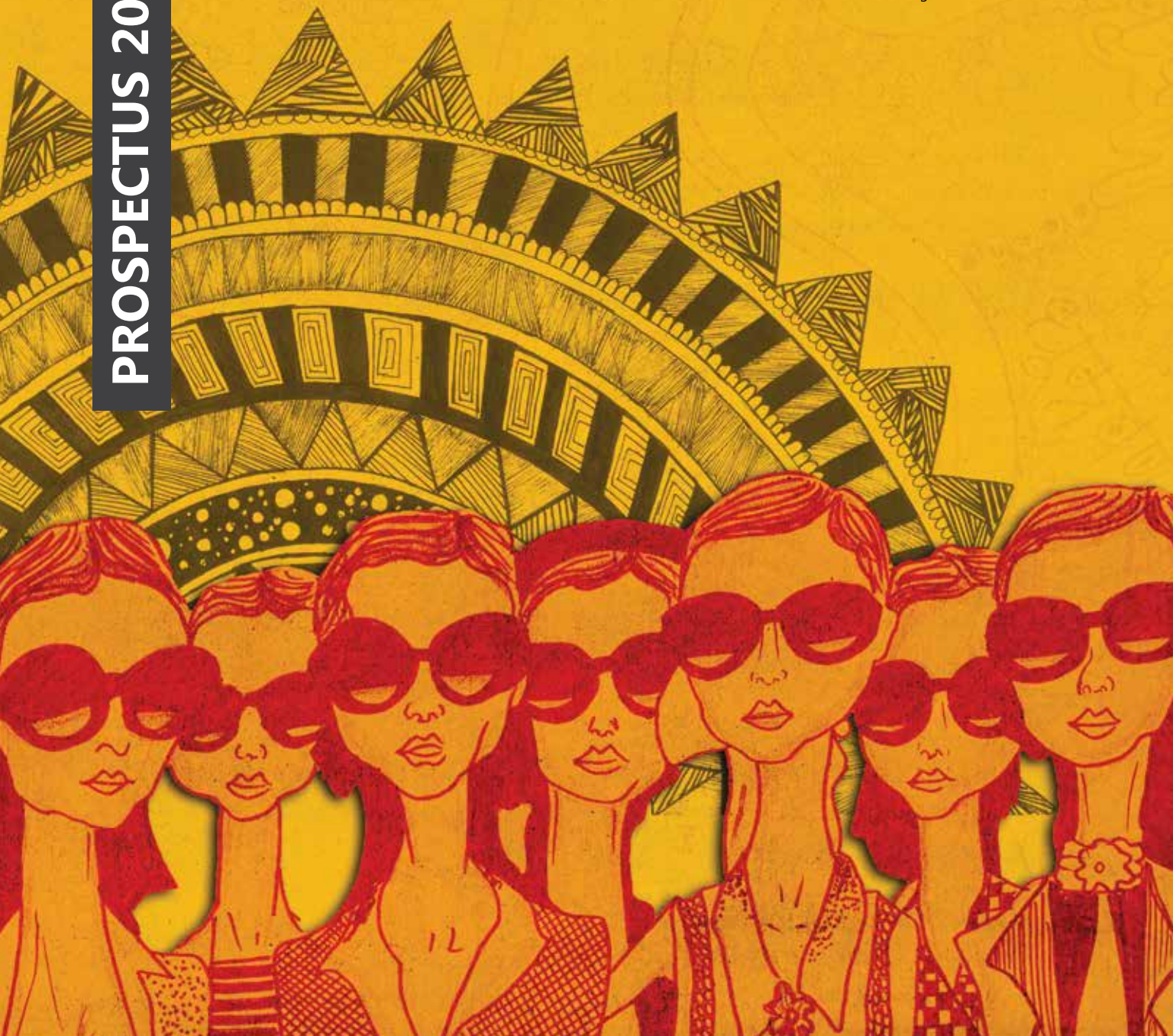


# PROSPECTUS 2019



# 19

Glorious years in Design Education

#ADESIGNTHINKER

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## VALUES

### EMPOWER

- Believing in one's self
- Being Responsive and Open Minded
- Accepting Accountabilities and Challenges
- Enabling, Supporting and Guiding Others to Aspire & Strive for Excellence

### CO-CREATE

- Setting Goals and Making Positive Choices
- Building Collaborative Relationships
- Learning to Unlearn and Relearn
- Building and Creating Interdisciplinary Learnings
- Building Capabilities and Creating Solutions

### EVOLVE

- Striving for Innovation
- Creating Teams and Team work
- Staying Aligned for Strategic Outcomes
- Ensuring Productivity, Progress, Success, Happiness and Well Being



## VISION

To engage the natural potential of an individual through Design Education and **Empower** them to **Evolve**, through the spirit of wholistic **Co-creation**, enabled by positive thought and action.

## MISSION

- Be an internationally acknowledged design institution, nurturing individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity.
- Enrol students of pluralistic identities and cultural contexts and provide them with a learning experience that inspires and prepares them to be leaders, characterised by creative thinking, innovation and the ability to transform the future.
- Build on an impeccable foundation of research and learning based on a wide spectrum of disciplines, to develop and disseminate knowledge and skills as per the emerging needs of society.
- Develop collaborations with advanced educational foreign institutions in public and private domains in order to enhance and maintain globally established benchmarks in the quality and standard of education imparted.
- Channelise the creative energies of the rising youth population of the country into viable development streams, enabling contribution from them as trained professionals with a usable range of skill sets suited for the industry.
- To revive and renew time-honoured indigenous skills and craft knowledge and practices and bring beneficial developments and changes to rural livelihood through thought and action.
- Enable endeavours towards establishing a 'self-definition for women' by encouraging, empowering and educating women to become professionals and entrepreneurs, supporting them to create their own business or social enterprise.



ARCHANA SURANA

- Founder & Director  
ARCH College of Design & Business
- Academic Council Member  
Rajasthan ILD Skills University (RISU)
- Chairperson- Committee of Honorary Doctorate  
Degree Awards of RISU
- Member of the Scientific committee  
Fashion Colloquia 2019 at ROME
- Member of International Art and Design bodies  
IFFTI, WDO, CUMULUS
- Inaugural Lead Fellow  
Vital Voices Global Partnerships
- Founder & Chairperson  
Women Mentors Forum, Jaipur & Udaipur
- Member of Industry bodies  
TIE Rajasthan, CII, FICCI-Flo, FDCI, IIID, IGBC

We live in a globalised world. Our students, alumni and faculty are contesting on a national, but most importantly on an international level. The challenges are significant, and and it is our duty to provide our youth with excellent opportunities.

Our future generations have the right to be competitive and proud of the place they operate in and create. It becomes increasingly important that education, and especially higher education – undergraduate and postgraduate study - advances and thrives, responding to the demands of a constantly changing environment and contributing to the Jaipur, Indian and international communities.

This prospectus is a holistic source of information related to our institution, our joint projects, student progression programs, affiliations and partnerships. It includes a showcase of students and alumni work and our long-standing association with a number of international design institutions for student progression and exchange. ARCH is also a voting member of international forums that include the World Design Organisation (WDO),

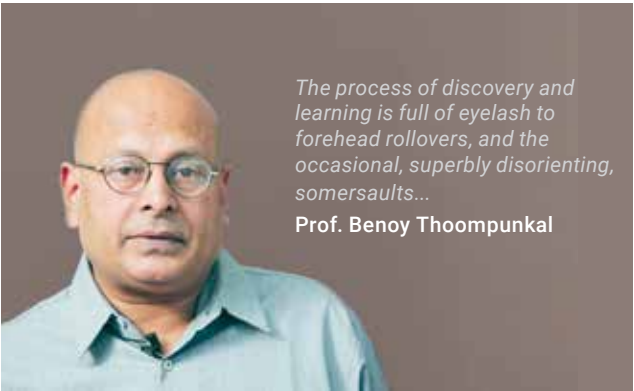
the International Foundation of Fashion Technology Institutes (IFFTI), and CUMULUS. We take great pride in announcing that ARCH will be the host for the Fashion Colloquia in 2020, here at our ARCH campus in Jaipur.

At ARCH, we provide excellent education by internationally recognised and highly qualified faculty working tirelessly to motivate and support our students during their studies. Heartfelt thanks to each member of the ARCH community - our students, their parents and families, the faculty, staff, advisors, well-wishers, and last but not the least, the employers of our alumni, all of whom, have relentlessly supported us and worked towards strengthening our vision of empowering individuals to unleash their true potential.

I am confident that your time at ARCH will be both enjoyable and rewarding, providing you with knowledge and experience that will prove hugely beneficial in your future academic, personal and professional careers.

I wish you a wonderful creative learning journey and student life at ARCH.

“Be IN it! Around it, to Understand it!”



*The process of discovery and learning is full of eyelash to forehead rollovers, and the occasional, superbly disorienting, somersaults...*

Prof. Benoy Thoompunkal

Today, the incredible international Internet is at your beck and calling! A fingertip away. A slim, impatiently vibrating ‘something’, is vying for your attention in your pocket, literally crackling energy from screen to scrabbling fingertip/s, making the hair on your head wave to a glory hallelujah while standing on end! Look at photo above.

You don’t really need to physically travel, to see and experience the world anymore. The time will come (and in a limited way, it’s already here), when you could be sipping coconut water, swaying twenty feet up in the air, in twin hammocks (one for you and one for the coconuts, of course, ha!) strung between a couple of genteel well behaved coconut trees on a beach in Mauritius.... or...Kerala !! .....and all this, without moving out of your living room. In the real world, (and maybe for the ‘recording’ of the virtual set up), you would need a crane journey up to the hammock. The return to terra firma happens, when the trees start to bend (!)

Which, in other words means, you are required to gracefully exit the habitat, before the treetops brush the ground, OR, as soon as you have been judged ‘Completely Coconut Water Clogged and Fermented’, whichever comes first!

Likewise, this incredibly generous Internet, can educate you very well. You can officially acquire all sorts of qualifications, from Head Sandmaster and Moisturiser of Cracked Feet to Chief Moustache Trimmer for Giant Pandas, and....if you’re very lucky, Assistant Nut Cracker to the Royal Suite of Flying Squirrels. (This last one is slightly more tricky, as it requires flying skills too, apart from an ability to crack nuts to music, while assuming the multiple physical orientations and configurations, deemed essential to the complex art of ‘assisting’ !)

And, most interestingly, you win the right (with the paperwork), to add all sorts of (and as many!) alphabets in front of your name (or after, if you prefer that!) and get called Professor, Guru, Doc, et al, and teach, invent, innovate, express, and contribute, to world well being, while presumably keeping to the spirit, and generally accepted norms of evolution, while you grow!

So then, why, would you, ..... ANYONE(?)....., want to join an institution of higher education in design, and pay for a few years of immersion in streamed knowledge and take on the additional hassle value of having to be present every day, being on time, being a student, PARTICIPATE, be the only hope of your family..... ? ....? .....??

Is it the piece of paper you get at the end?  
Aspirations and hope for fast track progress through life with better jobs or positions?  
Accolades for surviving? (!)  
Recognition as an alumnus of an internationally known institution?  
You could achieve the first two, sitting at home, too. Depending on your capacity.  
The last two? Take your chances! Et tu.....?

We have been taught to study together in schools (most of us!). What did we get out of the experience of song, dance, prayer, noise, disorder, predictability, challenges, periods, achievements, competition, exams, submissions, report cards, PTM’s, black eyes and puffed lips (!) (the last two... not all of us!)



And when the annual exams did come around, some passed, and some didn't.  
But we studied together didn't we (!); and sharpened our pencils and peripheral vision together didn't we (!); and used it to advantage together, didn't we (!); whenever we could?  
We evolved. And flowered.  
Regardless !!!  
Gaze shifts still happen, on their own.....for some! To this day!

We carry the same into our higher studies in design. Or do we?!

Like screaming in public, watching a horror movie with other grown up (technically so), like minded individuals, at a cinema hall, (in unison, non-stop, and legally sanctioned !), one should feel more confident in the company of people? It might be interesting to film the exiting fans, post show, hysterically doubled up, pointing at each other, trying to walk and laugh at the same time, all the way to their Ubers and all the way home. The release would probably be a hit on You Tube. 'you were scared' 'I wasn't' 'You were' 'saw you' 'ha ha' 'look at his pants' etc

How many have tried it at home though..... the screaming I mean! Family watching a horror film together? Without pillows! Now, THAT scenario is ripe for further development, but we will desist.

Sufficient to say, humans are social creatures! Live together. Possibly scream together. (if the situation demands it, or allows it! And, provided, the neighbours don't object, of course.)

So more confident in the company of people?  
Creative people ?? Fools ?!  
Creative people might be easier to relate to, for any forward plans! (WHAT forward plans??) What....what... what forward..... WHAAT???

As weird as you are, you may find someone weirder.  
In a NICE way OF COURSE.

Creative individuals are essentially CREATIVE! And they laugh a lot!  
Or make others laugh. At universal absurdities. At themselves.  
No need to explain so much, or speak other languages to be understood.  
Expressions and signs are enough, most of the time!  
Not much repetition required, except affirmations, perhaps, to a wide eyed 'naah, really?!'  
Highly developed sense of hearing, bordering on batty.  
Ha ! Heard you! Not the only person singing off key, am I !  
....AM I ????

In a serious vein (at last...and about time!), one learns from each other. One learns to laugh at oneself, hopefully, and appreciate others, hopefully. One starts to realize strengths and identity, and begins to discover one's own abilities and capacities, as well of others.  
Just a little more perhaps, than that previously self contained, self indulgent, self absorbed, pesky, school kid avatar, competing dutifully, mindlessly and....in the absence of a really worthwhile challenge.... sadly... in the over the 98's pole vault contest, for family, country and admissions, and not necessarily in that order!

The built ambience and ethos of an institution for higher education in design helps to extend sensitivity, articulation and other communication skills. One begins to understand the value of the 'WHY' question. Not as before. Not as a former juvenile, borderline, rebel ganger, but as one who wants to progress into deeper understanding of the world, its myriad concepts, objects, beliefs and processes. One learns to progress from the WHY into the realm of WHAT, HOW, and WHEN. Kyon, Kya, Kaise, Kab !!  
An angular alphabetical approach prescribed for well rounded and well insulated people! The sharp points of the alphabets are designed to get attention. And action?!

In short, it starts with the BLINK, BLINK, BLINKING. Then progresses to the THINK, THINK, THINKING. (sounds like calypso reggae!) AND.... it is wonderfully orchestrated and ENCOURAGED and syncopated at the start line and at the finish line, (and at all the silly (!) in between deadlines!!) by



all, teachers and peers.  
Encouraged. Understandable.  
Most will encouragingly, whoop you through your first HESITANT BABY steps...  
But stay on your feet .....! Pick yourself up quickly from nose landings, and indicate your willingness to soldier on.  
THAT is important!

Just remember your babyhood enough, to BE one now...  
Babies regain their feet VERY fast(!)  
And, they are brave. No fear or aversion towards freely creating 'MESSES'(!)  
The process of discovery and learning is full of eyelash to forehead rollovers, and the occasional, superbly disorienting, somersaults.....  
Heavens,.....you WERE really thinking someone else would do ALL the THINKING FOR YOU. All the time?? Right, wrong, ugly, beautiful, superb, crap, success, failure .....?  
How about walking your own walks!  
And undoing your multi core processor blocks!!!  
Oh, didn't realize you were multi, hey! Alien?

Don't need to look sideways anymore (!), because, if you have thought it out, your answers are likely to be as valid as anybody else's. You can always add detail and better it, and make it MORE valid!  
Can't lose that competitive streak, can we, now! And you don't have to!

You are encouraged to use that silver flash to work hard.  
To critically sort and integrate research, reasons and explorations; parameters, constraints, and solutions; check 'em, poke 'em, and test them, almost to distraction/ destruction; and present the outcome confidently to anyone at all - peers, teachers, seers, unbelievers, animals, birds, and extra terrestrials, both Indian and International!  
You can add industry, investors, and their patent attorneys, to that list (!)....they too, should be waiting in line, impatiently!

But at the end of it all, be ready to deal with feedback and real needs....  
MOST IMPORTANTLY.....if required....., START all over AGAIN, to get to the best answer possible.  
For MANKIND and LIFE.

So then.... the parts that an institution facilitates, and never mentions or lists on your Degree -

A Physical Space and Essential Infrastructure in a Supportive and Safe City.  
Camaraderie;  
Opportunities for collaboration and building; Opportunities for silent and safe learning; Space for reconstructing self confidence through experimentation, exploration, self expression, feedback, and guidance; Events and opportunities for networking; Inspirational entrepreneurship inputs to get ready for the world; Mentor-ship from industry; Exposure to the Universe in manageable doses (!);  
Chances to apply self imposed discipline in the workplace, both inside the box (?!), and outside (??), while training in the field; Reaching cultures firsthand through exchange programmes, and well paved progression pathways; participation in various world forums..... and.....and..

