final products designed by ARCH faculty and students.

MoUs with universities

MoU with Middlesex University London listed:

- Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression opportunities in the UK.
- Opportunities for students of each institution to participate in summer courses to introduce them to each other’s culture, art and design.
- Consultancy project to assist ARCH with Curriculum Design.

MoU with Textilgymnasiet in Stockholm, Sweden (now part of Tillskäarakademi, Sweden) looked at:

- The exchange of teaching and research personnel and students
- The development in research activities.
- Exploration of collaboration at course level.

MoU with University of Northampton involved:

- Identifying areas of curriculum mapping for joint collaboration.
- Provision of progression routes for students.
- Provision of opportunities for staff development.
MoU with De Montfort University, Leicester, UK allowed:

- Academic, cultural and personnel exchanges (including student exchanges).
- Exploration of joint funding bids to appropriate bodies for teaching, learning and research purposes.
- Exploration of collaborative partnerships in order to deliver three Level 6 top-up undergraduate courses with the Faculty of Art, Design and Humanities.

MoU with University of Salford, UK, enabled

- Progression opportunities.
- Skill transfer courses.
- Development of Curriculum and pedagogy in Design Education.
- Visits by and exchange of staff and graduate students for research, teaching and discussions.
- Exchange of information like library materials and research publications.
- Development of student progression pathways at undergraduate and postgraduate level.

Garments to International markets for greater visibility and choice of products.

JAIPUR BLOC is a cluster of small and medium-sized enterprises who have come together to support the sustainable production of high-quality hand-crafted textiles for the domestic market and international trade. Incorporated as the Jaipur Integrated Texcraft Park Private Limited in 2010, the organisation aims at:

- Providing excellent infrastructure and eco-friendly facilities for textile units in India.
- Reducing the environmental impact of textile production by recycling up to 90% of their water in a common effluent treatment plant.
- Generating local employment by training a new generation of artisans from residential areas surrounding the production facilities.

Nearly 400 artisans have been trained so far, under the five-year ARTISAN TRAINING PROGRAM, sanctioned by the DEVELOPMENT COMMISSIONER HANDICRAFTS (DCH), Ministry Of Textile, Govt. Of India. These trainings comprised of Skills Up gradation Courses for the artisans and the underprivileged in Fashion Textile, Leather, Metal, and Wood & Terracotta Craft. Workshops for Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments and Development of Craft products formed the highlight of the course.

Government Related projects

ARCH Academy of Design has been able to impact the lives of more than 2500 people as a result of the collaboration and social change projects with Government, Semi-Government bodies and NGOs. These programs are aimed at improvising existing systems, knowledge dissemination, promoting entrepreneurship and conducting training courses for women, artisans and designers.

MSME- MICRO, SMALL AND MEDIUM ENTERPRISES GOVT. OF INDIA

DESIGN CLINIC SCHEME is a distinct initiative in cooperation with MSME MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA and NID, Ahmedabad to conduct seminars, surveys and workshops to enable Entrepreneurship based development courses for the Jewellery cluster in Jaipur. The three-staged course involves:

Stage one - Design sensitization seminar – Business development through design intervention
Stage two - A need assessment survey – Feedback to the participating Jewellery firms
Stage three- Design workshop to improve processes and systems.

Other collaborations with MSME include entrepreneurship development programs to support and assist artisans and women in the field of Jewellery manufacturing, Fashion Design, Visual Merchandising, Interior Design and Artificial Jewellery Making.

DCH - DEVELOPMENT COMMISSIONER HANDICRAFTS (DCH), MINISTRY OF TEXTILE, GOVT. OF INDIA

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RSLDC- RAJASTHAN SKILLS AND LIVELIHOOD DEVELOPMENT CORPORATION

ARCH has signed a MoU with the Rajasthan State Government under the RSLDC project which focuses on providing employment linkages to within and adult students with a view to develop the required skills required for employment in the state. The MoU involves three courses under Photography and Wooden furniture and requires 100 students in each of these three courses to be trained for a period ranging from 2 months to 4 months. After completion of the course, ARCH will be providing placements to the enrolled learners. The resulting diploma awarded on completion of the course will be legally recognized all over India for employment opportunities.

DST- DEPARTMENT OF SCIENCE & TECHNOLOGY, GOVT. OF INDIA

ARCH has conducted several Technology-based Entrepreneurship Development Programs sponsored by DEPARTMENT OF SCIENCE & TECHNOLOGY, DST, GOVT. OF INDIA, in collaboration with the NGO RK Sansthan. The objective of these courses is to develop entrepreneurial skills among women, students in the field of Jewellery Design, Gem Identification & Processing, Interior Design, Pattern Making and Garment Construction.
The NWFC provides a platform for research on the many, unique fashion histories from across the world that remain lesser known to the popular industry of Fashion. NWFC 2016, held at the University of Antwerp, Belgium, explored the contribution of small and medium fashion companies towards the sustainable development of their local communities.

Founder-Director ARCH Ms. Archana Surana was the keynote speaker at the event and presented her paper on, ‘Heritage Crafts in Fashion Business – Tradition to Modernity.’ In addition, final year students of Fashion Design courses, Megha Goyal and Akshita Airan were also invited to present their research papers.

**FASHION COLLOQUIA 2013, LONDON COLLEGE OF FASHION**

ARCH Founder-Director, Ms Archana Surana was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held in London. Her concept paper titled “Innovation in Development of Indigenous Eco Crafts for High Fashion Global Market” discussed how the shift from synthetic dyes to natural dyes can provide sustainable livelihood solutions to vulnerable craft communities of the world and improve local economies by reducing the environmental impact of harmful chemical dyes. ARCH Academy of Design will be hosting Fashion Colloquia in the year 2019.

**International Cultural Governance 2017**

The ARCH Academy of Design, Jaipur, with support of the Government of Rajasthan, was the organizing host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in the challenges of managing arts and cultural organisations in India.

The first part of the project consisted of an Online research questionnaire to compile information from these key people. The second part consisted of a day-long ‘face-to-face’ workshop with Prof. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, & Professor Annick Schramme, Professor at the University of Antwerp, & Chair of the Cultural Governance workshop series and advisor to many cultural institutions across Europe. The workshop was organized in Delhi and helped generate opportunity for the exchange of further information to develop collective understandings through activities and discussions. Supported by the European Network on Cultural Management and Policy (ENCATC), Creative Europe, the Creative Enterprise Courses of the European Union, the University of Antwerp and the University of the Arts, London, and in India by the Government of Rajasthan, the International Cultural Governance 2017 project is a singular initiative, coordinated and conducted across the world by Professor Annick Schramme and Professor Ian King.

Information from eight countries (Ethiopia, Taiwan, China, India, Australia, South Africa, Brazil and Serbia) is being collected to generate a pool of knowledge to improve the quality and practice of cultural governance across the globe. The results of the study from these eight locations will be collected together and re-produced in a book that will be published by Peter Lang in late 2018 and consequently, the collected information & primary data would be returned back to the location and source, to be available for anyone to use for future studies. The Cultural Governance course was attended by dignitaries from the art and creative industries including Jaya Jaitley (activist, author and Indian handicrafts curator), Jayant Kastaur (Art Administrator), Prof.I.M.Chishti (Architect, Design Thinker), Prof. Ashish Ganju, Parthiv Shah (Director, CMAC), Prof. Jatin Bhatt, (Dean School of Design, Ambedkar University, Delhi), Bindu Manchanda(INTACH), Meenakshi Jha (ARTOLOGUE FOUNDATION), Vikram Joshi (Rangotri Founder and owner), Sushma K Bahl (Former Head Arts & Culture, British Council), Pooja Sood (Director General, Jawahar Kala Kendra).
Social Impact Projects

EXHIBITION ON WILDLIFE PROTECTION

A conference ‘India for Animals’ (IFA), celebrating the Animal Protection Movement in India was organised in Jaipur, by the Federation of Indian Animal Protection Organizations - FIAPO. ARCH Academy of Design in association with FIAPO held an Inter-School Photography & Clothing Design competition to create animal welfare awareness & later exhibited the contest winning entries at the conference.

ACCESS DEVELOPMENT PROJECT

ACCESS Development Services is a national level livelihoods promotion organisation with a focus on incubating innovations and sustainable models for the livelihoods and promotion of the poor. The joint initiative with ACCESS aims to equip jewellery-making artisans with improved technical skills to enable them to enhance the design aspect, productivity & quality of their products to compete with the changing market demands and aspirations.

RUDA - RURAL NON-FARM DEVELOPMENT AGENCY, GOVT. OF INDIA

Taal Chappar is a forest area of Churu district in Rajasthan wherein ARCH Academy of Design executed a project with sponsorship from RUDA. More than 150 women artisans were a part of the course. The course emphasised on:

- Research and development of eco-friendly products-final products developed included necklaces, earrings, bangles, bottle holders, fishtnets, decorative boxes, door knobs and wall hangings.
- Promotion of rural enterprises, by providing sustainable livelihood to women through the formation of self-help groups.
- Stressing the importance of sustainability in the rural non-farm sector amongst artisans through Skill Development Training Programs.

Consultancy Projects

JAIPUR METRO RAIL CORPORATION LTD

ARCH won the ‘Uniform Design Contest’ conducted by JAIPUR METRO RAIL CORPORATION LIMITED (JMRCL) and is the official Consultant Designer for the complete range of Uniforms covering all cadres for the Jaipur Metro Corp. Our team consisting of a Project Manager, Textile & Fashion Design faculty, Technical experts and students, conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRCL. The outfits were designed to be a blend of traditional sensibilities & contemporary style.

CII - CERA GLASS EVENT 2012

EXHIBITION DESIGN FOR CERAGLASS 2012 by CONFEDERATION OF INDIAN INDUSTRY (CII) ARCH provided Design Consultancy Services to the Confederation of Indian Industry (CII), for CERAGLASS 2012 (an International B2B trade fair & conference on Ceramics, Glass & Allied products). Planning, ideation and execution of the signage, display and lighting for product exhibitors, was carried out by the senior faculty & students of the Interior Design Department of ARCH for the Cera Glass Haat space of 1300 sq.meters. The trade fair was jointly organised by RIICO, CII, & ICS with the support of the Ministry of Commerce, Government of India.
Innovation Projects

Business Incubation Cell

The Business Incubation Cell at ARCH Jaipur campus provides the necessary resources, services, coaching & mentoring, & networking connections required for the support, and development of business models based on design innovations and making them scalable to achieve commercial success through ‘start-up’ enterprises. From the ideation stage to preparing a prototype, & through to the pilot stage to start production, the incubation cell services aim to provide the right environment for growth and development of budding entrepreneurs.

ARCH Design Dhara

Assembled to promote Design awareness and flagged off by the honourable Chief Minister of Rajasthan, Smt. Vasundhara Raje, the first ‘DESIGN DHARA’—was a travelling exhibition in a bus, touring through Rajasthan for 30 days; a unique initiative by ARCH to acquaint school and college students, & enthusiasts of art, craft and design, with the processes, techniques, career options, the industry & world of Design. The second ‘Design Dhara’ was a 3-day affair with several Artisans & Craftsmen displaying their skills related to Puppetry, Weaving, Pottery, Laser Cutting, along with designers interacting with students in live workshops. Our community at ARCH continues to build sensitivity and awareness and inspire people through similar initiatives to highlight Design.

Chr-cha - Towards a Rajasthan Design Policy

A peep into cultural governance

Conceptualised and organised by the ARCH Academy of Design, CHR-CHA is a forum to bring together people from the design industry for interdisciplinary discussions, pivotal to Design & creation in all fields, over a cup of tea. The forum enables individuals to examine challenges in their sectors & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies and build meaningful connections with like-minded people from the community. The need for a platform where creative minds from the city could share and discuss ideas, exchange feedback, debate and pose questions for the design fraternity to think and ponder upon, led to the genesis of Chr-cha. The initiative has attracted participation from diverse backgrounds - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organizations, Associations, Institutions, Policy Makers, etc. Previous editions of Chr-cha include a discussion focused on the theme of “Does Rajasthan Need a Design Policy?” The most recent edition of Chr-cha held on 5th April 2017 revolved around ‘The need for a Cultural Governance Forum’. The idea behind an International Cultural Governance Forum is to collect information regarding the guise of cultural governance across a number of locations across the globe. Attended by Prof. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, and Professor Annick Schramme, Academic director, Knowledge Community Creative Industries, Antwerp Management School, the discussion focused on how arts and cultural organizations are managed in western locations (mainly UK, USA and Europe) to understand how to manage the same and incorporate best practices in ‘cultural governance’ in non-western locations. Learnings from such conversations will help in gaining perspective towards solving complex issues related to supporting the efforts for growing and preserving (arts-crafts-culture) civilization for the next generations.
VASTRA

ARCH designed and exhibited, in the 5th edition of Vastra 2016 -International Textile and Apparel Fair at Jaipur Exhibition & Convention Centre, Sitapura Industrial Area, Jaipur. Vastra is a joint initiative by Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO) and Federation of Indian Chambers of Commerce and Industry (FICCI), supported by the Government of Rajasthan and the Union Ministry of Textiles. ARCH also showcased the collections of graduating year students in the fashion shows held for the buyers and industry.

“Based on western influences on Indian crafts, this year saw ARCH Academy’s pavilion at VASTRA 2016, addressing the confluence of Indian fabrics, heritage textiles with western silhouettes and cuts, creating a fusion of Indian techniques and western forms.”

-Sunita Yadav, Sr. Faculty- Fashion & Textiles

RAJASTHAN HERITAGE WEEK

The Rajasthan Heritage week is an annual affair launched in 2015 for the promotion of Rajasthan’s traditional textiles and crafts by engaging leading national and international designers to work with state weavers. The event aims to create increased employment, success and a better quality of life for the artisans of the state. The garments showcased by ARCH Academy of Design turned out to be a blend of traditional with the contemporary design sensibilities highlighting natural vegetable dyes used in Bagru printing and Dabu printing.

“During the Heritage week, I saw a Natural Dyeing Collection developed by the ARCH Students. I was impressed by the way they had used dyes from natural colours, and the textures & drapes. This motivated me to visit the campus & give a classroom project.”

Ritu Kumar, Ace Fashion Designer

GABA - FASHION WEEK

ARCH Graduate Fashion show GABA, for the year 2015 showcasing work of our budding designers was held in Jaipur. Magnificent clothes, jewellery, light & sound and India’s super models were the highlight of the Fashion show. Ace fashion designer Anita Dongre (owner of AND) was the guest of honour. stalwarts from fashion industry like Abhishek Gupta, Pratima Pandey, came together for the finale. The show was choreographed by famous choreographers Anisha & Aparna Bahl.

RESURGENT RAJASTHAN

ARCH students volunteered for the Resurgent Rajasthan Partnership Summit, held on 19th and 20th November, 2015 at Jaipur Exhibition & Convention Centre, EPIP Sitapura, Jaipur. The Resurgent Rajasthan Partnership Summit was organised to attract and promote sustainable long-term growth and inclusive development through reaching out to stake holders and leading investors from all over the world.

FORHEX FAIR

Organised by FORHEX, (the Federation of Rajasthan Handicraft Exporters), the fair displays true sophistication and craftsmanship every year and is a forum where the producers and exporters display their exclusive pieces, giving the market a golden opportunity to experience the essence of the same. ARCH had its own display space and additionally, its students also participated in the setting up & implementation of the VM of the entire fair across 3 levels of the exhibition building.

Integrated Projects
EVERY GIFT MATTERS

In a grand evening at Hotel Diggi Palace, ARCH hosted American philanthropist and author, Ms Carrie Morgridge from the CISCO family. She is the Vice-President of The Morgridge Foundation & is among the world’s top-20 philanthropists. The expanse of the event was laid with gift boxes of different sizes, wrapped to perfection, by ARCH students, signifying that every gift, whether small or big is crucial to bringing about a positive change in the lives of people.

