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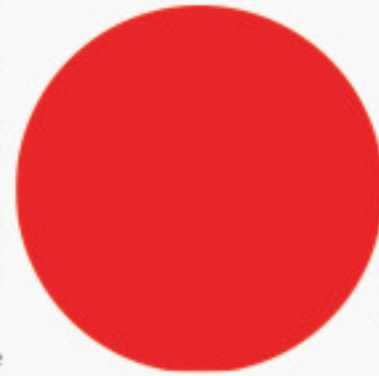
## DIRECTOR'S MESSAGE

The ARCH Academy of Design has had an eventful, exciting and extremely remarkable ten years. Its achievements are reflected in the exemplary performances of its alumni. It is affirmed by the versatility and the caliber of the faculty and students it has been attracting since its very inception.

Supported graciously by well wishers, and inspired and strengthened by our past successes and shortcomings, we are now in the next decade of our existence, welcoming and facing the fresh challenges that seem to go hand in hand with certain pioneering and trailblazing endeavors.

We, at ARCH, believe, that to be responsible contributors to society, we must have a larger understanding of, and respect for, human potential and dignity. Therefore, in an important extension to the predictable dissemination of professional and technical knowledge, ARCH seeks to instill collaborative skills in its students, through an interactive learning process incorporating the contextual values and contents of local knowledge systems.

And in the process, ARCH aims to create design professionals and entrepreneurs with the sensitivity, the sensibility and the ability to eventually contribute in a fully aware and insightful manner, to societal needs.



A broad range of degree, diploma and certificate courses are offered and have been structured to incorporate progression routes to possible career pathways and the exploration of potential for further study both in India and overseas. ARCH awards national and international certification & validation for industrially relevant design education.

In the larger arena, our collaborative alliances with global partners, international universities and the industry are translated into internships and placements. Further, various live projects ensure gainful employment and opportunities for the growth of knowledge and the application of the skills learnt and absorbed by the student during his period of training with us.

The Prospectus provides comprehensive information on all under graduate and post graduate programs at ARCH. I encourage you to explore its contents to find the educational and research opportunities you seek.

I look forward to welcoming you to our campus, and wish you all success in your chosen program of study.

**Archana Surana**  
Director





## DEAN'S MESSAGE

We are an academy of Design.

The word 'Design' needs to be seen in the most holistic way possible to understand the vast range of thought processes and activities it encompasses. All of these are aimed at achieving definite goals - the solving of 'problems' - be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living, a trend....

Each of these activities by itself could qualify as a potential area for specialization, and usually they do, in the existing scheme of things; on the other hand, a designer even if reasonably skilled in all, need not be a specialist in any.

A designer by qualification, then, should be a widely aware and sensitive individual capable of drawing on experience, knowledge and specialized inputs from diverse fields, consolidating and applying them in the most relevant, effective and coordinated manner for the generation of outcomes appropriate as feasible solutions to the problems at hand.

We, as a nation, don't lack in ingenuity- the functional products in use at a roadside tea stall is a case in point; the creations of Nek Chand in the Rock Garden at Chandigarh is another- the one, functionally aiding an activity, & the other, sculpting an environment to experience and treasure. Both, in their own way, helping us to experience, understand and re-examine 'design potential' and 'creation' in a more realistic and tangible way.



In this era of rapid and radical change, various complex and overwhelming issues face the world. It is evident that the role of creative individuals is more important than ever.

We, at ARCH, lay emphasis on intellectual and creative flexibility alongside the acceptance of the ultimate responsibility for all initiated actions, results and improvements.

We believe that, this, the designer's way of thinking, will play an important role in influencing the attitudes of leaders, policy makers and opinion makers not just in design related fields but in all walks of life.

Most importantly, we recognize that this thinking entails the training and sensitizing of individuals and groups, to genuinely perceive available opportunities for improvement, and through the application of cohesive thought processes, act upon the possibilities that emerge, and take the process through to satisfactory culmination in the form of original and comprehensive outcomes; and effectively, make coherent and meaningful contributions to the quality of life and environment in general.

This is the basis of our teaching philosophy at the ARCH Academy of Design. All the programs of study available here at ARCH are built on this foundation. Just remember - A harmoniously and lucidly internalized design process or 'approach', equips **anybody** with the requisite think skill sets to **solve any problem** and the sub problems within.

We may meet. Let's work towards it.

Benoy Thoompunkal  
Dean



## ARCH FOR YOU

The foundation of the ARCH Academy of Design was laid down in the year 2000 by the Arch Educational Society, with the objective to impart industrially relevant and specialized education and training in the field of design.

ARCH aims to be a world class centre of innovative learning.

ARCH believes that the essence of a good education in design and art is the fusion of a great environment, a professionally dedicated and innovative academic community, knowledgeable technical and administrative staff and of course, students who never stop asking questions!

Our educational programs lay emphasis on holistic perception and critical thinking integrative with intuitive decision-making as essential components in the process of creative problem-solving in design. To meaningfully nurture this, we foster a vibrant cross-disciplinary environment where a broad number of associated practical skills are mastered and personal vision is discovered.

ARCH is affiliated with the University of Rajasthan for undergraduate and postgraduate courses. ARCH is an authorized study centre of the Punjab Technical University for degrees in Jewelry Design, Fashion Technology, Textile Design and Interior Design. We offer skills up gradation programs for artisans and the underprivileged under the HRD Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India) in Fashion Accessories. To promote entrepreneurial and business leadership qualities among youth, ARCH conducts several skill based entrepreneurship development programs sponsored by several central government and state government institutions.

Given the desire for learning and to make a difference, the tools will be made available to advance and sustain the intent.





## INSIDE THE CAMPUS

The joyfulness of the ARCH campus is reflected in its ambience- the well lit spaces and airy environment, the visuals on the walls, the creative installations, the work on the boards and the busy students.

Coming from various backgrounds as they do, our students have a few things in common- there is a desire to bring ideas to life, a belief in their ability to make a difference, the excitement that comes from envisioning an end result, and achieving it.

As they use the library, the Gemology Lab, Terracotta Lab, Weaving and Printing Lab, Pattern Making and Drafting Lab, Leather Workshops, Wood Workshop, Metal and Enameling Workshop and other resources to conduct original research or create design artifacts and prototypes, they generate innovations of benefit to all. Their projects find space in the library, and are later shared with the rest of the community via the Graduate Week, in a series of exhibitions or presentations.

From a display space to studio space, from fiber looms to metal lathes, students can engage themselves in activities they wish to explore.

Seminars and workshops, all round the year, expose students to a wide spectrum of theories and methodologies in current design practices, and show them how they can be applied in their own creative work.

The wireless internet connection is also a real boon for students. Computer labs include computer workstations; color scanners; color printers; multimedia video projection and multiple servers & feature the latest software. ARCH continuously upgrades lab equipments as industry standards change and processing speeds increase.

The canteen offers students a comfortable place to take a break from studying and get into discussion mode over tea or coffee and yummy snacks. A common hall provides additional spaces for students to get together. The hostel facility for outstation students (only girls) within the campus boasts of a clean kitchen facility, serving hygienic and nutritional vegetarian food.

All our young students have added greatly to the sense of community and collegiality that is an integral part of ARCH education.

By the way, the courses begin at 9 am and engage you till 4 p m. The part time courses engage you for 2 hours every day.





## ARCH'S JAIPUR

### The Pink City and the capital of Rajasthan

Jaipur, popularly known as the 'Pink City', is the capital of Rajasthan. Jaipur is home to some extraordinary expressions in Planning, Design, Science, and the Arts. The innate skills and knowledge base of this ancient city is epitomized in the architecture and contents of the edifices raised to science and splendour, in the crafts, the performing arts, and in the businesses and institutions practicing and imparting these traditional knowledge-forms.

Jaipur today is a hub for industries connected with Craft Export, Jewelry, Domestic Fashion & Design. The cultural heritage of the 'Pink City' seems to act as a catalyst in the study of Design.

Jaipur was planned by Vidhyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight avenues, roads, streets and lanes and uniform rows of shops on either side of the main bazaars, all arranged in nine rectangular city sectors (chokris). The medieval walled city, abuzz with market activity, day in and out, is a fascinating journey in itself.

Architectural splendors in the city include the City Palace, Jantar Mantar, Albert Hall, B.M.Birla Planetarium, Hawa Mahal, Govind Devji Temple, Ram Niwas Bagh, Galtaji, Laxmi Narayan Temple, Amer Fort, Jaigarh Fort and the Nahargarh Fort.

Sounds too historical? Well, Gaurav Towers and MGF Mall among others, are the shoppers' paradise in Jaipur; with the World Trade Park as the epitome of the shopping experience. If you are interested in theatre and cultural evenings, Jawahar Kala Kendra, Ravindra Manch and Garden Amphitheatre are just the right places to witness interesting cultural performances from all over the country. Bollywood lovers need not lose heart, too. Watch a masala film at Entertainment Paradise, Inox and Rajmandir. One cannot, of course, miss Chokhi Dhani, a unique village resort offering you that quintessential village feeling and warmth!

Jaipur is a thriving student city, large enough to make you feel part of a busy, cosmopolitan community. The college experience at ARCH is about more than just your classes. It's about discovering who you are, developing all of your potential and having some fun while you're at it!

