

AIEED 2011-12

All India Entrance Examination for Design

ONLINE / CENTRE- BASED
ENTRANCE EXAMINATION



Arch
academy of design

9, Govind Marg, Malviya Nagar Institutional Area,
Malviya Nagar, Jaipur - 302017
0141-4060500/02/03, +91 9414070678
www.archedu.org admission@archedu.org



Arch
academy of design

www.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

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(Competition for a Scholarship at the
ARCH Academy of Design)

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WHAT IS DESIGN?

Design is a way of thinking...
Creative thinking...

- To Problem-Solving...
- To create tools and products...
- To make our everyday life better...
- To bring that smile to our faces...

What can be Designed?

- Your House, Outfits, Accessories, Footwear
- Your Gadgets, Games, Films, Businesses
- Your own Facebook, Twitter, Orkut
- Therefore, Your “LIFE”

How you can design your “LIFE”

- By designing things around you
- By improving existing things
- By getting inspired and inspiring
- By learning with the right teacher
- By undertaking Design Education

Therefore, DESIGN IS.....

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....

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.



FACT FILE*

THE TEXTILE AND GARMENT INDUSTRY

- India is:
- the largest producer of jute
 - the 2nd largest producer of cotton yarn
 - the 2nd largest producer of cellulosic fibre/yarn
 - the 2nd largest producer of silk
 - the 3rd largest producer of raw cotton
 - the 4th largest producer of synthetic fibre /yarn

India is today recognized as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish. Manufacturers here are ready to innovate, be flexible on quantities, have a hands-on approach to quality control and keep the integrity on deadlines.

The industry proudly supports 7 million people as part of its workforce, and aims to double this figure by 2012-13; even today it is the second largest provider of employment in the country. For every INR 100,000 invested in the industry, an average of 7 additional jobs created.

The Apparel Sector alone contributes to 8% of India’s total exports with exports recording a 1% growth over last year. By the year 2011-12, India expects to record a 15% growth in quantity and 20% growth in values.

THE INTERIOR CONSTRUCTION INDUSTRY

The flourishing infrastructure, housing & retail industry in India has emerged as one of the most dynamic and fast paced industrial sector with several big players entering the market. In India, the vast middle class and almost untapped retail industry are the key forces of attraction for global retail giants waiting to enter new markets. This attraction has stimulated the growth of the retail industry and is growing at a faster rate.

- An estimated US \$500 billion will have been invested in India’s construction sector
- The construction industry accounts for approximately 11% of the GDP
- Housing Sector growing at an average of 34% annually
- The Indian retail industry is the fifth largest in the world
- At present, it contributes about 22% of the GDP today
- It generates 8 % of employment in the country
- Retail industry expected to grow 25 per cent annually, to be worth US\$ 175- 200 billion by 2016

THE GEMS AND JEWELRY INDUSTRY

- India is the largest consumer of gold jewelry in the world. It accounts for about 20% of world consumption
- India dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India
- India also dominates the gold and silver consumption globally with consumption of approximately 700 tonnes (gold) p.a.
- A major foreign exchange earner, the industry is also notable in providing employment to 1.5 million people directly and indirectly. It is a large market for Gems & Jewelry with domestic sales of over \$10 billion
- India shares 4% of the global Gems and Jewelry market
- The Indian gems & jewelry sector is expected to cross US\$ 26 billion by 2012. The consumption of the diamond jewelry is expected to touch US\$ 6.41 billion in 2012

THE HANDICRAFTS INDUSTRY

- India is in the enviable position of having a large variety of living, skill-based traditions and a number of highly versatile creative people capable of carrying this unique legacy further (approx. 145-175 million skilled practitioners)
- Skilled and semi-skilled people constituting India’s legacy, cultural and creative industries form 36-40 % of the population
 - Handicrafts have emerged as a major export of India since the mid-1990s
 - Globally, the demand for ethnic goods, and products that make a cultural statement, is expanding as a result of the growth of tourism, and as a reaction to the homogenisation of mass-produced goods
 - This involves a global market segment worth well over a \$100 billion and growing by leaps

*All information sourced from various government websites



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.