JAIRANGAM

ARCH participated in the Annual Theatre Festival Jairangam -2016, held at Jawahar Kala Kendra, Jaipur. ARCH students made a number of large installations, reflecting issues and parts of the sustainability dialogue.
International Progression Opportunities

ARCH is accredited by Pearson, UK to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses. It is also presently the only Design Institution in India that imparts Pearson Assured Courses.

Exposure to international faculty and delivery from Pearson-trained faculty lies at the core of these courses which are aimed at developing interdisciplinary and interactive contextual learning & the acquiring of practical skills. ARCH Academy of Design adheres to standard international evaluation guidelines which includes the conducting of assessment and verification procedures every semester by visiting examiners from the UK.

The BTEC Level 5 HND qualifications embedded in these courses are equivalent to the first 2 years of graduation in UK Universities. The Courses have been designed in a way so as to offer a chance to the students to progress directly into the 3rd year of graduation in any of the Pearson Assured listed universities around the world. As per Pearson-Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and therefore, these aspirants have the opportunity of culminating their studies at ARCH with a Level 6 Top Up Degree graduation in one year. As a Pearson authorised institution, ARCH students can choose from more than 100 listed institutions in the UK & worldwide for such possible progression.

Foundation Studies

Foundation Studies is common to all courses in design for Undergraduates, Postgraduate courses and Vocational courses.

The curriculum begins with an exploratory stage, during which basic skills of drawing and sketching, use of media, development of ideas, use of color and 3D model making etc are emphasized. The course content helps to enrich conceptual thinking, develop an insight for design concerns, understand design processes, evolve design perception and prepares one to start thinking about eventual solutions.

The foundation studies course lays emphasis on the introductory, conceptual and practical skills required for the communication of ideas, and helps in the development of knowledge and understanding of design as a process.

The course ultimately builds up an understanding and awareness of the design industry in both the national and international context & offers a comprehensive realization of the multidisciplinary nature of design and its relationship with environment, culture, stimuli, human senses, experiences and emotions thereby laying down the base for future learning. The pedagogy includes lectures, tutorials, practical projects and CAD applications. The outcome provides students with a sound platform to embark on a journey in the field of art and design.

Foundation Duration:

Undergraduate Courses: One-year foundation
Postgraduate Courses: Three months foundation
Vocational courses: One-month foundation
“If you can define your customer, then it becomes the formula for design” - Micheal De Paulo

Core ethos

The Faculty of Interior Design is one of the most experienced and informed in the creative practices at ARCH Academy of Design. Here you will be engaged in practice, research and innovative solutions to solve challenging, real-world interior design problems.

Overview

The overall domain of Design industry is growing at an exponential rate in the Indian market. The Indian real estate market is expected to touch US$ 180 billion by 2020 (India Real Estate Market 2017). These figures hold a promising picture for the Interior design industry since the growth of the Interior design domain is linked to the growth of real estate. Our competent team of professionals will guide you completely, progressing from basic theoretical concepts to conceptualising, development, and building the liveability and aesthetics of any of space.

Opportunities in future

Interior designers may get involved in the industry as – Space visualizers in Architectural & Real Estate firms for Retail, Hospitality, Institutional and Commercial spaces; They may also work as Exhibition Designers, Museum Designers, Set designers for Production Design Houses, or alternately, start their own design practice.

Please refer page 117 for Placements and Alumni information.
While in the course, you will get insights on various aspects of space such as scale, configuration, light sources, colors, materials, and proportions and how these aspects are related to the technical performance of a setting alongside proficiency in business skills with special emphasis on business communication, financial management, strategy and entrepreneurship. You will be introduced to materials, finishes, and furnishings, with methods for understanding the appropriate application, estimating, and specifications as they apply to residential and non-residential interior environments. This course will involve the study of commercial space planning, methods of planning, design analysis, and problem-solving, and an introduction to regulatory issues, construction methods and techniques, materials, and furnishings. You will develop design and production skills, utilising software like AutoCAD.

You will be exposed to different ways of learning that include classroom discussions, projects, assignments, field visits, expert talks and mentoring sessions with industry professionals. You will develop an understanding of the roles and responsibilities of a professional interior designer, including working within teams. This course will include an exploration of the business practices necessary to develop and maintain an interior design firm. Topics like professional ethics, contract documents, vendor relations, association membership, marketing, networking and social media opportunities form a part of this course.

"The best way to learn anything is by doing". You will be engaged in exciting classroom discussions, practical assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, exhibitions, construction worksites, and industrial sites and many more innovative ways to learn as a team and evolve as an individual. You will get the opportunity to practice space design fundamentals, material model making, drafting, research based project planning etc., validating an integrated approach to learning and understanding of the industry in real time.

At ARCH, we ensure that our students learn by applying to re-imagine interior environments and spaces in local and global contexts through rich experience of projects using digital designs and prototyping techniques. We are an experienced team of professionals, who will support you in the building blocks of your career for Interior and space design sector.

"The best way to learn anything is by doing". You will be engaged in exciting classroom discussions, practical assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, exhibitions, construction worksites, and industrial sites and many more innovative ways to learn as a team and evolve as an individual. You will get the opportunity to practice space design fundamentals, material model making, drafting, research based project planning etc., validating an integrated approach to learning and understanding of the industry in real time.

At ARCH, we ensure that our students learn by applying to re-imagine interior environments and spaces in local and global contexts through rich experience of projects using digital designs and prototyping techniques. We are an experienced team of professionals, who will support you in the building blocks of your career for Interior and space design sector.

"The best way to learn anything is by doing". You will be engaged in exciting classroom discussions, practical assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, exhibitions, construction worksites, and industrial sites and many more innovative ways to learn as a team and evolve as an individual. You will get the opportunity to practice space design fundamentals, material model making, drafting, research based project planning etc., validating an integrated approach to learning and understanding of the industry in real time.
Interior Design & Entrepreneurship

The course is a two years advanced study enabling you with holistic knowledge and understanding of interior built environment and space design. It has the best combination of interior and spatial design practice and aspects of establishing a service business.

Learning Journey

You will synthesize design through research methods appropriate to interior design practice & aesthetic principles; develop technical skills essential for creating and planning interior spaces along with development of entrepreneurial skills under guidance.

Learning Opportunity

You will learn to design through the process of developing your own design response in relation to a range of design briefs, from conceptual to real life situations. You will learn contemporary professional practice and understand the fundamentals of entrepreneurship through lectures and assignments, and project application by practising with architects and designers. You will visit design & architectural studios, appropriate industrial and architectural sites, etc. which will contribute towards contextualising theoretical studies.
“A great product isn’t just a collection of features. It’s how it all works together.” - Tim Cook

Core ethos

Consumers directly connect with the products they use, hence product designers need to consider all the aspects related to functionality, usability, sustainability and convenience while designing products for today’s consumer. The course intends to develop core competence in the basic skills and understanding of the process and principles governing the design and manufacturing of products.

Overview

As a part of this course, you will be guided to consider the utilitarian and creative principles of product design and encouraged to develop an understanding of how the attitudes of designers, makers and end-users influence the appearance and function of design solutions. Independent research and experimentation with materials and practical techniques to develop an understanding of a wide range of appropriate materials, manufacturing and finishing techniques & processes, etc. form an integral part of the course.

Opportunities in your future

Product designers may like to further specialise as Product designers of Leather Goods, Gift-ware, Tableware, Watches, Bags, Footwear and Handicrafts, Creative Material Stylist, Product Development Managers, Buyers Sourcing Consultants, Visual Merchandisers and Toy Designers.

Product Design

The course will challenge you to unfold the best way “Design” can create a socially responsible, ethical, sustainable and profitable outcome. The course caters to a three-fold approach of product, system and its user, making the whole learning approach more user-centric. Product designers conceptualise and evaluate ideas, to produce tangible inventions. A product designer’s role is to combine science, art and technology to deliver user-friendly products. During the course, you will gain the professional skills to communicate your ideas with confidence to the industry.

Learning Journey

You will explore the principles of inclusive design, learn to apply human-centric research methods to develop your own creative identity, to apply product concepts to prototypes and market these to appropriate customers. You will expand your learning with the design process from 2D drawings to 3D prototypes or scale models while investigating ergonomics in design, form, function, aesthetics and reliability, with the understanding of end user’s needs.

Learning Opportunity

You will progress with an understanding of historical and contemporary professional practices as a designer-collaborating with craftsmen. During the course, you will be a part of the visits to professional studios, workshops, and appropriate trade fairs, exhibitions, galleries and shops. The vocationally relevant assignments support the contents of the course.
Product Merchandising

The postgraduate course in Product Merchandising will provide you with comprehensive and holistic knowledge and understanding of merchandising for lifestyle products and its supply chain management.

Learning Journey

The course has been designed, keeping in mind the current and evolving industry practice in the domain of Product development, manufacturing, changes in material, technology and the ease of operations due to digital environment. It develops your skills in functional areas of Merchandising, Marketing, Branding, Integrated Marketing Communications, Product Development, Sourcing and Range Planning, forecast and trend analysis and awareness of social and environmental concerns such as sustainability and ethical issues.

Learning Opportunity

The teaching and learning environment for this course encourages and facilitates learning through inquiry, brainstorming, and experimentation. You will be engaged in learning, through different means like – classroom learning, off site visits, retail and store visits, seminars and conferences, real situation based industry projects etc. You will also be exposed to specialized industry professionals from time to time for intense mentoring and advance research orientation.
"Fashion is made to become UNFASHIONABLE" - Coco Chanel

Core ethos

“Our core ethos is to focus on creative, intellectual and innovative dimensions in fashion learning. We will support you in exploring the effects of culture; lifestyle trends on the socio economic, technical, aesthetic aspects of fashion through your learning progress in the courses. We promote the seeking and realization of new ideas through all our courses, thus enriching fashion for next generation”.

Overview

India is expected to become the world’s youngest emerging economy by 2020, with around 64% of its population in the working age group. Our country is one of the largest markets for fashion products. This indicates the opportunities in the field of fashion at domestic level (Technopak report, 2016). The changing lifestyle of consumers has motivated the non-metro consumers to also indulge in luxury and designer brands (Euromonitor Report, 2015). This has given a thrust to the overall growth of premium as well as mass fashion labels in the country. With that backdrop in mind, the Faculty of Fashion at the ARCH Academy of Design intends to build critical engagement with the subject of ‘Fashion’ in all its forms, which includes; retail, branding, and lifestyle.

The Faculty of Fashion will support you in enhancing your knowledge and understanding of the subject and prepare you professionally to handle the challenges.

Opportunities in your future

After completing the Undergraduate and Postgraduate Courses from the Faculty of Fashion, you will be able to develop the domain knowledge for working in the Fashion, lifestyle and Luxury sector.

You could take up opportunities to work as a Fashion Designer with Design Studios, as Costume Designers, Fashion designers with Export Houses, Retail and Fashion Houses, as Independent Design Consultants, Creative Pattern-makers, Textile designers, Surface Designers for fabric etc. after completing a course in Fashion and Textile design.

You could also work as Fashion Illustrators, Fashion photographers, a Fashion Editor, a Fashion Journalist, Product and range Developers in Design Merchandising, Fashion Merchandisers, Design Strategist with NGOs engaging in design intervention and sustenance of traditional skills, Academician and setting up own design studio after completing Fashion Design & Business courses.

After a GPEM course, you could become a Merchandise Sourcing & Buying expert, trend analyst, Product manager, Associate merchant, production manager, production and Quality control manager.

Please refer page 119 for Placements and Alumni information.

Awards on Completion

- BTEC LEVEL 5 HND IN FASHION DESIGN & TEXTILES
- UG-4 Years International Course
- BBA FROM UNIVERSITY OF RAJASTHAN*
- ARCH DIPLOMA IN FASHION DESIGN & BUSINESS
  * (Only for Jaipur Campus)

UG-4 Years

International Course

Fashion Design

Design & Business

Fashion Design and Business offers you a period of research with the prospect of establishing a career in the Fashion Industry, supporting you with business acumen to handle the dynamic fashion environment.

Learning Journey

The academic work in this course will help you develop expertise in the domain of Fashion business operations for the Fashion Retail and Lifestyle industry.

You will get a chance to explore and work in the dynamic yet compelling fashion business environment with the business know-how and appreciation towards Design. Concepts related to business communication, marketing, business statistics and economics form the core of this course along with design processes of garment manufacturing, fashion forecasting and fabric knowledge.

Learning Opportunity

This multidisciplinary course lays emphasis on seminars, classroom lectures, creative workshops, and off site visits to studios and manufacturing units for delivery of the curriculum. You will gradually develop deeper insights into each of the areas like Fashion Marketing -to evaluate the importance of marketing, brand management and distribution and fashion merchandising, Fashion Communication – to understand how to approach brand communication with conviction along with new age media and guidance from industry experts.
Faculty of Fashion Design

Fashion & Textiles Design

Fashion and Textile Design offers you a period of exploration and discovery, supporting you to make better decisions about a future in the fashion and textile sector.

Learning Journey

The learning from this course will help you to develop the sensibilities which can address creation in all segments ranging from retail fashion and couture to prêt-à-porter, pertinent to Indian Brands as well as international clientele. The curriculum is designed to enable you to evolve, with an aptitude of research and professional practice through a range of activities including fashion sketching, garment construction techniques, pattern Construction, understanding of materials and fabric. You will be exposed to computer aided technologies to stylize your collaborative projects and portfolios and at the same time getting engaged in fashion realization and fashion management practices to enable integrated learning and understanding of the industry in real time. Professional practice will include internship and live industry projects to hone your knowledge, skills and attributes.

Learning Opportunity

Along with the benefit of different tie ups and associations, you will have an instructive engagement through different means like – classroom learning, studio, off site visits, seminars and conferences, live projects etc. You will also be exposed to industry professionals from time to time for specific guidance and feedback.

Awards on Completion

BTEC LEVEL 5 HND IN FASHION & TEXTILES
BA FROM UNIVERSITY OF RAJASTHAN*
ARCH DIPLOMA IN FASHION & TEXTILE DESIGN
*Only for Jaipur Campus

Garment Production & Export Management

The postgraduate course in Garment Production and Export Management will provide you with in-depth knowledge, technical and basic creative application skills in garment construction, merchandising and various aspects of garment production. This understanding of Apparel industry and its operation will form a strong foundation in the application of management concepts.

Learning Journey

You will get exposed to international trends in garment design and build your capacity to understand, articulate and execute a design brief. Besides developing elementary technical and designs skills, the course equips you with the knowledge related to the type and properties of fibre/ yarn, dyeing, printing and finishing and terminology used in the apparel industry; merchandising and various aspects of garment production such as cutting, sewing, spreading, marker making etc. You will learn to produce patterns and garments of impeccable quality along with knowledge of accounting and documentation in foreign trade.

Learning Opportunity

The course emphasises on seminars, classroom lectures, workshops, visits to studios and manufacturing units for delivery of the curriculum. You will be provided with the opportunities to gain real life experience through industry interaction, internship and projects to learn and adopt the best professional practices. The course will also be beneficial for building blocks in your learnings with required interpersonal skills, confidence and competence to handle problem situations.

*The final assessment culminates in a thesis project. This Post Graduate Course is open to graduates from any stream – Science, Arts, Commerce and the Postgraduate degree awarded will be in accordance with their previous academic background.

Awards on Completion

ARCH PG DIPLOMA
MA/ MSc/ MCom (GPEM), University of Rajasthan*
*Only for Jaipur Campus
Fashion Design & Entrepreneurship

Fashion Design and Entrepreneurship will equip you with the key disciplines of Entrepreneurship and Fashion design concepts to effectively integrate the mix of both for creative design solutions. The course supports in building your ability to set up a design business and take risks.

