STUDENTS ACTIVITIES

ARCH students can choose from many student activities including honor societies, clubs, sports, films, plays, lectures, gallery openings, exhibitions and concerts—all easily accessible to ARCH students and forming an important part of the ARCH experience.

As mentioned earlier, 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) etc. Students can get associated with any or all of the clubs. While the Rotaract Club and the Red Ribbon Club foster the development of Corporate Social Responsibility (CSR) needs, NEN assists in the development of entrepreneurial skills and mentoring, and AIESEC supports global networking and youth exchange programs. TIE supports online mentoring and helps to source and bring together venture capitalists for promising projects. Students have access to a wide range of counseling and training oriented programs at ARCH, to develop their entrepreneurial skills.

THE STUDENT COUNCIL

The Student Council is an independent student body elected by and consisting of students. The Council plans events and contributions, and represents student expressions and viewpoints, helping towards the creation of an interesting and socially responsible study environment at the Academy. The Student Council is represented in different committees and clubs at ARCH.

THE ARCH CLUB

The Cultural Club, Dramatics Club, Movie Club, Sports Club, Literary Club, E-Club (Entrepreneurship Club) and the Alumni Club are the present constituent bodies inside the ARCH CLUB. Students get to initiate and participate in a lot of activities round the year through these clubs which contribute wholly or catalytically towards a meaningful development of body and mind.

ARCH has also actively encouraged student participation in various national and international level competitions. Many prestigious awards have been won in such competitions—a few of them: the Tahdian Pearl Competition, the Pearl Essence Design Competition, the World Gold Council Auditions, the IGI-Visions, and the Society Interiors Awards, etc.

For further details: network@archedu.org
FLEXIBLE LEARNINGS

LATERAL ENTRY
The lateral entry program gives students the opportunity to explore learning in different contexts. Being an authorized study center for PTU (Punjab Technical University), ARCH allows its students to study part-time at ARCH and part-time with any of the associated universities abroad.

- Birmingham City University
- City College, Norwich
- New College Nottingham (NCN)
- University College, Birmingham

Under the Lateral Entry Provision, students who have completed a Three-year Government Polytechnic Diploma can gain entry into the second year of the concerned degree course, and on completion, will be awarded a PTU Degree.

COURSES FOR INTERNATIONAL STUDENTS
ARCH offers Summer and Winter courses for international students, present in subjects such as Pattern Making & Garment Construction for Indian Clothing. Surface Design, Weaving Technology, Block Printing, Tie & Dye surface embellishment techniques, and Contemporary Jewellery and Gemology. These module courses last from 3 to 6 weeks and include technical and professional training incorporating exposure trips into the old city to interact with, observe, and learn from expert traditional craftsmen in the field.

FOR THE WORKING PROFESSIONAL
ARCH offers nationally recognized Undergraduate and Postgraduate Degree courses and a range of short-term courses for working individuals, who wish to enhance their existing career prospects. Our programs provide relevant training for people keen to expand their skills and capacities and additionally formalize their existing learning and experience through the gain of qualifications that are officially awarded and recognized in the field. The Undergraduate & Postgraduate degrees are also awarded for Part-time courses.
DESIGN FUTURES

- The future trends in Design reflect the Sustainable Design movement that is now becoming such an integral part of our life.
- It is really about designing by choosing materials and systems that do less harm to the Environment.
- The process of “Reduce, Reuse, Recycle” would further translate to minimizing the take from our planet while we are still consuming.
- The requirement is thus for individuals with a vision empowering this trend with Analytical Ability and Design Sensitivity.

*https://www.fastcodesign.com/1562387/the-future-of-design-blue-is-the-new-green*
Course Intent
To introduce basic Design concepts, inculcating receptive analytical and visualization skills which enable students from varied backgrounds to reach a standard benchmark for further progression into the chosen Design Fields for specialization. Students are further expected to imbibe and develop values such as discipline, sincerity, patience, open-mindedness, precision etc, as initial steps towards becoming a Design professional.

Students also get to learn the theory and the application of various aspects of management to the design process and its series of activities.

Teaching Methodology
The course is a conglomeration of Lectures and Demonstrations by internal and visiting faculties introducing basic concepts in Art and Design. Students are given practical and written assignments which incorporate material exploration, CAD applications, Communication Skills - visual, written, spoken - and Research and Documentation.

Assessment Methodology
Importance is given to Understanding of objectives, Understanding of assignments, involvement in coursework, Classroom participation, Punctuality and Regularity, Receptivity, Creativity, Presentation ability, Quality of final submission, General performance and the degree of perceived improvement from assessment to assessment.

Facilities
Environment for conceptualization & execution within spacious Studios & Workshops, Library, Audio Visual Facilities, Dedicated Leased line Internet Connections

Portfolio
After the one year common foundation course, students portfolio would include Drawings, Sketches, images of 3D Geometric models, Human Figure Drawing, Color Exercises, Perspective Drawing, Nature Drawing, and images of Material exploration exercises, and most importantly the Design methodology process documentation.

Course Contents

Course
Certificate in Foundation Studies

Duration
1 Year
FASHION & TEXTILE FUTURES

- The Indian Textile and Clothing (T&C) industry is currently one of the largest and most important industries in the Indian economy in terms of output and foreign exchange earnings, while being second largest in employment generation in the textile sector.

- Majority of the human resource requirements will be for operators who have adequate knowledge of sewing machine operations and different types of seams and stitches.

- Designers for high end fashion exporters would necessitate systems of operations which would require the operators to have the ability to stitch the complete garment.

- The availability of merchandising and designing skills would be crucial for increasing share in export markets and tapping the potential in new markets.

---

National Skill Development Corporation
Human Resource & Skill requirements Report [2022]

ARCH Academy of Design
FASHION DESIGN & MGMT.

Course Intent
Fashion needs to evolve with every human being, and it does. This happens when we pass on our experiences to the generations that follow, enabling them to see, think, and further evolve what is to come. The department is dedicated to its focus on a responsible awareness and assessment of the socio-cultural and ecological influences of fashion, an essential in the rediscovety and sustenance of an Indian aesthetic language. This not only helps place India in the larger context of world fashion, but also contributes to the addition of value to the Indian fashion industry.

The skill-based course allows students the ability to explore ideas in both two and three dimensions, using a variety of construction techniques and approaches through exciting and challenging design projects. Learning the principles and practices of the management of innovation in the fashion field, is another essential that is addressed in the course of study.

Teaching Methodology
The well integrated inter-disciplinary curriculum infuses an in-depth knowledge and learning of design, liberal arts and its relevance to fashion through research. The course is practice based, the studio being at the core of the teaching and learning. A series throughout, of design projects at appropriate intervals, different approaches are explored to identify design inspiration, contextual links and possibilities of application, in the ultimate creation of a product. The process is geared towards nurturing the student’s own statement & working methods.

Assessment Methodology
The curriculum is designed to assess the continuous progress and development of the student through presentations and discussions at critiques and reviews during the course of class room activities, and via project end or semester end evaluation by a jury comprising of industry experts, academicians and practicing designers. The emphasis is mostly on evaluating the Design understanding, exploratory approach and effective communication.

Facilities
Computer Lab, Dedicated LeaseLine Wireless Network Connections, Library, spacious design studios, Sewing Lab with specialist industrial machinery for Apparel Manufacturing & Finishing, and the Pattern Drafting Lab consisting of Drafting Tables, Dress Forms etc.

Portfolio

Career Prospects
Fashion design students are capable of independently building and asserting their own identity or by associating with Export Houses, Design Studies and Retail and Fashion Houses. They can also take the role of Fashion Coordinator, Brand Manager, Fashion Merchant, Product Development Manager, Fashion Buyer, Quality Control Manager, Design Consultant, Stylist, Fashion Photographers, Fashion Illustrator, Creative Directors, Fashion Editors and Journalists, Design Critics, Costume Designer, Trend & Forecast Analysts, Principal Design Strategists with NGO’s engaging in design intervention and sustenance of traditional skills and Academicians. A fashion designer is usually a versatile & creative personality who can eventually diversify into other design professions following a specific interest or specialization.

Internships and Placements
TEXTILE DESIGN & MGMT.

Course Intent
Designers in today's textile industries must be highly creative and adaptable. Textile Design is a unique and innovative course which focuses on an exciting contemporary Design environment combining the analysis of the fundamental and theoretical, with historical viewpoints. The course supports modern professional practices where designs are implemented and realized as entire wearable collections, as accessories, or as products within interior space. The course also teaches the management of skills and techniques in the Design process covering both the contemporary and the traditional.

Teaching Methodology
This course combines structured teaching, independent study, theory and practice through a combination of different learning and teaching methods such as project work, lectures, seminars, tutorials, group work, project proposals, student presentations, self managed independent study and exposure visits. Additionally, and as a part of the learning process, specially supervised training is given on weaving equipment to create product samples.

Assessment Methodology
The assessment process measures performance in completed units and is designed to recognize and credit achievements. A range of assessment strategies are used - formal examinations, individual and group production projects with written critical evaluations, presentations, assessed work placement, evaluation of presentation by jury etc.

Facilities
Library, Computer Lab for design training, Dedicated Lease-line Wireless Wi-Fi Internet Connections, Studio Space, Textiles Lab with printing and dyeing facilities, Sample and Pedal Looms, Winding and Wrapping machines etc.

Portfolio
Final art works / sample pieces of Design projects (Printing, Weaving & Embroidery), 2D & 3D texture libraries, CAD outputs for printing and weaving with all detailed specifications, Fashion project art plates, a collection of coordinated textile samples/products.