AND those solo expeditions (!) through the Internet at home?? They are important too! To keep extending oneself. Keep it up, and share with peers and teachers across the world.  
End up standing on your feet with confidence, and a clear mind.  
You can change ANYTHING.

YOUR NATION NEEDS YOU!  
The World needs you.  
It really and truly does....  
But, DO you really want to DO anything???!  
If so, get on with it.

Disclaimer:  
All the above is meant to be read at high speed.  
Don't wait to 'understand' anything at all. Meanings will emerge and come and 'stand under you' sooner or later.  
Whizz through. Repeat the journey if required.  
Remember - HIGH SPEED!!  
Don't worry about getting concussed OR crosseyed!  
You're tougher than you think – like babies!  
Don't fall off your chair.  
Blessings.





ARCH was founded in 2000, under the aegis of ARCH Educational Society to impart industry and globally relevant, specialised education in design.

Through the 19 years of our existence, we have grown into a strong community of 6000 professionals, alumni, students, teaching faculty and support staff, all of whom have been a part of our journey.

Our nurturing environment offers a place where you meet new people, seek new understandings, and unearth hidden capacity.

Our international representation has increased remarkably over the years with students and faculty members, from countries including Sweden, Japan, Spain, UK, USA, Canada, Nepal, Iran, Korea, Kuwait, Dubai, Colombia, and Brazil, choosing to study and contribute with us as a globally minded institution.

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

To promote entrepreneurship, ARCH has conducted a number of workshops for Skilled Entrepreneurship Development sponsored by government bodies. The Incubation Cell at the Jaipur campus provides budding entrepreneurs with the appropriate environment and support for taking their concept from ideation stage to execution.

All India Entrance Examination for design (AIEED) conducted by ARCH since 2011 is the only of its kind selection process available to students across India and to international students. Accessible also to interested students the world over, it has interactive components at its core and the online exam is designed to facilitate ease of access for potential students in assessing abilities supporting aspirations for a career in design.

The college offers a wide range of industry-oriented programmes and courses of international standards with university affiliation. Experienced faculty members have developed the curriculum to ensure a standard of excellence and the right combination of practical and theoretical skills, thus understanding the socio-cultural context and industry needs.

Programmes offered include Undergraduate, Postgraduate and certificate level courses in Fashion, Interior, Product, Jewellery, Graphic, and Design Communication, coupled with specialised courses combining Design Education with Business and Entrepreneurial knowledge. ARCH is affiliated to the University of Rajasthan for Bachelor of Design Degree (B.Des) ARCH is also affiliated to the Rajasthan ILD Skills University (RISU) for Bachelor and Master in Vocational studies. ARCH in strategic partnership with Pearson, is accredited to deliver six BTEC Level 5 HND qualifications in art and design.

ARCH Jaipur campus is built in 60000 sq. ft in the centre of the modern city, near World Trade Park and the Jaipur International airport. Hostel Facilities adjoining the Campus makes it convenient for outside students.

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

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





## Why choose ARCH?

ARCH offers a range of Design qualifications from introductory programmes right up to degree and postgraduate-level courses and programmes and students can further progress by choice into its Design Business Incubator. The research led, inter-disciplinary learning practiced in the ambience of a World Heritage City rich in the arts and craft, inspire, contribute and filter into the classroom as a matter of course.

The College also welcomes many visiting speakers and you can be sure that our courses and programmes will give you the opportunity to sample a range of design activities, focus on your chosen specialist area, and build a portfolio of creative work.



## Showcase your work

You will have the opportunity to exhibit your work to the public in the College's spectacular End of Year Show or the various exhibitions that we have – both inside the College as well as in public spaces. There are plenty of opportunities to enter competitions to showcase your talents, giving you the chance to see how others respond to your ideas and enabling you to network with professionals from the industry.

### Strong links with industry

We have strong links within the creative industries through our membership of professional bodies such as the International Foundation of Fashion Technology Institutes (IFFTI), the World Design Organisation (WDO), and Cumulus. You will have the chance to be involved in practical work experience projects as part of your programmes so that you can develop the important skills that employers look for including creative thinking, problem solving, communication and team work.

Our students have worked with many professional organisations, and we have ongoing projects throughout the year that provide endless possibilities for industry exposure. You could join our talented students who have already gone into careers in the fields of fashion, interior design, jewellery design, graphic design, product design, entrepreneurship, and craft and accessory design.

## Real progression opportunities

There are opportunities for entry at all levels, with clear progression routes. This means you will always know what you are working towards and that you have real chances to progress to a high level.

### Expert faculty

You will be taught by practising professionals who will strongly encourage individuality and creative flair, to equip you with the confidence and innovation to work independently after your course.

### Fantastic facilities and industry standard equipment

Our Jaipur campus is one of the most impressive creative spaces around and provides you first class teaching facilities. It includes cutting-edge industry standard equipment, 3D model making and animation equipment, screen and silk screen printing, jewellery making equipment, drawing studios, editing suites and graphic design studios with the latest Apple Macs.

Our art gallery provides you an arena to showcase your work or view an exciting programme of student work including graphics, painting, installation, fashion, interior design and textiles. In short, we have everything you need to excel in Design.

You will have the use of specialist workshops for fine art, textiles, print, pottery, textiles, 3D work and photography. There are almost no restrictions on how you can express your artistic talent and you will leave us having had the opportunity to experiment with many different media and understanding what you would like to specialise in.

## Student success

Our design students produce amazing, award-winning work. Year on year our students beat other big institutes in industry-set challenges for creative solutions in design.

You will benefit from the expertise and contacts of our faculty who have all had successful careers in a variety of creative industries ranging from design, architecture, product, fashion, film and photography.

You will be encouraged to enter competitions and win awards to ensure that you stand out from the crowd when applying for jobs, or in the case of the Bachelor of Arts, a university abroad.



**1. Based in the centre of Jaipur – a Centre of Excellence for Craft and Eco-Heritage Design.** Known the world over as the 'Pink City', Jaipur is famous for forts, Crafts & heritage. Jaipur was conferred the title 'World Crafts City' by the World Crafts Council (WCC), for its multiple crafts, the only city in the world awarded this recognition, since the inception of the WCC in 1964.

The Arch College of Design & Business is based in this great city & was established in the year 2000 to impart Design education. The cultural heritage & the craft industry of the 'Pink City' act as catalysts in the study of Design for all students. The Institution has developed as a center of excellence in learning and innovation, and over the **past nineteen years, has trained more than 6000 professionals and entrepreneurs** from across the country.

2. Only institution in India offering 4 UG Degree Pathways in Design as well as a Masters Degree in Design Innovation & Entrepreneurship in 5 Design subjects. Gives students a complete bouquet of courses to choose from as per their area of interest and fee structure.

- **Bachelor of Design (B.Des)** – Fashion, Interior, Jewellery, Craft and Accessory: 4 Years, affiliated to the University of Rajasthan
- **Bachelor of Visual Arts (B.V.A)** – Applied Art (Graphic): 4 Years, affiliated to the University of Rajasthan
- **Bachelor of Arts (BA)** - Fashion, Interior, Product, Graphic: 3+1 Years, International Study Abroad Degree Progression in 4th Year to an International Degree after completing Pearson BTEC HND Level 5 in Year 2
- **Bachelor of Vocational Studies (B.Voc)** - Fashion, Interior, Jewellery, Product, Graphic: 3 Years affiliated to the Rajasthan ILD Skills University (RISU)
- **Masters Degree (M. Voc) Design Innovation & Entrepreneurship** – Fashion, Interior, Jewellery, Product, Design Communication: 2 Years affiliated to RISU

3. ARCH is a premier Pearson BTEC learning center and is the only design institution in India offering International Progression Routes to a B.A/M.A degree. ARCH is a premier Pearson BTEC learning center and is the only design institution in India offering eight BTEC (Business and Technical Educational Council) Level 5 HND qualifications in Art & Design in strategic partnership with Pearson. The internationally recognized curriculum gives students the opportunity to culminate the 3+1 year programme of studies at ARCH with a 'Top Up' degree in the last 1 year from a foreign university. Progression is possible to more than 100 destinations worldwide that include Universities & Colleges in the US, Canada, New Zealand, Australia, South Africa, Mauritius and Institutions in the UK & Europe.

**4. The FIRST and only developed and functioning Online Entrance Examination in Design** In the year 2011, the ARCH Team constructed the first ALL INDIA ONLINE ENTRANCE EXAM in Design. The AIEED paper is the only design examination which is being conducted in both English & Hindi.

The extremely attractive format of the Entrance Process has a GAT and CAT, containing tests of knowledge and thinking and an assessment of the psychological makeup of candidates, and is rounded off with the submission of a video self expression/ opinion film, along with a portfolio of work. The Entrance process culminates finally in a Skype interaction or a face to face interaction.

The online nature of the entrance procedure saves the student a lot of unnecessary monetary expenditure, traveling to and fro centres for various parts of a procedure.

5. ARCH presently has MoU's with 15 international institutions, for collaborations ranging from Progression, Exchanges and actual 3 month Industry Internships abroad. Arch has built up these partnerships with Institutions of design in Scotland, England, France, Ethiopia, Mexico, Ukraine and Canada.

## 6. Design Business Incubator - Fostering Entrepreneurship

The Business Incubation Cell at ARCH provides the necessary resources, services, coaching, mentoring, & networking connections required for the support, and development of business models based on design innovations and making them scalable to achieve commercial success through 'startup' enterprises. From the ideation stage to preparing a prototype, & through to the pilot stage to start production, the incubation cell services aim to provide the right environment for growth and development of budding entrepreneurs. Today, fast growing start-ups need offices and laboratories to match their needs.

**7. ARCH holds Memberships of various prestigious organizations like IFFTI (the International Foundation of Fashion Industrial Design); FDCI (the Fashion Design Council of India); WDO (World Design Organization) and CUMULUS.** These memberships offer opportunities for students to get exposure and experience through participation in International Competitions, Research and Paper presentations/project presentations, and attending module courses in member institutions etc.

### 8. Research Led Community Development Projects:

Students also get opportunities to work on various projects with Government bodies like the DCH (Development Commissioner Handicrafts), Ministry of Textiles, Govt. of India; MSME (Micro, Small and Medium Enterprises), Govt. of India; DST (Department of Science & Technology), Govt. of India etc. ARCH is the official **Uniform Designer & Consultant** for the **JAIPUR METRO RAIL CORPORATION LIMITED (JMRC)**.

## 9. Industry Mentoring – to Inspire & Create

Mentoring is a key to success. Mentors help inspire, motivate and empower students to develop skills like flexibility, emphatic focus, adaptability etc. They help create individuals who with their awakened self-belief will create a better world and become successful entrepreneurs. This is further supported by peer mentoring.



## 10. Backstitch- a bimonthly Design magazine

'Backstitch' is the bimonthly official Design publication of the ARCH. It is an important part of our Outreach program and is intended to communicate fresh new perspectives on design, crafts, technology and other relevant news. It presents a variety of viewpoints of important practitioners & opinion makers in the Creative Industries.

**11. Innovative Projects: 'Chrchā'-creativity meet is a unique initiative conceived and facilitated by ARCH.** It brings together thinking minds, in and around the city of Jaipur, to discuss issues that are pivotal to Design & Creation in all fields. **'Design Dhara'**- was a travelling exhibition in a bus, touring through Rajasthan for 30 days; a unique initiative by ARCH to acquaint school and college students, & enthusiasts of art, craft and design, with the processes, techniques, career options, the industry & world of Design. **'Design School Awards'** - ARCH has started with Design School Awards, to acknowledge the Schools who have provided innovative, creative and design thinking led learning environment to the students.

**12. Creative Learning Environment** Interdisciplinary exposure is an integral part of the system of curriculum delivery at ARCH. The infrastructure with well-equipped labs help develop the required practical skills. The experienced faculty members motivate & mentor student's constantly to develop self-sufficiency and depth in their creative endeavors. ARCH offers Scholarships for artisans' children to enable them to continue their family traditional work with Design Interventions for both national and international markets.





Jaipur - The Pink City - is known for its heritage sites, forts and palaces and crafts. In the early 18th century, the city was named as the 'House of the 36 Industries' (Chattis Karkhanas) for being a historical trade centre largely supported by crafts and folk art, including painting, carving and jewellery.

This period shaped the city and is honoured through the dedication of specific streets and markets to each of these industries. Today, this legacy continues to bear witness to the diversity and vitality of the field

of crafts and folk art, which employs about 175,000 people working in around 53,500 workshops.

Ahead of its time in terms of its city planning, in 1727 AD, Jaipur's foundation was laid by Sawai Jai Singh, making it the first planned city in India, designed according to the principles of the ancient architectural science of Vastu Shastra.

This magnificent city was conceived not just as the military retreat of feudal warlords but as a commercial city, a business centre of thriving enterprise.

In compliance with Vedic concepts, Jaipur consists of nine blocks corresponding to the nine planets of Indian astrology.

The entire town is based on a square grid plan. The Old Town is confined to a two square kilometre area within a well-defined city wall and nine city gates, containing magnificent architecture and is the one of the most renowned historic planned cities of India from the 18th century.

The directions of each street and market are East to West and North to

South. The Eastern gate is called Suraj (Sun) Pol, while the Western gate is called Chand (Moon) Pol. There are only three gates facing East, West, and North including the northern gate (known as Zorawar Singh gate) which faces toward the ancestral capital of Amber.

Jai Singh's descendant Ram Singh II had the town repainted in pink to welcome the visiting Prince of Wales in 1876, as pink was the traditional colour of welcoming guests. Jaipur has been called the Pink City ever since.

Alongside traditional heritage, Jaipur has developed an identity as a hub for creative industries connected with crafts, exports, jewellery, and block printing. Being one of the most uniquely active jewellery and textile markets of the world, Jaipur has been the cradle for initiatives such as Jaipur Bloc and Jaipur Jeweller Artisan Development projects. In 2015, Jaipur was awarded the title of 'World Crafts City' by the World Crafts Council (WCC).

Among the popular handicrafts of Jaipur, Blue pottery is the most famous kind of handicraft available in Jaipur. Porcelain clay is used to make artefacts and coloured powder is used in the decoration of these handicrafts but a typically special shiny blue powder is used that gives Blue pottery its fame.

Other handicrafts also include the Lac bangles. Jaipur Lac bangles are known all over the world. The Jaipur Lac bangle work is famous in the area of

Tripolia Bazaar and nearby Maniharo ki Gali. Most of this work has been limited only to the homes of the artisans.

Lac bangles made up of red and green colours which are majorly worn on different festive and celebrating occasions.

The Bandhani print of Jaipur has its own elegance and importance in Jaipur handicrafts. The suits, fabric and sarees with Jaipur Badhani print is very famous across the world.

Bandhani prints are famous for its vibrant colours and traditional prints and motifs. Tourists specially come to the city to buy these Bandhani apparels.

Sanganer on the outskirts of Jaipur has earned the coveted GI tag (Geographical Indication) for its unique Jaipur prints, which implies no other location manufacturing block prints can label their creation as Sanganeri block prints.

Jaipur's event calendar throughout the year is filled with numerous Art, Theatre, Heritage and start-up festivals, book reading sessions, cultural and educational events. It encourages a stimulating, thought-provoking environment for students, artists and the general public in the city.

All this co-existing with more recent additions such as the Metro, modern shopping malls, multiplexes and institutions of learning provide aspirational opportunities to thousands of local, national and international students.