Learning Journey

This 2 year PG course at ARCH Academy of Design effectively integrates the global fashion theories and the entrepreneurial aspect of Fashion. You will produce creative solutions to design projects for clients, as well as for production units. During the course you will progress through basics of fashion illustration, textile appreciation, and production techniques as well as Entrepreneurial aptitude development through awareness of practical accounting, business communication, and fashion marketing.

Learning Opportunity

You will be furnished with the required knowledge to materialize creative entrepreneurial ideas and evolve your professional portfolio of work. You will be introduced to a range of techniques and methods, to produce designer samples with professional standards. Mentoring and training by professionals from the field will enable you to develop a unique capsule collection from your own designs and patterns. The teaching methods will facilitate you to be an independent intense researcher in the domain.

You will be provided with opportunities to gain experience through industry interaction, internship, live projects and to learn and adopt the best professional practices. The course will also be beneficial for building the required interpersonal skills, confidence and competence.

Awards on Completion

ARCH PG DIPLOMA
PEARSON ASSURED CERTIFICATE

Creative Styling

The course in creative styling provides synthesis and application to make better decisions about stylizing products in the fashion industry. It equips you to provide styling solutions for retail, print, entertainment, events and fashion. You will learn the principles and practice of styling and what goes into making a fashion image.

Learning Journey

This course will provide you with comprehensive, holistic knowledge and understanding of styling for fashion products, and lifestyle products. The course delivery team is well equipped to take you through the learning and practice of current and evolving market promotional practices, traditional media and digital media in the Fashion, Lifestyle and Luxury domain. The course will help you to develop visual skills in styling for online retail, print and other media. Curated events for a product launch, fashion ramp shows, visual merchandising, and window display will be part of the Research-based study, along with Styling for TV and films, theatre and advertising.

Learning Opportunity

The course will support you to evolve through engaging lectures, live projects and studio practice in lifestyle fashion styling; you will get an integrated learning experience by taking care of all aspects for the creative styling of fashion products. You will be exposed to professional experience through industry internship and live projects with briefs from industry sources giving you the opportunity at the same time, to absorb professional good practices from fashion design and business experts. This will prepare you to join the industry with careers as photography stylist, creative window display experts, visual merchandisers, set designers and production or alternatively to start your own consultancy practice.

Awards on Completion

ARCH PG DIPLOMA
PEARSON ASSURED CERTIFICATE
“Accessories are Vitamins to Fashion, you must use it liberally” – Anna Dello Russo

Core ethos
The course aims at integrating the finer aspects of Design, Technology, Materials and Processes with the various levels of production for jewellery. Our course framework allows you to gain perspective on all the aspects of jewellery design, to possess knowledge about diverse kinds of stones, design themes, presentation and framing along with the ability to constantly reinvent your style.

Overview
India is the largest gems and jewellery market in the world and the jewellery industry is rapidly growing at both a national and international level. With constant demand for new interpretations, jewellery designing has become a challenging and lucrative profession. The job requires constant study of trends in order to infuse a personal statement into the pieces that suit different occasions, (India Design report, CII 2016). From the perspective of the Indian consumer, gems and jewellery have been important for its aesthetic, as well as, investment value, which explains the demand for jewellery design courses that offer high employability.
Jewellery Design & Business

If you ask a Jewellery designer- what is the unique factor for any Jewellery designer? The response will be "the ability to think different". We are a competent team of professionals offering you the best of insights, for intense jewellery design skills, together with industry preparation, forming experts in the design and development of fine jewellery for the luxury industry. With this, you will be joining one of the flagship courses at ARCH Academy of Design.

Learning Journey
You will learn about creativity, research, and innovation and get opportunities to practice the parts. You will be equipped with the required knowledge and understanding of the creative potential of materials, construction methods, appropriate manufacturing processes and will be encouraged to explore and select appropriate finishing techniques to suit the outcome desired. You will explore the decorative and aesthetic potential of jewellery accessories and body adornment based on theme-centric research & support inspiration to enable innovative outcomes. The course involves wide concepts starting from fundamentals and history of jewellery design, to CAD applications, Gemmology & Metallurgy and Couture jewellery to an intense input of business operations for an effective start in your career.

Learning Opportunity
The course is delivered through 2D drawings, visuals, concept boards, technical drawings and through 3D work such as materials samples, maquettes, prototypes, scale models and full-size final models. Our 3D printers enable quick experimentation. You will be visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs and get involved in Metallurgy, Gemmology, the shape and type of settings, theory and designing of luxury products, Contemporary and traditional Indian jewellery layout and detailing, technical drawings etc. These techniques will be explained and then applied to projects to derive a better expression of your creativity. You will gain holistic knowledge and understanding of historical and contemporary professional practice through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs. Guest speakers, practical workshops and visits to professional studios and appropriate industrial sites immensely help to contextualise practical studies.

Awards on Completion
PEARSON BTEC LEVEL 5 HND IN 3D DESIGN
BBA FROM UNIVERSITY OF RAJASTHAN*
ARCH DIPLOMA IN JEWELLERY DESIGN & BUSINESS
*(only for Jaipur Campus)

Jewellery Design & Entrepreneurship

This course acts as a launchpad for you to gain in-depth knowledge and understanding in the field of jewellery design with an enterprising aptitude. It will allow you to combine creativity, technical skills, innovation and research to create a unique identity with your jewellery design portfolio.

Learning Journey
Advance study under this course will arm you with a higher level of application knowledge of all the processes involved in designing jewellery, for example, nature of raw materials used, common design patterns, the ergonomics of fine craft, meeting up with real-world treatment and market relevance. Technical awareness coupled with versatility and the ability to take risks is what paves the way for a successful entrepreneur. The curriculum ensures that you are exposed to all the skills required for continuous creation as well as the resilience to work towards the finish line.

Learning Opportunity
Some of the forms of how the course is delivered is through exposure to basic sketching, 2D and 3D drawings, Lectures, prototypes making etc. You will get involved in Metallurgy, Gemmology, the shape and type of settings, theory and designing of luxury products, Contemporary and traditional Indian jewellery layout and detailing, technical drawings etc. These techniques will be explained and then applied to projects to derive a better expression of your creativity. You will gain holistic knowledge and understanding of historical and contemporary professional practice through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs. Guest speakers, practical workshops and visits to professional studios and appropriate industrial sites immensely help to contextualise practical studies.

Awards on Completion
ARCH PG DIPLOMA
PEARSON ASSURED CERTIFICATE
“If you think good design is expensive, you should look at the cost of bad design.” – Ralf Speth

Core ethos
Designers do not just solve problems, but they communicate solutions, which is a continuous part of a designer’s work. Solutions are designed and developed to directly benefit people. Hence being able to understand and explain the ‘how’ and ‘why’ of their solutions becomes imperative for a designer. The faculty of communication Design comprising of Graphic and Interaction Design, Applied Arts and Design communication, intends to provide understanding of fundamentals of graphics design, visual arts and acquire expertise in interaction design industry. The Faculty of Communication Design will position you in the center of dynamic demanding graphics and visual arts interface.

Overview
Communication Design is the backbone of many industries related to new and traditional mediums. With the high average growth in retail, real estate, hospitality, tourism, advertisements and many more, there is substantial increase in number of trained communication designers to handle the complex growing requirement of job markets (CII report, India Design Report, 2016).
The Faculty of Design communication at ARCH Academy of Design aims to address the ubiquitous and evolving part of human communication.

Opportunities in your future
With the wide opportunities in design sector the UG and PG courses in the Faculty of Communication Design will prepare you for an industry oriented career curve.
You will get engaged in the industry through various roles like Graphic & write up Content developer for various Design Firms; Freelance Writers, Journalists, Reporters, Researchers, Trend Analysts, Curators; Copywriters, Columnists, Illustrator for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms; Graphic Artist, Visualizer, Art Director, Graphic Communicator for Media & Communication.
Faculty of Design Communication

Graphics & Interaction Design

ARCH Academy of Design appreciates the ongoing development of industry and contemporary practice and it reflects, in our teaching delivery. We focus on creating engaging interfaces with well thought out behaviours. Understanding how users and technology communicate with each other is the fundamental outcome of the course. You will develop an understanding of the fundamentals of graphic design, besides sharpening visual, digital and strategic communication skills, under this course.

Learning Journey

The course will allow you to develop visual and creative strategy for the new and traditional media, with a strong individual imprint. You will progress with research, design thinking, content development and digital presentation using appropriate software tools and in addition develop your professional attributes through industry interaction, live industry projects and engagements.

Learning Opportunity

A balanced course with industry insights, art instruction and academic mentoring is designed to develop the technical skills to professional competence. Practical work experience is provided through field placement in the graphic communications industry. You will have rigorous assignments in design, illustration, and computer graphics as a regular feature of the course.

Applied Arts Graphic Design

The arena of Applied arts exists within the visual arts field and includes areas such as advertising, commercial design, commercial photography, fashion design, graphic design, illustration and drawing, interior decorating & decorative art. The Applied art Course prepares you in the application of art in converting ideas and concepts into communicable visual imagery for practical use in the above fields.

Learning Journey

In this course, you will learn about drawing, layout and manipulation of images for commercial and non-commercial purposes. The first year of study includes the basics of visual arts, composition, design in applied arts, 3D design and print making. This is followed by specialisation in applied arts incorporating History of Art and Design (Aesthetics), graphic design, photography and reproduction technique along with advertising art and ideas and computer graphics.

Learning Opportunity

The course is a combination of theory, practical training and project work. We emphasise a lot on the creative process from concept to the finished art work. The approach of combining theoretical and applied learning will enable you to question the historical and existing norms, while getting insights into the rapidly changing global and local concepts as guided by the trained industry mentors.

Awards on Completion

BVA (Applied Arts) UNIVERSITY OF RAJASTHAN*
ARCH DIPLOMA IN GRAPHIC DESIGN
*(only for Jaipur Campus)
Communication
Design

Communication through media has become an all-pervasive instrument for grabbing the attention of consumers. Designed to nurture the next generation of creative analysers, this course facilitates the Communication of Design & its relevance and appropriate use to elevate or inspire the minds of the user.

Learning Journey

Design communication will enable you to create, employ and manoeuvre various media for developing engaging, effective and aesthetically appealing messages to their target audience. The exploration in the course includes various media forms like digital media; animation, gaming, web and app design, traditional media and other interactive applications. Teaching by experienced faculty and mentoring by industry professionals provides ample opportunities to develop technical and creative knowledge for effective communication.

Learning Opportunity

The teaching and learning environment for this course encourages and facilitates learning through, discussions, exploration and experimentation. Workshops and industry linked projects will add to your learning experience and deep understanding of your subject to help you become a confident and competent design practitioner.

Awards on Completion
ARCH PG DIPLOMA PEARSON ASSURED CERTIFICATE
"Skill development, Speed and Scale are the three important aspects that are relevant to the present day growth and development module". Narendra Modi

Core ethos
To cater to the special needs of ‘hands on skills’ in the creative sector, ARCH Academy of Design offers you some of the most relevant applied and practical courses. With an emphasis on skills and knowledge required for a particular occupation, vocational courses at ARCH prepare you to develop specific practical, functional skills and expertise as per the requirement.

Overview
The overall lifestyle market and design Industry is growing at a fast rate in India. With favourable Foreign Direct Investments in the market and India’s advantage of raw material production cost, which is about 50-60% of the total manufacture cost of competitors like China, lifestyle and fashion industry have shown rapid growth (NSDC Report, 2016-17). In the given socio-economic environment it is important to focus on the appropriate hands-on skills of the sector to grow at a faster rate in the selected jobs. ARCH offers you a vast portfolio of courses in the domain of Fashion Design, Jewellery Design, Graphic Design, and Interior Design.

Engagement for Learning
The Faculty of Vocational Courses facilitates learning and development of students/working professionals/working adults who have an inclination towards their chosen stream in design and wish to upgrade their skills.

Our flexible model of delivery, allows you to combine your vocational courses with a graduation degree in B.Com or B.B.A. We provide an adaptable learning schedule (half day) and focus on employability skills. The curriculum has been designed to impart practical aspects of each domain, supporting local market needs, techniques, traditional art and culture.

The pedagogy being ‘hands on skill’ based lectures, theory & demonstration, provide the main form of knowledge. Peer Learning, Verbal and Visual Presentations, Research & practical explorations are also added features.

Fashion Design 3 years

Learning Journey
You will be actively engaged in cultivating and expressing creativity, blended with the technical know-how and your own individual expression, this will allow you to expedite your interest in the fashion industry.

The first and second year of the course focuses on computer application basics, sewing techniques pattern making, fabric studies and basic fashion illustration. The third year incorporates garment construction techniques, advanced fashion illustration and pattern making, introduction to CAD and fashion merchandising, marketing supply chain management.

You will be exposed to concepts of entrepreneurship and active Industry involvement through designing a portfolio and Internship project during the course.

The Fashion Design Vocational Course provides you with relevant technical expertise to step into the professional fashion industry with basic and advanced skills in drawing, draping, pattern making, sewing, haute couture along with training in production for the specific jobs in the sector.

Award on Completion:
PEARSON ASSURED CERTIFICATE
Jewellery Design 3 years

The course is designed to enable you to establish your foothold in the jewellery industry. You will get ample opportunities to connect with the industry through formalised work-integrated learning and by engaging with visiting industry professionals, and studio intensives. The framework is intended to provide foundation for Theory of Jewellery Design and Context, Gemmology, Metallurgy, Computer Basics, Jewellery Sketching and Rendering, Marketing and Diamond Jewellery with focus on professional practice in entrepreneurship and portfolio in the final year of the course. Upon completion, you will possess the skills to produce metal jewellery and to present and promote the designs. You may like to opt for opportunities in the retail jewellery industry or pursue self-employment through trade fairs, studios etc.

The Vocational Course in Jewellery Design is the right blend of industry oriented approach and practice based course.

Award on Completion:
PEARSON ASSURED CERTIFICATE

Graphic Design 3 years

ARCH equips you with the basics of illustration through Adobe Illustrator, graphic design, typography, colour theory, logo design and Photoshop. The course focuses on the basics of environmental graphics, including signs and exhibit design, editorial design for annual reports and publications, advertising or promotional design, Logo/corporate identity design and Interactive Web design. Computer graphics and design software form an integral part of the curriculum along with training on multiple computer graphics and page layout software programs through industry involvement on a time to time basis.

The Graphic design Course imparts the fundamental knowledge and skills of graphic art along with hands-on application.

Award on Completion:
PEARSON ASSURED CERTIFICATE
Interior Design 3 years

Learning Journey

It will be an exciting journey to learn the theory of colour, spatial arrangements, Architecture and textiles along with furniture, which plays a critical role in interior designing. In due course, concepts of history of design, structural integrity of buildings, building codes, ergonomics, spatial concepts, ethics, psychology and computer-aided drawing (CAD) and site supervision are covered.

The Interior Design Vocational Course emphasises on building up basics skills for designing Interiors and Spatial arrangements along with maintaining working relationships with different agencies like architects and business owners and for meeting the client’s requirements.

Award on Completion:
PEARSON ASSURED CERTIFICATE

Faculty of Business & Management
The BBA, BA course offered by ARCH Research College for Higher Education, Jaipur (under the aegis of ARCH Educational Society) are affiliated and duly recognized by the University of Rajasthan (UoR). The Faculty of Commerce and Management offer courses for design aspirants as well as for undergraduate aspirants who wish to pursue only commerce and management courses at ARCH. Design aspirants can combine their degree/diploma certification with a Bachelor’s degree from the University of Rajasthan. For students pursuing design courses, the degree awarded from the University of Rajasthan in each discipline is an added incentive. Students can also take up Bachelors or Masters Courses from ARCH Academy of Design without enrolling for a Design course.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

3 years

The course aims at developing your analytical ability, leadership capacity and managerial skills through the right blend of business analysis and management.