#### Calendar of Events:

- Jaipur Heritage International Festival*- January
- Stone Mart Show*- January
- CII HR Conclave*- February
- Gangaur*- April
- Teej*- August
- Forhex Fair*- August
- Jewelry Association Show (JAS)*- August
- Jaipur International Fashion Week*- September
- Jaipur Jewelry Show (JJS)*- December





## FLEXIBLE LEARNINGS

### LATERAL ENTRY

The lateral entry program gives you the opportunity to explore 'learning' in different contexts.

ARCH, an authorized centre for PTU (Punjab Technical University) allows its students to undertake a course at ARCH, study partly at ARCH and partly with any of the associated Universities abroad- Birmingham City University, City College, Norwich, New College Nottingham (NCN) and University College, Birmingham.

Under the Lateral Entry Provision, you can also gain entry in the second year of the concerned degree course, if you have completed the 3- year Government Polytechnic Diploma, and will be awarded a PTU Degree.

Now that is some good news, really!

### DUAL ENTRY

ARCH has also tied up with Doncaster College, to allow top-up degree programs. A student can opt for this degree course in the final year of the course. The degrees shall be awarded by the University of Hull, U K.

The Top-up Degree Program allows the student to study the final year at the University College and get the relevant degree from the same. The 6-Week Credit programs, at the Doncaster College, involves students' participation in certain module courses and the famous Graduate Fashion Week, at London. A recognized certification from the University of Hull is awarded. The certificate programs in design are awarded dual certifications. A student can learn from Doncaster College Faculty through on-site and online-mentoring and tutorials, while simultaneously completing the ARCH curriculum.

### COURSES FOR INTERNATIONAL STUDENTS

ARCH offers Summer and Winter courses for International students on subjects such as Surface Ornamentation Techniques, Contemporary Enameling and Gemology. These 5 to 6 weeks module courses include technical and professional trainings in the said courses, and also include cultural trips to the city.

Right time for cross cultural ties and exchanges!

### PROFESSIONAL STUDENTS

ARCH offers nationally recognized Postgraduate Degree courses and a range of short courses for working individuals, who wish to enhance their existing career prospects. Our programs provide challenging, relevant and contemporary training for people keen to build their skill capacities and formalize their existing learning and experience by gaining a formal qualification.

### SCHOLARSHIPS

- 50% rebate in the fees for SC/ ST
- 50% rebate in the fees for wards of artisans
- 50% rebate in the fees for physically disabled students

### RESEARCH FELLOWSHIPS

ARCH offers Research Fellowships in Fashion, Textile, Jewelry, Gemology, Interior and Accessory, for durations varying from a month to a year. While based in Jaipur, these research fellows can choose to work anywhere in Rajasthan, known for its age old traditions of adornment and decoration, across clothing, architecture, jewelry, et al. Students are encouraged to consult their academic coordinator and avail of these fellowships at ARCH.

For further details: [admissions@archedu.org](mailto:admissions@archedu.org)





## VISION

To empower individuals throughout their learning pathway to unleash their natural potential so that they grow intellectually throughout their life by engaging themselves in the processes of trans-disciplinary reflection, dialogue, experimentation and vision building

To provide an interactive learning process which can meet societal needs and value local knowledge systems for a larger understanding of and respect for human potential and dignity

## MISSION

- ★ Be an internationally recognized design institution nurturing individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity
- ★ Enrolling students of pluralistic identities & cultural contexts and provide a learning experience, that inspires and prepares them to be leaders, characterized by creative thinking, innovation and the ability to transform the future
- ★ Building on an impeccable foundation of research & learning based on a wide spectrum of disciplines to develop & impart course curriculum as per the emerging needs of society
- ★ Developing collaborations with other advanced educational foreign institutions and public and private organizations in order to enhance and maintain the quality and standard of education
- ★ Channelize the creative energies of the increasing youth of the country into well researched and realistically viable development streams. This, in conjunction with quality conscious inputs, would effectively help bridge the huge gap between the demand for and the supply of trained professionals with a genuinely high level of usable skill sets
- ★ To revive and renew time-honoured indigenous skills and practices and bring beneficial developments and changes to rural livelihood through thought and action, and create an environment that nurtures the 'empowering' of the poor, often the inheritors of these time-honoured skills
- ★ Enable endeavors towards establishing a 'self-definition for women' by encouraging, empowering and educating potential women entrepreneurs to create their own business or social enterprise
- ★ Reinforcement of a sound financial investment strategy for sustainable growth of the institution



### Objectives

- To introduce basic design concepts which enable students from varied backgrounds to reach a standard benchmark for further progression
- To introduce a number of ideas, concepts, working skills and hands-on experience
- To introduce the concepts and methods, the techniques and tools that combine verbal and visual communication
- To develop the ability to initiate, develop and sustain ideas
- To inculcate values such as discipline, sincerity, patience, open mindedness, precision, as the first steps towards becoming a design professional

The Foundation Course is a precursor to other design courses. Through individual and group projects, this course introduces the concepts of Visual Thinking through Line Development, Illustration, Color Applications, Symmetry and Balance, use of various Media, Model Making, and Photography, et al. Students will also explore how their expressive abilities can be used in autonomous and contemporary renditions.







Foundation classes—2D Integrated Studio, Laboratory, 3D Studio, and Drawing Studio—brings together students, who are passionate about all kinds of art and design and who will one day forge new paths in an assortment of disciplines. This interaction is a central aspect of the Foundation program.

Lectures and tutorials in art and design, practical projects along with the use of latest digital technologies and CAD (Computer-Aided Design) applications, provide an ideal platform towards design development. Communication Skills (visual, written and spoken) and Research Methodology are adequately taught for the overall development. An attitude to work independently is also inculcated. The class takes up one whole day and the teacher is the student's counselor.

**Curriculum**

Drawing, Color, Geometry, Materials, Compositions, Photography, Design Methodology

**Course**

Certificate Course in  
Foundation Studies

**Certification**

ARCH

**Duration**

1 Year



*"The Foundation Course has provided me an opportunity to explore newer ideas and given me a strong base to begin any degree module."*

**Sovini Jain, Second Year - B. Sc. Interior Design**





### Objectives

- To provide for a thorough education in the apparel industry, for professional work in the fashion industry
- To challenge and inspire the student, by incorporating artistic, technical, and theoretical elements into a realistic approach to the Fashion Design Industry
- To transform students into unique design professionals, combining creativity, entrepreneurship, technology and market awareness
- To develop the capability for self-reflection, analysis, philosophy and a personal style statement within the contemporary fashion fraternity

The well integrated multi-disciplinary curriculum infuses an in-depth knowledge and learning of design, liberal arts, surface development, garment engineering, research and forecast studies, marketing, merchandising and information technology. The process of 'inspiration-research-concept-silhouette development-creation' develops design thinking and creative ability by undertaking a series of practical projects on women's wear, kid's wear, men's wear and Indian wear.

The students study sewing, draping, and patternmaking, as well as drawing, digital and print design. A special emphasis on design concepts complements technical skills and provides them with an overview of fashion design, globally.

The students will also mould themselves as designers and identify their personal style statements. An internship with the industry is an acid test of the knowledge that they have acquired while studying here. Students' portfolio would include an assortment of traditional 'hands-on' drawings, Computer-Aided Design (CAD) visuals and renderings, trend and forecast boards, directional fashion elements and accessories, surface design swatches, industry – standard specification sheets, styled fashion images and final creations and is presented to a jury of industry professionals, senior designers and academicians at the end of each semester.

### Curriculum

Elements of Fashion, History of World Fashion and Costume, Women's wear – International Fashion, Indian Wear, Surface Design Techniques, Apparel Technology, Textile Technology, History of Indian Costumes and Textiles, Menswear, Fashion Merchandising and Marketing, Creative Pattern Making, Fashion Styling, Graduate Design Showcase

### Career Prospects

Fashion design students are employed in export houses, design studios, retail and fashion houses. They can work as Fashion Designer, Fashion Coordinator, Design Manager, Fashion Merchandiser, Production Manager, Buyer, Quality Control Manager, Consultant, Stylist, Exhibition and Visual Display Expert, Fashion and Life Style Journalist, Costume Designer and Illustrator. They can also work independently.