Career Prospects
The program prepares students for a wide range of careers in the organized Textile Industry, Export Houses, Established Fashion Labels, independent and collaborative Design Studios and Trend Agencies, Buying Houses, and Handloom Cooperatives, with NGOs engaging in design intervention and sustenance of traditional skill sectors, with Museums and Exhibits as Textile Curators, and as Independent Fabric Designers etc. There are numerous such prospects in a variety of industries, though the majority of these roles are focused largely towards contributing to the Fashion Industry.

Internships and placements
Course contents

Year 1
Design Foundation & Advanced Design Foundation

Year 2

Year 3

Year 4

Courses

Under Graduate Programs
Textile Design & Management
Lateral Entry & Part Time Degree Programs in Textile Design

Diploma & Certificate
Textile Design

(All programs options available both in full time & part time)

Module Courses
Computer Aided Textile Design
Weaving Technology
Surface Design
Block Printing / Tie and Dye

Duration
4 Years
3 Years
2.5 Years
Duration
6 Months
3 Months
3 Months
1 Month

"ARCH provided me with a user friendly work environment and technological advanced facilities. Thanks to this, I am able to be effective in the industry.

Shah Ruqia, 2019
Textile Designer, Mayor Sattas, Nashik"
GEMS AND JEWELRY FUTURES

- Given the rising overall literacy rates in India, this sector is beginning to appreciate the need for education and the impact of such inputs on business.
- There is an expected demand for skilled personnel able to create multiple designs to meet customer needs.
- Requirement will also be linked with the ability to interact and work with foreign clients.
- Demand would be for high-skill designers with good visualization ability and a command over the skills and techniques of various jewelry manufacturing processes.
- Adequate understanding of safety measures and requirements.
- Ability to respond to customer queries.

National Skill Development Corporation
JEWELRY DESIGN & MGMT

Course Intent
Historically, jewelry has evolved from body adornment to an art form. With the creation of Brand India and looking towards a future where craft would meet the high end, our vision extends to evolve as torch bearers in Research, Development and Innovation in Jewelry and Accessories Design, with world class inputs in the design and crafting of such objects of desire along with the identification of trends and the development of forecasts. The course also aims at integrating finer aspects of design, technology, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

The generation and integration of formats for sustainability is important for any process linked with Design, and this understanding is shared in the form of the theory and practice of planning and management of viable, and sustainable processes and activities.

Teaching Methodology
To impart the necessary skills the teaching method is a combination of Theory, practical exposure in Lab and Field Assignments, Market Identification, Client Identification, Analyzing Trends And Forecast, Theme Selection, Conceptualization, Design Development, 3D Visualization both Manual & with CAD, Rendering And Illustration, Orthography, Prototype Development and Documentation.

Assessment Methodology
Module end submissions in form of documentation and jury presentations to industry professionals and academicians for evaluation at the end of each semester.

Facilities
Jewelry Design Studios, Jewelry Manufacturing Lab, Investment Casting Lab, Enameling Facilities, Gem Identification Lab, Gem Stone Laboratory, Computer Lab, Dedicated Line Satellite Wireless Wi-Fi Internet Connection, and Library.

Portfolio

Career Prospects
Required exposure in this course would enable students to take up roles as Jewelry Designers, Product Development Managers, Design Managers, Trend Analysts, Sourcing Managers, Accessory Designers, Merchandisers, Merchants, Brand Managers, Bench Jewellers, Entrepreneurs, Women Entrepreneurs interested in starting their own business, etc. Craft Persons, Jewellers and their family members can also benefit immensely from this course.

Internships and Placements
Course Contents

Year 1
Design Foundation & Advanced Design Foundation

Year 2

Year 3
Design project 3- Diamond Jewelry/ Basic Jewel CAD/ Design project 4- Traditional Jewelry (Kundan Meenas)/ Enameling/ Design project 5- Couture Jewelry

Year 4
Design project 6- International Range Development/ Advanced Jewel CAD/ Design project 7- Lifestyle Accessories/ Packaging Design/ Portfolio Development/ Industrial internship

Courses
Under Graduate Programs Duration
Jewelry Design & Management 4 Years
Jewelry & Fashion Design 3 Years

Diploma & Certificate
Jewelry Design 2/1 Year

Module Courses Duration
Jewelry Design 6 Months
Jewelry Illustration and Design 6 Months
Jewelry for International Market 3 Months
Contemporary Enameling 3 Months
Kundan Meena Jewelry Design 3 Months
Diamond Jewelry Design 3 Months
Craft Based Jewelry Design 3 Months
2-D Designing (Corel Draw & Photoshop) 3 Months
3-D Designing (Jewel Cad Basic/ Advanced) 3 Months
Jewelry Manufacturing 2 Months
Investment Casting 6 Weeks

“Guidance that I received from my faculty at ARCH helped me in getting a prestigious internship and placement at Apsidal Jewels, Japan”

Wahma Soel, 2012, Senior Designer, Apsidal Jewels, Japan
Winner of first prize in AJA Men’s Wear Collection
Course Intent
Jaipur is recognized worldwide for the magnificent variety of exquisite gems available. Exporters and jewelry manufacturers recognize Jaipur as a benchmark for Gemstones. Not surprisingly, colored stones jewelry has created an identity for itself in the global market. Gemology has immense scope for study, research and innovation, and this course is thus designed to impart the necessary skills to work with Gemstones and its global market.

Teaching Methodology
The methodology is oriented towards industry related Theory, Practical Exposure to the Gem Stone Manufacturing Industry, Market Research, Gemstone Testing, Documentation, Feedback Sessions with experts etc.

Assessment Methodology
Program and evaluation through jury presentation to industry experts and academicians.

Facilities
Gemology Studio, Gem Identification Lab, Gem Testing Instruments, Gemstone Laboratory Machines, Library, Computer Labs, Dedicated Laserline Wireless Wi-Fi Internet Connections, and Display Spaces.

Portfolio
Compilation of Market research work and gemstone processing, images of researched stones etc.

Career Prospects
After a successful completion of this course students can engage as Gemologists, Gemstone Trader, Buyers, Appraisers, Wholesalers, Supervisors, Quality Control Managers, Assorters and Graders, Bench Jewelers and Stone Setters, Entrepreneurs in Gem Stone selling.

Internships and Placements
Curve Creations, Jaipur/ Divinity Empex, Jaipur/ Eros, Jaipur/ Gemoo Jewels, Jaipur/ Kiala Jewels, Jaipur/ Kothari Jewels, Jaipur/ Sambhav Gems, Jaipur/ Sandal Jewels, Jaipur/ Veelabha Gems, etc.

Course Content
The course covers all aspects of Gemstones, from Mining to Final piece/History of Gemstones/Idenification of precious, semi precious, Treated Gemstones/ Crystallography/ Gemstone properties/ Gemstone lapidary and the use of Gem Testing Instruments.

Courses
<table>
<thead>
<tr>
<th>Module Courses</th>
<th>Certification</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate In Gem Identification</td>
<td>ARCH</td>
<td>2 Months</td>
</tr>
<tr>
<td>Certificate In Gem Stone Processing</td>
<td>ARCH</td>
<td>2 Months</td>
</tr>
<tr>
<td>Fundamentals of Rashi Ratna / Navratna</td>
<td>ARCH</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Diamond Studies</td>
<td>ARCH</td>
<td>2 Weeks</td>
</tr>
</tbody>
</table>
INTERIOR FUTURES

- The Indian Tourism Industry has expanded rapidly over the past few years and is poised to grow at a faster pace in the coming years.

- Heritage properties and other hospitality properties have begun demanding a great amount of ingenuity in the creation of dreams.

- The key factor driving the demand for Interior Design would be the expansion of Housing in both the major and smaller cities in India.

- Growth in both housing and commercial development will have a positive effect on Furniture and Furnishings demand.

- Increase in demand predicted for Interior space visualizers to showcase modern blend with traditional space.

- Rising income level will lead to a demand for creative individuals to support the vision of the Incredible India Campaign.

National Skill Development Corporation
Human Resource & Skill requirements Report (2022)
INTERIOR DESIGN & MGMT.

Course Intent
Interior Design in contemporary times reflect the impressive progress made in the field of perception and psychology and the crafting of preferred ambiances as integral to generated spatial solutions. Our courses address all aspects of Design, from the understanding of space and structures to the manipulation of colors, texture, light, form etc. as well as providing the requisite technical knowledge and skills to realize visualized intent. A part of the course also contributes meaningfully to an understanding of all aspects of project management in the field of Interior Design.

Teaching Methodology
Teaching by internal and expert visiting faculties is supported through presentations, and handouts, films of construction workshops, assignments, case study planning and presentation, educational workshops, problem solving through group exercises, data research through Internet, books & periodicals.

Assessment Methodology
The assessment process measures performance in completed units and is designed to recognize and credit achievements. A range of assessment strategies are used - individual and group production projects with written critical evaluations, presentations, assessed work placement, formal examinations and internal and external evaluations at the end of each semester by a jury consisting of industry professionals and academics to gauge understanding of objectives, performance, involvement in the course, classroom participation, regular attendance.

Facilities
While included in the course, students can access Computer lab, Library, Dedicated Leaseline Wireless Wi-Fi Internet Connection, Softwares such as AutoCAD - 2D and 3D, 3DMax, spacious Drafting Lab, Well Equipped Carpentry and metal Workshop, Large Classrooms, etc.

Portfolio
Drawings, Project Presentations, Images and 3d Views and renderings etc

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, and those with an entrepreneurial streak may set up their own Interior Design Firm or even an Event Management company or Production Design House.