# Designers in Various Design Disciplines

Source: India Design Report 2018

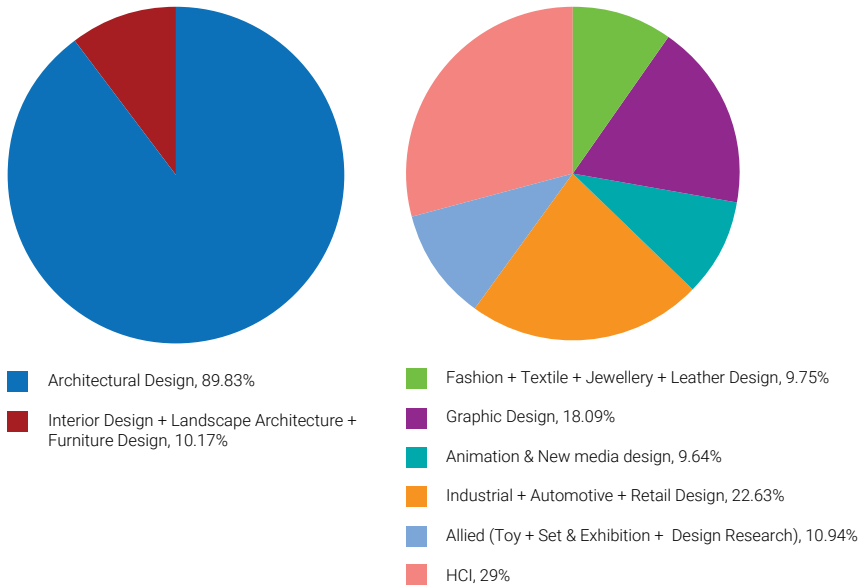
Design Disciplines	Designers (in %)
Architectural Design <sup>1</sup>	89.83
Interior Design + Landscape Architecture + Furniture Design <sup>2</sup>	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design <sup>3</sup>	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI) <sup>4</sup>	29

(<sup>1,2,3,4</sup> based on secondary data collected on 36337 designers in India)  
(Remaining figures based on a sample size of 170 studios surveyed)

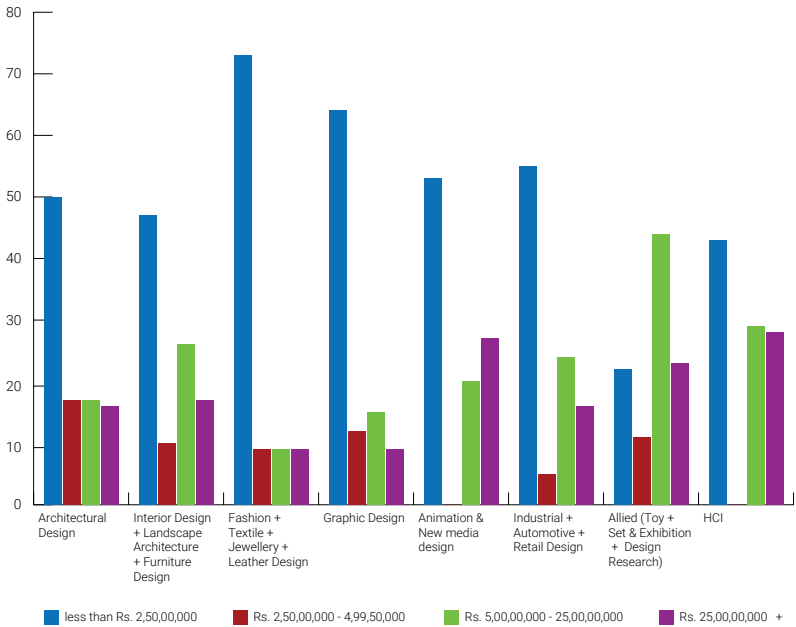
The table shows the maximum concentration of designers is in the area of architecture and interior design. The obvious reason is that architecture as a domain of study and practice has been well entrenched for a long time. Many from the architecture profession have migrated to interior design. The HCI numbers seem higher because of the migration of graphic and industrial designers to this domain. The other design domains are coming up fast and soon the numbers will increase considerably in these domains. It would happen faster for fashion design and animation as compared to others.



# Design Industry by turnover

Design Area	Number of Companies (in%)*			
	less than Rs. 2,50,00,000	Rs. 2,50,00,000 - 4,99,50,000	Rs. 5,00,00,000 - 25,00,00,000	Rs. 25,00,00,000 +
Architectural Design	50	17	17	16
Interior Design + Landscape Architecture+ Furniture Design	47	10	26	17
Fashion + Textile + Jewellery + Leather Design	73	9	9	9
Graphic Design	64	12	15	9
Animation + New Media Design	53	0	20	27
Industrial + Automotive + Retail Design	55	5	24	16
Allied (Toy + Set & Exhibition + Design Research)	22	11	44	23
HCI	43	0	29	28

(\*Based on a sample size of 170 studios surveyed)





### Fashion Design

- The current size of the fashion industry stands at around US\$ 58 million (2008), is largely unorganized & accounts for barely 0.3 per cent of the international industry's net worth.
- With the Indian consumer becoming more fashion conscious, it is the gigantic Indian fashion consuming public that will continue to set the growth trends for its fashion industry.
- The Industry is expected to more than double & reach US\$ 150 million by 2012.
- The Industry is expected to create additional employment opportunities for over 50,000 skilled professionals like fashion designer, merchandiser etc by 2012.
- Major disciplines of the industry include fashion design, textile design, leather design, accessory and jewellery design.
- From a survey, out of the total number of designers working in the country, this discipline accounts for nearly 1%.
- According to a survey more than 3000 students are being enrolled into these courses.
- One of the institutions has more than 100 centers across India as franchised centres. There are others also offering training franchises in these disciplines.
- Fashion design is an applied art dedicated to clothing and lifestyle accessories created within the cultural and social influences of a specific time.
- A trained fashion designer can work in areas like designer wear production, planning and concept management, fashion marketing, design production management, fashion media, quality control, fashion accessory design and promotion of brands.



### Interior Design

- Interior design is a multi-faceted profession wherein creative and technical solutions are applied within a structure to achieve a built interior environment.
- Interior decoration and designing in India are getting popular with a lot of people opting for the services of trained interior designers for their houses / offices, etc.
- The reason can also be attributed to the changing definitions of homes and modern residential houses, which now symbolise the personalities of their owners.
- Interior design is also gaining popularity amongst workplaces and is being considered as a science helping to reduce stress and fatigue thereby increasing productivity.
- The services provided by interior decorators and designers cover a wide range of areas and include Interior decoration services, furniture and furnishings, facilities design, mechanical designing, residential interior architecture, etc.
- Keeping in mind the demand & separate need from architecture courses, various Institutions like University of Pune and Anna University (Chennai) have announced specialized courses in Interior design as B.Arch (Interior design)



### Jewellery Design

- India is the largest gems and jewellery market in the world. The jewellery industry is rapidly booming. With new styles in constant demand, jewellery design is becoming a challenging and lucrative profession.
- A jewellery designer possess knowledge about diverse kinds of stones, color schemes in jewellery, design themes, presentation and framing, designing individual jewellery pieces, men's jewellery, costume jewellery, jewellery costing etc.
- The job requires constant study of trends in order to infuse a fashion statement into the piece that suits different occasions.
- Jewellery designers prepare sketches - by hand or on the computer- to conceptualize the design. After consulting details with the customer or the manufacturing team, the designer creates detail drawings, a structural model, computer simulations, or a full-scale prototype. Designs of regular & floral patterns are created and then forms are generated. The range of raw materials is exhaustive - from economical and easily available stuff like paper, wood, terracotta, jute, to highly priced crystals!
- Jewellery designers work in jewellery designing house, export house, fashion house or work freelance.

### Graphic Design

- Graphic design is the process of visual communication which combines words, images and ideas to present the information to the audience. A graphic designer is a specialist in solving the problems associated with visual communication.
- The potential of graphic design covers areas ranging from social communication to corporate communication and branding.
- Some of the multi-dimensional aspects of graphic design cover typography and type design, photography, illustration, graphic interface design, packaging, print design, corporate identity, branding and information and communication systems like signage.
- Communication across industries is changing rapidly. Creating a personal and visual vocabulary through form, proportion, image and word has become an integral part of communication.
- According to our survey, Delhi leads in terms of having the maximum number of firms offering graphic design services followed by Bangalore and Pune.
- From our survey, out of the total number of designers working in the country, this discipline accounts for 1.72%.



The world isn't the same place that it was five years ago. Education in the 21st century is no longer simply just about grades. It is more about the learning process and the collection of experiences that shape each student, as well as the ability to translate and apply them into a real-world context.

Design and the creative industries are now seeking graduates who not only possess creative and critical thinking, and in-depth knowledge of their respective fields, but are also able to offer practical solutions and adapt to different environments. The future belongs to those who are equipped with future skills.

At ARCH, our teaching and learning philosophy is centred on equipping students with "future ready" skills and knowledge. We see potential in all our students, and as educators, we aspire to prepare our students for the future by equipping them with skills that help them to thrive locally, nationally and globally, in a variety of contexts. We value employability as a key constituent that prepares graduates to become creative entrepreneurial leaders who are engaged members of society, demonstrating initiative and lifelong habits of learning and individual development.

Our aim is to challenge the conventional undergraduate and postgraduate education by incorporating world-class education with engaging and holistic learning experiences that equip students with greater knowledge, essential experiences, and life skills.

ARCH's pedagogy focuses on developing holistically-balanced graduates, achieved through enhanced curriculum, expanded industry collaborations and experiential learning programmes. We are thus able to transform our students into well-rounded individuals equipped with critical skills to get them ahead in the real world.

ARCH's graduate attributes outline the set of competencies that are designed throughout every students' learning experience at ARCH. Our curricular and co-curricular activities cultivate professional and personal attributes and capabilities amongst our graduates, equipping them with

the tools to carve a successful future for themselves. Our graduates' attributes reflect a combination of knowledge, skills and capabilities (attitudes and values) that result in capable people who will be effective in their chosen occupation. Therefore, our graduates will be:

- 1 Excellent**

Be professionally knowledgeable, collaborative, and have professional integrity and self-awareness
- 2 Responsive**

Be adept, communicate clearly, articulately and effectively, and be capable, flexible and work-ready
- 3 Contextually grounded**

Be innovative and entrepreneurial, globally-minded, traditionally knowledgeable and have a holistic mindset
- 4 Cognitive awareness**

Demonstrate attitudes and values, skills and knowledge in design thinking and action



B.DES	B.A	B.VOC
Programme	Programme	Programme
4 Year Bachelor Degree Course from University of Rajasthan.	International Degree Course with (3+1) Year Concept, 3 Years at ARCH in India and Final Year with a collaborating International Institution for Completing Degree Students can also do International MA Degree in 5th Year	3 Year Degree Course from Rajasthan ILD Skills University. The Course offers exit options after each year with awards of Diploma, Advanced Diploma and finally Degree at the end of the course.
Curriculum	Curriculum	Curriculum
Studio is the centre of the curriculum and all other subjects are aligned with the studio	Balance between theory and skills	Skills-based learning is the centre of the curriculum
The Course focuses primarily on Concept building, design projects, theoretical and practical elements of design and studio learning. Skills development is an integral part.	Mapped with International Curriculum offered by Pearson BTEC for Level 5 Higher National Diploma (HND)	Course focuses on skills development and is aligned with hands on training.
Advanced philosophical elements of design and designing	Design projects are both theoretical and practical elements of design practice	Skills acquisition and practical elements of design area
Involves significant abstraction and critical thinking	Deeper philosophical elements of design and designing	Only foundational philosophical elements of design and designing
Design research is a core element of curriculum	Involves abstraction, reflection and critical thinking	40% is general education and 60% is skills education
Teaching	Teaching	Teaching
Approach is more toward research and exploration within studio-based learning	Approach is more toward problem-solving in design	Approach is more toward skill development and production process in design
Studio is not only a space but a way of learning – exploration and experimentation are core elements throughout the learning process	Equal balance is on learning theory and application of skills, where exploration and experimentation is embedded in learning processes with a focus on design process	Focus on 'hands-on' learning in projects and industry integrated training throughout the learning process





University Of Rajasthan

ARCH is the first in Rajasthan to introduce a Bachelor of Design affiliated with the University of Rajasthan, a public and state university in Rajasthan.

The University of Rajasthan is a NAAC Accredited University and is the oldest and largest institution of higher learning in Rajasthan (in terms of enrollments). Founded on January 8th, 1947, the University currently operates 37 PhD courses, 20 M.Phil. courses, 48 Master's Degree courses, and 14 Bachelor's degree courses.

UGC has recognised the University of Rajasthan amongst the top 15 Indian Universities with Potential for Excellence (UPE) in 2012.

The degrees offered at ARCH through its affiliation with the University of Rajasthan include the Bachelor of Design (B.Des), and the Bachelor of Visual Arts (B.V.A) which are both four years in duration. The Bachelor of Business Administration (B.B.A), is three years in duration.



Rajasthan ILD Skills University

ARCH is the first in Rajasthan to introduce B.Voc courses in Design, and M.Voc in Design and Entrepreneurship with the Rajasthan ILD Skills University (RISU).

RISU is the first Skills University of India in the Government sector and is established in Jaipur. RISU's UG and PG programmes aspire to integrate vocational training with mainstream education, using National Skills Qualification Framework and strong industry linkages. The skills-oriented programmes, simulation and immersive techniques, expertise in emerging new age skills and collaborations with the best in the field aim to deliver avenues of highly employable vocations and work-ready graduates.

ARCH offers UG and PG level programmes, affiliated to RISU: The Bachelor of Vocation (M.Voc), is three years in duration. The Masters of Vocation is two years long.



Pearson BTEC

ARCH, in strategic partnership with Pearson, is accredited to deliver Six BTEC Level 5 HND qualifications in Art and Design. Pearson is the largest awarding body in the UK for Academic, Vocational and Work-related qualifications, and the largest education company worldwide. Pearson International is headquartered in London with offices across Europe, Asia and South America.

The BTEC Level 5 HND qualifications are embedded in the first 3 years of these courses, and includes a Foundation in Art & Design.

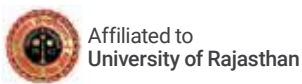
After successful completion of the Level 5 HND in 3 years at ARCH, our students, can progress in the 4th year directly into Graduation year of a BA course abroad and gain a Level 6 'top up' degree in one year, from any of more than 100 Pearson listed universities around the world in the US, Canada, South Africa, Mauritius and Institutions in the UK and Europe as well as with global Universities and Colleges who have an agreement with ARCH.

After completing a B.A Degree students can complete an M.A Degree too in 1 Year from abroad.



Degrees and Affiliations

Faculty of Design, Business & Research

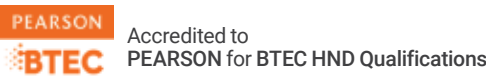


UG

Affiliated to  
University of Rajasthan  
Duration: 4 Years  
12th or Equivalent with minimum  
48% in any stream  
Undergraduate Degree Programme  
Selection Criteria: AIEED

Courses	Awards
B.Des Fashion Design	Duration: 4 years Bachelor of Design
B.Des Interior Design	
B.Des Jewellery Design	
B.Des Craft & Accessory Design	
B.V.A (Applied Arts)	Duration: 4 years Bachelor of Visual Arts
B.B.A (Bachelor of Business Administration)	Duration: 3 years Selection Criteria: AIEED (GAT)

Faculty of International Studies in Art & Design

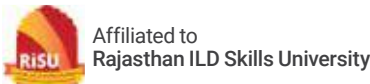


UG

Accredited to  
PEARSON for BTEC HND Qualifications  
Duration: 3+1+1 Years  
Eligibility: 12th (any stream)  
Degree Programme  
International Degree Study Abroad Course  
Selection Criteria: AIEED

Courses	Awards
B.A/M.A Fashion Design	Pearson BTEC HND Level 5 after 3 <sup>rd</sup> Year at ARCH
B.A/M.A Interior Design	B.A/M.A Degree Awarded by UK University on Progression to 4 <sup>th</sup> Year of study abroad and its completion
B.A/M.A Product Design	M.A Degree in 5 <sup>th</sup> Year
B.A/M.A Graphic Design	ARCH Diploma

Faculty of Skills in Design & Entrepreneurship



UG

Affiliated to  
Rajasthan ILD Skills University  
Duration: 3 Years  
Eligibility: 12th (any stream)  
Undergraduate Degree  
Selection Criteria: Personal Interaction

Courses	Awards
B.Voc Fashion Design	Duration: 3 years Bachelor of Vocational Studies
B.Voc Interior Design	
B.Voc Jewellery Design	
B.Voc Product Design	
B.Voc Graphic Design	

PG

Duration: 2 Years  
Eligibility: Graduation (any stream)  
Postgraduate Degree  
Selection Criteria: AIEED

Courses	Awards
M.Voc Fashion Design Innovation & Entrepreneurship	Duration: 2 years Masters degree in Design Innovation and Entrepreneurship (from Rajasthan ILD Skills University)
M.Voc Interior Design Innovation & Entrepreneurship	
M.Voc Jewellery Design Innovation & Entrepreneurship	
M.Voc Product Design Innovation & Entrepreneurship	
M.Voc Design Communication Innovation & Entrepreneurship	

Faculty of Professional Development in Design

Certificate by  
ARCH

PD

Undergraduate Degree  
Duration: 1 Year or Below  
Eligibility: 12th (any stream)  
Selection Criteria: Personal Interaction

Courses	Awards
Fashion Design Women's Wear Non-Western Fashion	ARCH Certificate
Interior Design Residential Design	
Jewellery Design Precious Jewellery Design Gemmology	
CAD (Interior, Fashion, Jewellery, Graphics)	
Surface Ornamentation	
Indian Craft Products	
Pottery and Clay	
Photography	

INTERNATIONAL COLLABORATIONS



ACADEMIC MEMBERSHIPS





# Courses

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## Undergraduate (UG) Courses

- Bachelor of Design (B.Des) Fashion - 4 Years
- Bachelor/Masters of Arts (Fashion) - 3+1+1 Years (Study Abroad)
- Bachelor of Vocational Studies (B.Voc) Fashion - 3 Years

## Postgraduate (PG) Courses

- M.Voc Fashion Design Innovation & Entrepreneurship - 2 Years

## Professional Development (PD) Courses

- Fashion Design (Women's wear) - 1 Year
- CAD Fashion - 6 months

# Fashion Design







The Indian fashion and textile industry is set for strong growth, buoyed by strong domestic consumption as well as export demand. According to a report by the India Brand Equity Foundation, the apparel market in India is estimated to grow at a Compound Annual Growth Rate (CAGR) of 11.8% to reach US\$ 180 billion by 2025. Rising globalisation and consumerism are encouraging the fashion industry to explore the broadest contexts and applications of the field.