**BACHELOR OF ARTS (BA)**

3 years

A large number of streams are offered under the arts category, including the languages, History, Geography, Journalism, Philosophy, and Psychology. The course will impart the general as well as the fundamental skills to the candidates, which support their future career aspirations. The course also aims at improving analytical, research and communication skills.

**TEACHING METHODOLOGY**

We involve learning through classroom lectures, course specific case studies, group discussions, Audio-visual aids like video clips etc., form a part of the teaching methodology for clear understanding and increased concept retention. Field activities, research projects and team building activities are also integrated as a part of the curriculum to add on practical understanding along with conceptual build base.

**ELIGIBILITY**

Candidates must have passed 10+2 or equivalent in any stream from any recognised Board and should have secured minimum marks* in aggregate or an equivalent CGPA in the qualifying exam as mentioned below. Overseas students are required to submit an Equivalent Certificate issued by Council of Boards of School Education in India (CBSE), Delhi or the Association of Indian Universities (AIU), New Delhi.

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<tr>
<th>Course</th>
<th>Minimum Required</th>
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<tr>
<td>BBA</td>
<td>48%</td>
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<tr>
<td>BA</td>
<td>48%</td>
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<tr>
<td>BVA</td>
<td>48%</td>
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<tr>
<td>PGGPEM</td>
<td>48%</td>
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* Conditions apply for Non-Rajasthan applicants.

**EXAM PATTERN**

Semester-based examination is conducted by the University of Rajasthan for the following courses.

<table>
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<tr>
<th>Course</th>
<th>Exam Pattern</th>
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<tbody>
<tr>
<td>BBA</td>
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<td>BVA</td>
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<tr>
<td>PGGPEM</td>
<td>Annual exam system (once a year)</td>
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Short Term Professional Courses

ARCH offers short-term professional courses, spanning 2 weeks to 1 year, for working professionals & working adults. These courses are suitable for individuals who wish to enhance their career prospects or students and adults who wish to explore their interest further with professional knowledge. On successful completion, a Pearson Assured Certificate is awarded. Pearson Assured Certification ensures that the standards of quality processes have been adhered to, for course material and delivery methods.

Overall Benefit:
1. Flexible Delivery Model- Two modes (Saturday/ Sunday and Alternative days afternoon)
2. Industry Mentor: Special mentoring Session
3. Industry Guest Lecturer
4. Project-based Learning
5. Hands-on practice for practical courses
6. Certification
Gurgaon Delhi -NCR Campus

VISUAL MERCHANDISING
Duration: 6 Months
The course will enable you to develop hands-on skills and design appreciation for large & small sized retail formats and displays.

HIGH STREET JEWELLERY DESIGN
Duration: 6 Months
The course will enable you to develop hands-on skills and creative Jewellery designing ability to match the inspiring High street fashion trend.

CREATIVE TEXTILE
Duration: 6 Months
The course will help you to explore creative skills in textile techniques and surface textile design.

SET UP ONLINE BUSINESS
Duration: 6 Months,
The course will help you to explore the online business analytics and understanding of right merchandise and market match from an online perspective.

DEPARTMENT OF INTERIOR DESIGN AND STYLING
Duration: 6 Months
The course will help you to develop an appreciation of creative styling for interiors.

Jaipur Campus

TEXTILE DESIGN

TIE & DYE & BLOCK PRINTING
Duration: 1 Month
The module aims to impart knowledge of Traditional Printing and Dying Styles along with the know-how of developing a Block Print and Tie-Dye Design from concept generation to creating a Final Product.

TEXTILE SURFACE DESIGN
Duration: 3 Months
You will learn to add value to an already existing fabric. The module covers Basic Embroidery Stitches, Fabric Manipulation and Adornment Techniques.

WEAVING
Duration: 3 Months
You will learn the basic concepts and theory of weaving and understand the different types of Looms and Weaving Techniques both Theoretically and Practically.

PRINT DESIGN AND DEVELOPMENT
Duration: 3 Months
You will study Print Development and the different type of repeats (from a textile printing industry perspective). You will also learn how to generate new prints through ideation.

COMPUTER AIDED TEXTILE DESIGN
Duration: 6 Months
The course helps you to use the CAD/ CAM systems for Design, Presentation and Production purposes in Textile Industry by transforming their creativity into innovative designs.

FASHION DRAPING
Duration: 2 Months
In this course, you will explore the two and three-dimensional parameters of Pattern Cutting and Garment Production using creative designs and working drawings as a starting point. It includes Modelling, Developing Ideas and Creating New Silhouettes besides Flat Pattern Making. You will be able to apply the Pattern Construction Methods to suit their individual needs.

Short Term Professional Courses
JEWELLERY DESIGN & GEMMOLOGY

CONTEMPORARY ENAMELLING
Duration: 2 weeks
The course focuses on the understanding of techniques with hands-on experience in the Labs.

GEM IDENTIFICATION & STUDY
Duration: 2 months
The course focuses on the nature of stones and their relevance, astrologically

JEWELLERY MANUFACTURING
Duration: 2 months
You can work as Model Makers, Stone Setters, Sample Managers, Metal Control Managers after completing this course.

TRADITIONAL JEWELLERY (KUNDAN MEENA & ENAMELLING)
Duration: 3 months
The course enables you to understand the Design Technique and Contemporary Enamelling and upgrade your Design Skills.

DIAMOND JEWELLERY DESIGN
Duration: 3 months
The course enables understanding of Diamond Jewellery and creating a contemporary range as per National and International Trends.

FASHION JEWELLERY DESIGN
Duration: 3 months
The course focuses on studying the fusion of Indian and Western Jewellery.

BODY ADORNMENT GOLD JEWELLERY OF INDIA
Duration: 3 months
The course enables understanding of Gold Jewellery and creating a Contemporary range as per National & International Trends.

COUTURE JEWELLERY
Duration: 3 months
The course exposes you to International Luxury Brands of Jewellery and explains the market scenarios.

JEWELLERY ILLUSTRATION & DESIGN
Duration: 6 months
This module aims to inject design sensitivity so that you are able to pay attention to the minutest details of market scenarios' requirements.

COMPUTER AIDED JEWELLERY DESIGN Course
Duration: 6 months
This module aims at imparting advanced skills in 3 Design Software for Jewellery.

JEWELLERY DESIGN THROUGH COREL & PHOTOSHOP
Duration: 3 months
This module will give you a basic understanding of Computer Aided Designing. You will benefit a great deal with Creative Outcomes of the software.

JEWELLERY DESIGN THROUGH JEWEL CAD (3 D SOFTWARE)
Duration: 4.5 months
The module prepares you to learn basic designing using technology. You become adept at Jewel CAD skills needed for the market.

JEWELLERY DESIGN THROUGH 3 DESIGN (ADVANCE 3D SOFTWARE)
Duration: 3 months
The module prepares you to learn to design using Technology. You become adept at advanced CAD skills needed for the market.

HOME STYLING
Duration: 3 months
Home Styling is aimed at those, intending to learn the Elements and Principal components involved in Decorating, Styling and Developing a Pre-Existing Space. The course instills design aesthetics to redo your own living space and move into a career in Styling with the necessary knowledge that the course offers.

FURNITURE DESIGN
Duration: 3 months
This module upgrades Furniture Design Skills with a general overview of Furniture History. If you have a strong interest in Italian Furniture Design, Interior Design & Industrial Design, you can greatly benefit from this course.

LANDSCAPE DESIGN
Duration: 3 months
This is a specialised course to impart education on Landscaping the interior as well as the Exterior Environments. The Program is ideally suited for Landscape Professionals seeking to upgrade skills, individuals who want to become Professional Landscape Designers, amateurs with an interest in the Art of Garden Design, Institutional Horticultural Staff, Nursery Employees, and Garden Design Writers.

VEGETAL RESIDENTIAL & COMMERCIAL
Duration: 3 months
This module is aimed at those who want to learn about designing interior spaces for residential and commercial purposes. The course focuses on understanding the design principles and aesthetics required for creating beautiful and functional spaces.

RETAIL & EXHIBITION DESIGN
Duration: 6 months
This module is designed for those interested in retail and exhibition design, teaching the fundamentals of visual merchandising and creative display techniques. Participants learn how to develop and execute effective visual strategies to enhance sales and brand presence.

VAASTU RESIDENTIAL & COMMERCIAL
Duration: 3 months
This course is designed to teach students about the ancient Vastu Shastra, a classical Indian system of architecture, and its application in residential and commercial spaces. Participants learn how to use Vastu principles to create balanced and harmonious living environments.
CRAFT & ACCESSORY DESIGN

WOOD CRAFT ACCESSORY DESIGN
Duration: 2 months
To understand and explore the different kinds of Wood and its Resources, and the Wood Craft Techniques of India and its various processes.

LEATHER CRAFT ACCESSORY DESIGN
Duration: 2 months
To understand and explore different kinds of Leather and its Resources, Different Leather Craft Techniques of India and its processes.

TEXTILE CRAFT ACCESSORY DESIGN
Duration: 2 months
To understand and explore different kinds of Textile Fibres, Different Textile Craft Techniques of India such as Tie and Dye, Shibori, Dhaboo, Block Printing, Weaving, Zardosi etc. and understand its processes.

TERRACOTTA CRAFT ACCESSORY DESIGN
Duration: 2 months
Understanding of Terracotta Craft Techniques of India and its processes.

METAL CRAFT ACCESSORY DESIGN
Duration: 2 months
To understand and explore different kinds of Metal and its behaviour, Metal Craft Techniques of India such as Gold Smithing, Silver Smithing, Enamel Craft etc. and its processes.

FASHION & LIFESTYLE ACCESSORY DESIGN
Duration: 6 months
To groom Design Professionals with enterprising, conceptualising and managerial skills towards establishing individual style in the global arena of Fashion and Lifestyle Accessories, engaging Indian references like Heritage Culture and Craft.

GRAPHIC DESIGN

PHOTOSHOP AND GRAPHIC MANIPULATION
Duration: 3 months
You will master Photoshop from Basics to Advance skills for Print, Web & Electronic media. This course gives basic introduction to the Digital Darkroom and how to enhance images captured by a Digital Camera or Phone Camera and how to make it Print/ Publish ready for communication.

DRAWING, SKETCHING & RENDERING TECHNIQUES FOR DESIGN
Duration: 3 months
This course enhances Observation, Quick Sketching and Comprises of on-the-spot exercises and time rendered techniques to make a Product, Architecture, Nature in different situational conditions.

SIMPLE ANIMATION FOR COMMUNICATION
Duration: 3 months
Basics of Animation, Core knowledge of Adobe Flash & Photoshop is given, using which, you will be able to create simple GIFs and Flash Animation to Create Effective Web Scrollers and Animations.

for Exhibitions and Museums, and Sets for Theatre, Film and Television, Fashion and Road Shows, Major Project Launches, Tableaux, Floats etc. Typical Components of Design Process includes planning of Choreography, Lighting Effects, Graphic Communication System, Music, Multimedia Presentations, Publicity Strategies etc.

ARCHITECTURAL HERITAGE RESTORATION
Duration: 6 months
This course will focus on the restoration of the old or Heritage Buildings with the research details of the Architecture needed for the same.

INTERIOR DESIGN
Duration: 1 year
This course provides design based orientation. The Residential Project at the end of the course exposes the practical aspects of Interior Design and engages you from conceptual development to understanding of client needs; from handling labour to budgeting thereby leading to Final Completion of the Project.

COMPUTER AIDED DESIGN FOR INTERIOR & EXTERIOR
Duration: 6 months
This course involves the Study of the software needed for the Interior, Exterior, Architectural as well as the landscape design.
Awards & Recognition

Riddhi Chowdhary - Jewellery designed by Riddhi for ORRA was worn by Hollywood Celebrity at the Academy Awards 2014 (OSCARS). She is currently working with ORRA Diamond jewellery in Mumbai as a Designer.

Akhay Agarwal - Currently a faculty at ARCH, won Nano car as 1st Prize in the ‘Imagination 2012’ Jewellery Design competition.

IFFTI invited its member Institutions from all over the world to participate in the Poster Design Competition - “The Power of Fashion”. All the 3 entries from ARCH students were selected for exhibition at the conference venue, the Bunka Gakuen University, Tokyo, Japan.

Vidhi Singhani - 3rd Prize for cocktail earrings at JAS Jewellery Design awards 2013.

Rita Burman won the ‘World Gold Council Jewellery Design Award’ for her Necklace and Earrings set.

Gaurav Sharma - created an innovative staircase that won the 1st prize in ideation at the Inter-Collegiate Competition of IID.

Aradhana Sharma won the ‘Inside Outside Design Award’ for a creative chair inspired from the betel leaf.

Deepa Bhatt won the Fashion Design Awards India (FDAI) on the theme “Life is Beautiful”, held at Hotel Clarks Amer, Jaipur. Her work was inspired by the Wall paintings of Amer Fort.

Rupal Gupta was a Finalist for the ‘Swarovski Elements Jewellery Design Award 2012’ with her piece ‘Medusa’.

The ‘Fla Emozione Italiana’, was the first contest event to involve Fashion Design Schools in the Automotive domain, experimenting with the Color & Trim for the Fiat Linea in 2020. The two-day competition at the ‘Fiat Café’, Pune was guided by famous Italian car designer, Emanuele Nicosia.

ARCH students Agantu Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students selected. Sujit Kumar won the FIRST prize of Rs.15,000 and a trip to Turin, Italy. Vinita Chandwani was awarded Rs 5,000/- as 1st Runners Up.

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Industry Speak

Fashion

“I believe that the biggest investment anyone can make is in knowledge, hence finding the right mentors to guide you, puts you in the right direction in your career path and this is where ARCH precisely comes in the picture.”

Yiani Melas
CEO, PHILIPPE ALEXANDER LTD., Greece

“I was extremely pleased to see the work of ARCH students during the Rajasthan Heritage Week. Institutions like ARCH have helped in strengthening the efforts towards craft revival and raising awareness about India’s handloom sector.”

Ritu Kumar
Renowned Fashion Designer

Bibi Russell
International Fashion Designer

Jewellery

“ARCH is doing its bit to ensure that Indian jewellery designers are doing well in this competitive global sector by providing the right set of tools, guidance and curriculum.”

Yiani Melas
CEO, PHILIPPE ALEXANDER LTD., Greece

“Visitng ARCH’s Jaipur campus, I got a glimpse into the amount of efforts put in to impart the fundamental techniques and processes to jewellery designing students. It’s truly commendable to see exceptional quality of education, available in our country.”

Kana Lomror, an internationally renowned enameling artist

Interior

“ARCH students have proved to be, by far, the most creative and industry ready of all new talent we have employed. It’s a pleasure to work with them. We expect performance from Day 1 as we have no gaps and waiting that can be factored in easily. This capacity is highly appreciated by all of us in the Jewellery industry.”

Abhishek Sand
Savio Jewels

It is great to see the academy growing rapidly, with its Delhi –NCR campus beginning operations this year. It is imparting education in Interior Design in a creative, stimulating and innovative learning environment.”

Sanjay Kohari
Architect
Former Chairperson IID, Jaipur

“I would take this opportunity to say that the quality of service offered by ARCH Academy of Design under ‘Jaipur Metro Uniform Design’ project has been highly impressive. Congratulations to ARCH for successfully completing the project for designing of Jaipur Metro Staff Uniforms.”

Nihal Chand Goel
CMD, Jaipur Metro

Giorgio Galleani, Italian Architect, Triennale Design Museum

It’s was a delight to share my presentation on Triennale Design Museum, and thoughts and ideas with the students of ARCH, who are undergoing world class education right here in the heritage city of Jaipur.