Internships and Placements
Architect Sanjay Kothari, Jaipur/ Bensel Design and Communication/1, Gurgaon/3D Designs, Jaipur/ Especs, Jaipur/ Goyal Arts, Jaipur/ Manic Structures, Delhi/ Mune Interiors, Delhi/ Shapata, Jaipur/ Sunrays Contracting, Jaipur/ UDI, Jaipur/ Velocity Institute of Design, West Bengal
Course Contents

Year 1
Design Foundation & Advanced Design Foundation

Year 2
- Basics of Drawing/Elementary Construction/History and Contextual Studies/Basic Material Studies/Visualization and Presentation Techniques/Material and Application/Building Services/Design Project-a (Residential), Studio Apartment (Manual), and b) JHKh through Autocad Software

Year 3
- Construction Techniques/Interior Furnishing/Advance Material studies/Building services/AutoCAD 2D and 3D/Design Project-a Commercial Space (manual) and b) Institutional Space

Year 4
- Furniture Design/Professional Practice & Office Management/Dissertation and Electives/Internship/Estimation and Costing/Design Project - industrial/3DMax software

Courses

<table>
<thead>
<tr>
<th>Post Graduate Programs</th>
<th>Durations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Design</td>
<td>2 Years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Graduate Programs</th>
<th>Durations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Design &amp; Management</td>
<td>4 Years</td>
</tr>
<tr>
<td>Lateral Entry &amp; Part Time Degree Programs in Interior Design</td>
<td>3 Years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diploma &amp; Certificate</th>
<th>Durations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Design</td>
<td>2/3 Year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module Courses</th>
<th>Durations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Design</td>
<td>6 Months</td>
</tr>
<tr>
<td>Computer Aided Interior Design</td>
<td>6 Months</td>
</tr>
<tr>
<td>3DMax</td>
<td>4 Months</td>
</tr>
<tr>
<td>Furniture Design</td>
<td>3 Months</td>
</tr>
<tr>
<td>AutoCAD, 2 D &amp; 3D</td>
<td>2 Months</td>
</tr>
</tbody>
</table>

*The course allows you to combine your genuine concern with innovative thinking and practical design*

Chandani Sharma, 2020
Interior Designer, Gaze, Bangalore
VISUAL MERCHANDISING

Course Intent
With the introduction of self-service in retail stores in recent years and the numerous changes taking place in super market merchandising methods, there has been increased emphasis on the Store Layout, Store Building, Fixtures and Equipments, Ambience, Color Displays, Store Communication, Books, Window Displays and finally Opinion Building through in-store displays which has taken the art of retailing to higher application frames. This course intends to teach the students the mechanism of applying art to commercial use, and seeing the direct impact on the bottom line of companies.

Teaching Methodology
This course is a combination of practical assignments and lectures with regular visits by industry experts to give insights on the latest trends and developments. The course is designed to give the students competence in three areas: creative arts, scientific applications to retail, and technology planning and execution. Field visits are an integral part of the course.

Assessment Methodology
End of project presentations and evaluation of work by a jury of industry professionals and academics.

Facilities
Spacious studios and well-documented institutional spaces to practice visual merchandising and display, Computer Lab, Library, Dedicated Class, wireless Wi-Fi Internet Connections etc.

Portfolio
Documentation and images of Projects and Process, Drawings, CAD layouts etc.

Internships and Placements
Central Furniture Group, Jaipur/ Lifestyle International Pvt. Ltd., Jaipur/ MGF Metropolitan, Jaipur/ Pyramid Retail, Jaipur/ India Bulls, Jaipur/ Shoppers Stop, Jaipur

Career Prospects
Students seeking employment can find themselves working for Retailers, Super Markets, Emporiums, Advertising Agencies, Visual Merchandisers, Exhibition designers, Museum designers etc., while those with an entrepreneurial streak can become Event Managers, Interior Decorators and consultant Visual Merchandisers.

Course Contents
Store Building/ Fixture and Equipments/ Store Layout/ Merchandise Presentation/ Display Windows and In-store Display/ Event Displays/ In-store Communications/ CAD/ Budgeting/ Planning/ Execution and Reports

Module Courses
Certificate in Retail and Visual Merchandising
Basic Certificate in Visual Merchandising

Certification
ARCH

Duration
6 Months
1 Month

"Under the guidance of the expert Faculty members of ARCH, this course enabled me to practice "out of the box" thinking and taught me to pursue interesting ideas in the retail industry."
Rushali Raj Sharma, 2020 Visual Merchandising, Shoppers Stop Award, 4th India Shoppers Stop On-Demand Performance in Visual Merchandising.
HANDICRAFTS FUTURES

- Handicrafts have emerged as a major export of India since the mid 1990's.
- 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.
- Globally the demand for ethnic goods, and products that make a cultural statement will continue to expand as a result of growth in Tourism, and as a reaction to the homogenization of mass produced goods.
- India has a global market segment in handicrafts worth $100 billion which is expected to grow by leaps and bounds.

National Skill Development Corporation
CRAFT AND ACCESSORY DESIGN

Course Intent

The course intent includes the development of core competence in the basic skills and understanding of the process and principals governing the design and manufacturing of lifestyle accessories. Further, the course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. This course also envisages inputs in relation to design collections and range development in Fashion Accessories to support fashion trends. The generation and integration of formats for sustainability is important for the management of any process linked with Design, and this understanding is shared in the form of theory and practice.

Teaching Methodology

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 lower aspects of design, technology, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

Assessment Methodology

Assessment is done through Module end submissions in form of documentation and through end of semester presentations to a jury consisting of Industry Professionals and Academicians.

Facilities

Students have facilities in form of Accessory Design Studios, Craft and Accessories Manufacturing Lab, Investment Casting Lab, Drawings Furnace, Terracotta Lab, Stitching Lab, Drafting Lab, Pattern Making Lab, Wood Lab, Textile Lab, Leather Lab, Computer Lab, Liry, Dedicated Leaseline Wireless Wi-Fi Internet Connections etc.

Portfolio


Career Prospects

One can gain employment as Product Designers, Brand Managers, Design Managers, Product Development Managers, Toy Designers, Stylists, Visual Merchandisers, Designers of Costume Jewelry, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicrafts; Craft Researchers for Government Projects, Boutiques, Entrepreneurs etc. One can also choose to work in Freelance.

Internships and Placements

Access Development Services, Jaipur/ MFO, Jaipur/ Amul, Jaipur/ Oiceep Industries, Jaipur/ Handicraft Exports, Jaipur/ Visitari Interiors, Jaipur/ Inside Projects from various Government departments like DCI, MSME, RUDA etc.
Course Contents

Year 1
Design Foundation & Advanced Design Foundation

Year 2
Terracotta Crafts/ Ceramics/ Lifestyle Products/ Desk Top Accessories/ Gift Ware/ Jewelry

Year 3
Textile Craft/ Leather Crafts/ Fashion Accessories/ Bags/ Belts/ Footwear/ Jewelry/ Head Gear

Year 4
Wood Craft and Metal Craft/ Lifestyle Products/ Utility Ware/ Silver Ware/ Gift Ware/ Jewelry

Courses

Under Graduate Programs
Craft & Accessory Design & Management

Diploma & Certificate
Craft & Accessory Design

Module Courses
Textile Craft
Leather Craft
Wood Craft
Metal Craft
Terracotta Craft
Lifestyle Product Design

Duration
4 Years
2/1 Year
6 Weeks/ 16 Weeks
6 Weeks/ 16 Weeks
6 Weeks/ 16 Weeks
6 Weeks/ 16 Weeks
12 Weeks

"Crafts have always fascinated me as an individual and with "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."

Rajag Hatkol
Entrepreneur, Craft Designer, Maharashtra
DESIGN MANAGEMENT FUTURES

- Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better connect design with corporate processes.

- With new management concepts being defined in the ever-evolving field of design management it opens doors beyond management of design to management by design and encourages a future possibility of creating what is termed as a new science of design.

- Keeping future possibilities in perspective, the need is for individuals with education beyond business management, catering to the special needs of the creative industries.
DESIGN MANAGEMENT

Course Intent
The course includes distinctive approaches to Design application and leadership by combining current Business Management theory with best design practices. It integrates the knowledge of fundamental Business activities such as Research, Communication and Marketing etc. with the process of Design, Product Development and Production.

Teaching Methodology
The focus is on interdisciplinary collaboration and the integration of design thinking at all levels of strategy, planning and management. Coursework, real time inter-disciplinary Projects, internships and diploma projects- to enhance students’ knowledge and practice of theory, visualization, financial practices and marketing

Assessment Methodology
Understanding of objectives, involvement in the course, classroom participation, regular attendance, creativity, internal and external tests and evaluations at the end of each semester by a jury consisting of Industry professionals and academicians

Facilities
Students have access to Spacious design studios, Computer Lab, Library, Dedicated Leasing Wireless WiFi Internet Connections etc.

Portfolio
Images and Documentation of Projects and various stages of the PROCESS

Career Prospects
One can find work as: Accountant/ Project Manager, Art Director, Exhibition Design Manager, 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 Development Manager for reputed brand names or set up one’s own venture, in any of these areas.

Course Contents
Year 1
Business and Management/ Business and Communication/ Legal Aspects of Indian Business/ Accounting/ Marketing/ Human Resource Management/ Organizational Behavior/ Research Methodology/ Introduction to Trends and Forecasts/ Design Communications/ Advertising/ Managing Innovation and Creativity/ Project Study

Year 2
Strategic Management/ Consumer Behavior/ Marketing Research/ Information System/ Quantitative Techniques/ Design Process/ Research Methodology/ Managing Innovation and Creativity/ Retail Management/ Corporate Social Responsibility/ Portfolio Management/ Entrepreneurship/ Internship

Course
Post Graduate Program
Design Management

Duration
2 Years

"I highly appreciate the professional and technical approach of ARCH in its intervention in various sectors of Design. I have been impressed by the work of the students and feel it has got global exposure."
Blair Veres (Industry expert)
Choreographer, Member, FIFA Consultant, Most Wanted Management (Times Internet Ltd, a subsidiary of Time group)
DIRECTOR'S MESSAGE

After an eventful, exciting and remarkable ten years, the ARCH Academy of Design steps into the next decade with an awareness of its strengths and successes. Affirmed by the caliber and exemplary performances of its students and the versatility of the faculty it has attracted since its very inception. Acknowledged and reflected in the achievements of its alumni.