ARCH employs design thinking and creative problem-solving strategies in all areas of design creation, styling, retail, branding and lifestyle. Intellectual and innovative dimensions in fashion learning are explored through design knowledge, skills and understanding of form, silhouette, material, texture, colours and processes to create innovative, sustainable and responsible fashion. The Fashion Department prepares the students to establish their own space in this complex, ever evolving and growing industry and professionally handle the challenges distinctive to it.



“ I am delighted to acknowledge Arch as one of the premier design institutions of the country. The creative, stimulating, and innovative learning environment has made the institution an important destination for learning design. **Anita Dongre**, Creative Director **AND Designs** ”



“ I find ARCH students very promising and enterprising. The international course curriculum at the institution empowers individuals to make a mark in the world fashion. **Bibi Russell**, International Fashion Designer ”



## Alumni Speak



“ ARCH has helped me to develop a whole new set of skills that I can use in the career I have chosen. ”

**Sandeep Palke**, 2006 Batch, Asst. Designer, **Rocky S**, Mumbai



“ My learnings from ARCH have contributed to the appreciation I received from Shoppers Stop in 2011 in the form of three awards - 'Best VM' (Regional) 'Best Store' and 'Best VM' (Pan India) and Quality Control. ”

**Radhika Sharma**, 2003 Batch, Visual Merchandiser **Shoppers Stop**, Jaipur



## Placements & Internships

- Anita Dongre, AND Designs India
- Rocky S Fashions, Mumbai
- Abu Jani Sandeep Khosla, Mumbai
- Nitin Bal Chauhan (NBC)
- Himmat Singh
- Manoviraj Khosla
- EKAA by Tarang and Priyanka, Delhi
- Somersault Design Studio
- Bubble Bee Export House
- Lifestyle International Pvt. Ltd.
- Zari Fashions
- Reliance Retail, Bangalore
- United Colours of Benetton
- Shoppers Stop
- Jaipur Central
- Ratan Textiles
- Ranas Legacy
- Arvind Lifestyle Brands Ltd.
- Clothing Depot Inc.
- Mirangi, couture destination
- Nikhar Fashions





## Courses

### Undergraduate (UG) Courses

- Bachelor of Design (B.Des) Interior - 4 Years
- Bachelor/Masters of Arts (Interior) 3+1+1 Years (Study Abroad)
- Bachelor of Vocational Studies (B.Voc) Interior - 3 Years

### Postgraduate (PG) Courses

- M.Voc Interior Design Innovation & Entrepreneurship - 2 Years

### Professional Development (PD) Courses

- Interior Design (Residential Design) – 1 year
- Interior Styling – 6 months
- CAD Design - 6 months

# Interior Design





In India, the vast middle class and almost untapped retail industry are the key forces of attraction for global retail giants waiting to enter new markets. This attraction has stimulated the growth of the retail industry and is growing at a faster rate.

The construction industry, which accounts for approximately 11% of the GDP, has an estimated investment of US \$500 billion, and is growing at around 34 % annually. The Indian retail industry is the fifth largest in the world, and contributes about 22% of the GDP and generates 8% of employment in the country today. It is expected to grow 25 per cent annually, to be worth US\$ 175- 200 billion by 2020.

The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. Rising income levels are leading to a demand for creative individuals to support the vision of the Incredible India Campaign. Thus there is an increase in demand for Interior space visualisers and designers to plan & create attractive, practical & desirable spaces for living, display and commercial activity.



“ The ARCH students who interned with me are creative and have been very good resource persons for my Design firm.

**Sanjay Kothari** Principal Architect, Kaleido, Past President, **IIID Rajasthan** ”



“ Industry needs sincere and hardworking youth. Along with appreciable skills, ARCH seems to instill these attributes, very successfully in their students.

**Ar. Anshuman Sharma**, Principal Designer, The Design Inc, Jaipur, **President Elect, IIID, Rajasthan** ”



## Alumni Speak



“ My study at ARCH has provided me the platform to transform my dreams and goals into reality.

**Anupama Rana**, 2002-2004 Batch, Owner, **The Design** ”



“ ARCH ensures that every student develops creative thought processes, skills and attributes which have proven invaluable in our career.

**Ashish Mangwani** 2010 -2013 Batch, Founder, Studio Ashish Mangwani ”



## Placements & Internships

- K2India
- KIIWA Studio
- Studio Incept
- ITC Ltd.
- Ar. Sanjay Kothari, Kaleido- Jaipur
- Graphite Studio, Jaipur
- Studio Gads, Jaipur
- Central- Future Group, Mumbai
- Ar. Anoop Bhartaria, Jaipur
- Lifestyle International, Delhi
- Hastkala Exports, Delhi
- Muse Interiors, Delhi V Craft, Hyderabad
- Super Woods Ltd., Delhi UDB, Jaipur
- Art Asia Jaipur Wooden Street, Jaipur Manic
- Structures, Delhi
- MGF Metropolitan
- Delhi K2India, New Delhi
- Sudhir Pawar and Associates, Pune
- Sthapatya Architects, Jaipur



## Courses

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### Undergraduate (UG) Courses

- Bachelor of Design (B.Des) Jewellery - 4 Years
- Bachelor of Vocational Studies (B.Voc) Jewellery - 3 Years

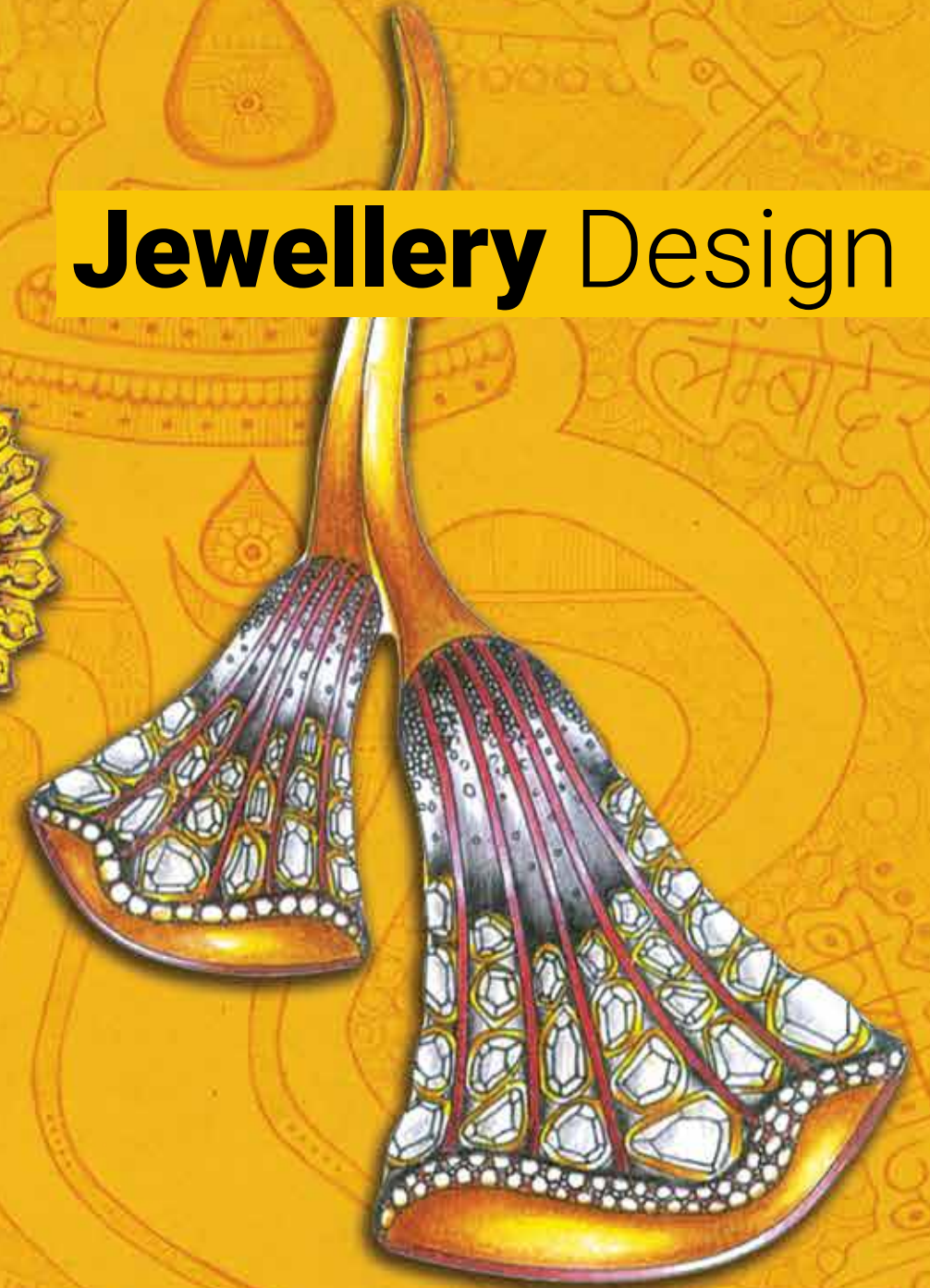
### Postgraduate (PG) Courses

- M.Voc Jewellery Design Innovation & Entrepreneurship - 2 Years

### Professional Development (PD) Courses

- Jewellery Design (Precious Jewellery) - 1 year
- CAD Design - 6 months

# Jewellery Design





## Jewellery Industry

### Overview & Scope

The Gems and Jewellery industry in India is the backbone of the economy by being one of the major contributors towards the export led growth of India. The industry has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and precious stones and its cost-efficiencies.

Jewellery designing, manufacturing and trading has been an integral part of our society since time immemorial, and with it has evolved interest in creativity, precision, knowledge of precious and semi-precious stones that was initially confined only to royals and the upper echelons of society.

The Jewellery Design course at ARCH is the epitome of excellence in delivery, facilitating the learning of students by generously exposing them to the traditional crafts of India alongside technology, and inspiring their engagement with the creation of captivating objects of desire.

Jewellery Design is flourishing as a lucrative career like never before and Jaipur is a design, production and market hub for jewellery. We have the designers, the craftsmen, the materials and the investment.



## Industry Speak



“I think that the alumni of Arch are a wealth to the Gems and Jewellery industry. They have performed excellently and have made a niche for themselves.

**Rajeev Arora**, Co-Founder of International Brand **Amrapali Jewels**



“ARCH provides a comprehensive curriculum and thereafter a splendid platform to connect the students to the jewellery trade. The Jewellery Design Students are good performers in the market.

**Vishwas Shringi**, Founder and CEO, **Voylla.com**



## Alumni Speak



“My success & growth in the Jewellery industry is fully attributable to the superb transformation & translation of my creative skills at ARCH, through the terrific practice opportunities made available to me.

**Shubham K Raj**, 2005-2006 Batch, Design Head, **Tribe by Amrapali**

“My thinking skills were enhanced as a result of working in a professional & creative environment at ARCH.

**Komal Khandelwal**, 2013 - 2016 Batch, Trend Researcher **Voylla**



## Placements & Internships

- Amrapali Jewels, Jaipur
- ACPL Jewels, Agra
- Savio, Jaipur
- Symetree by Haritson Group
- Jaipur Dai Gold, Jaipur
- Jewels Emporium, Jaipur
- Gemporia, Jaipur
- Gossil Exports, Jaipur
- Gemco, Jaipur
- Derewala Jewellery Industry, Jaipur
- Pink City Jewels, Jaipur
- Vaibhav Gems, Jaipur
- V Collection, Jaipur
- Access Development Services
- Code Silver
- Voylla
- Outhouse, Mumbai
- Gunjan Suri Couture Jewels, Mumbai



# Courses

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## Undergraduate (UG) Courses

- Bachelor of Design (B.Des) Craft & Accessory Design - 4 Years
- Bachelor/Masters of Arts (Product)- 3+1+1 Years (Study Abroad)
- Bachelor of Vocational Studies (B.Voc) Product - 3 Years

## Postgraduate (PG) Courses

- M.Voc Product Design Innovation & Entrepreneurship - 2 Years

# Product Design





## Product Industry

### Overview & Scope

Product Design at ARCH ranges from crafts and accessories, to furniture. In the Indian product industry, there is a fine balance between the application of mechanisation and hand-crafted skills, the latter giving each produced artefact a unique quality and value. The industry now thrives in the export arena, and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer and their needs and hence must be able to deliver appropriate design concepts and solutions.

Craft and accessories is a product industry which generates significant employment; products have an endless variety of uses. The product designers' role is not only designing but developing a strategy for developing the economy with new ranges of utility handmade and machine-made products suitable for contemporary lifestyles.

The course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. It also has a valuable input in relation to design collections and range development in craft products to support fashion and lifestyle trends.



## Industry Speak



“ There is a huge need for trained Lifestyle Accessory Designers willing to work with the rich and varied heritage crafts of our country.” I have worked closely with ARCH students and was very happy to see them work hard with commitment.

**Ayush Kasliwal, AKFD, Furniture & Product Designer**



“ Access and ARCH worked together on the JJADE project. Arch has evolved into a full-fledged institution with very good infrastructure and labs to support craft based product designs.

**Vipin Sharma, CEO, Access Development Services**



## Alumni Speak



“ On an individual level, I have always been fascinated by the crafts of India. The Craft Product Design Programme at ARCH has given me an insight and an understanding about different materials and techniques used in various crafts in Rajasthan as well as the rest of the country

**Suhani Jain, 2013-2016 Batch, Student, Craft & Accessory Design**



“ At ARCH, I have learnt the fact that any design activity must distill the essence of an idea into meaningful, refined and experiential articulation. Being in this course gave me fulfilment and I enjoyed going into the crafts lanes of Jaipur and interacting with the craftsmen.

**Vaibhav Patni, 2013 - 2016 Batch, Entrepreneur, Craft & Accessory Design**



## Placements & Internships

- Access Development Services
- AKFD, Design Studio
- Amrapali Jewels
- Dileep Industries
- Hastkala Exports
- Vistaar Interiors
- Ninety One Degrees
- Mangalam Arts
- Ratan Group
- Code Silver
- Jewels Emporium



## Undergraduate (UG) Courses

- ## Postgraduate (PG) Courses

- M.Voc Design Communication Innovation & Entrepreneurship - 2 Years



## Visual Arts Industry

### Overview & Scope



The Indian visual and applied arts market was estimated at around INR 14.6 billion in 2017. Growing recognition of the applied arts over the past decade, driven by the success of an array of the creative industries, creative enterprise, artists and businesses has brought fresh attention to, and laid strong foundations for the economics of the applied and visual arts industry and its future development.

While the industry has grown over the last few years, it holds an even greater potential in terms of its impact on the Indian economy, through its direct contributions to employment, skills development as well as supporting a number of high-value ancillary industries. Applied and visual arts are also critical for enhancing key high-value industries such as cultural tourism, and improving India's cultural attractiveness and distinguishing its cultural identity.

Thanks to a global understanding of applied arts, the industry thrives well in the export arena and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer and their needs and be able to deliver appropriate design concepts and solutions



## Industry Speak



“ You see traditional Indian graphic illustration with the flavor of modern techniques. I am impressed to see the work done by the design communication students.

**Sedar Gorelli**, Art Designer **UK at Vastra 2017**



“ The students of ARCH are diligent and have great Design acumen. They are quick learners and adaptable to change.

**Neha Behl**, Founder UI and UX **Design Raasta**



## Alumni Speak



“ Interdisciplinary Design education at ARCH has helped me in becoming a better designer through live projects like the UKIERI Scotland-India Project and Backstitch Design magazine.

**Vipin Sharma**, 2014-2016 Batch, Head Design, UX / UI **Fitso, Delhi**

“ I visited Scotland for two weeks during the UKIERI project funded by British Council. International Exposure gave a fresh breath to my design sensibilities.