*"ARCH is this cheerful place, allowing you to strive for newer heights in creativity. The faculty, with its high standards in design sensibilities, only makes the course more challenging and interesting."*  
**Shailendra Chauhan**  
 Fashion and Textile Design,  
 Reid and Taylor, Mumbai

#### Courses

##### Post Graduate Courses

M.Sc in Fashion Technology  
 Postgraduate Degree in Garment  
 Production and Export Management

##### Degree Courses

Degree in Fashion Technology  
 (Full Time/ Part Time Distance  
 Education) +  
 Diploma in Fashion Technology  
 (Full Time/ Part Time) **AND/OR**  
 B.A. (Hons.) Art and Design- Final Year  
 (Top up Programme)

##### Diploma and Certificate Courses

Diploma in Fashion Design  
 (Full Time/ Part Time)  
 Certificate in Fashion Design  
 (Full Time/ Part Time)

##### Module Courses

Fashion Illustration and Design  
 Computer Aided Fashion Design  
 Fashion Merchandising  
 Start your own Boutique  
 Pattern Making and Garments Construction  
 Fashion Illustration  
 Draping

##### Certification

Punjab Technical University  
 University of Rajasthan

##### Duration

2 Years  
 2 Years

##### Certification

Punjab Technical University

##### Duration

4 Years

ARCH

University of Hull

##### Certification

ARCH/ Doncaster College

##### Duration

2 Years

ARCH/ Doncaster College

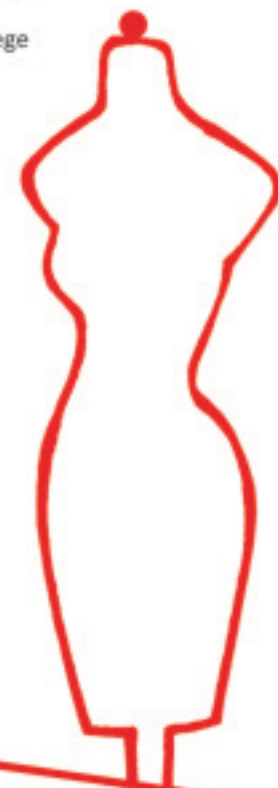
1 Year

##### Certification

ARCH  
 ARCH  
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 ARCH  
 ARCH

##### Duration

6 Months  
 6 Months  
 3 Months  
 3 Months  
 3 Months  
 2 Months  
 2 Months







## TEXTILE DESIGN

### Objectives

- To provide for a thorough education in fabrics and textiles, an education to equip one for professional work in the industry
- To understand the traditional forms of Indian textiles as well as the latest technologies in textile science and techno textiles
- To learn the various techniques of surface ornamentation
- To develop the capability of self-reflection, analysis, philosophy and a personal standpoint within contemporary Indian textiles, apparels and furnishings

The course essentially aims at an analysis of fundamental, theoretical and historical viewpoints in relation to the technological and traditional processes of Indian textiles. The theoretical learning and practical training of the fundamentals and processes of textile design are the salient features of the course. The students will also learn technical experimentation in the context of cultural and methodological innovation with a sharper focus on the requirements of global markets.

The program goes through the traditional segments of the textile-clothing sector (knowledge of materials, fabric science, textile-applied creativity, style and pattern-making) and brings them together along with multi-perceptual understanding of visual culture, thus permitting a creative and critical approach to the phenomenon of Fashion. The student, therefore, undergoes through the three-level learning in traditional textiles, techno and digital textiles, and man-made fabrics.

An internship with the industry tests the knowledge that the students have acquired while studying here. Their portfolio would include traditional sketches, Computer-Aided Design (CAD) sketches, specification sheets and fabric samples and is presented to a jury of industry professionals, at the end of each semester.

### Curriculum

Weaving – techniques and technology, Dyeing processes and technology, Surface Ornamentation and Design- Printing (traditional/ contemporary), Embroidery – stitches and traditional techniques, Creative textile development





### Career Prospects

The program prepares students for a wide range of careers in textile mills and export houses, with established Fashion Designers, Design Studios, Buying Houses, and Handloom Cooperatives. Graduates find placement as Fabric Designers, Entrepreneurs and as Fabric Coordinators in the Fashion Industry. They can also work as Freelance Designers.

### Courses

Degree Courses	Certification	Duration
Degree in Textile Design and Technology (Full Time/ Part Time Distance Education) + Diploma in Textile Design (Full Time/ Part Time)	Punjab Technical University  ARCH	4 Years
<b>Diploma and Certificate Courses</b> Diploma in Textile Design and Technology (Full Time/ Part Time)	ARCH	2 Years
Certificate in Textile Design and Technology (Full Time/ Part Time)	ARCH	1 Year
<b>Module Courses</b> Computer Aided Textile Design	ARCH	6 Months
Weaving	ARCH	3 Months
Surface Ornamentation	ARCH	3 Months
Block Printing / Tie and Dye	ARCH	1 Month

*"ARCH provided me with a very friendly work environment and technologically advanced labs. Thanks to this, I am able to sustain in the industry."*

**Shah Khalid,**  
Textile Design, Mayur Suitings, Bhiwara





## JEWELRY DESIGN

### Objectives

- To provide for a thorough education in Jewelry Design and Gemology, an education that will equip them for professional work in the industry
- To develop the capacity for self-reflection, analysis, philosophy and a personal viewpoint and self expression within the industry
- To encourage students to learn and devise skills and processes, for using and manipulating materials, particularly metal in its various states
- To promote an understanding of a wide variety of approaches and contexts for the jewelry industry, both domestic and international

The students will be guided throughout the course towards appreciation and application of the tools and techniques of jewelry design, and given tools to develop one's work in order to reach a self supporting analyzing- and reflecting ability to come closer to the meaning of the pieces that they make.

The students will learn the techniques of surface ornamentation of jewelry, as well as fabrication and other techniques. Expression through the use of digital technology is encouraged and they will be given opportunities to train in the use of such software as Corel Draw, Adobe Photoshop, Illustrator, Jewel-CAD, et al.

Through various design projects of different durations, the students will be helped to develop as designers, find their identities and make personal style statements. An internship with the industry is the litmus test of the knowledge acquired while studying here. The students' portfolio includes traditional sketches, Computer-Aided Design (CAD) sketches, specification sheets, samples, prototypes and is presented to a jury of industry professionals, at the end of each semester. This will only give them the confidence to showcase their works and skills to their potential employers.

### Curriculum

History of Jewelry, Body Adornment, Metallurgy, Gemology, Jewelry Manufacturing, CAD, trends and Forecasts, Costume Jewelry, Fine Jewelry, Couture Jewelry, Range Development- Luxury Brands, Creative Jewelry and Accessories, Packaging Design

### Career Prospects

Individuals seeking employment in the Gems and Jewelry Industry can work as designers, bench jewelers, and stone setters. One can find work at a jewelry designing house, export house, fashion house, or look for Self-employment and become a freelance designer. Women entrepreneurs and housewives interested in starting their own business, craft persons of various disciplines in the industry, jewelers and their family members, can also benefit immensely from this course.





**Courses**

**Degree Courses**

Degree in Jewelry Design  
(Full Time/ Part Time Distance  
Education) +  
Diploma in Jewelry Design  
(Full Time/ Part Time)

**Certification**  
Punjab Technical  
University

**Duration**  
4 Years

**Diploma and Certificate Courses**

Diploma in Jewelry Design  
(Full Time/ Part Time)  
Certificate in Jewelry Design  
(Full Time/ Part Time)

**Certification**  
ARCH

**Duration**  
2 Years

**Module Courses**

Jewelry Illustration and Design  
Jewelry for International Market  
Contemporary Enameling  
Kundan Meena Jewelry Design  
Diamond Jewelry Design  
Craft Based Jewelry Design  
2-D Designing (Corel Draw)  
3-D Designing (Jewel Cad)  
Jewelry Manufacturing  
Investment Casting

**Certification**

ARCH  
ARCH  
ARCH  
ARCH  
ARCH  
ARCH  
ARCH  
ARCH  
ARCH  
ARCH

**Duration**  
6 Months  
3 Months  
3 Months  
3 Months  
3 Months  
3 Months  
3 Months  
3 Months  
2 Months  
6 Weeks



*"At ARCH, I have learnt the fact that any design activity must distill the essence of an idea into meaningful, refined and experiential articulations."*

**Shubam K Raj**  
Designer- Owner, d'progetto, Dubai





## GEMOLOGY

The course covers all aspects of gemstones, from its mining up to its final use by a consumer. Theory and intensive practicals have been carefully crafted and included in the course to enhance your skills, power of observation, attention to detail, precision, concentration, ability to work on one's own, hand-eye co-ordination, as well as an objective approach and a sense of responsibility. In addition to the above qualities, the student will also be trained artistic and creative skills, aesthetic sense and color sensitivity and encouraged in the progressive development of as well as an insight into customs and tradition as well as the latest trends.

The student will gain the confidence to handle and deal with gemstones, and in the identification of all kinds of gemstones with and without the use of sophisticated instruments.

The knowledge of gem identification includes the knowledge of crystallography, gemstone properties and the use of gem testing instruments. The gem processing provides practical knowledge on sawing, cutting and polishing on colored gemstones. The training widens the knowledge horizon for designers.

### Career Prospects

One can find placement in the Gems & Jewelry Industry as a gemologist or become Gemstone Traders. Diploma holders can also work as Buyers, Appraisers, Wholesalers Supervisors, Quality Control Managers, Assorters and Graders in the Gem & Jewelry Industry. The course is also beneficial for people seeking positions as bench jewelers and stone setters.