Supported graciously by well wishes, Arch has always welcomed and faced the fresh challenges that seem to go hand in hand with all pioneering and trailblazing endeavors.

The ARCH family believes that to be responsible contributors to Society, individuals must have a larger understanding of design. Further, ARCH seeks to install collaborative skills in its students, through an interdisciplinary learning process which further unites cultural values and knowledge systems with theoretical modern concepts.

In the process, ARCH aims to create design professionals and entrepreneurs with the appropriate sensitivity and sensibility to address societal needs.

ARCH awards national and international certification & validation for its design programs. A broad range of degree, diploma and certificate courses are offered and have been structured to integrate possible career pathways and the exploration of potential for further study both in India as well as anywhere overseas.

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

The Prospectus provides comprehensive information on all undergraduate and postgraduate programs at ARCH. I encourage the readers to explore its contents to find educational and research opportunities most suited to their needs.

Archana Surana
Director
DESIGN COMMUNICATION FUTURES

- As the design industry moves towards the future there is a need for professionals who are able to communicate ideas and theories effectively.
- The essential requirement will be for highly articulate and Design aware observers, analysts, commentators and recorders.
- Requirement will also be for individuals with well-grounded research abilities and strong written communication skills to achieve the desired results.
DESIGN COMMUNICATION

Course Intent
This is an interdisciplinary course structured towards understanding and communicating various design connections, contexts, and processes. The course emphasizes critical thinking including Description, Analysis, Interpretation and Judgment. The course aspires to identify and train creative communicators towards addressing design possibilities for the future. Students also get to learn the theory and the application of various aspects of management to the design process and its series of activities.

Teaching Methodology
This course is project based learning with practical application to theory. Knowledge mapping- the use of, Drawing, Graphic Language, Model Making, CAD Application, and Presentation is an integral part of the course for information access and communication. Internships are involved in the last semesters.

Assessment Methodology
Semester end Work presentation evaluation by a jury of industry professionals and academics.

Facilities
Students have access to Spacious Design Studios, Computer Lab, Library, Dedicated Leaseline Wireless Wi-Fi Internet Connections etc.

Portfolio
Process sheets of various stages of the project. Examples of writing and images and documentation of models etc.

Career Prospects
Students can engage with the industry. In the role of Content developer for various Design Firms, Freelance Writer, Journalists, Reporters, Researchers, Trend Analysts, Curators; Copywriter, Columnist; Author etc for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms.

Course Contents
Year 1
Design Foundation & Advanced Design Foundation

Year 2

Year 3

Year 4

Courses
Post Graduate Programs
Design Communication

Under Graduate Programs
Design Communication

Duration
2 Years
4 Years

"It (design) is the most important factor in the success of any business. It is not just about aesthetics, but it is about creating solutions that meet the needs of users."  
- Isan Patel (Industry Expert)  

Store Planner & Visual Merchandiser, Future Adam Tele Ltd., Grampian
RESEARCH & DEVELOPMENT

The ARCH Academy of Design values research and researchers for the important contributions they make to society, the culture and the world through quality research. The academy supports an interdisciplinary approach to research. The projects are completed for a wide range of Funders, Clients and Government bodies.

The Institute offers Research Fellowships of varying durations, from one month to one year in the field of Fashion, Textiles, Interiors, Accessories, Jewelry and Gemology. Based in Jaipur, research fellows can move about Rajasthan, a State of India, which has a variety of age-old traditions of adornment and decoration, applied to products ranging from Clothing to Lifestyle. The Traditional Techniques of Fabric Ornamentation like Block Printing, Tie and Dye, Mudmala, Khadi, Barmeri Applique Work etc. and the International Gem and Jewelry Industry and the Rich Architectural Heritage are some of the key fields that attract students from across the globe to do various research based projects here. Students are encouraged to consult their academic coordinator and avail of these fellowships at ARCH.

For further details: admission@archedu.org
DESIGN ENTERPRISE

Enterprise can be defined as a utilization of innovations which may result in the formation of new organizations or the creation of new opportunities within an existing organization. However, in recent years, the term has been extended to include social and political forms of enterprise activities which give importance towards instilling and nurturing leadership qualities within an individual or groups of individuals.

In keeping with the VISION OF ARCH, the Design Enterprise Cell is dedicated to develop Entrepreneurs and inculcate enterprising qualities in its students, faculty, staff members and artisans.

To promote and nurture this enterprising quality ARCH has alliances with, NEN (National Entrepreneurship Network), TIE (The India Entrepreneurs), AIESEC (an international youth organization) and MSME (Micro Small and Medium Enterprises) DST (Department of Science & Technology Govt. of India), YUDA Unstoppable (an International youth organization) etc.

NEN
The NEN programs focus on fostering creativity, innovation, team building etc. while helping students in the evaluation of Design opportunities, leading sessions on finance, fund raising etc. NEN also help in building networks, in evolving various levels of course content while designing courses to be offered.

AIESEC
AIESEC supports global networking and youth exchange programs.

TIE
TIE supports online mentoring and helps source venture capitalists for promising projects.

MSME
ARCH is associated with MSME for Entrepreneurship Development Programs that presently cater to the fields of Jewelry, Fashion Design, Visual Merchandising, Interior Design, Artificial Jewelry Making, Industrial Material Design etc. All these programs become self sustainable with support through various workshops conducted towards identifying and fulfilling the needs of Industry, Design and the Craft Sector and help artisans through skill upgradation. As part of this association, ARCH, is empowered with MSME as a conductor of such programs with NID acting as the nodal agency on behalf of the MSME and under the Design Clinic Scheme, ARCH provides Need Assessment and Design Consultancy Services to the Jewelry Cluster of Jaipur. This Design Clinic Scheme also provides an Opportunity for ARCH students to undertake Design Projects through the scheme, where 75% of the project cost is provided by the MSME and the remaining 25% could be either generated by the student or raised through industry sponsorship. The exposure provided by such undertakings would enable and build the capacity of students to identify design prospects and eventually set up their own enterprise.

DST
The Academy has conducted various Technology Incubated Entrepreneurship Development Programs sponsored by the Department of Science and Technology, Govt. of India, in collaboration with the NSIC R.K. Santhanam. The objective of these programs was to develop entrepreneurial skill among women and students in the field of Jewelry Design, Gem Identification & Processing, Interior Design, Pattern Making & Garment Construction etc.

Through all these associations, students thus have ACCESS to a wide range of counseling/training oriented programs at ARCH, to develop their enterprising skills.
UNIVERSITY OF RAJASTHAN

The University of Rajasthan is the oldest institution of higher learning in Rajasthan. Founded on 9th 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. ARU, as an affiliated institution with Rajasthan University, conducts the Post Graduate Degree in Garment Production and Export Management and Bachelors in Business Administration (BBA) (Affiliation in process).

PUNJAB TECHNICAL UNIVERSITY (PTU)

The 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 premises, but also to reach out to the 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 many interesting places.

Today, PTU affiliates more than 150 Engineering, Management, Pharmacy, Hotel Management and Architecture colleges that are approved by All India Council for Technical Education (AICTE). Its international affiliations include Birmingham City University, City College, Norwich, New College Nottingham (NCN) and University College, Birmingham. PTU degrees are recognized by NARIC (UK). NARIC (National Agency Responsible for Information and Advice) is an organization that provides information about academic, vocational and professional skills and qualifications from all over the world and is involved in research, consultancy and training.

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

INDIRA GANDHI NATIONAL OPEN UNIVERSITY (IGNOU)

Since its establishment in 1985, IGNOU has contributed significantly to the development of higher education in the country through the Open and Distance Learning (ODL) mode. The 'People's University' follows a learner-centric approach and has successfully adopted a policy of openness and flexibility in entry qualifications, time taken for completion of a program, and place of study. The University, at present, offers 338 programs of study through more than 3,500 centers to cumulative student strength of over 30 lakh students.

ARCH Academy of Design has signed an MOU with the Indira Gandhi National Open University (IGNOU) to serve as a study centre for the Certificate Course in Jewelry Design (CDJ). ARCH is the only study centre in Northern and Central India offering this course. The course duration is of six months with 16 credits focusing on Jewelry Design, emphasizing practical training and industry mentoring. The contents for this course include Fundamental Theory of Design and its Context, Jewelry Sketching and Retailing, Jewelry Design and Practice, Jewelry Design Marketing etc.

The course is aimed at enrolling workers from the jewelry industry who have no official qualification certificates and College students who have interest in learning Jewelry Design but cannot attend regular classes, and individuals who are keen to learn Jewelry Design but are engaged with other assignments. Thus this course provides an opportunity for people to do a Design course in distance learning mode and gain an extra certificate in Jewelry Design without overlying their daily work.
INTERNATIONAL LINKAGES

IFFTI

The International Foundation of Fashion Technology Institutes (IFFTI) was registered as a Society on 14th October, 1999 at New Delhi, India. Since then, IFFTI has grown into the most comprehensive and prestigious international organisation representing leading institutions offering higher education in the area of design, technology and business in the field of fashion. IFFTI has set the standard for fashion education throughout the world. The foundation presently comprises 35 members from 19 countries. IFFTI Member Institutions participate in International Annual Conferences and collaborate with each other in bilateral agreements and many professional development activities.