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Giorgio Galleani, Italian Architect, Triennale Design Museum
International Linkages

Ms. Annick Schramme, Professor and academic coordinator of Masters in Cultural Management at the University of Antwerp, Belgium, at the workshop titled ‘Aesthetics of dress’

Ms. Carrie Morgridge, vice-president of the Morgridge Family Foundation with Ms. Archana Surana at the India launch of her book

Ms. Archana Surana with Designer Betsey Jonshon.

Italian Architect Giorgio Galleoni from the Triennale Design Museum Milano with ARCH students and Staff

Former United States’ chargé d’affaires to India, Ms. Kathleen Stephens interacting with the Students at ARCH campus, Jaipur

Animal Activist, Anthony ‘Ace’ Bourke, of ‘Christian, the Lion’ fame, at ARCH to spread awareness on Animal Protection

Ms. Jessica Mayberry, Founder, Video Volunteers and TEDx speaker, at ARCH with students

Faculty at ARCH
As the Director- Academics at the ARCH Academy of Design his role extends as a Mentor, equally engaged in the various academic & strategic procedures of the institution as well as in the exploration of collaborations for institutional linkages and the establishment of Partnerships, both national and international, with industry and other academic entities, keeping research and innovation as important constituents at the centre of such endeavours.

NiEN SIAO
Campus Director- Gurugao, Delhi NCR Head Academics, Fashion & Textiles
Niern is an alumna of the Professional Educational Course (PEP, Industrial Design-Textiles), National Institute of Design (NID), Ahmedabad. With 22 years of work experience both with industry and design academics, her experience prior to joining academicians spanned 7 years specializing in Fashion garments and home textiles, in the clothing and textile sectors, where she designed and developed collections for reputed trade fairs, well-known export houses and domestic firms - The Good Earth ‘ANOKHI, ITC Exports’, Khadi Gramudyog Govt of India etc. to name a few.

She continues to work unceasingly towards the development of Indian design, fashion and lifestyle industry and market and believes adoption of sustainable practices in the fast developing market is the future ahead.

PRAMOD YADAV
Director – Projects
Senior Faculty, Fashion & Textiles
Pramod Yadav has held different positions in the last twenty-seven years, focusing on the area of Skill Development and implementation of Projects under Integrated Skill Development, on a path basis for the Ministry of Textiles. His career span includes 7 years in the industry, 8 years of administration experience and 12 years of teaching experience.

He has authored three books in the domain of apparel production and technology, pattern making and design. In one of his previous roles, he has served as the Principal and Joint Registrar of ATDC (Apparel Training & Design Centre).

He has contributed to the Diagnostic Study for Garment Cluster Development and identification of thrust areas for the sector. He has also worked on developing linkages between institutional Course contents and the Garment Sector and continues to do so.

ANURADHA MODAK DEBNATH
Deputy Head Academics
Senior Faculty, Fashion & Textiles
Anuradha Modak has extensive knowledge as a curriculum designer, Pedagogic trainer, E-learning planner and Research Analyst and is currently Pursuing PhD from AIMA (AMU) PhD course. A graduate in Microbiology from Kurukshetra University, she holds PGDBM from Sri Sringeri Sharada Institute of Management, New Delhi and Post Graduate Certificate in Higher Education (PGCHE, 18 months course) from Nottingham Trent University. Anuradha has 25 research papers in international and national conference proceedings and has 160 papers and is an active participant in curriculum development process for under graduation, post graduation, diploma and certificate courses.

FASHION & TEXTILES

SUNIKA YADAV
Senior faculty, Fashion & Textiles
Sunita Yadav is an alumna of the University of Rajasthan and is currently pursuing her PhD titled – A study on female attire and standardisation according to body size with particular reference to Jaipur’- from Pacific University, Udaipur. She has been associated with ARCH for the last 13 years. In the past, for over two years, she worked as a Sampling Coordinator, merchandiser and designer. She has been a part of the Faculty Exchange Program on Creative Pattern Making under the Prime Minister’s Initiative for International Education (PMI2) with the Doncaster College, UK. Her area of expertise includes Garment Production and Export Management, Apparel Manufacturing Technology (AMT), CAD Pattern Making, Garment Construction, Pattern Drafting & Draping.
JASPAL KALRA
Senior Faculty, Fashion & Textiles
Jaspal holds a graduate Diploma in Fashion Design from NIIFT, Mohali along with Masters of Design (Fashion) from NITU. His most recent assignments include a PhD research titled ‘Design Education of Chikankari Artisans: A Tool for Social Innovation’ from NIFT, curriculum development for INDIAN INSTITUTE OF ART AND DESIGN, developing new forms using creative pattern-making and zero waste cutting technique, which was launched by Fab India in 2016. He has 15 years of professional design experience, working in close association with the craft sector under his own brand ‘Ushnik’, with designers like Rina Dhaka, working in close association with Multi National Companies. He has provided services as a consultant for retail brands Freelook and export houses ‘Ushnik’, with designers like Rina Dhaka, export houses like Shrikrishna, with designers like Rina Dhaka, and Multi-National Companies. He has worked with Khadi Gram Udyog, Jaipur and was an active contributor to the Uniform Design project. In her association over the past 5 years she has provided her with the opportunity to mentor students of the faculty of fashion and contribute towards international projects through her innovative ideas, attention to detail and the ability to articulate and coordinate effectively.

ELISA QUINTEROS
Faculty, Fashion & Textiles
Elisa has a Masters in Fashion Aesthetics and Management, from the University of São Paulo, Brazil and a Bachelors in Fashion Design from Santa Marcelina University, Brazil along with a study of Drawing and Illustration Techniques from Folium School of Arts. With an inquisitive mind and passion for creation, she has been in the industry for almost seven years. Her experience includes working with fashion product development with a special focus on printing and laundry techniques.

MALU PRATES
Faculty, Fashion & Textiles
Malu Prates is a Fashion Design and Etching graduate from the Federal University of Minas Gerais, Brazil. Her graduation collection, titled “Abr(aço)”, presented the results of her extensive research on corystoy and body modification through waist training. She was also part of the University’s research under the Scientific Initiation course, and worked as an intern for a well-known fashion brand, assisting on the company’s creative process and production projects. After graduation, she started her own entrepreneurial venture opening a bespoke corsetry atelier. Her professional experience also includes over 5 years as an English teacher.

RACHNA GOYAL
Faculty, Fashion & Textiles, Jewellery Design
Rachna is an alumna of ICG (International College for Girls), Jaipur & has completed a Bachelors in Fine arts (Applied Arts). In her 8 years of industry experience, she has worked as Chief of Design at Motissions Jewellers Ltd, GIE GOLD Pvt. Ltd. and Achal Jewels Pvt. Ltd. Her role involved design, production management, collection development, branding, advertising and product photography for jewellery. Rachna specialises in aesthetics and history of Fine art and Design, Graphic Design and Mix Media Illustrations and traditional techniques of Indian Jewellery Making. She teaches Fashion Illustration.

INTERIOR DESIGN

SHWETA FAUZDAR
Faculty, Interior Design
Shweta Fauzdar holds a Masters in Business Administration (Hons) from
RAJASTHAN UNIVERSITY and a Diploma in Interior Design from ARCH Academy of Design. She has an industrial experience of over 10 years, being involved in several residential and commercial projects including mall designing. She was a part of the Architectural team for interior planning at the City Palace, Jaipur, and worked with Sand Dune Constructions and Interior Pvt. Ltd. She was also awarded a certificate for excellence in project management and interior spatial design by Luftmann Airlines, Germany, for one of their KPO projects at Sitapura-EPIP, Jaipur.

ALPI JAIN
Senior Faculty, Interior & Product Design
Alpi holds a B.Arch Degree from Mumbai University and M.Arch Degree in Industrial Design from the School of Planning and Architecture, New Delhi. She has a comprehensive work experience of over 10 years. She has also been a State- Level basketball and handball player in the year 2010-2011.

POOJA TYAGI
Senior Faculty, Interior Design
Pooja is an alumna of Sunder Deep College of Architecture, Ghaziabad and is currently pursuing Masters in Urban Planning from Sharda University. She was ranked 3rd in the University of Lucknow in 2013. She has industrial experience of 3 years, working as the principal Architect in H. S. Developers, Design Firm and as a Design Director, Rajasthan chapter for a JV with IDS group based in USA, UAE. She specialises in Architectural Planning, Civil Construction, Vastu, & residential Interior Design. She was also a State-level basketball and handball player in the year 2010-2011.

ASHISH KUMAWAT
Faculty, Interior Design
Ashish Kumawat holds a B ARCH (Specialisation – Interior Design, Construction Services) from Aayojan School of Architecture, Jaipur and a Diploma in Architecture from Khairani Polytechnic College, Jaipur. He is a practising Architect with 5 years of valuable work experience in designing residential and commercial spaces. His core competencies lies in Construction and Building Services, which includes planning, detailing of structure and outer facade of buildings and on-site execution etc. Ashish uses tools like - Auto-CAD 2D & 3D, 3D’s MAX, Google Sketch-Up, and Photoshop to conduct his classes. Apart from this, he has excellent workshops skills in Woodcut printing, Terracotta products, Arayash Fresco painting, Laser cutting & 3D printing.

APORVAA AGARWAL
Faculty, Interior Design
Aporvaa is an alumna of the Aayojan School of Architecture, Jaipur and holds a B ARCH , with specialisation in Interior Design. With more than two years of industry experience working across Mumbai and Jaipur, Aporvaa has contributed to premium residential and commercial projects working under the guidance of Ar. Salil Ranadive. She has also worked in exhibit design for Acetech and Reliance townships. Project Coordination and Site Management is her area of expertise. Her strength lies in application of appropriate Design Process, & design implementation using the understanding of materials and detailing. She uses interactive educational tools like mind mapping, innovative teaching techniques for classroom training.

LIS HADDAD
Senior Faculty, Jewellery Design
Lis Haddad Graduated in Social Communication from the University Center of Belo Horizonte (BH,Brazil). She is Specialized in Gems and jewellery from the University of Minas Gerais (BH, Brazil). In 2007 she opened her own studio and since then has been engaged in the procuring of jewellery. Lis has developed accessories for movies and television. In 2010 she was a finalist for Agtogold Ashanti Auditions Brazil. The championship of handcrafted construction was inevitable, a natural path. Analogic processes enchant and always looked for them every day, whether embroidering papers, manufacturing a new studio, or cutting and modifying clothes.

ASHISH KUMAWAT
Faculty, Interior Design
Ashish Kumawat holds a B ARCH (Specialisation – Interior Design, Construction Services) from Aayojan School of Architecture, Jaipur and a Diploma in Architecture from Khairani Polytechnic College, Jaipur. He is a practising Architect with 5 years of valuable work experience in designing residential and commercial spaces. His core competencies lies in Construction and Building Services, which includes planning, detailing of structure and outer facade of buildings and on-site execution etc. Ashish uses tools like - Auto-CAD 2D & 3D, 3D’s MAX, Google Sketch-Up, and Photoshop to conduct his classes. Apart from this, he has excellent workshops skills in Woodcut printing, Terracotta products, Arayash Fresco painting, Laser cutting & 3D printing.

APORVAA AGARWAL
Faculty, Interior Design
Aporvaa is an alumna of the Aayojan School of Architecture, Jaipur and holds a B ARCH , with specialisation in Interior Design. With more than two years of industry experience working across Mumbai and Jaipur, Aporvaa has contributed to premium residential and commercial projects working under the guidance of Ar. Salil Ranadive. She has also worked in exhibit design for Acetech and Reliance townships. Project Coordination and Site Management is her area of expertise. Her strength lies in application of appropriate Design Process, & design implementation using the understanding of materials and detailing. She uses interactive educational tools like mind mapping, innovative teaching techniques for classroom training.

LIS HADDAD
Senior Faculty, Jewellery Design
Lis Haddad Graduated in Social Communication from the University Center of Belo Horizonte (BH,Brazil). She is Specialized in Gems and jewellery from the University of Minas Gerais (BH, Brazil). In 2007 she opened her own studio and since then has been engaged in the procuring of jewellery. Lis has developed accessories for movies and television. In 2010 she was a finalist for Agtogold Ashanti Auditions Brazil. The championship of handcrafted construction was inevitable, a natural path. Analogic processes enchant and always looked for them every day, whether embroidering papers, manufacturing a new studio, or cutting and modifying clothes.
**YASH RAIZADA**
Faculty, Design Communication; Visualiser
Yash Raizada holds an S.P.A.P. Professional course certificate in Animation and filmmaking from SAGA Animation and a B.Sc. in Multimedia from Punjab Technical University. Yash has a diversified experience of more than 8 years working with Educational Institutions, IT Sector and Print Industry. He is presently working as a Visualizer and Faculty for Design Communication for ARCH Academy of Design.

**HAIFA MARS**
Faculty, Design Communication
Haifa Mars graduated from ESSTED (Ecole Supérieure Des Sciences Et Technologies Du Design) in Space Design (Sculptography) from Tunisia. She has worked for more than 2 years as a graphic designer in Hannibal Tv, El hiear ettoumi, Maison de la Pub and as a Product Assistant with Scarabee. Haifa interned with AIESEC Morocco- the organisation aims at developing cultural exchange amongst students across several countries. During her internship, she was part of a team that created an educational video which helps people to adjust faster to current cultural reality in Morocco. She has created a series of workshops which are dedicated to facilitate the learning process of Adobe Illustrator, Photoshop and InDesign amongst students.

**LAURA LOPEZ**
Faculty, Design Communication
Laura Lopez is an alumnus of the Universidad De Los Andes, Bogota, Colombia, with a major in Design services and a minor in sculpture. With an industry experience of around 5 years, she has worked with some of the most eminent photographers in Italy and Colombia. She has also worked in the fashion industry for reputed events such as the ‘Fashion Week’ in Milan.

**MAIRA GOUEVA**
Faculty Foundation Studies
Maira is a post graduate in Visual Arts and Fashion Design from the Federal University of Minas Gerais, Brazil. Besides having her own brand, she has specialised in conducting workshops, courses and classes in Design in Brazil.

**ANoop Daniel Ponnachan**
Faculty Foundation Studies
Anoop Daniel Ponnachan is an MFA in sculpture from Hyderabad Central University, BFA in Sculpture from Andhra University, Visakhapatnam and holds an Advanced Diploma in Multimedia and Animation from Arena Animation, Visakhapatnam. Anoop has a total work experience of two years and apart from his expertise in sculpture his core strengths include Ideating, typography and an eye for detail. Jyoti is the author, designer & photographer of ‘The Khukri Braves - The Illustrated History of the Gorkhas’ published by Rupa in 2015. Her stint in academics includes teaching design at UPES Department of Design, Dehradun.

**PRiyanka Beriwal**
Faculty, Jewellery and Accessories Design
Priyanka Beriwal is an alumnus of ARCH academy of Design. She holds a bachelor’s degree in jewellery design from Punjab Technical University and was the ranked first in the 2009 batch. During her 8 years of work experience, she has worked as a Jewellery Designer with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market. She has also studied Diploma in “Polished Diamond techniques & Research Development in Jaipur. Her expertise lies in Kundan studies and other well-established export houses, catering to the domestic & international market. She has also worked with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market. She has also worked with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market. She has also worked with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market.

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**Laura Lopez**
Faculty, Design Communication
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**BUSINESS & MANAGEMENT STUDIES**

**MANISH JAIN**
Principal and Professor in A.B.S.T. Department

Manish Jain is an alumnus of the University of Rajasthan with a PhD in Commerce & a PG Diploma in Cost and Works Accountancy (DCWA). He is presently the Principal and Professor in A.B.S.T. Department at ARCH Academy of Design. He received an MBA in Finance and Marketing from Alagappa University, Tamil Nadu. He has expertise in Accounts & Finance subjects and has 21 years of teaching experience. He has authored 17 books for UG and PG students of different universities; published numerous papers in Indian and International Journals. He has also participated in more than 30 National and International Conferences and Seminars and received Best paper awards including the latest for his paper 'new dimension of e-business in Indian banking' at the 14th international conference organised by Research Development Association and Rajasthan conference.