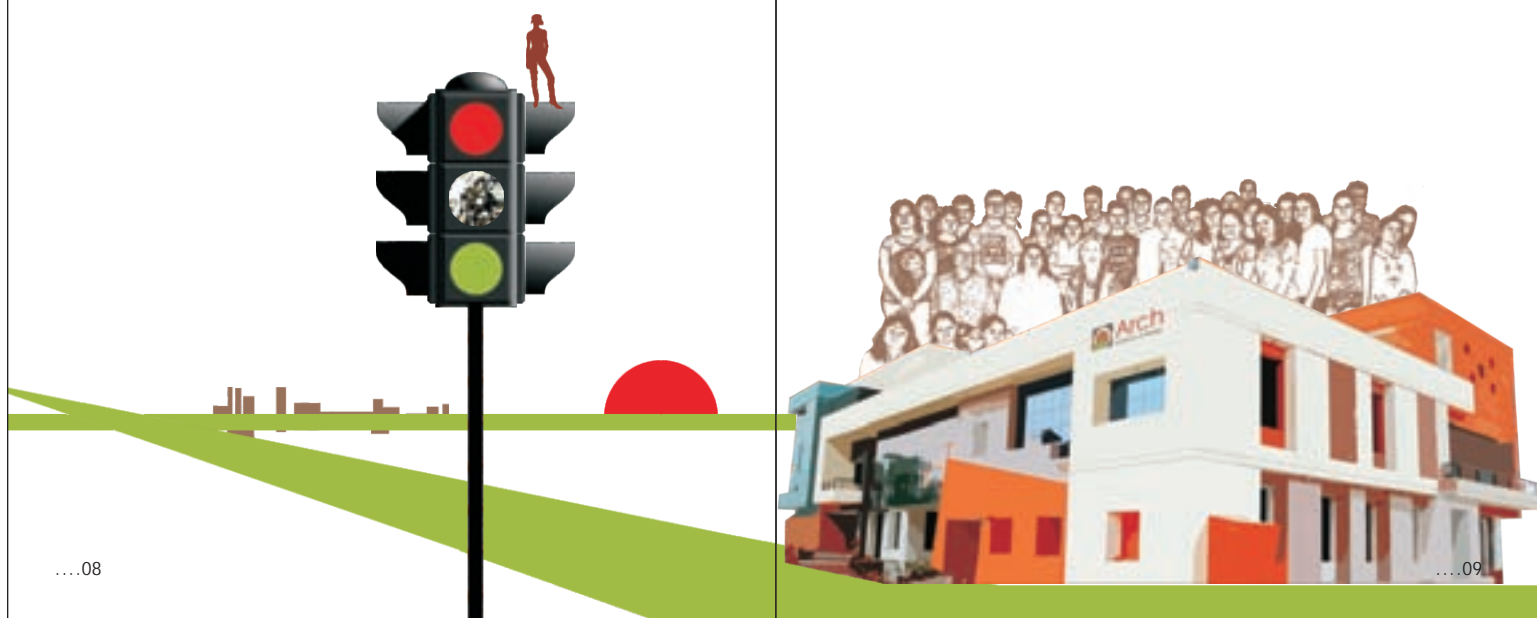
ARCH believes that the essence of a good education in design and art is the fusion of a great environment, a professionally dedicated and innovative academic community, knowledgeable technical and administrative staff and of course, students who never stop asking questions!

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.



FASHION DESIGN

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.

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.

Courses

Post Graduate Courses	Certification	Duration
M.Sc in Fashion Technology	PTU	2 Years
Postgraduate Degree in Garment Production and Export Management	University of Rajasthan	2 Years

Degree Courses	Certification	Duration
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)	PTU ARCH University of Hull	4 Years

Diploma and Certificate Courses	Certification	Duration
Diploma in Fashion Design (Full Time/ Part Time)	ARCH/ Doncaster College	2 Years
Certificate in Fashion Design (Full Time/ Part Time)	ARCH/ Doncaster College	1 Year



TEXTILE DESIGN

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.