**Vidhi Gupta**, 2014-2016 Batch, Project Manager **Gravita E- com**



## Placements & Internships

- Fitso, Gurgaon
- Gravita ECom, Jaipur
- Design Raasta, Delhi
- Brain Cells, Delhi
- Purple E-commerce, Gurgaon
- P-Media, Jaipur
- Nutcrackers, Jaipur
- Backstitch, Jaipur



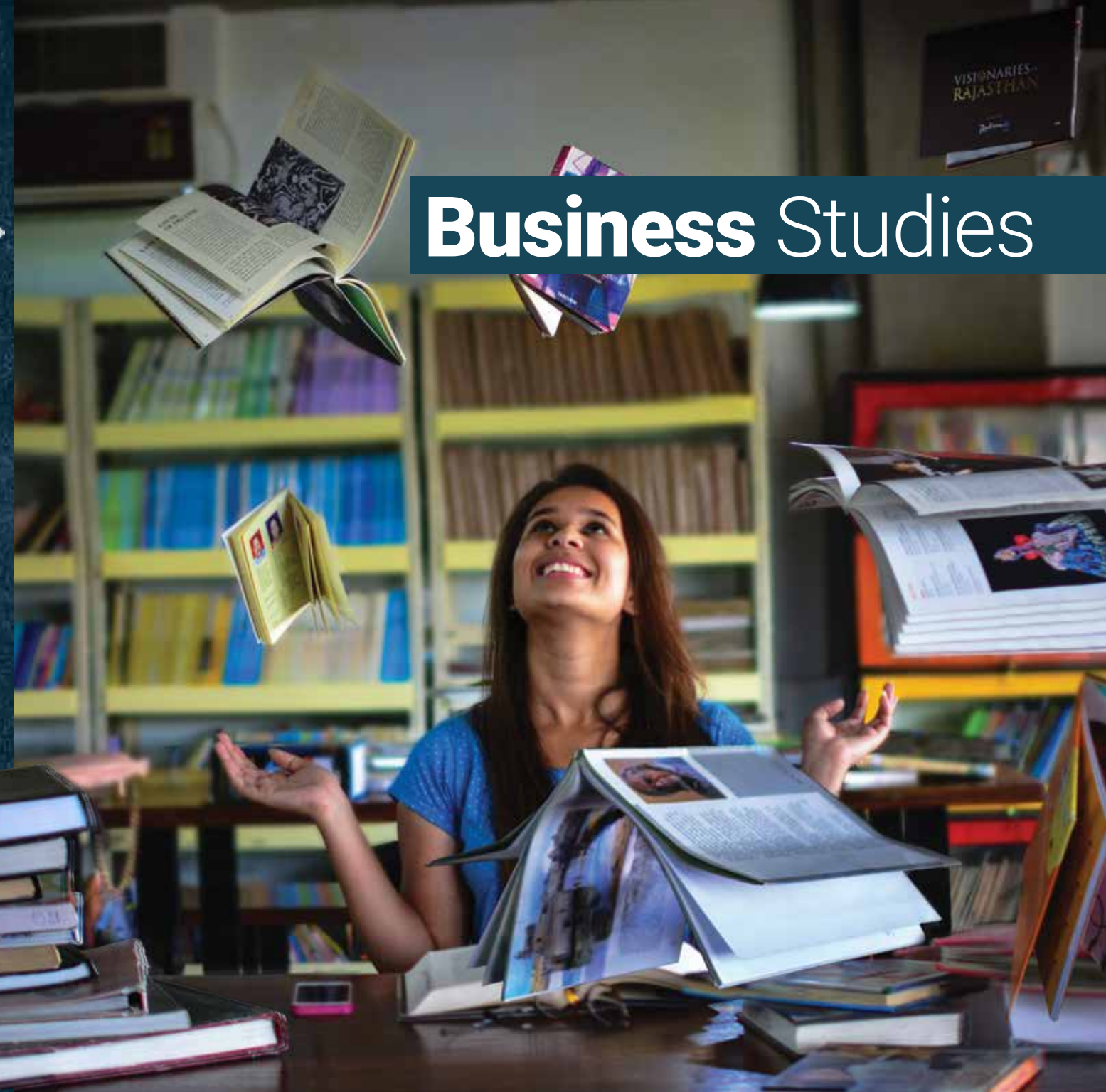
# Courses

## Undergraduate (UG) Courses

- Bachelor of Business Administration (B.B.A)-3 Years



# Business Studies







The Bachelor of Business Administration (BBA) in Design at ARCH College of Design and Business educates students in the entrepreneurial and strategic aspects of design and in design aspects of business. Project-based studio and seminar courses integrate business, design, and liberal arts education, promoting interdisciplinary learning through wide-ranging research and collaborative work.

The three-year curriculum encompasses introductory and advanced courses in strategic thinking and management in design and business, innovation and sustainability research, qualitative thinking, data analysis, and financial management, critical reasoning through reading and writing, visual communication, and information design, scenario planning; and entrepreneurship and leadership.

Course formats include lectures with discussion sections, seminars, and studios, offering a range of learning experiences emphasising individual and group work, project-driven learning and special workshops, as well as field-based research. In senior seminar and thesis classes, students research and analyse both economic and cultural aspects of the marketing and management of designed objects, environments, and experiences.



“ ARCH students display a high degree of commitment and capacities. The Institution has always supported the Forhex team magnificently for the visual merchandising and related activities of the fair.

**Dileep Baid**, Founder and Director **Dileep Industries**



“ I have seen the growth of ARCH ever since it started in a two room setup in year 2000. I have seen the industriousness of the staff and the students in my close association with the institution since its inception.

**Raghushree Poddar**, Director, **Cheer Sagar Exports**



Alumni Speak



“ I am in the final year of my course, and I have to say that ARCH has transformed the way we design and look at business. I now look at the critical insights and have a more dynamic approach towards design as a career and business opportunity.

**Sakshi Katta**, BBA Year 3

“ It gives me great pleasure to say with pride that I had chosen ARCH being from Kathmandu. The college is comprised of different people from different nationalities which makes it a global community for diverse learning. It has been a wonderful experience for me so far.

**Kajol Agrawal**, BBA 2015 - 2018 Batch



Placements & Internships

- |                |                                |                                  |
|----------------|--------------------------------|----------------------------------|
| • Armani       | • Hastkala Exports, Jaipur     | • Manikchand Builders, Delhi     |
| • Life Style   | • Manglam Arts, Jaipur         | • Motisons Jewellery Ltd, Jaipur |
| • Arvino Mills | • Central-Future Group, Mumbai | • Indiora, Dubai                 |
| • K2 Studio    | • Shoppers Stop, Delhi         | • Amrapali, Jaipur               |





#### NWFC Non Western Fashion Conference 4th Edition, Antwerp

The NWFC provides a platform for research on the many unique fashion histories from across the world that remain lesser known to the popular industry of Fashion. NWFC 2016, was held at the University of Antwerp, Belgium.

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

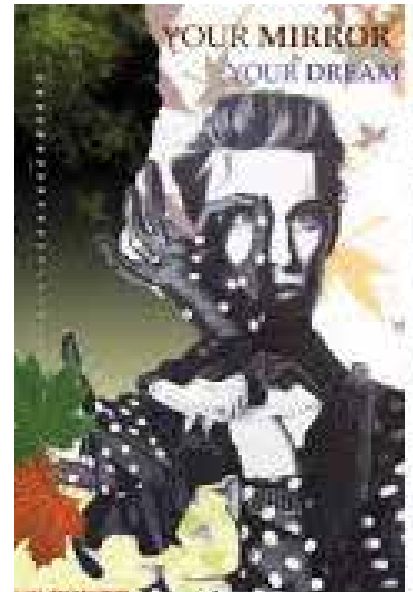


#### Jaipur Metro Rail Corporation Ltd

ARCH won the 'Uniform Design Contest' conducted by Jaipur Metro Rail Corporation Limited (JMRCL) and is the official Consultant Designer for the complete range of Uniforms covering all cadres for the Jaipur Metro Corp.



**Deepa Bhati** won the 'Fashion Design Awards India (FDAl)' on the theme "Life is Beautiful", held at Hotel Clarks Amer, Jaipur. Her work was inspired by the Wall paintings of Amer Fort.



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



#### Work by Riddhi Choudhary

Jewellery designed by Riddhi Choudhary for ORRA was worn by Hollywood Celebrity, Paula Patton (above), at the Academy Awards 2014 (OSCARS). Riddhi is currently working as a Designer with ORRA Diamond Jewellery in Mumbai.



#### Work by Shaifali Katta

ARCH Jewellery Student won JAS Jewellery Show 3rd Prize in Student Category.



#### Work by Rupal Gupta

A Finalist for the 'Swarovski Elements Jewellery Design Award 2012' with her piece 'Medusa'.

#### Work by Rita Burman

Won the 'World Gold Council Jewellery Design Award' for her Necklace and Earrings set.



JAS Award Winning Design by Jewellery Designer Khushboo Soni



#### Khushboo Soni

ARCH alumna of 3-year jewellery design course, Khushboo Soni won the third prize at JAS (Jewellers Association Show), Jaipur. The Royal Charm was the name of her design which was inspired by vintage and antique perfume bottles. Her design is a men's multi-purpose jewellery piece. Her design got sponsored by Motisons Jewellers. This design has multiple wearing options, it can be worn as a pendant, brooch or a wrist watch. It also has a pen-drive and pen & cotton womb for fragrance.





#### **Diamond Winner** **FOAID (Festival of Architecture & Interior Design)**

is an annual festival of creative minds to meet and discuss the new facets of the design fraternity. Theme for FOAID

2018 : Time to Reimagine.

8 colleges were selected to install their concept at the FOAID event at DELHI. Delhi being one of the two zones. The other zone is MUMBAI. The event was organised on the 21st and 22nd of September, 2018

A jury of 5 eminent members from the field were asked to judge the concepts. There were 3 winners- silver winner - gold winner - diamond winner. The Diamond winner was to further go on to Mumbai to display and a Platinum winner would be chosen as the winner of EXPRESSIONS competition.

Arch College of Design & Business was awarded Diamond winner.



#### **Gaurav Sharma**

Created an innovative staircase that won the 1st prize in Ideation at the Inter Collegiate Competition of IIID



#### **Aradhana Sharma**

Won the 'Inside Outside Design Award' for a creative chair inspired from the betel leaf.



#### **Deepika Kumawat**

Won the 'Society Interiors Design Award' for Tea-set holder inspired by Cycle



Swedish Exchange students Amanda and Anna at Arch, with fashion Faculty, Sunita Yadav

Constantly evolving, interconnected and complex: these words can be used to describe the creative industries and enterprise of today. To work in such a hyper-connected world requires that techniques used for understanding the environment keep evolving as well.

With curriculum, pedagogy and a learning environment at par with institutions across the world, learners at ARCH are encouraged to develop a realisation of how the attitudes of designers influence their creations. These attitudes are formed by the changing values of society and the cultural context within which designers work. Developing knowledge and understanding local and global issues through research and analysis helps students in identifying and using their creative thinking ability. For an all-round development, a multidisciplinary approach to imparting knowledge is essential. Along with abilities to apply and perform to the needs of the industry and to address the fast changing trends of the professional environment, future designers will need to be equipped with skills for lifelong learning and imbibe aptitudes to adapt, to initiate,

to lead and to seek opportunities at every step. Our students constitute the future generations in their chosen field, which makes it all the more important for them to use design thinking as a tool to challenge social, political and ethical conventions.

The following are teaching and learning methodologies utilised at ARCH.

#### **Peer Learning**

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



## Grass Roots connect to Strengthen Basics

Learning at the grass root level from local artisans and craftsmen (some of whom are national awardees) allows hands-on experience of local traditional techniques.

Learning from the craftsmen and experts ensures that students absorb India's rich culture, community awareness and the implications of providing sustainable solutions to the local crafts sector.

The traditional knowledge shared by our craftsmen has enabled ARCH faculty members and students to showcase our heritage at International forums through research papers.



## Environment for Creativity

Research has shown that physical spaces and aesthetics affect our thinking, living and creativity. A conducive environment helps to stimulate creative thoughts and collaboration, leading to breakthrough innovations. The appropriate blend of space and aesthetics contribute to inspiration and creativity.

A habitat that promotes creativity focuses on comfort, space, colour and lighting, learning spaces at ARCH provide the appropriate mix of community culture and freedom, which inspire people. Large open areas in combination with smaller, more intimate spaces for individuals, or small groups coupled with appropriate daylight exposure contribute largely to the mind space required for 'Eureka' moments!



## Emphasis on Entrepreneurship

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



Anna Tuhus an alumna of Central St Martins, London teaching Jewellery Design at ARCH

## Tools and Techniques

Future leaders in the design industry should possess an amalgamation of information, experience and practice. Providing the right set of tools and techniques in the form of information is the very first and basic step to ensure success. Experience in the form of visits to manufacturing units, design studios, trade fairs, seminars, festivals and exhibitions, provide constant stimulation of ideas and different perspectives. Practice in the form of monthly assessments, in-class open houses and semester jury systems provide ample opportunities to individuals for benchmarking their performance against themselves and their peers.

## Evaluation

The progress and development of the students is assessed through presentations and discussions at critiques, reviews during classroom activities and via semester-end jury. This involves evaluation by a jury comprising of industry experts and academicians. The emphasis is primarily on evaluating design solutions to the given brief,

exploratory approaches and effective communication. Being able to present and uphold one's viewpoint is an important asset required for success in professional life. This skill is inculcated amongst our students to help them in strengthening their individual expression. Continuous comprehensive evaluation is a regular feature at ARCH.

## Classroom Projects

Classroom projects are an important aspect of curriculum at ARCH, as well as integrate practice-based studio activities which form the core of teaching and learning. The well assimilated interdisciplinary curriculum infuses an in-depth knowledge through research of design and the arts.

A series of projects at appropriate intervals and levels, usually guided by industry briefs and mentorship, are explored throughout the learning process. The commercial viability of the projects is understood by considering costs, the needs of end users, the environment and issues of sustainability.

These projects aim to enhance decision making, problem solving and communication skills of the learners.

## Industry Interface

At Arch College of Design & Business we understand the importance of staying ahead and updated. It is highly crucial in the creative Industry and requires constant observation and upgrading of knowledge, developments and concepts.

Students are exposed to a number of opportunities to visit industrial units, export outfits, trade fairs, exhibitions, museums, art galleries and attend symposiums to grasp the latest information related to their fields and to integrate theoretical and practical knowledge.

Another way of enhancing the above process is through inputs from visiting practitioners and industry experts from different domains of the design industry. To enable industry orientation, ARCH invites industry experts and specialists to interact with students, work on industry brief projects, involving industry experts to mentor projects, supporting students for internships and job placements.



## Internships

An internship is a period of work experience to give students and graduates exposure to the working environment, often within a specific industry, which relates to their field of study. It allows students to gain valuable work experience, to understand the functioning of the industry, enhance knowledge, and develop problem-solving and decision-making skills. This helps to strengthen the relationship between industry and students. These internships provide a short-term experience to learners, of how it would be, to work in the aforesaid industry.

Students are encouraged to build connections with employers for interviews and placements. The whole process is well coordinated with the industry by the ARCH Industry Interface Cell and guided by the faculty members throughout the training.

## Open House

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

## Research Fellowships

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



Annie Toulzat, Director of premier French fashion design institution, École Duperré, Paris, on her visit to Arch.

Collaboration Agreements that include unique Industry Internships and exchange for students and staff have been finalised with premier Paris based institutions -132 years old École Boule and 154 years old École Duperré.

## Courses for International Students

Autumn - Winter courses form an integral part of any educational institution's courses since they give the visiting students as well as resident students an opportunity to interact and share ideas and open up to differences in cultures and perspectives.

ARCH offers Autumn - Winter courses for international students, presently in subjects such as Surface Ornamentation, Non Western Fashion, Jewellery and Gemmology, and Indian Craft Products.

These module courses are up to 10 weeks and include technical and professional training incorporating exposure trips into the old city quarters of Jaipur and Rajasthan to interact, observe and learn from expert traditional craftsmen in the field.

## Weekend and Summer Workshops

Portfolio Courses and Prep Courses is an opportunity for young Design aspirants to start their learning journey towards Design here at ARCH while they are still at the school level.

As a future career opportunity International Partnership with foreign Institutions for Portfolio Courses will enable students to understand the expectations of Foreign Institution for Higher Education. Master Classes by Skill Craftsmen and Designers as a day workshop or weekend courses like pottery, wood work and natural Dye and Printing are some of them to be explored.

## Design Quotient

ARCH is a well-recognised and established name in the design world and has been visited by industry experts and celebrities Ritu Kumar, Anita Dongre, Bibi Russel and Sabyasachi. International experts Prof. Ian King, Prof. Annick Schramme, Prof. Gerard Moran, Prof. Pradyumna Vyas, WDO President Elect Srinu Srinivasan, and Yiani Melas have also been our guests on the campus and have interacted with the students.

Film stars Ranveer Singh, Arjun Kapoor, Neha Dhupia, Randeep Hooda, Parineeti Chopra, Anushka Sharma, Nawazuddin Siddiqui too have graced ARCH environs.



Student in conversation with visiting TEDx speaker and inventor of a new prosthetic leg, Arun Cherian







College days are not only remembered for education imparted but also for the life spent beyond education. ARCH also focuses on inner peace required to battle the increasing pressure which a student might come across. No matter what students are studying, it is guaranteed that at some points during their studies, whether undergraduate or postgraduate, such as when writing papers, performing on stage or preparing for exams, they will need high levels of cognitive control, emotional regulation and self-awareness. Ironically, it's often striving so hard for those things that makes them harder to attain!