Module Courses	Certification	Duration
Certificate in Gem Identification	ARCH	2 Months
Certificate in Gem Stone Processing	ARCH	2 Months
Fundamentals of Rashi Ratan / Navratan	ARCH	2 Weeks
Diamond Studies	ARCH	2 Weeks

*"I have started my own export business in gem stones, thanks to this practical- oriented course."*

**Varun Chauhan,**  
Self Employed Gemologist, Mumbai



## INTERIOR DESIGN

### Objectives

- To provide for a thorough education in Interior Design, an education that equips the students for professional work in the industry
- To allow the students to aspire towards creative and intellectual independence
- To develop the importance of independent learning, as emphasized through studio based curricula and research-oriented projects
- To provide technical and practical training that is professionally oriented towards art, technique and the community along with considerations for the environment

The course offers a strong foundation of multi-disciplinary and enabling skills related to space planning, construction environments and aesthetics. It focuses on drawing, awareness of architecture and its technologies, research and writing, computer applications, technical and managerial skills in problem definition and solution seeking.

The theory tutorials, projects and studio exercises are viewed as the core of the program with crucial inputs being provided by experts from all related fields. Participation in the internship program is mandatory for all to understand the workings of the industry. The resultant portfolio is assessed at the end of each semester by a jury that includes industry professionals; with the faculty as the guiding force behind the students.







### Curriculum

Materials, Construction Techniques, Light and Color, Acoustics, Computer Softwares such as 3 D Max and AutoCAD, Marketing Survey and Analysis, Project Management, Landscape Design, Furniture Design, Visual Merchandising, Design Projects in Residential, Commercial and Institutional Spaces

### Career Prospects

There are innumerable career opportunities of working with established Interior Designers and Architects. One can also work as Specialists or Consultants for Exhibitions, Museums and Graphic Designers. Visual Merchandising is another viable stream. One can work as a Freelance Designer, as well. Those with an entrepreneurial streak may even set up their own Event Management companies or Production Design House.

### Courses

#### Post Graduate Courses

M.Sc in Interior Design

#### Certification

Punjab Technical University

#### Duration

2 Years

#### Degree Courses

Degree in Interior Design  
(Full Time/ Part Time Distance Education) +  
Diploma in Interior Design  
(Full Time/ Part Time)

#### Certification

Punjab Technical University

#### Duration

4 Years

ARCH

#### Diploma and Certificate Courses

Diploma in Interior Design  
(Full Time/ Part Time)  
Certificate in Interior Design  
(Full Time/ Part Time)

#### Certification

ARCH/ Doncaster College

#### Duration

2 Years

ARCH/ Doncaster College

1 Year

#### Module Courses

Exhibition Design  
Computer Aided Interior Design  
Furniture Design

#### Certification

ARCH

ARCH

ARCH

#### Duration

6 Months

3 Months

3 Months

*"The course allows you to combine your genuine concern, precise design and innovative thinking, and that makes the designer shine."*

**Chandani Sharma**  
Interior Designer, Muse, Bangalore





## VISUAL MERCHANDISING

Visual Merchandising is the art of persuasion through presentation, which puts the merchandise in focus and in perspective too. It educates the customers, creates desire and finally augments the selling process. Visual merchandising helps all brands to directly explain its unique selling proposition (USP) to the consumers.

Retail outlets are increasingly looking at visual merchandisers to provide the edge as far as visual display is concerned. In the current scenario, visual merchandising should be a blend of art and science. The medium has to be in synergy with other retail operations and should give results apart from aesthetic appeal.

The course will help the student in educating the customers about the product / service in an effective and creative way while enabling a successful selling process – from browsing to buying.

The course allows familiarization with the latest methods of merchandising and using the right tools to give the retail space a look that is consistent with the brand message.

### Career Prospects

Students seeking employment can find themselves working for Retailers, Super Markets, Visual Merchandisers, while those with the entrepreneurial streak can become Event Managers or Interior Designers.

### Module Courses

Certificate in Retail  
and Visual Merchandising  
Basic Certificate  
in Visual Merchandising

### Certification

ARCH  
ARCH

### Duration

6 Months  
1 Month

*"This course allows me to do "out of the box" thinking and teaches me to pursue interesting ideas in the retail industry."*

**Shweta Singh,**  
Visual Merchandiser, Central, Jaipur







"Crafts have always fascinated me as an individual and with the 'Brand India' selling across the globe I got more inclined towards the sector. My course in craft and accessory design gave me an insight and understanding about different materials and techniques used in product making and towards its commercialization."

**Noopur Khatodia,**  
Self Employed, Craft Designer, Maharashtra

## CRAFT AND ACCESSORY DESIGN

### Objectives

- To develop core competence in the basic skills and understanding of the process and principles involved in designing and manufacturing of lifestyle accessories
- To promote the crafts of India- as uniquely placed for innovative integration into contemporary design practice
- To represent a mode of design thinking grounded in sustainability, adaptability, innovation and based in crafts that are distinctively Indian

Based on the traditions and expertise of craft and sartorial skills, this course envisages work opportunities towards range development and design collections in relation to fashion and accessory identities and prevailing fashion trends.

Through a wide range of workshops, internships and projects, the course helps develop competence in handling marketing and retail environments, product merchandising, and consumer interface issues within the design context. The course also aims at integrating finer aspects of technology, materials and processes in design, to the various levels of production from a precision orientation to vendor based manufacturing.

### Career Prospects

One can gain employment as Product Designers, Brand Managers, Stylists, Visual Merchandisers, Designers of Costume Jewelry, Leather Goods, Giftware, Tableware, Watches, Footwear and Handicrafts etc. One can also choose to freelance.

### Courses Offered

#### Diploma and Certificate Courses

Diploma and Certificate Courses	Certification	Duration
Diploma in Craft and Accessory Design (Full Time/ Part Time)	ARCH	4 Years
Diploma in Craft and Accessory Design (Full Time/ Part Time)	ARCH	2 Years
Certificate in Craft and Accessory Design (Full Time/ Part Time)	ARCH	1 Year

#### Module Courses

Module Courses	Certification	Duration
Textile Craft	ARCH	6 Weeks/ 16 Weeks
Leather Craft	ARCH	6 Weeks/ 16 Weeks
Wood Craft	ARCH	6 Weeks/ 16 Weeks
Metal Craft	ARCH	6 Weeks/ 16 Weeks
Terracotta Craft	ARCH	6 Weeks/ 16 Weeks
Life Style Product Design	ARCH	12 Weeks



## DESIGN MANAGEMENT

### Objectives

- To bridge the disciplines of design and business management
- To integrate knowledge of fundamental business activities such as research, product development, marketing, communications and production with an understanding of the essential value of creativity and its use for building strategic advantage
- To encourage 'design thinking' among business professionals and provide a structure for understanding the integral role of design in creation and the strategic management and sustainability of competitive advantage
- To develop distinctive approaches to design application and leadership by combining current business management theory with best design practices with a special focus on helping in the achievement of dreams and aspirations

This undergraduate course is tailor-made to provide an education beyond business management, an education more focused on the special needs of the design and creative industries.

Driving innovation and communication of the role of Design in Business are key components in sustaining new enterprise, developing new products and stimulating investments in the economy. This course caters to the newer developments in the industry and invites young brilliant minds, keen to learn both Design and Business Administration- in order to apply them in their companies and effectively contribute to make better business decisions and the growth of the company in the long term.

The focus is on interdisciplinary collaboration and the integration of design thinking in all levels of strategy, planning and management. Coursework, real time inter-disciplinary projects, internships and diploma projects- all enhance students' knowledge and practice of theory, visualization, financial practices, marketing and collaborative culture.

The student will be given exposure to business oriented subjects like Marketing Management, Financial Management, HRD Management along with design oriented subjects like Strategic Design Management, the role of design innovation and creativity within the organization, Design Thinking, Marketing Design as a resource and design project management.

### Career Prospects

One can find work as Accounts/ Project Manager, Art Director, Brand Design Director, Corporate Brand Manager, Creative Director, Design Center Manager, Design Director, Design Manager, Director of Design Strategy, Graphic Design Manager, Packaging Design Manager, Product Developer or Visual Experience Designer with reputed brand names or set up one's own venture, in the said areas.

### Courses Offered

**Degree Course**  
Degree in Design Management (BBA)  
(Full Time) +  
Diploma in Design Management  
(Full Time/ Part Time)

**Certification**  
University of Rajasthan

**Duration**  
4 Years

ARCH







## DESIGN COMMUNICATION

### Objectives

- To integrate various focal points between the diverse fields of media journalism (newspapers, TV, radio) and design, for effective communication of design ideas, theories and products
- To develop highly articulate and design aware commentators who have sound research ability and strong written and visual communication skills
- To provide an overview of the current design market while developing the required journalistic skills of specific relevance to the design industry

This course not only teaches graphics, information design, or design that communicates ideas through visuals, it teaches the student to communicate about design, in both written words and visuals. This is a course for writers who can understand the industry and can offer fresh perspectives on stories; a course that also that teaches one to uncover design stories that editors are eagerly waiting for.

The student will develop an in-depth understanding of different aspects of design as also the history of design journalism and its various disciplines. They will learn the skills to write informed and engaging features and reviews. The student will be trained to explore the potential of emerging multimedia technologies for expressing ideas about design while engaging with global design disciplines and personalities, through interviews etc. Among other things, this will include investigative research into developments in online design media and journalism with an emphasis on current design practices and their application.