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)	PTU ARCH	4 Years

Diploma and Certificate Courses	Certification	Duration
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



JEWELRY DESIGN

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.

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

	Certification	Duration
Degree in Jewelry Design (Full Time/ Part Time Distance Education) + Diploma in Jewelry Design (Full Time/ Part Time)	PTU University ARCH	4 Years

Diploma and Certificate Courses

	Certification	Duration
Diploma in Jewelry Design (Full Time/ Part Time)	ARCH	2 Years
Certificate in Jewelry Design (Full Time/ Part Time)	ARCH	1 Year



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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 will 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.

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.

Courses

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



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INTERIOR DESIGN

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.

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	Certification	Duration
M.Sc in Interior Design	PTU	2 Years
Degree Courses	Certification	Duration
Degree in Interior Design (Full Time/ Part Time Distance Education) + Diploma in Interior Design (Full Time/ Part Time)	PTU	4 Years
Diploma in Interior Design (Full Time/ Part Time)	ARCH	
Diploma and Certificate Courses	Certification	Duration
Diploma in Interior Design (Full Time/ Part Time)	ARCH/ Doncaster College	2 Years
Certificate in Interior Design (Full Time/ Part Time)	ARCH/ Doncaster College	1 Year



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VISUAL MERCHANDISING

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.

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.

Courses

Module Courses	Certification	Duration
Certificate in Retail and Visual Merchandising	ARCH	6 Months
Basic Certificate in Visual Merchandising	ARCH	1 Month



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CRAFT & ACCESSORY DESIGN

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

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



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DESIGN MANAGEMENT

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.

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

Degree Course	Certification	Duration
Degree in Design Management (BBA) (Full Time) + Diploma in Design Management (Full Time/ Part Time)	University of Rajasthan ARCH	4 Years



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DESIGN COMMUNICATION

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.

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

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

PART TIME COURSES & MODULES

Certificate Course

FASHION & TEXTILE

Block Printing / Tie & Dye
Fashion Illustration
Draping
Pattern Making &
Garments Construction
Fashion Merchandising
Start Your own Boutique
Weaving
Surface Ornamentation
Fashion Illustration & Design
Computer Aided Fashion Design
Computer Aided Textile Design
Fashion Design

Duration

1 Month
2 Months
2 Months
3 Months
3 Months
3 Months
3 Months
3 Months
3 Months
6 Months
6 Months
6 Months
6 Months
1 Year

JEWELRY & GEMOLOGY

Fundamental course of Rashi Ratan
Fundamental course of Navratan
Diamond Study
Investment Casting
Jewelry Manufacturing
Gem Identification
Gem Processing
Craft Based Jewelry Design
Jewelry for International Market
Contemporary Enameling
Kundan Meena Jewelry Design
2-D Designing (Corel Draw)
3-D Designing (Jewel Cad)
Diamond Jewelry Design
Jewelry Illustration & Design
Computer Aided Jewellery Design
Jewelry Design

2 Weeks
2 Weeks
2 Weeks
2 Months
2 Months
2 Months
2 Months
3 Months
3 Months
3 Months
3 Months
3 Months
3 Months
3 Months
6 Months
6 Months
6 Months
1 Year

INTERIOR & VISUAL MERCHANDISING

Visual Merchandising
Furniture Design
Computer Aided Interior Design
Exhibition Design
Interior Design

1 Months
3 Months
6 Months
6 Months
1 Year

CRAFT & ACCESSORY

Textile Craft
Wood Craft
Metal Craft
Leather Craft
Terracotta Craft
Life Style Product Design
Accessory Design