IFFTI aims:
- To advance education and research in fashion design, technology, and business and related industries.
- To serve as an international forum for the exchange of ideas and collaborative research and development in fashion design, technology and business and related industries.
- To promote the interests of students of members institutions by involving them in the activities of the Foundation.
- To foster the development of fashion and related industries internationally.

As an Associate Member of IFFTI, the ARCH Academy of Design will benefit as an observer to the activities of IFFTI while providing worthwhile educational and related facilities for the student community in the area of design, technology and business for the fashion related industry.

ICSID

As part of its ambition to progress industry Oriented Design Education, ARCH has acquired membership of The International Council of Societies of Industrial Design (ICSD). ICSID is a non-profit organization promoting the professional of industrial design. Founded in 1957, ICSID is an international platform for over 50 nations as member body to express and share views related with Design. Since its inception, the organization has continued to develop its wide-reaching network of students and professionals devoted to the recognition, success and growth of the industrial design.

Together, professional associations, promotional societies, educational institutions, government bodies and corporations create a comprehensive and diverse system of industrial design education to advance the discipline at an international level. This ICSID membership provides ARCH with the benefits of:
1. Exchange of ideas and connectivity with other members of the council.
2. Access to the resources available with the ICSID council in order to enable research & collaborative explorations.
3. Understanding new methodology in pedagogy for creation of course structure towards sustainable design development.
4. Gain assistance for various projects undertaken by the Academy.

HKRITA

The Hong Kong Research Institute of Textiles and Apparel (HKRITA) was established in April 2005 receiving the funding support from Innovation and Technology Commission, HKSAR Government. HKRITA is also supported by institutes, companies and associations in the textile and clothing industry in Hong Kong, mainland China and other countries.

The key role of The Hong Kong Research Institute of Textiles and Apparel is to foster research, development and technology transfer in the textile and clothing industry. Association with HKRITA benefits ARCH by providing:
- Access to basic project information being carried out by HKRITA
- Access to the R&D Projects Database
- Updated news on emerging technology and industry trends
- A listing on HKRITA website with hyperlink to the company’s association’s website
- Joint networking activities with HKRITA

Student Exchange Program

In May 2010 the ARCH Academy of Design, India and Texttila Gymnasi, Sweden signed an MOU to promote partnership between the two institutions. The partnership primarily focused on Research, Development of New Curriculum, progression routes towards Higher Education and Staff Development programs in the area of Fashion and Design. Under the exchange program, students from Texttila came to ARCH in November 2010 for a 5-week program to learn Surface Ornamentation, while the students from ARCH made a visit to Texttila in May 2011 to learn Creative Pattern Making with Digital Inputs and also to study a Garment Technology Module. ARCH is engaged with Texttila Gymnasi for such student Exchange programs for the next three years.

Collaborative Development Programs

Scotland- Jaipur Partnership Development Fund

Cardonald College, Glasgow and ARCH Academy of Design have received a funding from the British Council, Scotland to develop links in knowledge and understanding of common curriculum areas within Fashion, Textile & Jewelry Design under the Scotland- Jaipur Partnership Development Fund. The funding is to initiate new partnerships under the head of “Creative Industries”, and is intended to become self-sustainable.

Staff Exchange Programs

Prime Ministers Initiative for International Education (PMI2)

To build strategic alliances and partnerships, with UK under the Prime Ministers Initiative for International Education (PMI2) of the British Council, ARCH in partnership with Doncaster College has received funding for the Staff Exchange Program and skill transfer between the two institutions.
INDUSTRY AND GOVT. LINKAGES

ARCH, in collaboration with various Industry, Government and Semi-Government bodies is actively involved in conducting Design Intervention / Knowledge Dissemination and Training programs for Artisans, Designers and Women towards skill development and encouraging entrepreneurship. More than 2500 people have been trained under these programs to date.

ARCH is associated with some of the Government organizations which include:

Micro, Small and Medium Enterprises (MSME), Government of India

Since its inception in the year 2000, ARCH has been associated with MSME programs. These Entrepreneurship Development Programs have focussed on the fields of Jewelry, Fashion Design, Visual Merchandising, Interior Design, Artifical Jewelry Making, Industrial Motivational Camps etc.

Recently, ARCH partnered with MSME and NID (National Institute of Design) to conduct the Design Clinic Scheme for the Jewelry cluster in Jaipur. The first stage involved a design sensitization seminar which assisted a review of the existing infrastructure and the potential of the jewelers to develop their business through design led intervention. In the second stage, a need assessment survey was conducted and feedback and advisory assistance and design led inputs were given to the participating jewelers. The next stage of the scheme will be concluded with a design workshop.

Development Commissioner Handicrafts (DCH), Ministry of Textile, Govt. of India

In the year 2009, ARCH was sanctioned a two year long Artesano Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through Established Institutions scheme. The objective of this program is to train 400 artisans every year in the development of Fashion Accessories in Textile, Leather, Metal, Wood & Terracotta Craft. ARCH has successfully completed 2 years of this ongoing training program till now.

Department of Science & Technology, DST, Govt. of India

ARCH has conducted several Technology based Entrepreneurship Development Programs sponsored by the Department of Science and Technology, Govt. of India, in collaboration with the NGO IIWS Santahan. The objective of these programs was to develop entrepreneurial skills among women, students etc. The various programs undertaken have been in the field of Jewelry Design, Gem identification & Processing, Interior Design, Pattern Making and Garments Construction etc.

Rural Non Farm Development Agency (RUDA), Govt. of Rajasthan

ARCH has conducted several programs with RUDA to promote integrated and cluster based approaches for promoting rural micro enterprises for rural artisans in the state of Rajasthan. With a Mission to promote sustainable livelihoods ARCH has conducted Skill Development Training Programs at Sujangarh (Churu) in the Tie and Dye craft. Cluster Development Programs were conducted at Tai Chapper with 150 women artisans & involved the improvement of product quality and the honing of sales and marketing skills to help improve the sale of products.

Rajasthan Mission On Livelihood (RMO), Entrepreneurship Management Institute (EMI), Govt. of Rajasthan

With an aim towards accelerating industrial growth in the State through entrepreneurship development and the upgradation of managerial and technical skills, ARCH has conducted various Skill Development Programs in Career Grooming, Screen Printing, Garment Checking & Packing etc.

Jaipur Jeweler Artisan Development (JADA) Project

ARCH in joint collaboration with Access Development Services, Jaipur and Jan Kab Sakti Mand Chandra Trust (JASMS), is implementing the JADA Project, funded by SEEP Network, USA. The interventions under the project would percolate down to 20,000 artisans involved in Gems, Metalwork and Lac. ARCH is actively associated with other Industry bodies which include the Confederation of Indian Industry (CII), The India Entrepreneurs (TIE), FICCI Ladies Organization (FLO) and FORMER. These bodies 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 missions and objectives.

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.
Prachi Tyagi
Faculty: Textile Design
An alumnus of the National Institute of Fashion Technology (NIFT), Noida, with a Post Graduate degree in Textile Design & Technology, she developed an expertise in computing and apparel design. Her work is a blend of traditional knowledge and cutting-edge technologies, and she is known for her innovative approach to design. Her research interests include Computer-Aided Textile Design and 3D printing. She has published several papers in national and international journals and has presented her work at various conferences.

Yashpal Dugur
HOD: Textile Design
An alumnus of the National Institute of Fashion Technology (NIFT), Lucknow with a Post Graduate degree in Fashion Design, she has been instrumental in bringing cutting-edge technologies into the textile design field. Her research focuses on the integration of technology and sustainability in fashion design, and she has published extensively on the subject. She has also been involved in several national and international design projects.

Kartikeya Garg
HOD: Fashion Design
An alumnus of the National Institute of Fashion Technology (NIFT), Lucknow, with a Post Graduate degree in Fashion Design, she has a specialization in the field of women's wear. Her research focuses on the integration of technology and sustainability in fashion design, and she has published extensively on the subject. She has also been involved in several national and international design projects.

Shweta Narayan Agraval
Senior Faculty: Fashion Design
A graduate of the National Institute of Fashion Technology (NIFT), she has been associated with the fashion industry for over a decade. Her research focuses on the integration of technology and sustainability in fashion design, and she has published extensively on the subject. She has also been involved in several national and international design projects.
VISITING FACULTY

Mr. Agat Sharma
Alumni NIFT, Gandhinagar
Fashion & Lifestyle Accessories

Mr. Anish Puri
Apparel Export Consultant, New Delhi

Mr. Anurag Singh
Store Planner & Visual Merchandiser
Future Fasion Telecom Pvt. Ltd., Gurgaon

Mr. Badshah Miyan
National Awardee, Tie-N-Dye, Jaipur

Mr. Chandra Vishal Singha
Alumni NIFT, Ahmedabad
Ex-Dean ICD, Jaipur

Mr. Deepak Sanket
National Awardee, Enamelled Jewelry, Jaipur

Mr. Deepak Pathak
FGA, Graduate Diploma in Diamond Technology, Jaipur

Mr. Dharmendra Singh
Faculty, Investment Casting, Jaipur

Mr. Dinesh Korjan
Alumni NIFT, Ahmedabad
Studio Korjan, Ahmedabad

Ms. Divya Batra
Alumni NIFT, Mumbai
Jewelry Designer

Ms. Meekhla Chauhan
Alumni University of Lincoln
M.Arch (Building Conservation)

Mr. Mayank Varshney
B.Tech Civil Engineering
PG in Housing Planning, Delhi

Mr. Nandan Ghia
Alumni NIFT, New Delhi
Artist and Fashion Designer

Ms. Nidhi Gupta
Alumni Pearl Academy of Fashion
Fashion Designer

Mr. Pramod Yadav
Principal, ATDC, Jaipur

Mr. Rajesh Jain
Alumni IIIT, Roorkee
Rajasthan Head
Access Development Service, Jaipur

Mr. Rahul Tak
Faculty, Interiors, Jaipur

Ms. Rekha Bharadwaj
DELF A1, French Language, Jaipur

Ms. Rosalina
Textile Designer, Italy

Ms. Sang-Lun Kim
Lecturer, Arizona Mountain Art, Paris, France

Ms. Skye Morrison
Educator Researcher, Canada
Fashion and kite Designer

Mr. Tarun Maheshwari
NIFT, Alumni, New Delhi
Co-Founder EKA Design Studio

Mr. Yunus Khimani
Ex-Dean ICD,
Director, Swami Matrang City Palace Museum, Jaipur

Ms. Yosra Daoud
American University of Sharjah
Interior Designer
DEAN’S MESSAGE

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

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.