The course will educate the student to work in journalism, public relations, radio, television, the internet and other communication agencies; and along with managerial skills, provide knowledge of communication rules, journalistic analysis, and the techniques and preparation of design centric critiques etc. to express valid observations, perceptions and viewpoints on the practices and contents of design.

### Career Prospects

One can work as a freelance writer, reporter, copywriter or columnist or even author a book. Prospective Employers could be newspapers, lifestyle magazines, book publishers, research firms or public relations firms.

### Courses Offered

#### Degree Course

Degree in Design Communication (B. Sc. MCAJ)  
(Full Time/ Part Time Distance Education) +  
Diploma in Design Communication  
(Full Time/ Part Time)

#### Certification

Punjab Technical  
University  
ARCH

#### Duration

4 Years



## UNIVERSITY OF RAJASTHAN

The University of Rajasthan is the oldest institution of higher learning in Rajasthan. Founded on 8th January, 1947, as the University of Rajputana, the University aspires to create, preserve and disseminate knowledge and impart higher education with attention to quality and social relevance. The university has 37 Ph.D. Programs, 20 M.Phil courses, 48 Master degree courses, and 14 Bachelor degree courses, and the emphasis has always been on interdisciplinary and collaborative research.

ARCH, as an affiliated institution with Rajasthan University, conducts the Post Graduate Degree in Garment Production and Export Management and Bachelors in Business Administration (BBA). It is in the process of launching other courses in association with the University.



## PUNJAB TECHNICAL UNIVERSITY (PTU)

Punjab Technical University was constituted by the Punjab Government in 1997 in response to finding solutions to shortages in technically qualified manpower and to usher in an era of industrial development comparable to international standards. The ideology of PTU has been to disseminate education, not only on its campus, but also to spread the light to those masses, who cannot afford to learn in schools and colleges. The University, through its Distance Education Programs, has filled the void for specialized and vocational courses in these inaccessible places.

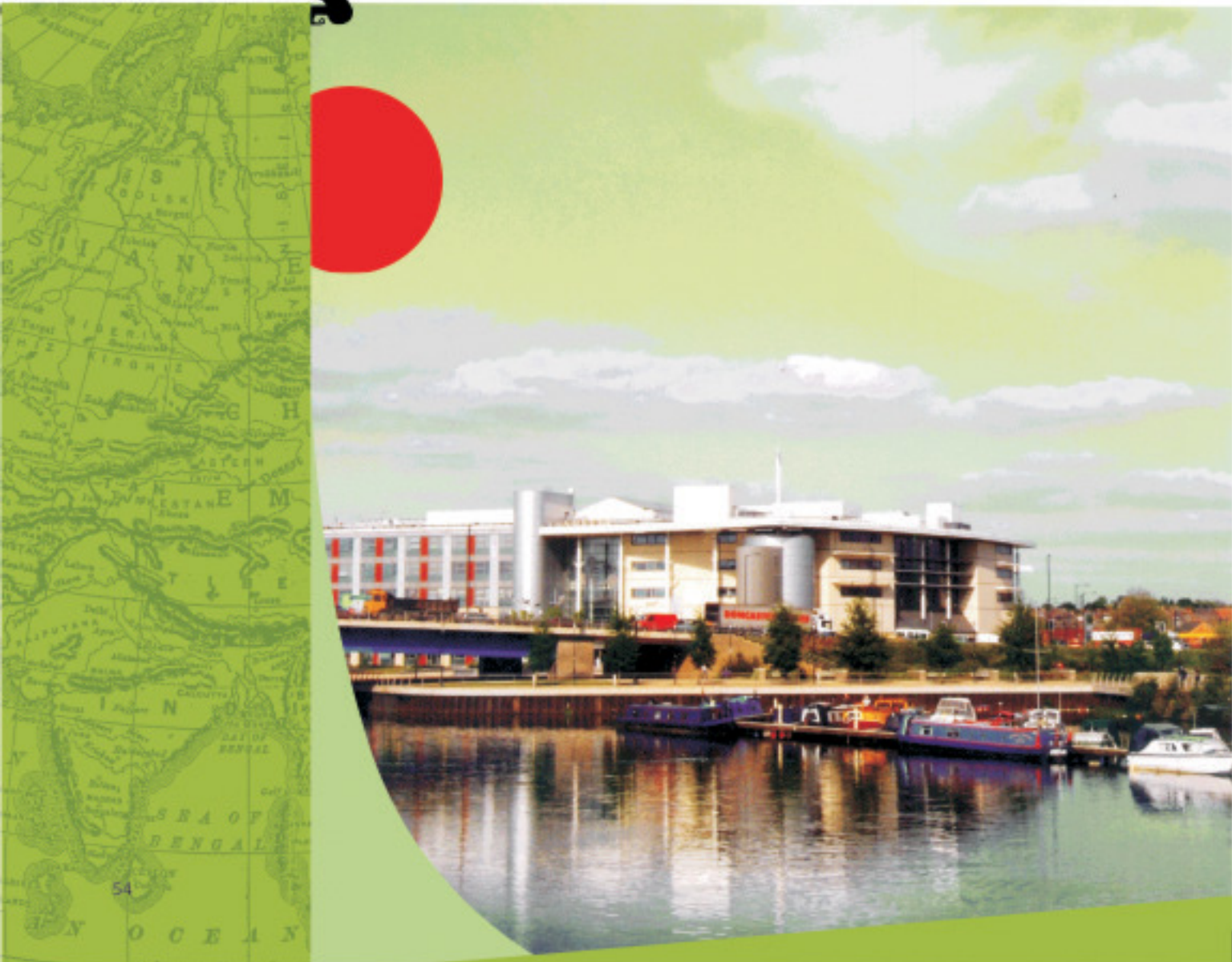
Today, PTU affiliates more than 122 Engineering, Management, Pharmacy, Hotel Management and Architecture colleges that are approved by the All India Council for Technical Education. Its international affiliations include Birmingham City University, City College, Norwich, New College Nottingham (NCN) and University College, Birmingham.

ARCH is an authorized learning center of PTU offering degree courses in Jewelry Design, Fashion Technology, Textile Design and Interior Design. ARCH allows its students to undertake a course at ARCH, study partly at ARCH and partly with any of the associated Universities abroad.





## INTERNATIONAL LINKAGES



### University of Hull

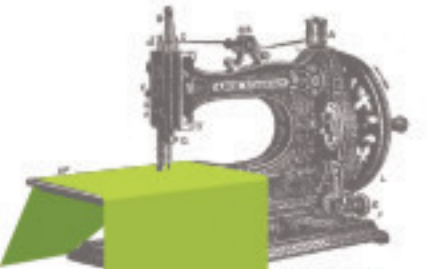
The University of Hull has a vision- to explore, create and communicate knowledge to enhance regional, national and global communities. With various courses in management, design, sciences, humanities, the University has made its own mark in the field of education.

ARCH students can complete their final year course from the University of Hull, in various ways. The Top-up Degree Program allows the student to study the final year at the University and get the relevant degree from there. 6-Week Credit programs, at the Doncaster College, involve students participation in certain module courses and the famous Graduate Fashion Week, at London. A recognized certification from the University of Hull is awarded.

### Twinning Program

A Twinning Program allows a foreign partner institution to offer the first half of their academic programs by replicating segments of the curricula. Courses are offered in partnering institutions, using identical syllabi, titles, numbers, texts, teaching formats, and evaluation standards as their model on-campus.

Under the Twinning Program between Arch Academy of Design, India and Textila Gymnasiet, Sweden, students from Textila came to ARCH in November 2010 for a 5 week program to learn surface ornamentation, while the students from ARCH shall visit Textila in May 2011 to learn Creative pattern making with Digital Inputs and also to take a Garment Technology Module.





## INTERNSHIPS & PLACEMENTS

The industry internship program at ARCH is an introduction to the industry and the understanding of a designer's role and responsibility in this context. It is aimed at providing the students with a professional design experience by familiarizing themselves with the practices and processes of the industry. These internships are strongly encouraged and we inform students of available positions. It will be the student's responsibility to follow through with applications and interviews.

Specialized and industrially oriented professional education prepares our students to take up challenges in the fast changing, complex and highly competitive world of design applications in its various forms. Our students have been successfully placed with names like Lifestyle Pvt. Ltd., Ratan Textiles, Amrapali Jewels Pvt.Ltd., Arvino Designer Jewelry, Vaibhav Gems, Surana Jewellers, Design Core, Unique Builders, Ansal Group, DLF, MGF Metropolitan, to name a few.