Mindfulness training for students provides tools to help them remain calm, sustain their attention, and be able to focus. It does this by helping students pay attention to the present moment through simple breathing and meditation practices which increase awareness of thoughts and feelings so as to reduce stress and anxiety and boost levels of attention and concentration. There is a growing body of empirical evidence showing that it is measurably effective.

More and more universities are offering mindfulness training to their students as part of their wellbeing or counselling services. Even the highest ranked universities in the Western world are seeing the benefits, with findings from many studies revealing that mindfulness training improves wellbeing - especially during exam periods.

At ARCH, we agree that mindfulness is incredibly important, so our students start their day with this concentrative meditation which focuses on breathing.

Termed as "Anapana", we ask our students to be mindful of their breathing (ana-pana-sati = inbreath-outbreath-mindfulness) meditation. it is the observation of natural, normal respiration, as it comes in and as it goes out.

Anapana provides a tool for our staff and students to deal with fears, anxieties and pressures, and besides helping to calm and concentrate the mind, it help our staff and students to understand themselves better and gives them an insight into the workings of their own minds.



### Library And Resource Centre

A library acts as a catalyst for the genesis of new ideas. Our library houses a one of its kind e-library to promote learning online.

Designed to engage and encourage self-paced learning and research; it offers a large collection of books, international journals, e-books, and films that are available for students and faculty.

ARCH's library follows an open access system for users with over 3500 digitised books for reference.

The campus library's collection includes more than 4000 books along with bound volumes, graduation projects, student portfolios, e-presentations, reports, subscriptions, journals, periodicals and magazines.

Our collection includes books on Interior Design, Communication Design, Graphic Design, Product and Accessories, Exhibition Design, Fashion and Textiles, Art and Craft, Humanities, and Architecture.

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

### Audio Visual Teaching Aids

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

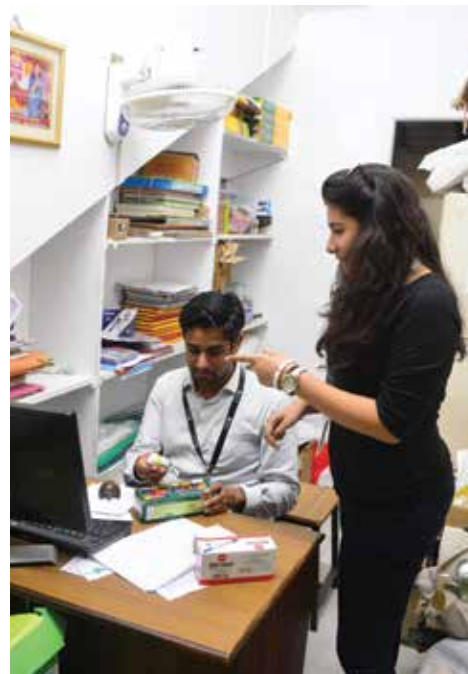
### Auditorium

A 300 seating capacity state-of-the-art auditorium is adequately set up with a sound system, audio visual system and projection screen to handle large meetings, seminars, symposiums, guest lectures, and workshops throughout the year. The auditorium is also used for extracurricular activities.



## Cafeteria

The College has its own cafeteria serving hygienic and nutritional vegetarian food offering packaged food, snacks and drinks.



## Copy and Print Centre

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

## Stationery Shop

The campus also has a well-stocked stationery shop for students enabling the convenient purchase of required material pertinent to courses and activities.

## Placement Services

Placement Cell at ARCH interacts with the reputed organizations for arranging campus interviews for the final year students. We make efforts to organize Design seminars, workshops and sessions for making the students understand the trends prevalent in the Industry. The Industry internship program is an introduction to the industry and understanding of designer's role and responsibility in this context. It is aimed at providing the students with a professional design experience by familiarizing themselves with the practices and processes of the industry.



## Student Assistance Services

### Orientation Programs

These are designed to be fun and helpful, with the goal of making the transition to life at ARCH relatively seamless. All the new students are required to participate in Orientation, which offers an introduction to our community before the start of classes, allows students to meet each other and go around the campus. It includes a trip around the city with visits to prominent heritage landmarks.



## Hostel Facilities

- Round the clock power backup
- Arrangement of balanced and nutritious meals at the Cafeteria within the campus
- Transport facility by bus
- High-speed data network
- 24 hours security personnel

The College provides the option of secure, comfortable residential hostel facility for female students of full-time academic courses. Spacious rooms on twin sharing and quad sharing basis are fully furnished, air-conditioned and Wi-Fi enabled. A living room with entertainment and leisure amenities allow for relaxation and recreation.





**Agreement with Middlesex University, London, UK**

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

**Agreement with UDEM Universidad de Monterrey, Mexico**

Skill transfer courses. Development of Curriculum and pedagogy in Design Education. Visits by and exchange of staff and students for research, teaching and discussions.



**Agreement with University of Northampton, UK**

Exploration of collaborative partnership to provide Level 6 top-up degrees and joint projects, faculty and student exchanges.



**Agreement with University of Salford, UK**

Skill transfer courses. Development of Curriculum and pedagogy in Design Education. Visits by and exchange of staff and graduate students for research, teaching and discussions.

Development of student progression pathways at undergraduate and postgraduate level.



**Agreement with Manchester Fashion Institute, UK**

Exploration of collaborative partnership to provide Level 6 top-up degree in Fashion Design. Joint projects, faculty and student exchanges.



**Agreement with Teesside University, UK**

Exploration of collaborative partnerships in order to provide progression to Level 6 top-up undergraduate courses. Visits by and exchange of staff and graduate students for research, teaching and discussions.



**Agreement with École Boulle and École Duperré, Paris, France**

Exploration of collaborative partnerships through exchange of staff and graduate students for research, teaching and internships.





Director Academics at IFFTI Conference in BIFT, Beijing, China.



WDO Members & Delegates

### IFFTI - International Foundation Of Fashion Technology Institutes

**IFFTI** forms the apex body of leading International Fashion Education Institutions, coming together to meaningfully help each other in upgrading their courses, assist in bringing about professionalism in the structure and operation of the industry in their countries, and contribute towards the establishment of a framework of cooperation and collaboration.

ARCH is a full member of IFFTI and is on the Education-Industry Sub Committee as well as the Membership sub Committee. Being an observer & participant & a voting member in all activities of IFFTI, ARCH benefits in student & faculty exchanges & progression for higher studies.

The foundation presently comprises 52 members from 24 countries. IFFTI is one of the most comprehensive and prestigious international organizations representing leading fashion higher education institutions in the areas of design, technology and business.

### WDO – World Design Organisation

## WORLD DESIGN ORGANIZATION

ARCH holds membership of WDO as part of its strategy to progress in international Industry Oriented Design Education. The WDO provides an international platform to over 50 member nations to express and share views related to Design & Development based on the Sustainable Goals chalked out by the United Nations. Access to WDO resources enables research and collaborative understanding of new pedagogy for structuring courses towards sustainable design development. It also enables explorations towards developing collaborative possibilities for assistance in various projects undertaken by the Academy

At the recently concluded General Assembly in Torino, Italy, ARCH as a member, helped vote into position, Srinu S. Srinivasan, an Indian Technocrat, as President, to lead the board for the period up to 2019. The Organization also celebrated 60 years of its existence at the conference.



ARCH Team receiving full Membership Certificate at CUMULUS, Denmark



Summit at HKRITA

### Cumulus



ARCH is a full member of CUMULUS, opening up immense opportunities for international exposure for our students and faculty members. The association includes well known members like The National Institute of Design, India; the University of Antwerp, Belgium; Royal Danish Academy of Fine Arts, Denmark; and The Instituto Marangoni School of Design, Italy.

Cumulus is the International Association of Universities & Colleges of Art, Design & Media, formed to serve Art and Design education and research.

Initiated with an aim to build and maintain a dynamic and flexible academic forum that would bring together top-level educational institutions from all parts of the world, Cumulus offers wider international context for discussion and developments in education and research of art, design and media through intensive workshops, projects and biannual conferences. It currently consists of 257 members from 54 countries. The Cumulus Secretariat is located in Helsinki, Finland.

### HKRITA - The Hongkong Research Institute Of Textiles And Apparel



ARCH is a member of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). The key role of HKRITA is to foster research, development and technology transfer in the textiles and clothing industry since Hong Kong is the world's second-largest clothing and apparel exporter after mainland China.

HKRITA was established in April 2006 with funding support from the Innovation & Technology Commission, HKSAR Government. HKRITA is also supported by institutes, companies and associations in the textiles and clothing industry in Hong Kong, Mainland China and other countries.

Updated news on emerging technology and industry trends, members who are project sponsors gain access to information proprietary to the particular project they also have privilege in participation of technical seminars and activities organised by HKRITA





ARCH & IIID Team signing Membership MOU

### IIID - Institute of Indian Interior Designers



**INSTITUTE OF INDIAN INTERIOR DESIGNERS** Institute of Indian Interior Designers, popularly called I.I.I.D.; was founded in 1972 to establish good professional & trade practices and ethics amongst its members and to highlight and enhance the image of the Interior Design Profession and exchange know-how with similar organizations within the country & abroad. IIID is a member of APSDA : Asia Pacific Space Designers Alliance.

Today, with over 8,000 members in 28 chapters & centres across India, IIID is true representative of the Interior Design fraternity within the country as well as globally. IIID has well defined aims and objectives towards fulfilment of its duties towards the fraternity & profession and society at large.

ARCH is a member of IIID. The membership will guide students as well as teachers with the latest development in their field, helping them build their professional network and increase their credibility in the Interior Design sphere. Association with IIID would help in promoting excellence in education and ethical conduct in design practice.



Ms. Archana Surana, Founder & Director, ARCH with Mr. Sunil Sethi, Chairman, FDCI

### FDCI - Fashion Design Council of India



The Fashion Design Council of India (FDCI) is the apex body of fashion design in India. It is represented by over 400 members and was created to promote, nurture and represent the most incredible talents in the country.

Its prime objective is to propagate the business of fashion in India and globally by adding resplendent flair in the form of coveted fashion weeks.

Being a part of the FDCI fraternity is beneficial for ARCH in constantly setting the benchmarks high, for our students and Faculty. The students are given valuable opportunities to acquire first hand support, work experience at the various high profile events organized by the FDCI like the Amazon Fashion Week.

As part of its initiatives, the FDCI's calendar of events include the annual prêt week for women and menswear for Autumn-Winter and Spring-Summer, the India Fashion Week and the yearly luxurious offering, the India Couture Week. Over the years, in a bid to make India cross the shores, it has spearheaded heady collaborations with different countries/their fashion bodies.



Ms. Clare McTurk, Principal Lecturer for Student Experience and MA Programme, Coordinator for Fashion Buying and Merchandise Management at the Manchester Fashion Institute, UK conducted a master class at ARCH.



Exhibition on Cross Cultural Communication showcased by the students of ARCH & UHI-Perth College. The exhibition is the result of 2 years long UKIERI project between both the institutions.



Student Exchange Programme with Tillskararakademi, Sweden



Representatives from University of Teeside at ARCH





### UKIERI UK-India Education and Research Initiative

#### UK India Education Research Initiative (UKIERI) Institutional Capacity Building Research Project By British Council

UK India Education Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational links between India and the UK.

It has been recognised as a key multi stakeholder course that has strengthened the educational relations between the two countries and has been successful in covering all segments of the education sector.

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



### DC Design Communication

The project culminated in

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

#### SCOTLAND - JAIPUR Partnership Development Fund

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

##### The project

Aimed to develop links in knowledge, technical approach and understanding in common curriculum areas; fashion, textile and jewellery design.

Allowed for reciprocal staff visits to exchange knowledge and ideas, generate discussion and investigate cost effective sustainable means of continuing working together.

Enhanced cultural awareness of students to allow them to develop global working skills.

Enabled development of a bid for UKIERI funding or global partnership funding.

#### Buyer-Seller Project With Saxion University, Netherlands

ARCH students & faculty in collaboration with Saxion University of Applied Sciences, entered into a buyer-seller agreement wherein Saxion students created a new retail organisation named 'XO'.

The pilot store showcased, along with other products, actual products designed by ARCH students. The objective of this project was to give the students of both universities the opportunity to learn how to work on a buying plan, improve their communication skills and give them the opportunity to gain international exposure. The project involved preparing prototypes for Fashion accessories for women, bridal wear for women and men, Interiors for 'bedroom' and other household accessories such as a garden chair-pillow and a textile flower and concluded with a film created by students from Saxion displaying the final products designed by ARCH faculty and students.



#### Fashion Colloquia 2013, London College Of Fashion University Of The Arts, London

ARCH Founder-Director, Ms Archana Surana was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held in London.

Her concept paper titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global Market" discussed how the shift from synthetic dyes to natural dyes can provide sustainable livelihood solutions to vulnerable craft communities of the world and improve local economies by reducing the environmental impact of harmful chemical dyes. ARCH is proud to announce that it will be hosting Fashion Colloquia in the year 2020.







**NWFC Non Western Fashion Conference  
4<sup>th</sup> Edition, Antwerp**



The NWFC provides a platform for research on the many, unique fashion histories from across the world that remain lesser known to the popular industry of Fashion.

NWFC 2016, held at the University of Antwerp, Belgium, explored the contribution of small and medium fashion companies towards the sustainable development of their local communities.

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

### International Cultural Governance Project

ARCH hosted an International Cultural Governance workshop in India as a part of a 9 country tour with ENCATC under the leadership of Prof. Annick Schramme & Prof. Ian King. Government of Rajasthan pitched in with ARCH, the organizing host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in the challenges of managing arts and cultural organisations in India.



Prof Ian King, Prof. Annick Schramme Ms. Archana Surana, and Ms. Jaya Jaitley at New Delhi.



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

### MSME- Micro, Small And Medium Enterprises Govt. Of India



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

**Stage one-** Design sensitization seminar Business development through design intervention.

**Stage two** A need assessment survey – Feedback to the participating Jewellery firms.

**Stage three-** Design workshop to improvise processes and systems.

Other collaborations with MSME include entrepreneurship development programs to support and assist artisans and women in the field of Jewellery manufacturing,

Fashion Design, Visual Merchandising, Interior Design and Artificial Jewellery Making.

### DCH- Development Commissioner Handicrafts, Ministry Of Textile, Govt. Of India



Nearly 300 artisans have been trained so far, under the five year, ARTISAN TRAINING PROGRAM, sanctioned by the DEVELOPMENT COMMISSIONER HANDICRAFTS (DCH), Ministry Of Textile, Govt. Of India.

These trainings are comprised of Skills Upgradation Courses for the artisans and the underprivileged in Fashion Textile, Leather, Metal, and Wood & Terracotta Craft.

Workshops for Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments and Development of Craft products formed the highlight of the course.

### RSLDC- Rajasthan Skills And Livelihood Development Corporation



ARCH has signed a MoU with the Rajasthan State Government under the RSLDC project which focuses on providing employment linked trainings to students and adults with a view to developing skills required for employment in the state.

The MoU involves three courses under Photography, Videography and Wooden furniture and requires 100 students in each of these three courses to be trained for a period ranging from 2 months to 4 months.

After completion of the course, ARCH will be providing placements to the enrolled learners. The resulting diploma awarded on completion of the course will be legally recognized all over India for employment opportunities.

### DST- Department Of Science & Technology, Govt. Of India



ARCH conducted Technology-based Entrepreneurship Development

Programs sponsored by DST, in collaboration with the NGO RK Sansthan. The objective of these courses is to develop entrepreneurial skill among women, students in the field of Jewellery Design, Gem Identification & Processing, Interior Design, Pattern Making and Garment Construction.



**Jaipur Metro Rail Corporation Ltd**

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



**CII - Cera Glass Event 2012**  
**Exhibition Design For Cera glass 2012**  
**By Confederation Of Indian Industry (CII)**

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



**Exhibition On Wildlife Protection**

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



**Access Development Project**

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



**RUDA- (Rural Non-Farm Development Agency, Govt. Of India)**

Taal Chappar is a forest area of Churu district in Rajasthan wherein ARCH executed a project with sponsorship from RUDA. More than 150 women artisans were a part of the course. The course emphasised on Research and development of eco-friendly products-final products developed included necklaces, earrings, bangles, bottle holders, fishnets, decorative boxes, door knobs and wall hangings. Promotion of rural enterprises, by providing sustainable livelihood to women through the formation of self-help groups.





### VASTRA- International Garment Fair

ARCH designed and exhibited, in the 5th edition of Vastra and was winner of the First Award in the Institutional Category for best stall display in product range in the 6th edition Vastra -International Textile and Apparel Fair at Jaipur Exhibition & Convention Centre, Sitapura Industrial Area, Jaipur. Vastra is a joint initiative by Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO) and Federation of Indian Chambers of Commerce and Industry (FICCI), supported by the Government of Rajasthan and the Union Ministry of Textiles.