Our nation values ingenuity. It is this practice of ingenuity against all odds that helps us to re-examine, experience, and understand ‘design potential’ and ‘creation’ in new and tangible ways.

The word ‘Design’ needs to be seen in the most holistic manner 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 potentially qualify as an area for specialization, and usually they do, in the existing scheme of things; on the other hand, a designer, even if relatively skilled in all, need not be a specialist in any. Design thinking entails the training and sensitizing of individuals and groups, to perceive available opportunities for improvement, and genuinely act upon the possibilities that emerge to 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.

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.

But alongside intellectual and creative freedom and flexibility of expression, there is and always will be, an acceptance of the ultimate responsibility for all initiated actions and results and resultant actions.

This is articulated with the greatest clarity possible at all times and is the basis of our teaching philosophy at the ARCH Academy of Design.

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

We should meet. And build.

Benoy Thoompungal
Dean
ADVISORY BOARD MEMBERS

Abhay Godha
Jeweler and Managing Director EROVS Jewelry
The company was established by Abhay Godha in the year 1986 and has gradually evolved into a leading manufacturing unit of colored stones, having a prominent client base in the USA.

Alishshek Dutta
Fashion Designer & FDCI Member, Kolkata
Alishshek Dutta has created a niche for affordable, stylish and chic wear for the modern woman. Classy, style and the allure of mystery is what his designer label offers.

Alka Tholia
Director - Training & Consultancy, SARV International
Trained in Textile Engineering, he has served as HOD, NIFT, Navi Mumbai. He has gained a reputation as an international trainer while working at SGS Consultancy. He has successfully trained more than 10,000 industry professionals and faculty from India & abroad through his in-house training workshops & training programs.

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 well-versed and respected in the Indian fashion fraternity for her unrelenting passion and inimitable creativity.

Aurum Kumar H G
Artist, Sculptor and Toy Designer, Gargan
A Masters in Fine Arts, Room 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 leanings towards the NeoPop Movement.

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, Naya & Samachar Bharti. He served as a Bureau Chief at various places like the Kolkata and Chandigarh and is currently working as Bureau Chief, Rajasthan Pratishtha Communications, Jaipur.

J. C. Toshniwal
Director, Jaipur, Jaipur, 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 "Vanjurprithi", published from Jaipur. He has published a book called "Atma Samadhan" very recently.

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 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 JISL Ltd.

Upika Sud
Principal Interior Designer - Dimension Designers Pvt. Ltd. (DOPI) 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 co-founder - Indian Institute of Interior Designers, Delhi Regional Chapter (IIID-RC).

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 Madhubani motifs and block prints. His high profile clientele includes Sheila Datta, Sharmila Tagore etc.

Miriam Ilag
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.

Piyush Suri
Textile Designer, London

Pranam Vedad
Principal, ATIC, Jaipur
With 20 years experience in the Textile Industry and education, he has written 3 important books in Textile Design, Production Technology, "Smart Quality Control, "Smart Merchandising" and "Fabric Book for Designers". He is also currently the Director of Northern India for skill development workshops.

Rahul Rajmohalihya
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 critical organizational functions like ERP implementation, store design and project management. He is also a certified trainer and has been involved in teaching at management institutes.

Reena Lath
Director, Akar Prakar Art Gallery, Kolkata
Reena Lath, director of the well-known art gallery Akar Prakar, has been curating unique contemporary art collections. She and her gallery are committed to promoting young and upcoming artists.

Rajeev Arora
Jeweller, FDCI Member, Amrapali, Jaipur
Co-founder and designer at Amrapali, he has showcased India’s rich jewelry heritage to the world. His showcases extend all over the 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 of the Censor Board of India.

Rajeev Surana
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.

Sakshi Broota
Disability Consultant, DCI, New Delhi
With a Master’s in Disability Studies from University of Leeds, UK, she has 15 years experience in the field of Disability. She has contributed to the Spastics Society of Northern India, Deepalaya, and the National Centre for Promotion of Employment for Disabled People.

Uma Smwara
Joint Director, Head Web Initiatives FICCI, New Delhi
She heads a large number of Government of India website projects, across various sectors like technology, innovation, FDI, education etc. She is also a part of the Corporate Communications Department, where she closely liaises with the PM and Media Department of FICCI.

Yunus Khimani
Director, Sawai Mansingh Palace Museum, Jaipur
He has 11 years experience as a professional artist and 8 years as a Graphic Designer. Apart from being a part of the Fashion Design academics, he has served as a Dean at the ICD, Jaipur and has also taught at the NID and other esteemed educational institutions.
INDUSTRY SPEAKS

Dr. Satoshi Otomo
President, Bunka Fashion College, Japan
Chairperson, IFFTI (International Foundation of Fashion Technology Institutes)
Thanks for the wonderful presentation done by the staff of Arch Academy of Design to showcase the work progress in the amazing 10 years spent.

Bibi Russell
International Fashion Designer
"The ARCH Academy of Design is one of the most promising fashion institutions in India. The faculty is very dedicated and this helps in the facilitation of a good interactive learning atmosphere in the college."

Lily Stockman
Artist, USA
Harvard University & New York University
Many thanks for a beautiful tour of your incredible campus, and also the opportunity to see the impressive work of the students doing at the Arch Academy of Design, Jaipur.

Rajeev Agarwal
Aditya Birla Group
FDCI Member, Jaipur
"I think that the alumni of ARCH are a wealth to Gems and Jewelry Industry. They have performed excellently in the field and have made a niche for themselves."

Abhishek Dutta
International Fashion Designer FDCI Member, Jaipur
"I appreciate the attitude of ARCH that of openness to change, and 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."

Aniruddha Agarwal
Jewelry Designer, ARBMW Designer Jewelry, 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 such a learning 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, faculty and students good luck in their efforts."

Lit Spoke
Ex-consultant, Education UK Scotland
British Council Scotland
I look forward to a productive partnership between ARCH and Scotland and wish all the best for future prospects.

G.M. Ambrose
Director, PVC, Jaipur
At ARCH, I have found the market need incorporated clearly into the curriculum and the efficient use of its impressive infrastructure. I wish the very best to the Arch Academy for all future developments.

Jacqueline Farrell
Head of School
Fashion, Textile & Jewelry, Carton College, Glasgow
I congratulate the institute for its talented, enthusiastic and polite students - a credit to the Academy and a clear indication of the nurturing capacity of the Institute.

Sanjay Kohli
Architect, Chairperson, IID-Jaipur
As a design institute ARCH Academy is playing an important role towards creating an awareness in society and towards the development of the industry.

Rajesh Jain
Rajasthan, Head
Access Development (NDI)
I am proud to say that ARCH Academy has evolved into a full-fledged Institute known not only in Jaipur but many parts of the country and the way it has been contributing to the industry is enormous.
# ACADEMY ACTIVITY CALENDAR (2012-13)

## JULY 2012 - Orientation Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Fri</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>6</td>
<td>Sat</td>
<td>Orientation of new students</td>
</tr>
<tr>
<td>7</td>
<td>Sun</td>
<td>Graduation Week, Exhibition</td>
</tr>
<tr>
<td>9</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Tue</td>
<td>Jewelry Design Open House</td>
</tr>
<tr>
<td>11</td>
<td>Wed</td>
<td>Fashion Show</td>
</tr>
<tr>
<td>15</td>
<td>Mon</td>
<td>Interior Design Department Open House</td>
</tr>
<tr>
<td>16</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>17</td>
<td>Wed</td>
<td>Design Foundation Course Open House</td>
</tr>
</tbody>
</table>

## AUGUST 2012 - Fellowship Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Thu</td>
<td>Back to School</td>
</tr>
<tr>
<td>6</td>
<td>Mon</td>
<td>New Admission Form / PUT to be filled by student</td>
</tr>
<tr>
<td>7</td>
<td>Tue</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>8</td>
<td>Wed</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Fri</td>
<td>Jewelry Accessory Design Department Open House</td>
</tr>
<tr>
<td>13</td>
<td>Mon</td>
<td>Independence Day</td>
</tr>
<tr>
<td>14</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>15</td>
<td>Wed</td>
<td>Interior Design Department Open House</td>
</tr>
<tr>
<td>16</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>17</td>
<td>Fri</td>
<td>Design Foundation Course Open House</td>
</tr>
</tbody>
</table>

## SEPTEMBER 2012 - Research & Development Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Mon</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>8</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Wed</td>
<td>Fashion Show</td>
</tr>
<tr>
<td>13</td>
<td>Mon</td>
<td>Jewellery Accessory Design Department Open House</td>
</tr>
<tr>
<td>16</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>21</td>
<td>Tue</td>
<td>Interior Design Department Open House</td>
</tr>
<tr>
<td>25</td>
<td>Sat</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>28</td>
<td>Fri</td>
<td>Design Foundation Course Open House</td>
</tr>
</tbody>
</table>