For further details: [placements@archedu.org](mailto:placements@archedu.org)

### Fashion and Textile Design

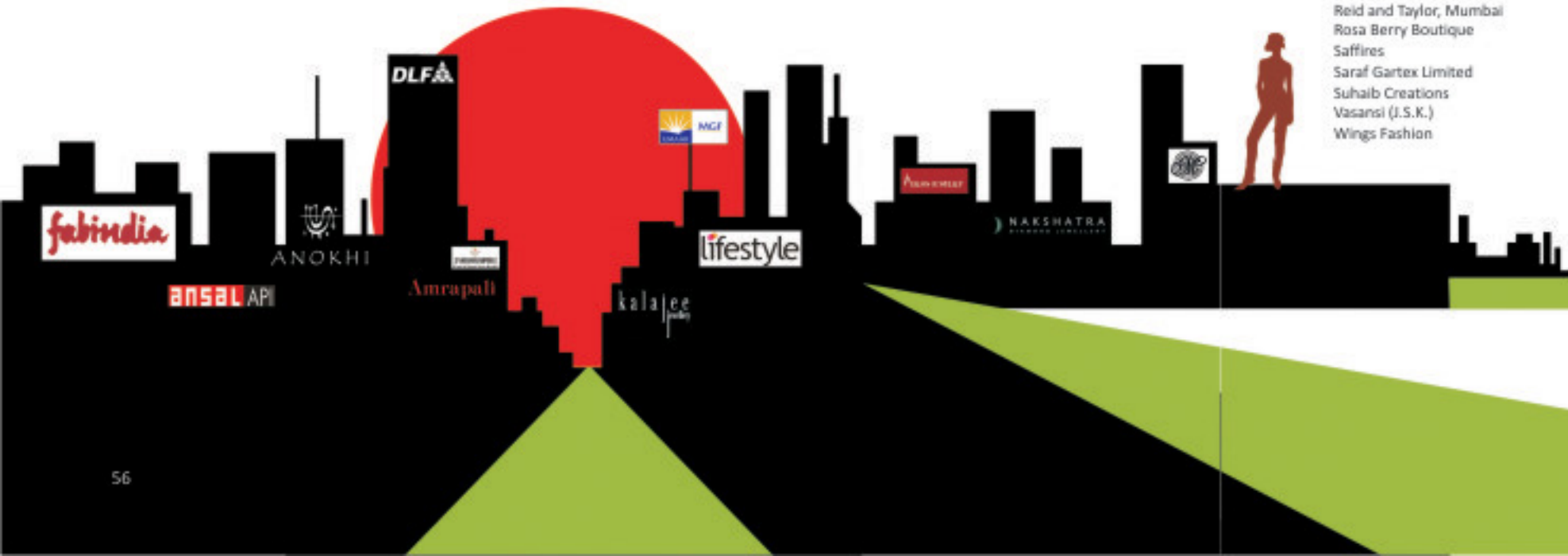
Anokhi  
Avon Creations  
BSL Suitings, Bhilwara  
Cheer Sagar  
Chippa Prints N Craft  
Choudhary Fashions  
Designer Abhishek Dutta  
Designer Monisha Thyramal  
Drimers Design  
Fab India Pvt Ltd  
Gad Fashions  
Ganga Soft Design Pvt. Ltd.  
Garments Craft  
Gulab Chand  
Gulmohar Fashion  
J.C. Fashion  
Kalanidhi Export House  
Koutons India Pvt. Ltd  
Lifestyle International Pvt Ltd  
Lodha Impex  
M.R. Fashions  
Nash Fashion  
Ratan Textiles  
Registan Export  
Reid and Taylor, Mumbai  
Rosa Berry Boutique  
Saffires  
Saraf Gartex Limited  
Suhaib Creations  
Vasansi (I.S.K.)  
Wings Fashion

### Jewellery and Lifestyle Accessory Design

Amrapali Jewels  
Arihant Gems  
Balaji Jewellers  
Clarity Gold  
Core Jewelry  
Derewala Jewelry Industries  
Devine  
Dwarka's  
Eros Jewelry  
G.I.E. Gold  
G.P. Gem Plaza  
Gem Co. Int. Pvt. Ltd.,  
Gitanjali Jewels Ltd  
Gold Palace  
Gossil Exports  
Haritsons  
Indi Oro, Dubai  
Iris Jewelry  
Jewel Ace International  
Jewels Emporium  
Kalajee Jewelry  
Kothari's Entice  
Megha Jewels Pvt. Ltd.  
Motisons Jewelry Pvt Ltd  
Oriental Gems  
P. Mangatram Jewelers,  
Hyderabad  
Prime Star Gems  
Ratan International  
Sara Jewels  
Silvex Images Pvt Ltd  
Shri Jewelry Mart  
Spectrum Jewels  
Suhani Gems  
Surana Jewellers  
Vaibhav Gems Ltd

### Interior Design and Visual Merchandising

A.D.S., Shyam Nagar  
A. K. F. D.  
Central- Future Group  
Design Core  
Golden Times  
Hindustan Shipyard Limited  
Jigar Mehta, Ahmedabad  
K.D's Construction  
Kaleido  
Kushal Duggar  
Lifestyle International Pvt Ltd  
Mahima Group, Jaipur  
MGF Metropolitan  
Djas Hirani, Ahmedabad  
Omaxe Group  
Pooja Daga and Associates  
Pyramid Retail, Indiabulls  
Royal Spaces  
S.K. Bansal  
Shoppers Stop  
Sunil Malpani







## INDUSTRY AND GOVERNMENT LINKAGES

ARCH enjoys institutional rapport with various prestigious institutions working towards entrepreneurship development and crafts- skill up gradation programs- Gemology, Jewelry Design, Fashion Design, Interior Design, Pattern Making, Garment Construction, Garment Checking Packing, Screen Printing and Career Grooming.

Over the years, the organization has successfully completed several skill up gradation programs with Micro Small Medium Enterprises (MSME) Govt. of India; The Department of Science and Technology (DST), Govt. of India; Development Commissioner (Handicrafts) (DCH), Govt. of India; Entrepreneurship Management Institution (EMI); Rajasthan Mission on Livelihood (RMOL) and the Rural Non Farm Development Agency (RUDA) et al.

The Confederacy of Indian Industry (CII), The Indus Entrepreneurs (TIE), FICCI Ladies Organization (FLO) and FORHEX have assisted the ARCH faculty and students in areas of mentoring and networking. And, ARCH has assisted these esteemed institutions to organize their events and projects in accordance with the fulfillment of their mission and objectives.

ARCH has been sanctioned a five year long skill up gradation program for artisans in the year 2009 under the Human Resource Development Scheme of Development Commissioner Handicrafts (DCH), Ministry of Textile, Govt. of India. Every year 100 artisans are being trained in Metal, Wood, Textile, Leather and Terracotta Craft.

The students of ARCH worked with local under-privileged women for 3 months in 4 villages in Churu District to develop products out of forest waste. This project was sanctioned by Rural Non- Farm Development Agency (RUDA), Govt. of Rajasthan.

ARCH has also conducted Enameling (Meenakari) and Tie & Dye workshops in various parts of Rajasthan, under the auspices of Rural Non- Farm Development Agency (RUDA), Govt. of Rajasthan. ARCH undertook Visual Merchandising for Bibi Russell's show, conducted by the same agency.

Various skill based education programs have fructified with various government agencies like Entrepreneurship Management Institution, Rajasthan Mission of Livelihood and Micro, Small Medium Enterprise (MSME), Govt. of India.

ARCH has conducted many technology based skill upgradation program for entrepreneurship development and programs on Pattern Making & Garment Construction, Gem Identification, Jewelry Design and also on Manufacturing Techniques under the sponsorship from Department of Science & Technology (DST), Govt. of India.

The scope of activities for ARCH extends to the domain of social responsibility as well. The students clubs at ARCH, in joint collaboration with international agencies like AIESEC and Rotary International Youth Wing and Red Ribbon Club, contribute effectively to the same realm.







## FACULTY, MANAGEMENT AND ADMINISTRATION

### FACULTY

**Benoy Thoompunkal**  
Dean and HOD, Interior Design Department  
B.A. (Economics), Industrial Design, NID

**Indrajit Das**  
H.O.D., Jewelry Design  
Graduate Diploma in Jewelry Design, NIFT

**Leela Bhargava**  
Faculty, Interior Design  
Degree in Architecture,  
J.L.N Technology University, Hyderabad

**Shivani Kaushik**  
Academic Co-ordinator and Faculty  
Jewelry Design  
M.A. (Political Science), B. Ed., Diploma in  
Jewelry Design, J.P.D.C.