**SHARAD GARG**
Head, Department of Management Studies and Commerce

Sharad Garg holds a PhD, M.Com (Bus. Adm.), MBA (Marketing), PGDBIO, UGC NET. He is a lifetime member of the Indian Commerce Association and has been providing services as a corporate trainer for organisations like Genpact, IONOU, Vardhman Mahaveer Open University, IMT, Bhartiya Vidya Bhawan, JIMS and MSME, Govt. of India etc. He is also an approved research guide in the subject area of Marketing Management. With more than 15 years of work experience, Dr. Garg has been credited with the publication of numerous books, research papers, newspaper articles and book reviews. He has been given the `Best paper’ award at an International Conference, out of the seven research papers that he has presented at national and international levels.

**BUHWAN BHATNAGAR**
Faculty, Management Studies & Course Coordinator, Vocational Studies

Bhuwan Bhatnagar, is an alumnus of the Government Polytechnic College, Ajmer with a Diploma in Mechanical Engineering, BCA, ADCA, MCA, DIIM, PGDM, PGDFM & MBA in Finance. He has served as an external examiner & contributed to developing examination papers at various universities dealing with Computer & Management. With 16 years of experience in teaching computer & management subjects, he uses his expertise in developing software for in-house needs.

**SUCHITA JAIN KASLIWAL**
Academic Coordinator

Suchita did her PGDCA from Rajasthan University and a System Analyst course from NIIT. She has a total work experience of 20 years, out of which 14 years have been spent in the academic field. Her previous experience includes working with the Institute of Shipping and ‘Rise India’ - Skill development Course managed by Ministry of Rural Development, India.

**Rammiyata Daga**
Project Cell and Entrepreneurship

Rammiyata completed her postgraduate studies in Human Resources from ICFAI Business school, Hyderabad and graduation in biotechnology from Punjab University, Chandigarh. She has a total of 5 years of industrial experience with deep understanding and knowledge of the HR Function. Her previous roles involved being a part of the Talent Acquisition Team at TCS, Mumbai, and handling the entire HR function for Nav Back Solutions and Saga Automotive, Skoda Jaipur. Currently, she is a part of the placement and entrepreneurship team and the project cell at ARCH which establishes the groundwork for providing appropriate industry exposure to students whether they choose to work with an employer from the industry or start their own practice.

**administration**

**neelam chaudhary**, Library and Resource centre

Neelam Chaudhary is pursuing her Masters in Library and Information Science (M.Lib) from Rajasthan University, Jaipur. She has been managing the first of its kind digital library in Jaipur, at ARCH campus, with special attention regarding digitisation, storage and use of electronic information services. In her 3.5 years of work experience, she has presented research papers at JECRC University & Bhartiya Skill development for library professionals and attended various workshops in Delhi Library network. Neelam is a national level boxer and commander at four Delhi girls battalion in WCC, the Ministry of Defence.

**kuSUMLATA AGARWAL**, Library and Resource centre

Kusumlata Agarwal has completed M. Lib from Kota open university. She has total 11 years of experience and has been working with ARCH for last 9 years.

**KAMAL SAIN**, Faculty Assistant

Kamal Sain has a total of 24 years of work experience with 9 years in ARCH Academy of Design.
LAB TECHNICIANS

ARVIND KUMAR SHARMA,
Lab Technician, Fashion & Textiles
Arvind Sharma has completed B. A and a 3-year Diploma in Textile Engineering from Indian Institute of Handloom and Textile Technology, Jodhpur with 6 years of work experience in Dyeing and Printing, Textile Chemistry, weaving, textile calculation.

RAM RATAN,
Lab Assistant, Fashion & Textiles
Ram Ratan has 24 years of work experience in the industry with expertise in Fabrication, pattern cutting, garment construction, Garment finishing, packaging, store managing.

GANESH SASMAL,
Lab Technician, Jewellery Design
Ganesh Sasmal has 14 years of industry experience with expertise in casting and handmade jewellery.

KANHAIYA LAL,
Lab Technician, Interior Design
Kanhaiya Lal has 25 years of industry experience related to furniture design.

RAMESH PRAJAPATI
Lab Technician, Terracotta
Ramesh Prajapati is a state awardee in terracotta craft with 16 years of industry experience and 2 years with ARCH.
ABHINAV JALANI
Gemologist, Jaipur

ANISH PURI
Apparel Export Consultant
New Delhi

ANUJ SHARMA
Fashion Designer, Jaipur
Apparel design, NID, Ahmedabad

ANURAG SINGHAL
Visual Merchandiser
Group VM-Creative Lead, CPC at Madura
Fashion & Lifestyle (Aditya Birla Fashion & Retail Ltd.)
Bengaluru

ARINDAM DAS
Director, NIFT, Gandhi Nagar

BADSHAHI MIYAN
National Awardee in Tie-N-Dye
Jaipur

BASANT SHARMA
Visiting faculty

Prof. BHAWANI SHANKAR SHARMA
Artist & Sculptor, Jaipur
“Former Head of Deptt. Visual Art. and Dean Faculty of Fine Arts, Baranasthay Vidypashth (Deemed University)”
Artist & Sculptor, Jaipur

DINESH KORJAN
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

MR. FAROOKH
Gemologist

CHANDRA VIJAY SINGH
Industrial Product Designer
Alumnus NID, Ahmedabad

CP VASHISH
AFT, Textile Science, Former Principal ATDC, Manesar

DEEPAK SANKIT
National Awardee in Enamed Jewellery
Jaipur, Emporia DR

DEEPAK PATHAK
Diamond Grading Expert, Jaipur

DHARMENDRA SINGH
Artisan & Craftsman, Jaipur

MR. DILIP KUMAR
Patter making expert

DINESH KORJAN
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

MR. FAROOKH
Gemologist

GOURAV MATHUR
Sr. Architect & Educationist, Jaipur

DR HARI NARAYAN AGARWAL
Applied Economics & PhD in Commerce.
M.Com, Jaipur

JANICE GRZYB
Jewellery Designer, USA

KB JINAN
NID Alumnus, Ahmedabad
Art Curator, Creative education expert

DR MUKESH PASORIYA
Faculty of Commerce & Finance
Jaipur

MR. NITIN BHATIA
Alumnus NIFT, New Delhi
Artist and Fashion Designer

NITIN THAKORE
Alumnus MSU, Vadodara.
PG Diploma (Textile Art), Goldsmiths College of Arts, University of London.

MR. PANKAJ PAREEK
Domain expertise - 3 D MAX

MS. PAPIYA BANARJEE
Fashion Designer, Delhi

RAHUL TAK
MBA, Interior Designer, Arpan Interiors, Jaipur

RAJAN RATHORE
Gemologist
M.Sc Gemology

MR. ROHITASH Dahiya
Professional model maker

NITA THAKORE
Lecturer, National Museum of Asian Art Paris, France

SANG-LAN KIM
Former Director IICD, Alumnus NID Ahmedabad

SANTOSH DHANOPA
National Awardee - Block printing

SHYAMAL CHAKRABORTY
Professor, NIFT, Kolkata

SURENDRA SINGH
Enamel Artist

SUNITA SENGUPTA
Former Director, NIFT, Kolkata

TARANG MAHESHWARI
Co-Founder EKAA Design Studio

MR. ROHITASH Dahiya
Professional model maker

TARANG MAHESHWARI
NIFT Alumnus, New Delhi

THAPAR SINGH
M.S. in Fashion Technology, NIFT, Delhi

VIKRAM SINGH
Furniture Designer
Hastkala Exports

YASRA DAUD
Interior Designer
American University of Sharjah

YUNUS KHAMANI
Former Dean - IICD, Director, Sawai Man Singh City Palace Museum, Jaipur
ALON MOLAY
Israeli Furniture Designer, Owner Ninety One degrees

ANURAG SINGHAL
Visual Merchandiser, Group VM-Creative Lead, CPC Madura Fashion & Lifestyle (Aditya Birla Fashion & Retail Ltd.)

ANITA DONGRE
Fashion Designer, FDCI Member, Creative Director, "AND Designs" Pvt. Ltd., Mumbai

AMITABH SHAH
Founder and Chief Inspiration Officer (CIO), YUVA Unstoppable

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Founder and Chief Inspiration Officer (CIO), YUVA Unstoppable

YUVA Unstoppable is a non-governmental organisation in India which works towards education of underprivileged children and involving them in various non-curricular activities. He is the former Chairman of the Youth Wing of the Gujarat Chamber of Commerce and Industries (GCCI). He is also the former Executive President of the Times of India Foundation (Nov 2010- Nov 2011). He holds an MBA in Leadership & Management from the Yale School of Management, New Haven, Connecticut.

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Visual Merchandiser, Group VM-Creative Lead, CPC Madura Fashion & Lifestyle (Aditya Birla Fashion & Retail Ltd.). Born in Delhi and educated in various parts of the country, owing to his father’s army background, Anurag began his career with Shoppers’ Stop as a Visual Merchandiser and later on worked with well-known names like Lifestyle Pvt. Ltd., Dubai and Future Axiom Telecom Ltd. He is the founder of think tank - an online newsletter on VM and creative thinking. He is the first author in India to write a book on Visual Merchandising. His passion for drawing cartoons & caricatures led him to release ‘Kashmir Times’. Anurag specialises in Visual Merchandising, Planning v/s Execution and Conducting exclusive workshops on developing Creative Intelligence.

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Dixit and Sharmila Tagore etc.

His high-profile clientele includes Sheila inspired by Mughal motifs in Block Print. Fashion. His saris and fabrics lengths are created a niche of his own in Indian

Although trained in fine arts, he has teaching as a passion.

certified trainer and has been involved in ERP implementation, store design and critical organisational functions like implementation, and Training, Rahul Rajamuthiah has been involved in organisations.  He revived the ancient art of handcrafted jewellery making with the help of master craftsmen and goldsmiths of India.

RAHUL RAJAMUTHIAH

Former Chief at Future Value Retail

A retail professional with 20 years of experience in Merchandising & Buying, Operations, Business Development, Logistics, Process Design, ERP implementation, and Training, Rahul Rajamuthaya has been involved in critical organisational functions like ERP implementation, store design and management. He is an alumnus of the University of Pune, with B.E. in Industrial Economics and M.B.A in Marketing, a certified trainer and has been involved in teaching as a passion.

RAJEEV ARORA

MUKESH SHARMA

Mukul Arts, NOIDA

Although trained in fine arts, he has created a niche of his own in Indian Fashion. His saris and fabrics lengths are inspired by Mughal motifs in Block Print. His high-profile clientele includes Sheila Dixit and Sharmila Tagore etc.

InGenious Studio Pvt. Ltd. is a multidisciplinary consultancy firm incorporated in India, with a focus on Architecture, Master Planning, Interiors, Turnkey and PMC. With 17 years of professional experience in construction industry in various national and international assignments, he has been a member of the Project Management Institute PMI since 2007. Key projects of his firm include Nightvan Ch弥ndodiya Mandir- world’s tallest religious structure (112.0 acres) at Nightvan, ISBT- Rajiv Chowk, Gurugon (won design competition) and Quality Control and Quality Assurance for the development of Integrated Township in Indore – Silver Springs-awarded India’s best township under 200 Acres.

RIMPESH SHARMA

Architect, Founder Director, ISPL ( Ingenious Studio Pvt. Ltd. )

TV monitors in varied contextual settings giving a glimpse of his inclination towards the Neo-Pop Movement.

PRATIMA PANDEY

Fashion Designer, FDCI Member, Label- Prama by Pratima Pratima Pandey is a NIFT (New Delhi) postgraduate in Fashion design and specialises in fusion garb with Indian Sensibility. She won the Graziya Young Fashion Awards in the category of eco-friendly fashion in 2011.Her label- Prama, derives her sense of fashion from her belief that clothing should be classic, ageless, and should speak of the craftsmanship of each person involved. The emphasis of the label is on the use of natural fabric and dyeing techniques and also designing for a cause by encouraging craftsmanship and sustainability.

RAJEEV ARORA

FDCI Member, jeweller-Amrapali, Jaipur

Co-founder and designer at Amrapali, he has showcased India’s rich Jewellery heritage to the world. His showrooms extend all over the Middle East, Europe and America. Mr Rajamuthiah is a political, social and cultural activist and has held in and around Jaipur setting up 3 state-of-the-art manufacturing units that provided employment to over 2000 local craftsmen. He is also a member of the Censor Board many significant posts across a spectrum of organisations. He revived the ancient art of handcrafted jewellery making with the help of master craftsmen and goldsmiths of India.

MUKEH SHARMA

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ARCH ALUMNI NETWORK

After graduation, the ARCH Alumni network lets you stay connected to fellow students for building your own professional connections, invaluable for advancing in your chosen field of work. It provides a platform for old and new graduating students, working professionals and entrepreneurs who have been a part of the ARCH community to maintain links with each other and to participate in nurturing, supporting, and elevating the creative community as a whole. Benefits of registration with the Alumni Network include:

Career
Uploading your portfolio on the ARCH Alumni section on http://www.arch.edu.org/alumni/alumni_login.php, enables the Placement cell to maintain a database and shortlist qualified and creative professionals. This database can be further shared with industry members for upcoming opportunities within their organisations.

Updates
Our team helps you to stay up to date on the latest initiatives at ARCH, which include events, workshops, competitions, seminars & forums. These are organized & made available for you to contribute to, or utilize, to enhance your knowledge of your discipline further. Meeting and collaborating with like-minded people from different branches of creative faculties is an added advantage.

Mentoring
You may also choose to collaborate with us to provide Internship opportunities to ARCH students within your firms or organisations.

Interior Design

Apoorv Saxena
Alumnus, 2010
Owner: Espacio Interiors, Jaipur
Apoorv’s Interior Design Studio has successfully completed several residential and commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses.

Akshita Goyal
Alumnus, 2016
Senior Interior Designer, Shantanu Garg Design Studio
Akshita got placed with Shantanu Garg Design Studio, a renowned architecture and interior design firm in Jaipur. Their firm has completed residential & commercial projects in more than 8 cities in the country.

Anupama Rana
Alumnus, 2005
Owner: The Design
Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. As an Interior Designer, she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. In the 14th convocation of the Arch Academy of Design, she was felicitated with the Best Entrepreneur Award.

Deepika Kumawat
Design Square
Kirit Singhvi
Sleek International Pvt Ltd.
Rinki Lalwani
Gaurav Agrawal Design Studio
Vyasakh Prasannakumar
Architecture & Design online magazine

PLACEMENTS & INTERNSHIPS
Architect Sanjay Kothari, Jaipur
Benzel Design and Comm., Gurgaon
3D Designs, Jaipur
Goyal Arts, Jaipur
Manic Structures, Delhi
Muse Interiors, Delhi
Sthapatya, Jaipur
Sunrays Contracting, Jaipur
UDB, Jaipur
Mangalam Arts
Hashtikla Exports
Dileep Industries Pvt. Ltd.
Central Future Group
Lifestyle International Pvt. Ltd., Jaipur
Shoppers Stop
MGF Metropolitan, Jaipur
ARG Group
Ar. Tushar Sogani
Anubhav Design Studio
Ar. Anoop Dharmshaktu
Akbar Interior
Arpan Design by Rahul Tak
Ruby Group
Hidden hand interiors
HS Developers
Space Talk
Da Nest studio
Shantanu Garg
Originators
Mahendra Sethi & Associates
Design Inc. by Anshuman Sharma
G.A.D.S
Anubhav Design Studio
Ashiyana Interiors
Fashion Design

Shivangi Natani
Alumnus, 2009
Director and Fashion Designer- Shivangi Inc. Exports
After completing her course in Fashion Design from ARCH, Shivangi joined her father’s business of Manufacturing & Production of Ladies Garments & Handicrafts for exports, as the Sub- Director and Fashion Designer at Shivangi Inc. Exports.