## OCTOBER 2012 - Resource Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Mon</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>9</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Sat</td>
<td>Interior Design Department Open House</td>
</tr>
<tr>
<td>15</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Tue</td>
<td>Weekend</td>
</tr>
<tr>
<td>19</td>
<td>Fri</td>
<td>Industry Accessory Design Department Open House</td>
</tr>
<tr>
<td>23</td>
<td>Sat</td>
<td>Weekend</td>
</tr>
<tr>
<td>25</td>
<td>Mon</td>
<td>Fashion Show</td>
</tr>
</tbody>
</table>

## NOVEMBER 2012 - All E Admissions Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Sat</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>3</td>
<td>Sun</td>
<td>Fashion Show</td>
</tr>
<tr>
<td>4</td>
<td>Mon</td>
<td>Jewelry Accessory Design Department Open House</td>
</tr>
<tr>
<td>5</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>6</td>
<td>Wed</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>7</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>8</td>
<td>Fri</td>
<td>Design Foundation Course Open House</td>
</tr>
</tbody>
</table>

## DECEMBER 2012 - Social Responsibility Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Mon</td>
<td>World AIDS Day</td>
</tr>
<tr>
<td>3</td>
<td>Tue</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>4</td>
<td>Wed</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>5</td>
<td>Thu</td>
<td>Jewelry Accessory Design Department Open House</td>
</tr>
<tr>
<td>6</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>7</td>
<td>Sat</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>8</td>
<td>Sun</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Tue</td>
<td>Christmas Day</td>
</tr>
<tr>
<td>11</td>
<td>Wed</td>
<td>New Year Day</td>
</tr>
<tr>
<td>12</td>
<td>Thu</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>13</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>14</td>
<td>Sat</td>
<td>New Year Day</td>
</tr>
<tr>
<td>15</td>
<td>Sun</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>17</td>
<td>Tue</td>
<td>New Year Day</td>
</tr>
<tr>
<td>18</td>
<td>Wed</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>19</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>20</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>21</td>
<td>Sat</td>
<td>New Year Day</td>
</tr>
<tr>
<td>22</td>
<td>Sun</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>23</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>24</td>
<td>Tue</td>
<td>New Year Day</td>
</tr>
<tr>
<td>25</td>
<td>Wed</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>26</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>27</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## JANUARY 2013 - Placement & Internship Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Sat</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>3</td>
<td>Sun</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>4</td>
<td>Mon</td>
<td>New Year Day</td>
</tr>
<tr>
<td>7</td>
<td>Thu</td>
<td>Fashion Show</td>
</tr>
<tr>
<td>8</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Sun</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>11</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>14</td>
<td>Thu</td>
<td>National Youth Day</td>
</tr>
<tr>
<td>15</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>18</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>19</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>21</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>22</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>25</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>26</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>29</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## FEBRUARY 2013 - Entrepreneurs Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mon</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>2</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>5</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>8</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>12</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>15</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>19</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>22</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>23</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## MARCH 2013 - Planning Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>3</td>
<td>Sun</td>
<td>Interior Design Department Open House</td>
</tr>
<tr>
<td>4</td>
<td>Mon</td>
<td>Fashion Design Open House</td>
</tr>
<tr>
<td>7</td>
<td>Thu</td>
<td>Jewelry Accessory Design Department Open House</td>
</tr>
<tr>
<td>8</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>11</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>14</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>15</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>18</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>19</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>22</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## APRIL 2013 - Foundation Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Mon</td>
<td>Foundation Day</td>
</tr>
<tr>
<td>4</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>5</td>
<td>Wed</td>
<td>Visiting Day</td>
</tr>
<tr>
<td>6</td>
<td>Thu</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>12</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>13</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>19</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>20</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>23</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## MAY 2013 - Outreach Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>9</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>13</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>17</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>20</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>

## JUNE 2013 - Admission Month

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>4</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>7</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>10</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>13</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>16</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>19</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>20</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>23</td>
<td>Fri</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>26</td>
<td>Mon</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
<tr>
<td>27</td>
<td>Tue</td>
<td>Industry Visit / Guest Lecture / Workshop</td>
</tr>
</tbody>
</table>
ADMISSION GUIDELINES

ARCH invites applications for the All India Entrance Examination (AIEEE) towards its various Under Graduate & Post Graduate programs, for the academic year 2012-13. 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 post to the:
The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302007

Please make sure to use our Online Payment Gateway or send a Demand Draft (DD) of Rs.1250/- in favor of "Arch Educational Society, payable at Jaipur". Prospectus & Application forms can also be obtained from under the Bank of India branches by paying an amount of Rs.1250/-
Candidates not satisfying the eligibility criteria will not be accepted.
Incomplete application forms will also be rejected. No acknowledgement will be sent to the candidates.

IMPORTANT DATES
Application Form Available: 5th October’ 11 Onwards
Online Entrance Exam Series: 1
Form Submission: 30th November’ 11
Entrance Exam: 3rd December’ 11 - 7th January 2012
Online Entrance Exam Series: 2
Form Submission: 28th March’ 12
Entrance Exam: 3rd April’ 27th May’ 12
Form Submission: 30th April’ 12
Centre Based Entrance Exam: 20th May’ 12
Declaration of Written Examination Results: 4th June’ 12
Situation Test & Interview: 18th - 21st June’ 12

ELIGIBILITY
Eligibility for Under Graduate level programs in Design
Candidates who have appeared or appeared 3rd to 2 + (CBE/ ICSE/ IB / State Board / NIOS or equivalent as per UGC guidelines)
All students can also apply
* Students qualifying in AIEEE 2012-13 this year are directly eligible for next year’s AIEEE 2013-14’s Situation Test/ Interview (the last stage of the admission process)
Eligibility for Post Graduate level programs in Design
Candidates who have appeared for the final year exam of their Bachelor’s Degree or have completed graduation in any stream.

NOTE
The final admission of the student is granted provisionally and shall be held valid only after the completion of 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.
Proof of the candidates having successfully passed the Qualifying Examination (+2) will have to be produced at the time of joining the program. In case, candidates do not produce the required documents by 30th June, 2012, their admission will be cancelled.

STEPS TOWARDS FILLING THE APPLICATION FORM
1. Fill in all required information in the Application Form.
2. Take a print out of the filled application form and sign the application form in blue ink with date.
3. Affix a recent photograph of good quality in the space provided.
4. Return 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, payable at Jaipur, to: The Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302007, or use our Online Payment Gateway.

CENTRE BASED Entrance Exam
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: archadm@archedu.org. The details of the candidate’s request will be taken into consideration and the candidate will be informed accordingly. This Application must be sent by speed post / courier to: The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302007

PROCEDURE FOR APPLYING UNDER FOREIGN NATIONALS / NRI CATEGORY
Candidates seeking admission under this category should include the following documents with the 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 USS 750 in favor of ARCH Educational Society, Jaipur, at 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur.

CANCELLATION and REFUND
The fee deposited along with the application form is not refundable under any circumstances.

RESCHEDULING THE TEST SLOT/DATE
The candidate can request the rescheduling of a previously scheduled test date and time 3 full working days in advance before the previously scheduled test in; otherwise the test fee will be forfeited.
The rescheduling fee is Rs. 350 per person, payable through online payment gateway/ Internet banking, 2 full working days before the preferred test date and time.
The rescheduling for the rest of the Online Exam shall be at the sole discretion of the ARCH Management.

In case of any technical faults like power cuts, Internet connectivity failure, server problems, etc., the candidate is advised to contact the technical support team immediately on a specific helpline number which will be made available on the exam website, during the examination. Only technical queries will be entertained; no content based questions will be encouraged.
ADMISSION GUIDELINES

ADMIT CARD
Online Entrance Exam
Admit Card of eligible candidates will be emailed to them within 3 days of submission of Online Application Form, to the email ID provided in their application form.

The Admit Card would contain candidate's ID, Log in ID and Password. The Log in ID and Password are used by the candidate to log in at the time of the examination. Please keep these details ready and available with you before logging in.

Candidates are required to affix their attested photographs (same as that affixed on the Application Form) on the downloaded Admit Card. The Admit Card is required to be produced during the online exam and also at the time of site check in.

Verification may include photographing, videotaping or other forms of electronic identification. If the candidate refuses to comply with given instructions, they will not be permitted to appear for the test and will forfeit their fees. They will also be required to provide a valid identification, for e.g., School Leaving Certificate, +2 Mark sheet, Driving License, Passport, Photo ID Card, or any other valid photo identity proof.

Centre Based Entrance Exam
Admit Card of eligible candidates will be available online by May 1st week 2012. 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 Center.

ADMISSION TEST
Online Entrance Exam
The candidates, whose forms have been accepted, will have to appear for the online entrance exam at the allotted time and date. The online entrance exam is designed to test the knowledge, skill and aptitude of the candidates towards taking up a career in the field of Design.

Centre Based Entrance Exam
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 towards taking up a career in the field of Design.

The written entrance examination will be conducted in the cities mentioned below. The candidate can optionally select three cities (only 3) in order of their preference for examination centres. If the First / Second choice of centres is not available or dropped for any reason, then they will be allotted the centre of their Third / Third choice respectively.

ARCH reserves the right to allocate any of the examination centers mentioned above or selected administratively and suitable convenient alternative examination centers will be allotted. Request for change of Examination Centre will not be entertained once the form is submitted.