ARCH also showcased the collections of graduating year students in the fashion shows held for the buyers and industry.



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

**Mr. Vinod Ajmera I.A.S (R.),**  
Former Commissioner, RIICO, Govt. of Rajasthan.



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

**Ritu Kumar, Ace Fashion Designer**

### Rajasthan Heritage Week

The Rajasthan heritage week is an annual affair launched for the promotion of Rajasthan's traditional textiles and crafts by engaging leading national and international designers to work with state weavers. The event aims to create increased employment, success and a better quality of life for the artisans of the state.

The garments showcased by ARCH turned out to be a blend of traditional with the contemporary design sensibilities highlighting natural vegetable dyes used in Bagru printing and Dabu printing.



Designer Anita Dongre with Pratima Pandey & Abhishek Gupta at GABA

### GABA - Graduate Fashion Show

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

### Resurgent Rajasthan

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

### Jairangam- Theatre Festival

ARCH participated in the Annual Theatre Festival Jairangam held at Jawahar Kala Kendra, Jaipur. ARCH students made a number of large installations, reflecting issues and parts of the sustainability dialogue. Our Alumni Apoorv and Swati teamed up to do the entire event management of the landmark event,



ARCH stall at FORHEX Fair

### FORHEX Handicrafts Fair

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

### Every Gift Matters

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



Carrie Morgridge unveiling the AIEED poster



### Design Business Incubator

The Business Incubation Cell at ARCH was inaugurated by Minister for Higher Education Ms. Kiran Maheshwari on 2nd March 2017, it provides the necessary resources, services, coaching, mentoring, & networking connections required for the support, and development of business models based on design innovations and making them scalable to achieve commercial success through 'start-up' enterprises.

From the ideation stage to preparing a prototype, & through to the pilot stage to start production, the incubation cell services aim to provide the right environment for growth and development of budding entrepreneurs. Today, fast growing start-ups need offices.



Minister for Higher Education Ms. Kiran Maheshwari Inaugurating The ARCH Incubator

### SURKHIYA The Arch Shop

ARCH College of Design and Business has its own in-house design Store named 'Surkhiya' located in the ARCH campus at Malviya Nagar, Jaipur.

Surkhiya is a design store offering varied products. It is a high-end outlet which showcases products made by ARCH students and alumni. Its collection is varied consisting of garments, jewellery, terracotta, metal artifacts and design creations.

It is patronised by high profile individuals and young fashion enthusiasts. Surkhiya offers a chance to visitors to glance at the innovative creations which are an outcome of the fusion of unique and contemporary designs with traditional techniques and processes.



Visit by one of India's leading Fashion Designers, Urvashi Kaur at the Shop

### CHR-CHA - Towards A Rajasthan Design Policy

Conceptualised and organised by ARCH, CHR-CHA is a forum to bring together people from the Creative & Cultural Industries and related fields for interdisciplinary discussions, pivotal to Design & creation in all fields, over a cup of tea. The forum enables individuals to examine challenges in their sectors & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies and build meaningful connections with like-minded people from the community. The need for a platform where creative minds from the city could share and discuss ideas, exchange feedback, debate and pose questions for the design fraternity to think and ponder upon, led to the genesis of Chr-cha. The initiative has attracted participation from diverse backgrounds Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organizations, Associations, Institutions, Policy Makers, etc. Previous editions of Chr-cha included a discussion focused on the theme of "Does Rajasthan Need a Design Policy?"



### Arch Design Dhara

#### ARCH Design Dhara

Assembled to promote Design awareness and flagged off by the honourable Chief Minister of Rajasthan, Smt. Vasundhara Raje, the first 'DESIGN DHARA' - was a travelling exhibition in a bus, touring through Rajasthan for 30 days; a unique initiative by ARCH to acquaint school and college students, & enthusiasts of art, craft and design, with the processes, techniques, career options, the industry & the world of design.

The second 'Design Dhara' was a 3-day affair with several Artisans & Craftsmen displaying their skills related to Puppetry, Weaving, Pottery, Laser Cutting, along with designers interacting with students in live workshops. Our community at ARCH continues to build sensitivity and awareness and inspire people through similar initiatives to highlight Design.







**Anita Dongre**  
Fashion Designer, FDCI Member,  
Creative Director, "AND Designs" Pvt.Ltd., Mumbai

One of India's leading Fashion designers and founder of The House of Anita Dongre which is today, recognised as India's leading fashion house. She is widely known and respected in the Indian Fashion fraternity for her unrelenting passion and inexhaustible creativity. Her commitment to revive, sustain and empower the Indian crafts and textiles led her to launch Grassroot, a sustainable and eco-conscious luxury prêt label.



**Amitabh Shah**  
Chief Inspiration Officer,  
YUVA Unstoppable

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



**Dheerendra Jain**  
Senior Journalist, Jaipur

Dheerendra Jain is a committed veteran in the field of journalism. Mr. Jain is presently working as the Rajasthan Bureau Chief for Lokmat Media Ltd. In 1958-59 he was the special correspondent and photo journalist for newspaper 'Senani', then moved to the Nav Bharat Times, New Delhi, but his desire to spread wings and zeal to work differently took him to the bi-lingual national news agency 'Samachar Bharti' the very next year. After 15 years, he joined Press Trust of India (PTI) in 1981 and was its Bureau Chief until 1999 and was posted in several key states like Delhi, Punjab & Haryana, Himachal Pradesh, West Bengal and Rajasthan.



**JC Toshniwal**  
Director, Bestronix, Jaipur

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



**Sanjay Shah**  
Chartered Accountants, SANJAY KUMAR SHAH & Co. Jaipur

Held posts of Vice President, Joint Secretary and Member Executive Committee of Tax Consultants Association, Jaipur from the year 2000 to 2012 . Active member of All India Federation of Tax Practitioners, Rajasthan Tax Consultants' Association and Tax Consultants' Association Jaipur.



**Rajneesh Bhandari**  
Serial Entrepreneur, Former President TIE - Rajasthan

Rajneesh has over 10 years of experience with Industry leaders like Reliance, Birla and Aksh Optifibre, he is Ex. President, TiE Rajasthan (TiE is a global organization of entrepreneurs with headquarters in Silicon Valley) is a first generation serial entrepreneur, who has promoted four successful ventures in Telecommunications, Engineering Materials, Medical Diagnostics and Gems. His flagship company is one of India's leading Telecom Infrastructure service providers.



**Rahul Rajamuthiah**  
Former Chief at Future Value Retail

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



**Kiran Gera**  
Former Managing Director at Network Turnkeys Pvt Ltd.

An alumni of Delhi School of Economics, Ms Gera is a former national president of FLO Women Wing of FICCI. She is the Vice Chairperson representing India at SAARC Chamber Women Entrepreneurs Council.



**Uma Swamy**  
Joint Director, Head CSR Initiatives, FICCI, New Delhi

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



**Rajeev Surana**  
Rajeev Surana & Associates, Advocate, Rajasthan High Court

A lawyer by profession and with over 23 years of experience in the field of litigation & strategy, he presently runs his own law firm in Jaipur. Advocate Surana enrolled with the Bar Council of Rajasthan in 1993 and is a member of the Rajasthan High Court Bar Association. He has led more than 300 matters annually, including service writs, constitutional matters and civil & criminal cases in the Rajasthan High Court, Jaipur Bench, Jaipur. Mr. Surana is gold medalist from the University Law College, University Of Rajasthan and established the firm in 1993.





**Anuraag Singhal**  
Founder, Creativist & Visual Merchandiser - PENCIL BOX  
Anuraag began his career with Shoppers’ Stop as a Visual Merchandiser and worked with Lifestyle Pvt. Ltd, Dubai and Future Axiom Telecom Ltd. He is the founder of think tank, an online newsletter on VM and creative thinking. His passion for drawing cartoons & caricatures led him to release ‘Kashmir Times’. He specialises in Visual Merchandising, Planning, Execution and conducting exclusive workshops on developing Creative Intelligence. He served as Group VM-Creative Lead, CPC at Madura Fashion & Lifestyle (Aditya Birla Fashion & Retail Ltd.)



**Sanjay Kothari**  
Principal Architect, Kaleido  
Established in the year 1986 by Architect Sanjay Kothari, ‘Kaleido’ has been creating striking environmentally responsible and forward looking buildings that enhance lives and communities.  
He is the Former Chairperson, IIID (Institute of Indian Interior Designers) Jaipur Chapter. Widely awarded for his work, Mr. Sanjay Kothari is the creator and designer of the ARCH Campus.



**Arun Kumar H G**  
Artist, Sculptor and Toy Designer, Gurgaon  
A Masters in Sculpture, Faculty of Fine Arts, from MS University, Baroda, he is one of the renowned names in the art fraternity. His skills lie 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 inclination towards the Neo-Pop Movement.



**Anshuman Sharma**  
B. ARCH .(Hons.), MCoA, AIIA, Hon. Secy. IIID-JRC  
Anshuman was the founding director of Sanskriti Architects, Jaipur for 8 years post that he worked for 2 years with Vaughan Constructions, Melbourne, Australia. With extensive skills in project and people management he has been successfully running his own firm - Design Inc., for the last 7 years based in Jaipur.



**Alon Molay**  
Israeli Furniture Designer,  
Founder Ninety One degrees  
Founder and visionary of the well-known furniture design studio in Jaipur, Ninety One Degrees, Alon Molay is the driving force behind this design house. With over a decade of experience in furniture and interior objects, his entrepreneurial venture is aimed at bridging the gap between lifestyle and handicraft and to bring distinct designs for high end furniture and interior objects.



**Manish Jain**  
Co-Founder & Coordinator of SHIKSHANTAR, Swaraj University  
Shikshantar is the Peoples’ Institute for Rethinking Education and Development based in Udaipur, India. Swaraj University is India’s first self-designed learning university dedicated to the regeneration of local culture, the local economy and local ecology. He worked as one of the principal developers of the UNESCO Learning without Frontiers Global Initiative. He holds a Master’s degree in Education from Harvard University.



**Mukesh Sharma**  
Artist & Textile Designer, Mukul Arts  
Although trained in fine arts, he has created a name of his own in Indian Fashion. His saris and fabrics lengths are inspired by Mughal motifs in Block Print. His high-profile clientele includes Sheila Dixit and Sharmila Tagore Bina Kak etc.



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



**Rajesh Jain**  
Director- Economic Development & Government Affairs at Swades Foundation  
He is a Geologist by training and a Development Professional with more than 20 years of Experience in managing Livelihoods projects, both as a Donor as well as an Implementer. He has worked on various Government Projects as Director of Jaipur Jewellery Artisans Development Project (JJADe) supported by The SEEP Network, USA. He has also been the Secretary and Project Coordinator at the IICD.



**Vikram Joshi**  
Textile Technologist  
Owner, Rangotri Exports, Jaipur.  
Trained as a textile technologist, he started his career with the Handicraft Board to document the traditional hand block printing craft in India, particularly Rajasthan and around. His company Rangotri started in Sanganer in 1995, produces unique hand crafted textiles and home furnishings & exports to over 25 countries around the world. Rangotri has also been awarded a membership in the International Trade Council, Brussels.





**Rajneesh Bhandari**  
Ex. President ,TiE Rajasthan  
(TiE is a global organization of entrepreneurs with headquarters in Silicon Valley)  
He has over 10 years of experience with Industry leaders like Reliance, Birlas and Aksh Optifibre. A first generation serial entrepreneur, Mr. Bhandari has promoted four successful ventures in Telecommunications, Engineering Materials, Medical Diagnostics and Gems. His flagship company is one of India’s leading Telecom Infrastructure service providers, spread across 14 states with a technical workforce of over 700 people providing engineering services to Airtel, Vodafone, Idea, Bharti Infratel, Indus Towers, Huawei , ATC, etc.



**Dilnawaz Khan**  
Incubation Adviser, ARCH  
Dilnawaz is the Founder and Chief Evangelist at Codesign Labs. By profession, he is an engineer, who founded a digital design agency in the early years of his career. With 4 years of hands-on experience in design and technology, he, later on, went to join Startup Oasis.



**Paresh Gupta**  
Founder & CEO, GCEC  
Paresh is the Founder and CEO at Global Centre for Entrepreneurship & Commerce (GCEC). He is also the Alumnus of Sri Ram College of Commerce, a first attempt Chartered Accountant and an MBA from London School of Business and Finance



**Raj Jani**  
Development Practitioner & Social Entrepreneur  
He works with diverse social enterprises in Innovative Irrigation Technologies, Renewables/Durables (Rural Energy and Aspirational Goods) & Low-Cost Housing in India, with skill-sets that include formulating business plans and strategies; writing fundraising proposals; conducting action research; designing, monitoring, evaluation & appraisal of development projects; implementing public-private-community-partnership programs and implementing pro-poor cluster development/value chain and CSR funded inclusive development programs.



**Nividita Sarda**  
Advocate  
Gold medalist CA, CTM and corporate lawyer, has an experience of over 19 years in the field of law and finance. Founder partner of Vedanta Law Chambers. Specialise in Business laws & management, corporate law, M&A, IPO, international taxation and takeovers. Speaker at various regional and national events. Believe to be true to myself and born to give. Have two handsome teenagers.



**Mahavir Pratap Sharma**  
Chairman and Co-founder at RAIN (Rajasthan Angel Innovators Network)  
Mahavir Sharma, a serial entrepreneur is part of umpteen businesses and social organizations, and exudes passion in angel investing, leadership and mentoring. He has served as the President of TiE Rajasthan. He has worked in the international trading market for six years.



**Puneet Mittal**  
Co-Founder & CEO at Pratham Software (PSI)  
Puneet Mittal, a graduate from MNIT, Jaipur, founded Pratham Software (PSI) in the year 2000. He has guided its steady growth with a vision to build a company based on ethics, excellence and customer focus. A firm believer in holistic growth of society, Puneet actively contributes in various professional forums through TiE Foundation, MNIT Alumni and RAIN (Rajasthan Angel Investors Network).



**Sourav Lodha**  
Founder & Director, KuberBox  
KuberBox (KuberBox.com), from the historic city of Jaipur. Having located to Jaipur solely to work on his idea of creating unconventional channels for Jewellery distribution, his dreams have started taking shape and KuberBox has taken off well.



**Prof. Ranju Mehta**  
Vice-Principal of Kanoria College  
She is presently the Vice-Principal of Kanoria College. She has published many papers in journals of national repute and has translated many books, articles and stories. It is her firm belief that transformation in society can be brought about through education and entrepreneurship.



**Neha Katta**  
CEO, Codesign Labs  
Neha is the Founder and CEO of Codesign Labs. She left her well-paying job in the financial sector to start her entrepreneurial journey. Codesign Labs is a Design & Technology Project Management Company that works with premium & curated freelancers. Codesign Labs works with more than 100+ premium freelancers from Mumbai, Pune, Bangalore, Chennai and Hyderabad and from lot of small towns of India.



**Archana Surana**  
Director & Chief Mentor  
Sr. Faculty Fashion Apparel, Accessory Design & Entrepreneurship

Archana Surana is the Founder & Director of the ARCH College of Design & Business.

Her experience over the last 23 years in the delivery of design education has ensured that ARCH imparts specialised and industrially relevant education. She established ARCH in the year 2000.

A widely travelled and noted speaker, she represents the institution at various International & National forums like International Foundation of Fashion Technology Institutes (IFFTI), Fashion Design Council of India (FDCI) and World Design Organisation (WDO) & CUMULUS. She sits on the board of various National and International industrial and philanthropic organizations. She is a Charter Member and EC Member of TiE, Rajasthan.

An Invitee Member of the State Council of the Confederation of Indian Industry (CII), Rajasthan for 10 years. She is the Member of the National

Governing Board of the FICCI Ladies Organization, FLO for last 2 years. She is part of the core team of the SAARC Chamber Women Entrepreneur Council (SCWEC), 2016 and as an active Rotarian she has served at various district levels positions since 2005.

A US State Department Alumni and Fortune Mentee, she is Vital Voices Inaugural Lead Fellow & Founder of Women Mentors Forum, Jaipur. She has organized the Vital Voices, Global Mentoring Walk consecutively for 8 years. Recent additions to the walk are New Delhi & Udaipur besides Jaipur as the Flag Bearer.

She presented a Project proposal at the "Fashion Colloquia" in 2013 at the London College of Fashion (LCF) at London under the auspices of IFFTI. She was a key note speaker at the University of Antwerp, Belgium for the "Non Western Fashion Conference" in 2016. She was invited on a panel of "Global Conversation in Cultural Management & Policy" at Brussels -Belgium during the 25th ENCATEC Congress in October 2017.

She is a Post Graduate with a Professional Diploma course in Fashion Design from South Delhi Polytechnic for Women, New Delhi. Apart from a Professional course in Contour Fashion from De Montfort University in the UK, she has also completed specialized courses in Fashion Merchandising & Pattern Making from the ATDC as well as a Computer Aided Fashion Illustration

course from the NIFT, New Delhi.