**Bhoomika Hemnani**  
Faculty, Interior Design  
B.Com, Diploma in Interior Design,  
INIFD, Jaipur

**Ranjan Prakash**  
Faculty, Gemology  
M.Sc. (Gemology), Diploma in Gemology,  
GJEPC

**Kunal Dutta**  
H.O.D., Fashion Design  
Graduate Diploma in Fashion Design, NIFT

**Rajesh Kumar**  
H.O.D., Crafts and Accessory Design  
Graduate Diploma in Accessory Design, NIFT

**Sunita Yadav**  
Faculty, Fashion Design  
B.A. (Economics), PG Degree in Garment  
Production and Export Management,  
University of Rajasthan

**Mangesh Afre**  
H.O.D., Foundation Course  
B.F. A. (Ceramics), JJ School of Arts, Mumbai

**Yashpal Dagur**  
Faculty & Head, IT  
P.G.D.C.A., University of Rajasthan

**Management**  
Suresh Mathur, Internal Auditor  
Mamta Mantri, Manager, Projects and Research  
Sheetal Karamchandani, Centre Manager  
Megha Jain, Manager, Global Operations  
Shivli Kela, Manager, Estate Operations  
Poonam Garg, Manager, Government Projects  
Charu Saxena, Manager, Industrial Relations  
Apeksha Sharma, Manager, Operations  
Sangeeta Gupta, Counselor

**Accounts and Administration**  
Hari Shankar Khandelwal  
Vinod Sharma  
Rekha Verma  
Vijayta Jaswani  
Muzahid Hussain  
Abid Azmi

**Technicians**  
Kamal Sain  
Ramratan  
Kanhaiyalal Jangid  
Ganesh



## VISITING FACULTY

### Mr. Anish Puri

Apparel Export Consultant, New Delhi

### Mr. Anurag Singhal

Store Planner and Visual Merchandiser  
Future Axiom Telecom Ltd., Gurgaon

### Mr. Badshah Miyan

National Awardee, Tie-N-Dye, Jaipur

### Mr. Chandra Vijai Singh

Ex-Dean IICD, Visiting Faculty, NID,  
Jaipur

### Mr. Deepak Sanket

National Awardee  
Enameled Jewelry, Jaipur

### Mr. Dinesh Korjan

Studio Korjan,  
Visiting Faculty NID, Ahmedabad

### Ms. Divya Batra

Jewelery Designer, Alumnus NIFT, Mumbai

### Mr. Nandan Ghiya

Artist and Fashion Designer  
Alumnus NIFT, New Delhi

### Mr. Rajesh Jain

Alumnus IIT, Roorkee  
Rajasthan Head  
Access Development Service, Jaipur

### Ms. Rosalba

Textile Designer, Italy

### Ms. Sang-Lan KIM

Lecturer, National Museum of Asian Art Paris, France

### Ms. Skye Morrison

Educator, Researcher,  
Fashion and Kite Designer, Canada

### Mr. Yunus Khimani

Ex-Dean IICD,  
Director, Sawai Mansingh City Palace Museum, Jaipur

### Abhishek Dutta

Fashion Designer, FDCI Member, Kolkatta

Abhishek Dutta has created a niche for the affordable, stylish and chic wear for the modern women. Class, style and the allure of mystery is what his designer label offers.

### Akshay Tholia

Director - Training & Consultancy,  
SARV International

Trained in Textile Engineering, he has served as HOD, NIFT, Navi Mumbai. He has gained reputation as an international trainer while working at SGS Consultancy. He has successfully trained more than 10000 Industry professionals and faculty members in India & abroad through his industry friendly workshops & trainings.

### Anita Dongre

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

Designer, par excellence, Anita Dongre has been at the forefront of the Indian fashion scene for a number of years. She is widely known and respected in the Indian fashion fraternity for her unrelenting passion and inexhaustible creativity

### Anurag Singhal

Store Planner & Visual Merchandiser  
Future Axiom Telecom Ltd.

He began his career with Shoppers' Stop as a visual merchandiser and later worked with Lifestyle Pvt. Ltd, Dubai. He is the founder of thinktankonline.com, and his creativity workshops are one of a kind. He is the first author in India to write on Visual Merchandising. That apart, he is an avid art collector and one of his collections boasts of 30000 unique matchboxes.

## ADVISORY BOARD MEMBERS

### Arun Kumar H G

Artist, Sculptor and Toy Designer, Gurgaon

A Masters in Fine Arts, from M S University, Baroda, he is one of the renowned names in the art fraternity. His skill lies in the manipulation of ready-made objects such as toys, plastic, ceramics, cow dung, hay and TV monitors in varied contextual settings giving a glimpse of his learnings towards the neo-pop movement.

### Miriam Ilg

Contour Designer, Hugo Boss, Germany

A trained fashion designer and a specialist contour designer, she is a known name in the European fashion industry and a specialist in swimwear design.

### Dhirendra Jain

Senior Journalist, Jaipur

Mr. Dhirendra Jain is a renowned journalist with an experience of more than 45 years. He has been associated with PTI and leading newspapers like Nav Bharat Times, Nyaya & Samachar Bharti. He served as a Bureau Chief at various places like Kolkatta and Chandigarh and is currently serving as Bureau Chief, Rajasthan, Lokmat Group of Newspapers.





## ADVISORY BOARD MEMBERS

### J. C. Toshniwal

Director, Bestronix, Jaipur

A multi faceted industrialist and a senior Rotarian, he is deeply involved in spiritualism and is the co-editor of a spiritual monthly magazine "Vanprasthi", published from Jaipur. He has published a book called "Atmasandhan" very recently.

### 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 clientele includes high profile people like Sheila Dixit, Sharmila Tagore, et al.

### Dr. K.L.Jain

Honorary Secretary General, Rajasthan Chamber of Commerce & Industry (RCCI), Jaipur

He has 40 years of industrial experience in all types of industries and is a member of various advisory committees of the Central and State Government. He is also President of the Jaipur Management Association and is a Senior Active Member of Rotary Club of Jaipur East. At present, he is the chairman of JSEL Ltd.

### Lipika Sud

Principal Interior Designer- Dimension Designers Pvt. Ltd. (DDPL) and CP Kukreja Associates (CPKA)

A very well known name in the interior design field, her works reflect aesthetic sensibilities, sensitivity and style. She is the chairperson - Institute of Indian Interior Designers Delhi Regional Chapter (IIID-DRC).

### Piyush Suri

Textile Designer, London

London based designer Piyush Suri creates luxury Fashion Accessories and Home Products. With a graduation degree from Central Saint Martins College of Art and Design, London, and post graduate degree in Design for Textiles Futures, he launched his own label 'SURI' in October 2005.

### Pramod Yadav

Principal, ATDC, Jaipur

With 20 years experience in the textile industry and education, he has written 3 important books in textile design, "Apparel Production Technology", "Apparel Quality Control", "Apparel Merchandising". His next book is on "Apparel Design". He is currently the co-ordinator of Northern India for skill development workshops, also.

### Rahul Rajmuthaiya

Chief- Merchandising, Pantaloon Retail India Ltd., Mumbai

With 15 years of work experience in Retail, he has worked in all the critical functions of Retailing like store operations, merchandising and Logistics. He has also been involved in organizational critical functions like ERP implementation, store design and project management. He is also a certified trainer and has been involved in teaching at management institutes.

### Rajeev Arora

Jeweler, FDCI Member, Amrapali, Jaipur

Co-founder and designer at Amrapali, he has showcased India's rich jewelry heritage to the world. His showrooms extend all over Middle East, Europe and America. He has an active political record and has held many significant posts across a spectrum of organizations. He is a member on Censor Board of India.

### Rajeev Surana

Owner, Rajeev Surana & Associates Advocate, Rajasthan High Court

A lawyer by profession and with 15 years experience at the Bar Council of Rajasthan, he presently runs his own firm. He has led more than 300 matters annually, including service writs, miscellaneous writs, constitutional matters, civil & criminal cases in the Rajasthan High Court, Jaipur Bench, Jaipur. He is also the Honorary Chairperson at Arch Educational Society, Jaipur.

### Reena Lath

Director, Akar Prakar Art Gallery, Kolkata

Reena Lath, director of the well-known gallery Akar Prakar, hails from the leading art collector family of the Laths. She and her gallery are committed to promoting young and upcoming artists.

### Sakshi Broota

Disability consultant, Director, DEOC, New Delhi

With a Masters in Disability Studies from University of Leeds, UK, she has 15 years of experience in the field of Disability. She has worked with Spastics Society of Northern India, Deepalaya, and National Centre for Promotion of Employment for Disabled People.

### Uma Swamy

Joint Director, Head Web Initiatives FICCI, New Delhi

She heads on a large number of Government of India website projects, across various sectors like technology, innovation, FDI, trade, education etc. She is also a part of the Corporate Communications Department, where she closely liaises with PR and Media Department of FICCI

### Yunus Khimani

Director, Sawai Mansingh City Palace Museum, Jaipur

He has 11 years experience as a professional artist and 8 years as a Graphic Designer. He is a very prominent name in the field of design academics, he has served as Dean at IICD, Jaipur. He has also taught at NID and other esteemed educational institutions.





## INDUSTRY SPEAKS

**Bibi Russell**

International Fashion Designer

"ARCH Academy of Design is one of the most promising fashion institutes having participated in my fashion shows. The faculty is very dedicated and offers interactive learning atmosphere in the college."

**Anurag Singhal**

Store Planner &amp; Visual Merchandiser Future Axiom Telecom Ltd. Gurgaon

"It delights me to acknowledge ARCH as one of the premier design institutes in the nation. The creative, stimulating, innovative, knowledge generating and learning environment at ARCH has made the institution a favourite destination for learning design."

**Rajeev Arora**

Amrapali Jewellery Pvt. Ltd. FDCI Member, Jaipur

"I think that the alumni of ARCH are a wealth to the gems and jewelry industry. The candidates have performed excellently and have made a niche for themselves."

**Abhishek Haritwal**

Haritsons Jewellery Pvt. Ltd., Jaipur

"Talented boys and girls are entering the field of jewelry designing and gems as it has become an important industry. It is because of institutes like ARCH that the Indian jewelry designers are doing very well in this competitive global sector."

**Abhishek Dutta**

International Fashion Designer FDCI Member, Jaipur

"I appreciate the attitude of ARCH- that of openness to change, keeping pace with the emerging, global market. This is a very positive approach. The courses at ARCH are the demands of the new emerging needs of urban lifestyle."