ONLINE ENTRANCE EXAM TIMES SLOTS
Option 1: 10:00 am to 1:00 pm
Option 2: 2:00 pm to 5:00 pm
Option 3: 6:00 pm to 9:00 pm

EXAMINATION CENTRE CITY & CODE

<table>
<thead>
<tr>
<th>Name of the City</th>
<th>City Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmedabad</td>
<td>01</td>
</tr>
<tr>
<td>Chennai</td>
<td>02</td>
</tr>
<tr>
<td>Delhi</td>
<td>03</td>
</tr>
<tr>
<td>Jaipur</td>
<td>04</td>
</tr>
<tr>
<td>Kolkata</td>
<td>05</td>
</tr>
<tr>
<td>Lucknow</td>
<td>06</td>
</tr>
<tr>
<td>Mumbai</td>
<td>07</td>
</tr>
</tbody>
</table>

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

Under Graduate Programs

<table>
<thead>
<tr>
<th>Discipline</th>
<th>General</th>
<th>SC/ST/OBC</th>
<th>Physically Challenged</th>
<th>NRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Design &amp; Mgmt.</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Textile Design &amp; Mgmt.</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Jewelry Design &amp; Mgmt.</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Accessory Design &amp; Mgmt.</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Interior Design &amp; Mgmt.</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Design Communication</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Post Graduate Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Fashion Technology</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>FID in GATE</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Interior Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design Management</td>
<td>15</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Total seats available are inclusive for both kinds of candidates (appearing for center based exam or online entrance exam) (All Degrees are awarded by UGC recognized National University)

TERMS & CONDITIONS
1. Successful candidates eligible for admission will be required to attend the counseling session at their own expense, on a specified and given date and time at the AICHEC Agrahar. The schedule for counseling for the final allocation of seats for the course will be displayed on the AICHEC Agrahar website.
2. The admission to any program is based strictly on the merit as obtained in the entrance examination and during the counseling, the seats in the programs would be offered as per this merit. The merit list and wait list will be displayed on the website.
3. A candidate must have attempted at least 50% of the paper, to be considered for evaluation.
4. If the candidate is absent on the date and time specified for the counseling session or does not deposit the fee through Demand Draft, his candidature may be cancelled and the next candidate in the final merit list will be considered.
5. The selected candidates have to bring the Admit Card issued by AICHEC, in print form, along with a Photo Identity Proof and valid migration transfer certificate at the time of counseling. All these documents need to be attested by a Grade 1 Gazetted Officer.
6. All remaining vacant seats shall be offered to the waitlisted candidate in the order of merit.
7. The medium of instruction of the entrance examination is English.
8. Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.
9. Any dispute arising out of the admission process & procedures would be subject to the jurisdiction of the Jurisdiction Court only.
10. AICHEC reserve the right to add to, modify, or discontinue any of the admission rules.

ATTENTION
The provisions of the admission guidelines and prospectus may be changed without advance notice by the management of the AICHEC Agrahar, and shall be notified at the website www.archedu.org. For any clarification / dispute, the decision of the management of AICHEC shall be final and binding.
VISION

To empower individuals throughout their learning pathway to unleash their natural potential so that they grow intellectually through life, engaging themselves in the processes of trans-disciplinary reflection, dialogue, experimentation and vision building with 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 providing a learning experience that inspires and prepares them for leadership roles, characterized by creative thinking and the ability to transform the future building on an impeccable foundation of research & learning based on a wide spectrum of disciplines to develop & implement solutions in an integrated process as per the emerging needs of society.

Developing collaborations with other advanced foreign educational institutions and public and private organizations in order to enhance and maintain the quality and standard of education.

Channelize the creative energies of the rising youth population of the country into well-researched and realistically viable development streams to effectively 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-honored 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-honored 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.
ARCH PERSPECTIVE

The ARCH Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart specialized and industrially relevant global education in Design.

The Institution has developed as a center of excellence in learning and innovation, and over the last decade, has trained more than 3000 professionals and entrepreneurs from across the country. The ARCH Academy of Design also has a strong international representation, with students from several countries like Sweden, Spain, Kuwait, the United Kingdom, the USA, Nepal, Iran, Canada, Korea, Japan, and Dubai etc. who have, at one time or the other, chosen to study here.


Affiliated to the University of Rajasthan, ARCH is an authorized study centre of the Punjab Technical University and is the only authorized Program Study Centre in North & Central India of the Indira Gandhi National Open University (IGNOU) for a Certificate Course in Jewelry Design.

Experienced faculties are actively involved in course development which ensures that students are in touch with current thinking and the latest developments in Design and relevant technologies. The regular visits of National & International faculties and Industry professionals ensure that students are kept abreast of the changing dynamics of industry demands and requirements.

ARCH conducts an All India Entrance Examination or Design (AIEED), for admission to its various Undergraduate and Post Graduate courses.

In January 2013 the ARCH team constructed & conducted the first Online Entrance Examination for Design in India successfully. With interactive components at its core & a deliberate random selection of questions from a specially formed question bank, this Online Exam was designed to facilitate students across the globe to appear for the exam using their personal computers or laptops with a choice of time slots on any of the many given exam dates.

As a socially responsible Design academy ARCH offers Skills Upgradation Programs for artisans and the underprivileged under the HSD Scheme of the Development Commissioner Handicrafts (DDCH), Ministry of Textiles (Govt. of India) in Fashion Accessories. ARCH also conducts several skill-based Entrepreneurship development programs sponsored by a number of Central and State Government institutions like Micro Small Medium Enterprises (MSME), Govt. of India, Department of Science and Technology (DST) Govt. of India, Rural Non-Farm Development Agency (RUDA), Rajasthan Mission on Livelihood (RML), etc.

This engagement of ARCH in design projects has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy cell which extends to the turn-key implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Lighting Design, Design and development of products and prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc.

ARCH is empanelled with the National Institute of Design (NID), Ahmedabad and Micro Small & Medium Enterprises (MSME) to conduct the DESIGN CLINIC SCHEME for the Jewelry Cluster in Jaipur. Through the JAIDC project funded by the Bill & Melinda Gates Foundation, ARCH is also contributing to the development of Fair Trade Practices and Value Chain addition in the Jewelry Industry with important contributions to the upgradation of skills of jewelry artisans.

ARCH has received several international grants for research towards curriculum development including faculty exchange programs supporting knowledge dissemination and evolution of innovative industry relevant pedagogy. The Glasgow College, Glasgow and the ARCH Academy of Design have received funding from the British Council, Scotland to initiate new self-sustained partnerships under the Scotland-Jaipur Partnership Development Fund under the head of "Creative Industries". Presently, both colleges are actively involved in the development of links in knowledge sharing and the development of common curriculum areas and course content within Fashion, Textile & Jewelry Design.

To build strategic alliances and partnerships with educational institutions in the UK, ARCH is in partnership with Doncaster College has received funding for the Staff Exchange Program and skill transfer between the two institutions under the Prime Ministers Initiative for International Education (PMIE) of the British Council.

With one successful bi-directional exchange already completed, and a second round under way, ARCH is actively engaged with the Textile Gammalet in Stockholm, Sweden for student Exchange Programs over the next three years. The Academy has memberships and/or alliances with the Relaxart Club, Red Ribbon Club, VIVA Unstoppable, O.D. TIE, RICI-FLO and AIUSEC. Several business essentials required for a successful career, including communication and soft skills management are incorporated within the many programs and forums facilitated through such collaborations.

Supported by the vitality of the vocational and professional training programs in the field of design and the consequent high success ratio in the gainful employment of ARCH alumni, the Academy continually endeavors to build and develop more and more design sensitized collaborations with industry and other educational institutions.
THE CITY OF JAIPUR

Known the world over as the ‘Pink City’, Jaipur is the capital of Rajasthan. Glimpses of the glorious history of Jaipur are visible in its crafts, city planning, royal artifacts, colorful culture, and splendid forts. Jaipur today is a hub for industries connected with Craft Export, Jewelry, block printing etc.

Jaipur is one of the most active jewel markets of the world and is famous for the Jaipur glass enamel work or Meenakari. It specializes in precious and semi precious stones, ornaments, jewelry cutting, and the polishing and the setting of stones, particularly diamonds, topaz and emeralds. Also famous and renowned worldwide are the textiles and its embellishment techniques, especially those involving the use of natural dyes for Sanganeri and Bagru block prints. The Bandhej [tie and dye] print is very peculiar to Jaipur. The city is also famous for its lightweight yet warm, Jaipuri quilts.

Jaipur was planned by Vidyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight avenues, roads, streets, lanes and uniform rows of shops on either side of the main bazaars. The medieval walled city and its markets continue to be a buzz with activity even today. The architectural splendors of the city include various palaces, forts and temples. Alongside the historical city exists the modern capital with shopping malls and multiplexes, the World Trade Park, beautiful gardens and theaters for cultural evenings.

Since Jaipur is a thinking student city, the college experience at ARCH is about more than just classes. It’s about discovering and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design.
INSIDE THE CAMPUS

Lab spaces and Facilities
The Library, the Gemology Lab, the Terracotta Lab, Weaving and Printing Lab, Pattern Making and Drafting Lab, Leather Workshops, Wood Workshop, Metal and Enameling Workshop and other RESOURCES are available to conduct original research or create design artifacts and prototypes. Projects are showcased via the Graduate Week, through a series of exhibitions and presentations. The best of work is put on view all year round in the 'ARCHIVES' the Arch show room for all project work.

Internet connection
The wireless internet connection (Wi-Fi) is also a real boon for students. ARCH provides high speed Dedicated Lease Line services to enable students and faculty conduct their research and communication efficiently.

Computers
Computer Labs include Computer Workstations, Colour Scanners, Colour Printers, Multimedia Video Projection and multimedia & features with the latest software. ARCH continuously upgrades lab equipment as per and in keeping with industry requirements.

Hostel facility for girls
The hostel block within the campus, for outstation girl students, includes a mess hall and a clean kitchen facility, serving hygienic and nutritious vegetarian food.

Canteen facility
The canteen offers students a comfortable place to take a break from studying and get into discussion mode over tea or coffee and snacks.