Chavi Sharma
Alumnus, 2006
Visual Merchandiser - VERO MODA
Chavi is currently working as a visual merchandiser at Vero Moda- An international Fashion brand that is one of Europe’s largest clothing brands for young women.

Sujit Kumar
Alumnus, 2015
Fashion Designer- Roadster denim brand, Myntra Designs Pvt. Ltd
Awards: Won the first prize with cash and a trip to Turin, Italy in the two-day competition at the ‘Fiat Cafe’, Pune which involved Fashion Institutes in the Automotive Domain.

Jigyasa by Anubha Sharma, Kota
Akshaya & Garima by Akshay Sikhwal
Yamini Malani Clothing, Kolkata
Silhouette by Swati Rohilla
Robe by Heena Arora
V.S.P Fashion Angels by Vaishali Prasadshri
Frills n Flora by Narendra Pal Singh
Farishta Exports by Chitra

PLACEMENTS & INTERNSHIPS

Anita Dongre, AND Designs India
Rocky S Fashions, Mumbai
Abu Jani Sandeep, Khasis, Mumbai
EKAA by Tarang & Priyanka, New Delhi
Somersault Design Studio
Alhaja Export
Lifestyle International Pvt. Ltd.
Zari Fashions
Reliance Retail, Bangalore
United Colours of Beneton
Shoppers Stop
Jaipur Central
Ratan Textiles
Ranas Legacy
Avned Lifestyle Brands Ltd.
Clothing Depot Inc.
Mirangi, Couture destination
Nikh Barbis Fashion
Mimrat Singh
Nitin Bal Chauhan
Tattvam Bridal Wear, Ahmedabad
Raasa
Cheer Sagar
Kirti Rathore
Pallavi Jaipur
Label Aishika
Rajshree Impex
Ma’am Arts

Jewellery Design

Rita Burman
Alumnus, 2001
Owner: Rezart, Jaipur
Rezart is a production house specialising in designer gold and diamond jewellery.

Vidushi Soni
Alumnus, 2008
Senior Designer, Amrapali Jewellers
Awards: Received 1st Prize in Jewellers Associations Show 2013 (IAS), Jewellery Design Competition.

Vishakha Agarwal
Alumnus, 2014
Owner: ‘Gharaz’
Gharaz specialises in Costume Jewellery line
After completing Jewellery Design course at Arch, Vishakha started her design label in 2014, working extensively with artisans and craftsmen in Jaipur and villages of Rajasthan

Shubham K Raj dprogetto - Fine jewellery line
Shikha Vijay Khandelwal Stitch Story
Rupal Gupta Sunita Shekhawat Jaipur
Riddhi Choudhary ORRA Diamond Jewellery
Anindita Khare ANINDITA-costume jewellery pieces.
Amisha Pareek CELESTE

PLACEMENTS & INTERNSHIPS

Amrapali Jewels
ORRA Diamond Jewellery, Mumbai
Gitanjali Group Ltd
SM Global Ltd. Hong Kong
Motions Jewellery Ltd.
P. Mangatram, Hyderabad
Indioro, Dubai
Jewels Emporium
Sambhav Gems Ltd.
Vishhav GEMS Ltd.
Owarka Gems Ltd.
Savio Jewellery
Oriental Gems Ltd.
Raniwala Jewellers
RHAGems
Derevala Jewellery Industries
SYMETREE by Haritsons Group
Silvex Images Pvt. Ltd
Symmetry
Garg Jewels
Freelance project with Sonal Sawan-sukha
Pink city jewels
Sunita Shekhawat
Rambhajo
Communication Design

Vidisha Gupta
Alumnus, 2016
Creative Consultant & Project Manager, Gravity Ecom
Gravity Ecom is a Jaipur based firm that is engaged in providing app development solutions. Vidisha’s role involves providing creative inputs as well as managing projects to ensure seamless business operations.

Vipin Sharma
Alumnus, 2016
Design Head (UX consultant), FITSO
Vipin has been heading the Design team of FITSO, a complete fitness solutions app which includes personal coaching by certified trainers, nutritionists etc helping people achieve their fitness goals.

PLACEMENTS & INTERNSHIPS
Fitso, Gurgaon
Gravity Ecom, Jaipur
Coffee Beans, Jaipur

Information
ARCH has hosted numerous events, seminars, and workshops involving participation from students and faculty members in partnership with industry experts, corporate institutions, government agencies and foreign educational institutions. Continuous exposure to knowledge sharing, specialist’s opinions, provides students at ARCH the chance to grow organically in their professional domain.

Ms. Archana Surana at an official meeting with Minister of Textiles, Mrs Smriti Irani Kapoor.

Jairangam visited ARCH Academy of Design through its Famous Nukkad Natak, “AB-BAS”, a street play against women atrocities by Rang Mastaaney.

Inauguration of Photo Exhibition of Design Story by Mr. Amitabh Shah, Founder & CEO, YUVA Unstoppable and Mr. John Farnam, Deputy Disrupter at Morgridge Family Foundation & Co-CEO of Share Fair Nation

Mr. Benoy Thoompunkal receiving the Cumulus membership certificate from Cumulus president, Luisa Collina.

In 2017, Dr. Annick Schramme, Dr. Ian W. King, industry practitioners with ARCH members and guests.

Mr. Rakesh Thakore, from the label Abraham & Thakore with Ms Archana Surana, campus director Nien Siao with participants at the RHW - 2016

Ms. Nien Siao, at the India International Education Conclave

Ms Carrie Morgridge giving away the awards to the Design Story winners during an event held at Diggi Palace, Jaipur 2016.

Fashion Designer Mr. David Abraham, from the label, Abraham & Thakore at RHW 2016 with Founder Archana Surana and Delhi-NCR director Nien Siao.

Mr. Arun Cherian Tedx speaker, problem solver and innovator, interacting with ARCH students.

Ms. Archana Surana, and Mr. Benoy Thoompunkal receiving the Cumulus membership certificate from Cumulus president, Luisa Collina.

Mr. Harish Songra, Founder of Weinclude and MyChild好不好 in a lecture, at ARCH Jaipur Campus.

Ms. Carrie Morgridge, vice-president of the Morgridge Family Foundation and author of ‘Every Gift Matters’ during her India book launch at an event in Jaipur, 2016.

ARCH Students and Staff Members at TED X Jaipur Event.

Mr. Harsh Songra, Founder of Weinclude and MyChild好不好 in a lecture, at ARCH Jaipur Campus.

Ms Archana Surana, at a official meeting with Minister of Textiles, Mrs Smriti Irani Kapoor.

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Mr. Benoy Thoompunkal receiving the Cumulus membership certificate from Cumulus president, Luisa Collina.

Ms Archana Surana, and Mr. Benoy Thoompunkal receiving the Cumulus membership certificate from Cumulus president, Luisa Collina.
The DesignStory competition was launched by film actor, Zayed Khan on 29th August, 2016.

Attendees at the Chi-Cha event during one of the workshops.

Ms Archana Surana receiving the Zee Rajasthan Woman Empowerment Award, 2016 from Hon'ble CM, SMT Vasundhara Raje.

Delegates from Perth college, Scotland, visiting ARCH Jaipur Campus, for the UKIERI project.

Harvard School of Fashion Dean, Mr Rajiv Mehrotra with Archana Surana and Nien Siao.

ARCH stall with pieces designed by students of Jewellery Design Batch at IAS 2015

The Mentor Forum event held at ARCH Jaipur campus

Mr Jimmy Nelson, renowned photojournalist with Ms Archana Surana and Mr Rahul Rajamuthiah at the IFFTI conference 2017.

Acclaimed Fashion designer Hemant Trivedi with Ms Archana Surana at an event held in the city.

Participants at the Global Mentoring Walk, Delhi chapter 2017

ARCH family on the 17th Foundation Day

Attendees at the Chi-Cha event during one of the workshops.

Founder Director Archana Surana at the 5th edition of NWFC 2016, With Prof. Ian W. King, Prof Annick Schramme at the University of Antwerp.

Ms Archana Surana with international designer Bibi Russell.

Harvard School of Fashion Dean, Mr Rajiv Mehrotra with Archana Surana and Nien Siao.

ARCH stall with pieces designed by students of Jewellery Design Batch at IAS 2015

The Mentor Forum event held at ARCH Jaipur campus

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Founder Director Archana Surana at the 5th edition of NWFC 2016, With Prof. Ian W. King, Prof Annick Schramme at the University of Antwerp.
Admission Guidelines 2017

AIEED (All India Entrance Examination for Design)

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate & Postgraduate level courses in Design. The exam tests the creativity, design sensitivity & aesthetic sense, of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem-solving aptitude of the student. ARCH invites applications for AIEED '17 towards its Undergraduate & Postgraduate courses for the academic year 2017.

CourseS OFFERED

Jaipur Campus

UNDERGRADUATE (UG) LEVEL CourseS

Fashion & Textile Design
Fashion Design & Business
Interior & Spatial Design
Interior Design & Business
Graphic Design (Applied Arts)
Jewellery Design & Business
Product Design

POST GRADUATE (PG) LEVEL CourseS

Fashion Design & Entrepreneurship
Interior Design & Entrepreneurship
Jewellery Design & Entrepreneurship
Design Communication

Gurgaon, Delhi-NCR Campus

UNDERGRADUATE (UG) LEVEL CourseS

Fashion & Textile Design
Interior & Spatial Design
Graphic & Interaction Design
Product Design

POST GRADUATE (PG) LEVEL CourseS

Fashion Design & Entrepreneurship
Interior Design & Entrepreneurship
Design Communication
Creative Styling
Product Merchandising

ELIGIBILITY CRITERIA:

Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IIB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam.

All Undergraduate courses will be conducted as per Pearson norms. All students, 16 years and above are eligible for the International Undergraduate level course. All aspirants have the opportunity of culminating their studies with a ‘Top Up’ degree in 1 year from any of the Pearson listed Universities around the world after having finished the Pearson BTEC embedded in the 4-year courses at ARCH.

Students applying for Undergraduate Interior Design program with a valid NATA score/ AIEEE rank/ NID Score are exempted from the first 2 stages of the AIEED exam and will be directly called for the 3rd & last stage of the exam which involves an interaction through the submission of a student made self-introduction Video based on a small questionnaire; submission of their Portfolio & a Skype face-to-face. All of these are online/ net based.

Class 10+1 Students can also write AIEED 2017. Qualifying students will be eligible for direct admission in the academic year 2018 after clearing the 3rd & last stage of the exam (as described above).

POSTGRADUATE LEVEL CourseS

Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course. Students who have done a 2 years or 3 years diploma course in design are also eligible for this Advanced Level course.

FORMAT OF THE EXAM UG Level

STAGE I - General Ability Test (GAT) (15th March - 10th May 2017)
GAT is the first phase of AIEED & is compulsory for all applicants.

MODE: Only ONLINE (3 hours/3 slots)
Choose any one Date:
15th March - 10th May 2017
Choose any one Time Slot:
10 to 12 Noon    1 to 3pm     4 to 6pm

STAGE II - Creative Ability Test (CAT) (15th March - 10th May 2017)

MODE: ONLINE (3 hours)
Choose any one Date:
15th March - 10th May 2017
Choose any one Time Slot:
10 to 12 Noon 1 to 3pm 4 to 6pm

MODE: CENTRE BASED (3 hours)
Any of 2 Consecutive Saturday’s after GAT Exam
Exam Centres: Jaipur & Gurgaon (Delhi NCR)

STAGE III - INTERACTION INTRODUCTION TO YOURSELF

(Video, Portfolio & Skype Interaction)

STEPS:
- Make a VIDEO of YOURSELF while answering the given questionnaire.
- Use a cellphone camera, or any other camera available, to take a video.
- You can speak in English or Hindi, whichever is comfortable for you.
- Upload images of your Portfolio + the Video of Yourself to Google Drive
- Skype interaction with us will be scheduled after we receive what the student has uploaded

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**FORM OF THE EXAM PG Level**

**STAGE I - General Ability Test (GAT) (15th March - 10th May 2017)**
GAT is the first phase of AIEED & is compulsory for all applicants.

**MODE:** Only ONLINE (3 hours/3 slots)

Choose any one Date:
15th March- 10th May 2017

Choose any one Time Slot:
10 to 12 Noon     1 to 3pm    4 to 6pm

STAGE II - Creative Ability Test

**INTRODUCTION TO YOURSELF**
(Video, Portfolio & Skype Interaction)

**STEPS:**
- Make a VIDEO of YOURSELF while answering the given questionnaire .  
- Use a cellphone camera, or any other camera available, to take a video.  
- You can speak in English or Hindi, whichever is comfortable for you.  
- Upload images of your Portfolio + the Video of Yourself to Google Drive  
- Skype interaction with us will be scheduled after we receive what the student has uploaded

**COMMON FINAL STEPS**
- Result Declaration  
- Deposition of Fees and Documents Verification  
- Batch Starts- July 4th Week

**SELECTION CRITERIA**
The selection of candidates is strictly merit based. The cumulative performance in all parameters mentioned below will be considered for the final selection of candidates.

Performance in past education  
AIEED exam result  
Portfolio

**GENERAL INSTRUCTIONS**

**STEP 1**

How to fill up the online application form

1. Visit ARCH website home page (http://www.archedu.org/) and register your application. On successfully registering, an email and SMS will be sent to the mobile number & email ID you have registered with. Keep the following prerequisites in mind before applying
2. Keep one scanned photograph of self and scanned copies of mark sheets of 10th, 12th or past qualification handy. Students need to upload the above-mentioned photographs and documents in the application form. Candidates appearing for the class 11th exam can also apply provisionally. Their score will be considered for the academic year 2018.
3. For GAT Online Exam, Candidates are free to choose any examination Date & Time Slot. The exam is online, for 3 hours and is compulsory for all. Admit Cards would be available online 7 DAYS prior to the exam. A link will be sent to the candidate’s mobile number; open the link to download the admit card.
4. For CAT Exam, Candidates can choose between Online and Centre Based exam (either Jaipur OR Gurgaon). Admit Cards would be available online 7 DAYS prior to the exam.
5. Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons requesting the change in writing sent to admission@archedu.org, at least 5 days before the exam date.
6. The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.
7. Candidates will be given 2 interview dates and can choose any one for Interview & Portfolio. This would be a skype interview

How to make payment of online application form fee:
The application form fee is INR 3000/- only, which can be paid by choosing any of the following options.
1. Pay either using Debit/Credit Card & use our Online Payment Gateway if you wish to make Online payment  
2. Demand Draft  
The Demand draft mentioning your name and phone number at the back, drawn in favour of “ARCH Educational Society” payable at Jaipur is to be sent to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302017.  
PS: Students who wish to pay via DD need to enclose a printout of filled application form + 2 photographs of self + copies of qualification mark sheets of 10th, 12th.
3. Payment in Bank of India branch  
Students paying through Bank of India are required to submit the scanned copy of the receipt and personal details (name, course, phone number) on admission@archedu.org for reference.  
The bank details are as follows:

BANK OF INDIA  
M.I. Road Branch, Jaipur  
Payable to ARCH Educational Society, Jaipur  
A/C No. 66020100003311  
RTGS/IFSC Code- BKID0006600  
PAN No. AAAAA1934C  

Once we receive a completed application form with payment, an auto-generated email will be sent to you, mentioning your successful completion of application and payment. In addition to the email, your receipt and a pen drive with information material about the institution will be sent to you by courier. For any information or query, you can write to us at admission@archedu.org.
1. The application is available for INR 3000/- only. Please use one of the following options
Purchase application form from ARCH Academy of Design Centre, Malviya Nagar, Jaipur paying either by Cash or DD drawn in favour of “ARCH Educational Society” payable at Jaipur, & fill and submit the same.