**Dr. K. L. Jain**

Hon. Secretary General, Rajasthan Chamber of Commerce &amp; Industry (RCCI)

"ARCH has done an excellent job in establishing valuable programs in fashion, gems and jewelry design. It has proven itself yet again by getting sustainable jobs for its alumni."

**Liza Verma**

Choreographer, Member, FDCI Consultant, Shoot Talent Management (Times Internet Ltd. A subsidiary of Time group)

"I highly appreciate the professional and technical approach of ARCH in its intervention in the sector of craft based fashion design. I have witnessed the work of the students and I feel it has got global essence."

**Arvind Agarwal**

Jewelry Designer, ARVINO Designer Jewellery, Jaipur

"I was highly impressed by the creativity, skills and enthusiasm of ARCH students. ARCH is indeed doing a great job of developing designers as responsible citizens of the country. The students of ARCH are fortunate in getting a state-of-the-art environment at the academy."

**Anita Dongre**

International Fashion Designer, FDCI Member, AND designs Pvt. Ltd., Mumbai

"I know about ARCH and its activities for almost a decade now, and I am happy to know that the students are getting good placements and are contributing to the fashion industry in India and overseas. I wish the management, faculties and students good luck in their efforts."



## ADMISSION GUIDELINES

Prospectus, along with Application Form, can be downloaded from Websites [www.aieed.com/](http://www.aieed.com/) [www.archedu.org](http://www.archedu.org). The duly filled form can be submitted online or by post enclosing a DD of Rs 1250/- in favor of ARCH Educational Society, payable at Jaipur, addressed to: ARCH Academy of Design, Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017. Incomplete application forms not satisfying the eligibility criteria will not be accepted. No intimation will be sent to the candidates.

### IMPORTANT DATES

Application Form Available: 15th Dec' 10- 5th March' 11

Form Submission: 21st April' 11

Entrance Examination: 8th May' 11

Declaration of Written Examination Result: 21st May' 11

Interactive Session/Interviews: 1- 4th June' 11

### WHO CAN APPLY?

Eligibility for under graduate level programmes in design (Degrees awarded by UGC recognized National University) Candidates who have appeared for or cleared 10 + 2 (CBSE / ICSE / IB / State Board / NIOS or equivalent as per UGC guidelines)

### 10+1 students can also apply\*

\*Students qualifying in AIEED 2011-12 will be eligible for AIEED 2012-13's Situation Test/ Interview.

### NOTE

The admission for the candidates expecting to complete the qualifying examinations will be provisional and subject to scrutiny of papers, documents and eligibility conditions by production of original documents by 30th June, 2010. Proof of the candidates having successfully passed the qualifying examination will have to be produced at the time of joining the programme. In case, candidates do not produce the required documents by 30th June, 2011, their admission will be cancelled.

The final admission of a student shall be finalized only after scrutiny for fulfillment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority. Non fulfillment of the above conditions will automatically result in the cancellation of the provisional admission.

## AIEED 2011-12

All India Entrance Examination for Design

### STEPS TOWARDS FILING THE ARCH APPLICATION FORM

1. Fill in all required information in the Application Form.
2. Sign the Application Form in blue ink with date.
3. Affix a recent photograph of good quality in the space provided.
4. Retain a photocopy of the filled in Application Form.
5. Send attested copy of certificates in support of your educational qualifications.
6. Send attested copy of relevant document indicating date of birth.
7. Send attested copy of relevant certificate issued by competent authority for SC/ST / Other (Physically challenged, Defense, Artisans, NRI) candidates wherever required.
8. Send copies of applicable experience certificate, wherever required.
9. Send attested copy of school leaving certificate.
10. Do not staple any other document/certificate with the filled Application Form.
11. Send a DD of Rs 1250/- in favor of ARCH Educational Society, Jaipur. To, The Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

### POINTS TO REMEMBER

Any candidate who is unable to appear for the written examination on health grounds or any other unavoidable reason should submit an application explaining the same on the mail address: [admission@archedu.org](mailto:admission@archedu.org). The candidate's case will be taken into consideration and the candidate will be informed accordingly. This **Application form** must be sent by speed post / courier: The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

### PROCEDURE FOR APPLYING UNDER FOREIGN NATIONALS / NRI CATEGORY

Candidates seeking admission under this category should include the following documents along with application form:

- 1) An attested copy of the relevant pages of the Passport.
- 2) Equivalence certificate from the concerned Embassy acknowledging the educational qualifications of the candidate.
- 3) An attested copy of proof of status of NRI / foreign national.
- 4) A Demand Draft of US\$ 75 in favor of ARCH Educational Society, Jaipur, at 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur.

### ADMIT CARD

Admit Card of eligible candidates will be available online by end of April 2011. Candidates are required to affix their photograph (same as that affixed on the Application Form) on the downloaded Admit Card and get it attested by a Gazetted Officer / School or College Principal / Notary / Oath Commissioner. The admit card is required to be produced at the Examination Centre.

### ADMISSION TEST

The candidates whose forms have been accepted will have to appear for a written entrance examination at the Examination Centers opted for by them. The written entrance examination is designed to test the knowledge, skill and aptitude of the candidates for the programme opted.

The written entrance examination will be conducted in the cities mentioned below. The candidate can select only three cities in order of their preference as option for examination centre. If the First / Second choice of centre is not available or dropped for any reason, then they will be allotted the centre of their Second / Third choice respectively.

ARCH reserves the right to cancel any of the Examination Centers mentioned. In such cases administratively convenient, alternate examination centers will be allotted. Request for change of Examination Centre will not be entertained once the form is submitted.

### SEATS

Seats are reserved for SC / ST / Physically Handicapped Candidates / Foreign Nationals / NRI in each programme.

Discipline	General	SC/ST/OBC	Physically Challenged /Defense/Artisans	NRI
Fashion Design	15	5	5	5
Textile Design	15	5	5	5
Jewellery Design	15	5	5	5
Accessory Design	15	5	5	5
Interior Design	15	5	5	5
Design Management	15	5	5	5
Design Communication	15	5	5	5

### EXAMINATION CENTRE CITY & CODE

Name of the City	City Code
Ahmedabad	01
Chennai	02
Delhi	03
Jaipur	04
Kolkatta	05
Lucknow	06
Mumbai	07

### TERMS & CONDITIONS

1. The admission to any programme is based strictly on the merit as obtained in the entrance examination and the seats in the programmes would be offered as per the merit during the counselling. The merit and wait list will be displayed on the website.
2. Successful candidates eligible for admission will be required to attend the counselling session on a specified date and time at their own expense at the ARCH Campus, Jaipur. The schedule for the counseling for final allotment of course will be displayed on the ARCH website.
3. If the candidate is absent on the date and time specified for the counselling session or does not deposit the fee through Demand Draft, their candidature may be cancelled and the next candidate in the final merit list may be called immediately.
4. The selected candidates have to bring valid migration & transfer certificate at the time of counselling.
5. All remaining vacant seats shall be offered to the wait listed candidates in the order of merit.
6. The medium of instruction of the entrance examination is English.
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 court only.
9. ARCH reserves the right to add to or discontinue any of the aforesaid points.

**ATTENTION:** The provisions of the admission guidelines and prospectus can be changed without notice by the management of ARCH Educational Society once shall be notified at the website [www.archedu.org](http://www.archedu.org).

For any Representation/ clarification/ dispute, the decision of the management of ARCH shall be final and binding.









## LOOKING AND DOING

ARCH students can choose from many student activities including honor societies, clubs, sports, or the student-run school magazine, 'Backstitch'. Films, plays, lectures, gallery openings, exhibitions and concerts—they're all easily accessible to ARCH students and form an important part of the ARCH experience.

ARCH has its alliances with the Rotaract Club, the Red Ribbon Club, NEN (National Entrepreneurship Network), TIE (The Indus Entrepreneurs) and AIESEC (an international youth organization). Students can get associated with any or all of the clubs. While Rotaract Club and Red Ribbon Club cater to the development of CSR needs, NEN assists in developing entrepreneurial skills and mentoring, and AIESEC supports global networking and youth exchange programs. TIE supports online mentoring and helps source venture capitalists for promising projects. Students can avail of a vast gamut of counseling-oriented programs, at ARCH, to develop their entrepreneurial skills.

### THE STUDENT COUNCIL

The Student Council is an independent organization led by a board made up of and elected by students. The Student Council board has the responsibility of representing students' needs and wishes, officially, as well as helping create an interesting study and social climate at the Academy. The Student Council is represented in different committees and clubs at ARCH.

### THE ARCH CLUB

Cultural Club, Dramatics Club, Movie Club, Sports Club, Literary Club, E-Club and Alumni Club formulate the ARCH CLUB. Students get to do a lot of activities round the year, through these clubs, in a bid towards a holistic development.

ARCH has also encouraged its students to participate in various national and international level competitions. Many have won prestigious awards in such competitions as the Tahitian Pearl Competition, the Pearl Essence Design Competition, the World Gold Council-Auditions, and the IIGJ-Visions, Society Interiors Awards, etc.

For further details: [admin@archedu.org](mailto:admin@archedu.org)