6 Weeks / 16 Weeks
6 Weeks / 16 Weeks
6 Weeks / 16 Weeks
6 Weeks / 16 Weeks
6 Weeks / 16 Weeks
3 Months
1 Year

FEATURES

- University Certified Programs
- Curriculum of International Standard
- International Tie-ups & Exchange Programs
- International Visiting Faculty
- International & National Students
- Module based certificate courses
- Full time / Part time/ Distance Education Courses
- Morning/ Evening batches for working professionals
- 100% Placement Record
- 32000 Sq. Ft. centrally located air cooled Campus
- Wi-Fi Campus • Hostel Facility • Transport Facility

GOVERNMENT & INDUSTRY PROJECTS

- Micro Small Medium Enterprises (MSME), Govt. of India
- Development Commissioner Handicrafts (DCH), Govt. of India
- Department of Science and Technology (DST), Govt. of India
- Rajasthan Mission on Livelihood (RMOL), Govt. of Raj.
- Rural Non Farm Development Agency (RUDA), Govt. of Raj.
- Entrepreneurship Management Institution (EMI), Govt. of Raj.
- Confederation of Indian Industries (CII)
- Federation of Rajasthan Handicraft Exporters (FORHEX)



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AFFILIATIONS & LINKAGES



International Linkages

Twinning Programme:

TEXTILA GYMNASIET, Stockholm, Sweden

Authorised Learning Centre

PUNJAB TECHNICAL UNIVERSITY

Study partly at ARCH & partly at a leading University in U K & Earn a degree from International Universities below:



Birmingham City University



University College Birmingham



New College Nottingham



City College Norwich



ARCH in Partnership with **DONCASTER COLLEGE, U K**

- 4 Week Module at Doncaster College
- Participation in Doncaster College Annual Fashion Week, U K
- Participation in Graduate Fashion Week, London
- Tutorials by Doncaster College Faculty at Arch Campus, Jaipur
- Exchange Faculty Programs through British Council Funding
- Top up degree with University of Hull, U K
- Credit Programs with University of Hull, U K



AIEED 2011-12

All India Entrance Examination for Design

8th MAY
2011

AIEED ONLINE

ARCH invites applications for its entrance exam (AIEED) to its various under graduate programs, for the academic year 2011-12.

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*

CENTRE- BASED ENTRANCE EXAMINATION

DATES TO REMEMBER

15th Dec'10 to 5th March'11 Online Application Form Availability
21st April'11 Form Submission
8th May'11 Entrance Examination
21st May'11 Declaration of Results
1-4th June'11 Situation Test & Interview

EXAMINATION CENTRES

- Ahmedabad
- Chennai
- Jaipur
- Kolkata
- Lucknow
- Mumbai
- New Delhi

ONLINE ENTRANCE EXAMINATION

DATES TO REMEMBER

AIEED applicant can appear for an internet based Online Exam on their personal computers or laptops. for an applicant, this facilitates a choice of time slot on any of the given exam dates.

15th Dec'10 to 5th March'11 Online Application form Availability
21st April'11 Form Submission
22nd April to 8th May'11 Online Entrance Examination
21st May'11 Declaration of Results
1-8th June'11 Situation Test & Interview

The Prospectus, along with the Application Form, can be downloaded from the Websites www.aieed.com and www.archedu.org. The duly filled form can be submitted online or by can be posted to:
ARCH Academy of Design, Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

Please make sure to use our Online Payment Gateway or enclose a Demand Draft (DD) of Rs 1250/- in favor of 'Arch Educational Society', payable at Jaipur.

Candidates not satisfying the eligibility criteria will not be accepted. Incomplete application forms will also not be accepted. No intimation will be sent to the candidates.