**STEP 2**

**HOW TO TAKE THE AIEED EXAM**

**STRUCTURE OF AIEED EXAM:**

For Undergraduate Students

<table>
<thead>
<tr>
<th>TYPE OF PAPER</th>
<th>TESTING PARAMETERS</th>
<th>NO OF Q’S</th>
<th>Marks</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIEED- GAT GENERAL ABILITY TEST</td>
<td>To assess design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, &amp; Concepts Comprehension</td>
<td>90</td>
<td>200</td>
<td>3 Hrs</td>
</tr>
<tr>
<td>AIEED –CAT CREATIVE ABILITY TEST</td>
<td>To assess Articulation Skills both written &amp; visual, Design Thinking, Lateral Thinking &amp; creative problem solving, &amp; awareness of Design Principles</td>
<td>26</td>
<td>200</td>
<td>3 Hrs</td>
</tr>
</tbody>
</table>

**INTERACTION + PORTFOLIO**

Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio

100

30 min

*Total Marks for the exam 500

For Postgraduate Students

<table>
<thead>
<tr>
<th>TYPE OF PAPER</th>
<th>TESTING PARAMETERS</th>
<th>NO OF Q’S</th>
<th>Marks</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIEED-GAT GENERAL ABILITY TEST</td>
<td>To assess design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, &amp; Concepts Comprehension</td>
<td>90</td>
<td>200</td>
<td>3 Hrs</td>
</tr>
</tbody>
</table>

**INTERACTION + PORTFOLIO**

Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio

100

30 min

*Total Marks for the exam 300

**ONLINE MODE OF AIEED EXAM**

Students can write the Online Exam from either home or cyber café. The candidates whose forms have been accepted, can appear for the online entrance exam at the allotted date and time slot.

Change of date of examination will not be entertained and if the candidate fails to give the examination on the scheduled date, his/her application will be canceled. Re-scheduling can be done only in case of unavoidable circumstances like Power failure or slow Internet connectivity, which if applicable, should be informed immediately over the telephone by the candidate.

For any more information or query you can write to admission@archedu.org or call on 09414070678

Candidates are requested to make sure of the following at their end before they enroll for the Online Exam:

1. High-speed Internet facility
   - Minimum Requirement: 256 kbps Broadband connection
   - Recommended: 512 kbps Broadband Connection or higher
2. Google Chrome - Download and install on your computer (if not already present)
   - It is recommended that you use the Chrome browser for your exam.
3. Flash Player - Download and install on your computer from the given link (if the plug in is not already present)
   - (https://get.adobe.com/flashplayer/?fpchrome)
   - This is ESSENTIAL for you to answer the exam.
4. Keep a Digital camera/ Mobile Phone/ Scanner on hand to record & upload any work done for the exam.
   - (For the CAT exam)
5. Other Materials to be available at hand:
   - A4 size blank sheets of paper (15 sheets to answer the drawing oriented questions), pencil & eraser, dry Colour media (color pencil/ crayons/ oil pastels etc), steel scale. Cutter, scissors, glue stick, Black & blue pens.
   - (For the CAT exam)
6. Web Camera - Student will be under Surveillance while writing the exam
7. Computer/Peripherals: the minimum specifications:-
   - Desktop PC/Laptop: with Processor 733 MHZ or higher.
   - 100 MB hard disk space
   - 256 MB RAM minimum
   - Monitor Resolution (1024 X 768) Pixels
8. Other Minimum Software required on Computer
   - Microsoft Windows XP Professional or any other upgraded Operating System (Win 7 or above)
   - Microsoft Word
9. Power Connection: Please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use a laptop, please keep it fully charged & connected to a power supply.

**CENTRE BASED MODE OF AIEED EXAM**

The applicants would be allowed to enter the examination centre only with an admit card attested by a Gazetted officer/ School Principal along with an identification proof (driving license/Adhaar card/ passport/ 10th mark/last graduation mark sheet). Candidates should carry black & blue pens, pencil & eraser, steel scale, cutter, scissors, dry media (colour pencils/ crayons/oil pastels etc.), glue stick.

Use of any electronic/ computing device like a laptop, mobile, calculator etc. is strictly prohibited for an offline exam. The student will be notified about the result of the examination by a call letter (email and hard copy). The call letter will bear the interview date chosen by the candidate in the application form.
STEP 3
INTERACTION & PORTFOLIO

1. Make a VIDEO of YOURSELF
   - This is an important part of our new admission screening process. Based on the Questionnaire file sent, applicants are required to make a Video of themselves and send to ARCH.

2. Portfolio: Portfolio is to be shared online along with the Video. A Portfolio is the visiting card of the candidate, speaking of their interests & abilities and is a collection of any previous creative work done by the candidate in the form of illustrations, sketches, photographs, essays, prose etc, even films & slideshows that can be shown on a mobile phone. All work should be photographed or filmed & uploaded.

3. Skype interaction on a Scheduled date and time with our Panel of Experts
   - Candidates failing to appear for all the parts to the Interaction & Portfolio (the 3rd phase of AIEED) would not be considered for admission and their applications will be canceled. Rescheduling of the interaction in rare cases would be accepted if an application mentions the reason of absence clearly. You can write to admission@archedu.org.

STEP 4
Final Steps
- Result Declaration
- Deposition of Fees and Documents Verification
- Batch Starts- July 4th Week

ADMISSION GUIDELINES FOR UG AND PG Courses

The admission fee has to be deposited within the stipulated time, to confirm admission with ARCH Academy of Design. The final admission of the candidate will be considered only if he/she fulfills all the requirements mentioned, as well as the eligibility criteria. Defaulting in producing the relevant documents at the time of admission will result in cancellation of admission. The session will start in the 4th week of July.

The candidate needs to deposit all the following documents at the time of Admission:
- Mark sheets of 10th, 12th (original & attested photo copy) OR Graduation and 4 Passport size Photographs (If result is awaited, then the admission will be considered provisional and candidates would be required to produce the mark sheet by July to confirm the admission)
- An attested migration and transfer certificate. School Leaving certificate
- SC/ST, Others (Physically Challenged, NRI, Defence, Artisans) should submit an attested proof.
- Medical Fitness Certificate, attested.
- Income Tax Return of Parents/Guardian
- Address Proof

The documents will be cross checked and admission will be confirmed within 10 days.

USEFUL INFORMATION

SCHOLARSHIP SCHEME

Scholarship will be given to students on the basis of the following criteria: AIEED result, Performance in past qualification, Interview + Portfolio, Income of the family, Ward of a single parent, Servicemen, Craftsmen or artisans etc.

The scholarship will be awarded on first come first served basis. Once all the scholarships are claimed, further students would not be considered for the same, even if they fulfill all the requirements.

BANK LOANS


COUNSELLING

For any query or confusion, students are free to contact the admission department from Monday to Saturday (10 am to 5 pm) on our Toll-Free Number 1800 3070 0626 or mobile no. 9414070678. The student can also email at admission@archedu.org

ADMISSION GUIDELINES FOR VOCATIONAL Courses and UOR Course

Application Forms for 3 year vocational Courses are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 1500.

Payments can be made by DD or Cash (if application form is bought at the Campus)
- Students applying are required to submit/send the completed Form/downloaded printout with 2 photographs of self, + copies of qualification mark sheets of 10th, 12th, along with the DD, to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favour of "ARCH Educational Society" payable at Jaipur.
- Shortlisted applications would be notified by a call letter for a personal interview + portfolio screening in the month of April-May.
- Interviews would be fixed and rescheduling will not be entertained.
- The students applying for BBA/B.Com will have to appear for Personal Interview only.
- Admission will be confirmed by depositing the fees.

ADMISSION GUIDELINES FOR SHORT TERM Courses

The Application form for Short Term Courses, are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 500.

Payments can be made by DD or Cash (if application form is bought at the Campus)
- Students applying are required to submit/send the completed Form/downloaded printout with 2 photographs of self, mark sheets of past qualifications and an identity proof, along with the DD, to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favour of "ARCH
Admission Guidelines

IMPORTANT TERMS & CONDITIONS

1. Selected candidates, eligible for admission will be required to attend the counselling session at the ARCH Campus or designated cities at their own expense, on the scheduled date and time (displayed on AIEED website www.aieed.com or www.archedu.org).

2. The admission to any program would be offered as per merit.

3. The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for the fulfillment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by the affiliate authority.

4. If the candidate is absent on the date and time specified for the Interview round or does not deposit the fee through Demand Draft by the mentioned date, his candidature will be cancelled and the next candidate in the final merit list will be considered.

5. The selected candidates have to bring the Admit Card issued by ARCH, in print form, along with a valid Photo Identity Proof and valid migration & transfer certificate at the time of counselling. All these documents need to be attested by a Grade 1 Gazette Officer.

6. Remaining vacant seats shall be offered to the wait-listed candidates in the order of merit.

7. Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.

8. Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur Courts only. ARCH reserves the right to add, modify, or discontinue any of the aforesaid points.

ATTENTION

The provisions of the admission guidelines and prospectus can be changed by the management of the ARCH Educational Society without any advance notice and shall be notified at the website www.archedu.org & www.aieed.com. For any representation/clarification/dispute, the decision of the Management of ARCH shall be final and binding.

Glossary

FACULTY OF INTERIOR DESIGN

- Practice, Research and innovative solutions to solve challenging real world interior design problems: The study will focus on practice led, Research based approach to look for innovative design solutions for the required interior world of read problems.

- Interior and Spatial Design: Re-imagine interior environments and spaces in local and global contexts: We will support you to develop the ability to rethink, recreate out of a given local and global context.

- Digital designs: It is the creative ability to use computer skills to design visuals associated with electronic technology.

- Prototyping technique: It is a technique for building a quick and rough version of a desired system or parts of that system. The prototype illustrates the system to users and designers. It allows them to see flaws and invent ways to improve the system.

- Interior Design and Business: Interface between built space and how people inhabit them: This will help us to understand the relationship between people and their surrounding built spaces.

- Spatial design: As a discipline it uses the language of interior design and landscape Architecture to communicate design intentions.

- Business acumen: Business understanding in dealing with a risk and opportunity for better outcome.

- Interior Design & Entrepreneurship: Advance study: The course is not for the beginners, it requires in-depth inquiry ability and Research.

- Holistic knowledge and understanding of interior built environment and spatial design: It provides a complete knowledge and understanding of interior built environment and spatial design.

- Establishing a service business: Setting up a business unit.
FACULTY OF PRODUCT DESIGN

Product Design
• Functionality, usability, sustainability and convenience- having or serving a utilitarian purpose; capable of serving the purpose and usage for which it was designed and at the same time allowing continual reuse.
• Process and principles governing the design and manufacturing of products- The system will allow you to explore the theory and related chain of the process through designing and manufacturing products.
• Socially responsible, ethical, sustainable and profitable outcome- The product designers creates solutions which are benefit to the society, done in an right manner, long lasting and yield financial gains.
• Product, system and User centric- These are three parts related to product design process.

Product Merchandising
• Merchandising for lifestyle products- The act of promotion of lifestyle products in a retail store.
• Supply chain management- It is the process of flow of goods and services/flow starting from procuring raw material to delivering the final product to end consumers.

FACULTY OF FASHION & TEXTILE

• Creative, intellect and innovative dimensions in fashion learning- As a learner you should be able to see the new opportunities, Research and refreshing fashion design solutions.
• New ideas- You must read and Research to generate fresh ideas
• Fashion for the next generation- To be part of the futuristic fashion design trends.

Fashion and Textile Design
• Make better decision about future in fashion and textile sector- To be able to drive best decisions for future fashions.

Fashion Design and Business
• Business acumen to handle the dynamic fashion environment- Business understanding in dealing with a risk and opportunity for better outcome for fashion design solutions.

Fashion Design and Entrepreneurship
• Entrepreneurship and Fashion design concepts to effectively integrate the mix of both for creative design solutions- To be able to manage the new resources for setting up of a design studio
• To set up a design business and take risk- We will support you with the ability to take risk to start a business venture.

Garment Production and Export management
• Technical and basic creative application skills in garment construction, merchandising and various aspects of garment production- The study focus on the technical aspects of garment constructions, promotion of selling the garment in the production process.

Creative Styling
• Creative styling provides synthesis and application to make better decisions about stylizing products in fashion industry- To facilitates styling ability for fashion and lifestyle sector
• Styling solutions for retail, print, entertainment, events and fashion- these are the derived domains of styling activities.
• Fashion image- It is the desired fashion look, which the creative stylist creates

FACULTY OF JEWELLERY DESIGN

Jewellery Design and Business
• The ability to think different- The ability to look for new, lateral, out of the box thinking pattern to create innovative jewellery designs.
• Intense jewellery design skills, together with industry preparation, forming experts in the design and development of fine jewellery for the luxury industry- The study focuses on the ability to touch details with industry outlook and experts for creating fine designed jewellery.

Jewellery Design & Entrepreneurship
• In-depth knowledge and understanding- To investigate in greater details
• Enterprising aptitude- The ability to set up a business unit and take risk accordingly.
• Unique identity with your jewellery design portfolio- To create your portfolio as per industry standards.
• Advance study- The course is not for the beginners, it requires in depth inquiry ability and Research.

FACULTY OF COMMUNICATION DESIGN

Graphic and Interaction Design
• Creating engaging interfaces- To make the user interaction simple and easy with technology.
• Thought out behaviours To plan according to the thought out behaviours of the users.
• How users and technology communicate- To create a synergy in the communication patterns of the users and technology.
• Fundamentals of graphic design, besides sharpening visual, digital and strategic communication skills, under this course.

Applied Arts
• Application of art in converting ideas and concepts into communicable visual imagery for practical use in the above fields- To make aesthetically sound designs.

Communication Design
• Creative Analysers Those who are able to draw inferences out of the creative solutions
• Appropriate design to elevate or inspire the minds of the user- To be able to communicate the right message and grasp mind share of the end users
A workshop titled ‘The Aesthetics of Dress’ by Dr. Ian King - Professor of Aesthetics and Management, London College of Fashion and author of the book ‘Aesthetics of Dress’ was held at ARCH Delhi campus on 7th April 2017. Dr King talked about the relationship between body and aesthetics; to quote him “Dress compliments our language and speaks a nonverbal language. The dress restores the balance between appearance and feel”. Guests for the occasion included Dr. Annick Schramme, (Professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp, Belgium), faculty members, selected students from ARCH, industry experts and designers. The workshop was followed by a wine and cheese event at 1AQ art gallery in New Delhi which was attended by people from the design fraternity, dignitaries from the art and creative industries.

Gurgaon campus Inauguration & Workshop on ‘Career pathways to Creative and Cultural Industries’

A workshop titled ‘Career pathways to Creative and Cultural Industries’ was held at the ARCH Gurgaon campus on 7th April 2017. The event was a panel discussion organised on the occasion of the inauguration of ARCH Gurgaon Campus. Panelists included Dr. Ian King (Professor of Aesthetics and Management, London College of Fashion), Annick Schramme, (Professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp, Belgium) Ms. Archana Surana-Founder - Director ARCH Academy of Design, Mr Benoy Thoompumpal- Director- Academics, ARCH academy of design, Nien Siao, Campus Director – ARCH Gurgaon campus, Rahul Rajmuthiah, Governing body member. The discussion focused on how the domains of creative & cultural industries can add value to the overall society by incorporating the various career opportunities of the creative and cultural domain into higher education and college curriculum.
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