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SAMPLE QUESTIONS

For an Entrance Examination in Design

GENERAL ABILITY TEST

General Knowledge

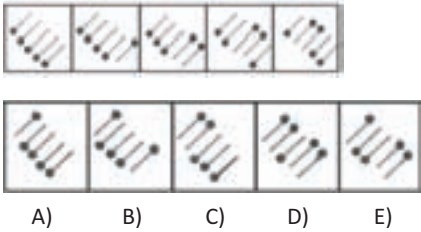
1. Who is the Author of the Harry Potter Fantasy Series?
A) Arundhati Roy B) Mark Twain
C) J K Rowling D) Oscar Wilde
- 2) Who, amongst the below, designed the city of Chandigarh?
A) Hafeez Contractor B) Marcel Breur
C) Mario Botta D) Le Corbusier
- 3) What is the unit of the measurement of a Microprocessor?
A) MB B) Ghz
C) GB D) KB

Language Comprehension (English and Hindi)

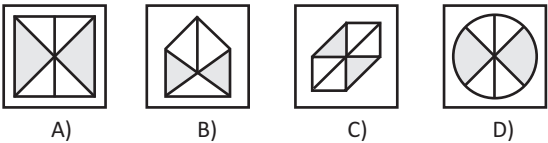
1. Identify the part which is not correct.
No sooner he left the office / then it started / raining heavily / enough to make him completely wet.
A) B) C) D)
2. निर्देश : इस प्रश्न में दी गयी लोकोक्ति का अर्थ बताओ।
अंधे में काना राजा
;A) कोशिश करना B) अच्छे काम का परिणाम अच्छा होता है
C) रोब मानना D) गंवारों में साधारण शिक्षित

Logical Reasoning (Quantitative Understanding)

1. In the figure given below, which one of the five answer figures should come after the problem figures if the sequence were continued?



2. Select the odd figure out of the series



Psychological Analysis

- 1.What is the first word that you associate with the 21st Century?
2. What does 'Freedom' mean to you?

CREATIVE ABILITY TEST

Visual Understanding

1. The line below represents in your mind

A) Stability B) Growth C) Family D) Harmony
2. Which of the following shapes is structurally stronger?

A) B) C) D)

Lateral Thinking

1. You are on an island (in the center) that is one mile long and 100 yards wide. The vegetation is very dry from a long drought. Suddenly it catches fire at one end of the island, and a strong wind is blowing it towards you, burning the whole width of the island. There's no beach, only sheer cliffs, and the sea is infested with sharks. What can you do?
2. A man goes into a pharmacy and talks to the pharmacist. The pharmacist pulls out a gun and points it at the man. They both shake hands and later the man departs satisfied. What happened?

Skills (Drawing/ Image Making/ Composition)

1. Make a Communication Poster for a marketing campaign selling PACKAGED AIR
2. Illustrate a composition with a Wall Clock, Dinosaur, A Burning Train and a Spoon to communicate the story of a HAPPY FAMILY.

Design Awareness and Thinking

1. Below is an image of an Indian Bicycle. Identify five unique problems from the point of view of the users.



- a. Write these unique problems briefly
b. Briefly **justify** each of these problems
c. **Illustrate a solution** for each of the identified problems with a sketch

‘DESIGN IS...’

A Competition for SCHOLARSHIP at the ARCH Academy of Design

DESIGN IS...

Give us your thoughts and opinion on Design. This could take the form of an Illustration, Sketch, Photograph, Essay, Prose, Poetry, Audio-Visual etc.

Rewards:

Your contribution on 'DESIGN IS...' shall flash on ARCH's website and get published in its annual magazine "Backstitch".

A winner shall be announced every week on the website. His/ Her contribution will flash on the ARCH homepage.

All entries shall find space on facebook, ARCH blog and website archives.

The best 6 entries shall be considered for the scholarships, after 15th June

Only participants who are appearing for and passing the entrance examination shall be entitled for consideration to the scholarship benefit for their courses at ARCH

To Do:

- Download the form from www.archedu.org/scholarships
- Fill the relevant information
- Include a small paragraph about yourself
- Email it to scholarships@archedu.org OR
- Upload on <http://www.archedu.org/upload.html> OR
- Post it to ARCH Academy of Design, 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-302017
- Detailed information is available on the website- www.archedu.org/scholarships.html
- Existing ARCH Students can also apply