She has learned chronic healing and practices Vipasana Meditation. Her hobby is playing Golf. A learner and an explorer of new concepts and ideologies she has attended various National and International Workshops.

They include the Executive Program on Growth & Entrepreneurship at the Indian School of Business (ISB); the CHANCE workshop by GIZ on Strategic Planning and Financial Management of Business Women's Associations; the workshop on "Design for Persuasion: Creating Dynamic, Multi-Sensory Experiences for Customer Delight" at the NID, Ahmedabad.

She is the proprietor of ARCH Apparel Exports and has done business with Switzerland and America. She has re-started the apparel business in the Apparel Park at Jaipur, furnishing for the domestic and International market.

Archana received the Yuva Icon Award in 2010 from Former President Dr. A.P.J Abdul Kalam and has also received the prestigious Indira Gandhi Priyadarshini Award for her exemplary achievements in the field of education.

She is Academic Council Member Of Rajasthan ILD Skills University (RISU) and Chairperson- Committee Of Honorary Doctorate Degree Awards of RISU. A Member of the Scientific Committee of the Fashion Colloquia at ROME, Archana is esteemed Inaugural Lead Fellow of Vital Voices Global Partnerships.



**Benoy Thoompunkal**  
Director International  
Partnership, Research & Innovation,  
Sr. Faculty, Craft & Product Design

After reading Economics at St. Stephens College, Delhi, he went on to specialise in Furniture Design from the Faculty of Industrial Design at the National Institute of Design, Ahmedabad.

As a practicing Design Consultant and academician for over 32 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation & Product Design to Interiors, Space & Structure, Lighting, Exhibitions & Display, Clock Design and Photography, and execution of various national and international projects.

A founding member and former CEO of the Stone Craft Foundation, a Government of Rajasthan initiative to encourage the use of stone as a building material, he has worked closely with the Government, over the years, providing design and policy consultancy on various heritage conservation projects ranging from forts to museums. As the Director - Academics at the ARCH College of Design & Business his role is engaging in the various academic & strategic procedures of the institution as well as in the exploration of collaborations for institutional linkages and the establishment of Partnerships, both national and international, with industry and other academic entities, keeping research and innovation as important constituents at the centre of such endeavours.



**Pramod Yadav**  
Director Projects & Admin  
Sr. Faculty, Fashion & Textile

Pramod Yadav has held different positions in the last twenty-seven years, focusing on the area of Skill Development and implementation of Projects under Integrated Skill Development, on a pan India basis for the Ministry of Textiles. His career span includes 7 years in the industry, 8 years of administration experience and 12 years of teaching experience.

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

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

He has visited different countries as a team leader with garment exporters as part of a study analysis of the Export Market to help improve & enhance the quality & productivity of the Indian Apparel Industry. He has setup more than 80 Spokes & Skill Centers of ATDC under the ISDC Scheme in different parts of India, to train shop floor workforce for Garment & Textiles.





**Dr. Neena Jaju Pingaley**  
Deputy Head Academics  
Sr. Faculty, Interior Design

Dr. Neena Jaju Pingaley is an Educator, Researcher & Design Practitioner with a Ph.D. in Lighting Design from The M.S. University of Baroda, where she spent two decades as a Professor in Interior Design and Family & Community Resource Management. She holds an Advanced Educators Certification in Sustainable Lighting from the Lighting Research Center at Rensselaer Polytechnic Institute, Troy, New York. She is also a Life Member of the Indian Society of Lighting Engineers. Her work predominantly has been in areas of Education, Design & Social Research and Environmental Lighting. She has led development of Curriculum & Interdisciplinary Pedagogical Frameworks of Design Program at UG & PG levels at various Universities. She has guided numerous Researches in diverse areas such as Spatial Design, Lighting, Elderly Spaces, Entrepreneurship, Stress Management & Consumer Behavior.



**Dr. Sharad Garg**  
Head, Business Studies  
Sr. Faculty, Business Administration

Dr. Sharad Garg holds a PhD, M. Com (Bus. Adm.), MBA (Marketing), PGDIBO, UGC NET. He is a Lifetime member of the Indian Commerce Association and had been providing services as a corporate trainer for organisations like Genpact, IGNOU, Vardhman Mahaveer Open University, IMT, Bhartiya Vidya Bhawan, JIMS and MSME, Govt. of India etc. He is also an approved research guide in the subject area of Marketing Management. With more than 16 years of work experience, Dr. Garg has been credited with the publication of numerous books, research papers, newspaper articles and book reviews. He has been given the 'Best paper' award at an International Conference, out of the various research papers that he has presented at national and international levels.



**Richa Lakwal**  
Academic Coordinator-  
Senior Faculty, Fashion Design

Richa Lakwal holds a Masters Degree in Fashion Design. She is an alumna of the National Institute of Fashion Technology. With an overall industrial and academic experience of 12 years, she has worked as a Fashion & Apparel Designer with well established export houses, retail brands and Multi-National Companies. She has also worked with Khadi Gram Udhdyog, Jaipur and successfully spearheaded the Jaipur Metro Rail Corporation Uniform Design project at ARCH. She has authored and presented a research paper titled 'Dyeing to Sustain: Encouraging Eco Conscious Lifestyle & Social Responsibility', at the International Conference on Fashion, Retail and Management held at the NIFT, Hyderabad which is published in the book 'Reflections- 2014 - Contemporary Issues and Trends in Fashion, Retail & Management'. Her areas of interest and expertise include Draping, Garment Construction, Finishing Techniques, Styling, Surface Ornamentation, Costume Designing, Material Exploration and Research Design.



**Dr. Sunita Yadav**  
Program Coordinator & Sr. Faculty,  
Fashion Design

Dr. Sunita Yadav is an alumna of the University of Rajasthan and is currently pursuing her PhD from Pacific University, Udaipur. In her 13 years of association with ARCH, she has worked as a Sampling Coordinator, merchandiser and designer. She has also been a part of the Faculty Exchange Program. Her area of expertise includes Garment Production and Export Management, Apparel Manufacturing Technology (AMT), CAD Pattern Making, Garment Construction, Pattern Drafting & Draping.



**Lucy Tage**  
Faculty, Fashion Design

Lucy Tage graduated from Pragjyoti's College, Guwhati University and did her Post graduation from NIFT. She is Garment & Apparel Industry experienced, and has expertise in Garment Construction & Development, as well as in Fashion Shows, choreography, coordinating styling and Exhibitions.

She has also been awarded by the DREE committee for the contribution she has made in bringing tribal textiles and prints to a Global Market.



**Saloni Agarwal**  
Faculty, Fashion Design

Saloni Agarwal is a NIFT graduate. She completed her Bachelors in Fashion from NIFT Shilong in 2012. She has worked as Women's Wear Designer with various export houses across the country and with various international designers to help in developing collections for brands like Abercrombie, J.C Penney and Sear's. She has worked with Arvind Denim mills as a Design manager and has expertise in denims and its washing procedures. She has a deep interest in craft sector, sustainable textiles and lifestyle industry.



**Nagendra Kumar Gupta**  
Assistant Faculty, Fashion Design

Nagendra Kumar Gupta has his graduation in B.Sc. in Fashion Technology. He is an alumnus of the ARCH College of Design & Business, Jaipur. With an overall industrial and academic experience of 5 years, his areas of interest and expertise include Draping, Garment Construction, Finishing Techniques, creative pattern making & construction, Surface Ornamentation, Costume Designing, Material Exploration and Research Design.



**Basant Sharma**  
Faculty, Fashion Design

Basant Sharma holds expertise in International Marketing, Project Management, Apparel Merchandising, and Production Planning. He has developed approaches with new insights about the order processing, mobilised the organization to act, drive tangible bottom-line results, and make the factory more capable.



**Kaumadha Wickramarachchi**  
Faculty- Fashion Design

She graduated in Fashion Design & Product Development from University of Moratuwa, Sri Lanka. She has authored and presented a research paper titled 'Enhancing the Fabrication of Motorsports Gear in Sri Lanka'. She also holds a Professional Graduate Diploma in BCS Chartered Institute for IT, where she has won a world prize for PROM-G award in 2014.



**Natasha Maidiasani**  
Assistant Faculty, Fashion Design

An alumna of the University of Rajasthan with a Master in Business Administration and a specialisation in Apparel Manufacturing Technology (AMT), CAD & Lectra Software in Pattern Making. She has 9 years of Industrial and Teaching experience as a Fashion Coordinator, professor and Regional coordinator with Export Industries, Fashion Colleges and the Ministry of Textiles.



**Ar. Alpi Jain**  
Senior Faculty, Interior Design-  
Product Design

Alpi Jain has a B.Arch Degree from Mumbai University and M.Arch Degree in Industrial Design from the School of planning and Architecture, New Delhi. She has a comprehensive work experience of over 13 years, included in her many projects are as a project manager for building flagship stores for International Brands like Christian Dior, Salvatore Ferragamo, & Armani in New Delhi and Mumbai. She has been engaged in academia for over 6 years.



**Ar. Anirudh Singh Rathore**  
Faculty, Interior Design

An alumnus of Aayojan School of Architecture and a practicing Architect and Designer by profession, Anirudh has helmed the designing and execution of numerous projects in the industrial, residential and hospitality space including Interiors for local cafes like Molly Moo Ice Cream Restaurant and Quyu's Cafe.



**Ar. Ronak Dhagra**  
Faculty, Interior Design

Ronak Dhagra is an Architect and a Designer from MSRIT Bangalore. He has worked with few reputed firms as an associate architect at Bangalore, Auroville and Jaipur respectively. He has a field experience of 4 years on over 28 projects of various disciplines and expertise in innovative detailing and cost effective design practices. He is the founder of "RONAK ARKHTEKTON", an Architecture and Interior Design firm at Jaipur.



**Vishnu Ram**  
Faculty, Interior Design

Have been co-awarded the Coventry gold for international interactive lighting contest by Coventry University.

Highly skilled with an array of different design softwares like Photoshop, illustrator, 2D and 3D CAD, 3DS Max, after effects, Revit, V-ray, arduino etc.

He is a polymath of skills such like Metal, Bamboo, Wood working, carpentry, physical model making etc.



**Nokil Singh**  
Senior Faculty, Product Design

Nokil Singh has done M.Des from the National Institute of Design in Life Style Accessory Design. He has worked with personal accessory design industry and space accessory design industry. He has been teaching as a full time as well as a guest faculty in colleges such as NIFT, MRID (Baroda University). He believes in 'innovations and leading the time with the help of technology'.



**Pankaj Pareek**  
Faculty, Digital Design

Pankaj Pareek has 7 years of rich experience in teaching. He is a certified faculty in Auto Cad, specialises in 3DS Max, Photoshop and V-ray. He has designed many projects with government, semi-government organisations and farms. He has also worked with many Interior and Architectural Colleges as a Guest Faculty.



**Ar. Rahul Joya**  
Faculty, Interior Design

An Architect alumnus of MNIT, Jaipur and an Urban Designer from Aayojan School of Architecture, Jaipur, Rahul owns his Office "Architect Consultants" and has been working in the field for more than 2 years. He is associated with RSRDC and PWD, Rajasthan and has worked on government projects along with his own private architectural/interior projects. He has experience in dealing with urban design projects concerning housing, public spaces and walk-ability at Pushkar, Jaipur and Bundi. Rahul is an avid photographer and has been the Joint Secretary of MNIT Photography Club. Along with this, he has also organised a photography competition "Moments'12" and was a technical member in film making on "Preservation of Heritage", organised by IIID, Rajasthan Chapter.



**V.Rajshekhran**  
Lab Co-ordinator & Senior Technician

V.Rajshekhran is a Diploma holder and has completed Associate Member of Institution of Engineers Course in Mechanical Engineering. He has an experience of around 45 years in Tool design and Engineering. He started his career in 1970 and has worked with companies like Asian Press Tools and Moulds Pvt. Ltd., Jay Bearing Ltd., Genus Overseas Electronics Limited and a few others.







**Yashpal Dagur**

Sr. Faculty, Jewellery Design & CAD

An Academician with rich experience with well-established jewellery firms like Jewels Emporium, Jewels Saga, Harrison's, Vikas Gems, Pyramid Jewels etc. for both international and domestic market. For the past 13 years, he has been associated with ARCH College of Design & Business. His area of expertise lies in training in the use of Graphic software that includes Auto-CAD, Reach Fashion Studio, Reach CAD, Jewel CAD, 3Design, Corel Draw, Adobe Photoshop, Adobe Illustration, Front Page, etc. Also, he was the winner of "Jewels of Rajasthan 2004" competition in Computer Aided Designing Category.



**Priyanka Baweja**

Sr. Faculty, Jewellery Design and Quality assurance

Ms. Priyanka Baweja has completed Jewellery Design and Fabrication course from JPDC Jaipur and IIGJ Mumbai and has 18 years of experience in academics and industry. She has been awarded by GJEPC. She is a Certified Trainer for Product Development Manager and Jewellery Retailing by GJSCI and was a team member in ABHUSHAN Craft Exchange Program Workshop by World Craft Council and Ministry of Textiles, Govt. of India. She has also presented paper in International Conference and is pursuing Ph.D in Anthropology from Rajasthan University.



**Akshay Agarwal**

Faculty, Jewellery Design

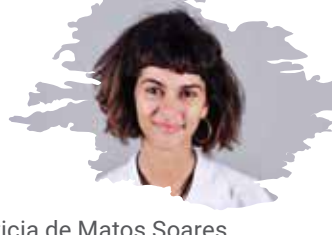
An alumnus of the ARCH College of Design and Business, Jaipur, Akshay Agarwal holds a B.Sc in Jewellery Design. He also has done a DCPDV (Diploma course in polished Diamond & Valuation) from Arihant Diamond Institute, Surat. His 5 years of industry exposure includes work with various design houses like Gemco Designs, Krishugo Jewels Pvt. Ltd, and Vaibhav Global Limited. Akshay brings his hands on experience of fine Jewellery, traditional Kundan Meena technique of Rajasthan and enamelling to his classroom teachings.



**Yash Purohit**

Faculty, Jewellery Design

Yash has learned professional courses in Jewellery designing, CAD, Graphic & Digital designing. He has an expertise in designing and manufacturing of jewellery and gemstones. He has his own brand Silwear International which specializes in producing fine jewellery in precious metals with natural gemstones. He is also associated with design stores like Ogaan, Evoluzione, Ensemble.



**Leticia de Matos Soares**

Faculty, Jewellery Design

Leticia Soares is a Brazilian product designer, who graduated in Product Design at the Design School of the State University of Minas Gerais. Leticia developed several designs in the jewellery industry and her work reached over 40 stores across the country. She has a Certificate in Content Production for Media. Her beliefs have led her to develop studies and projects in Slow Living, Fashion Design, Feminism and Art.



**Ekeshwar Hatwal**

Head of Department, B.V.A. Applied Arts

Ekeshwar is an Alumnus of Bahuguna Garhwal University, Dehradun with Gold medal. He was awarded an All India Award from South Central Zone Cultural Centre, Nagpur and Rajasthan State Lalit Kala Academy. He was the editor of Art magazine AKRITI (The annual periodical of Rajasthan Lalit Kala Academy Jaipur). He was elected as member of Lalit Kala Academy, New Delhi and nominated as the Eminent Artist in the council of Rajasthan Lalit Kala Academy, Jaipur.



**Abhimanyu Vyas**

Co-ordinator & Faculty Graphic Design

Abhimanyu is a Visual Effect Artist and Graphic Designer with a vast experience of more than 9 years. He has done diploma in Visual Effects from Takshaa Academy for Artist and is a BCA graduate too. He has worked as Designing and Creative Head with companies like NXT Media Solutions and IFG Publication. He has also worked as Team leader Graphic Design with Hi-Tech outsourcing Services, Senior Graphic Designer with TecStub, Inc and Identity Communications. He possesses expertise in Adobe Applications and offshore Services



**Hemant Kumar**

Faculty, Graphic Design

Hemant Kumar is a Graphic Designer with a rich experience of more than 10 years. He has done his Diploma in Digital Arts from Zee Institute of Creative Arts (Zee Networks, Mumbai) in 2007. He has a work experience of working in 3 D animation industries. He has been a visualiser with The Times of India and successfully did Print and Digital campaigns for the group. For last two years, he has been a Freelancer and Industrial Trainer on Adobe Photoshop and Illustrator.



**Manika Sharma**

Faculty, Visual Arts

Manika has done BVA (Bachelor of Visual Arts) and MVA (Master of Visual Arts) from IIS University, Jaipur. She has worked as an Art faculty at IIS (India International School). Her area of expertise includes Illustrations, Still Life study and Communication Design. She has also done graduation in Kathak dance from Bhatkhande Mahavidyalaya, Lucknow.



**Jyoti Singh Chauhan**

Assistant Faculty, Visual Arts

Jyoti is an alumna of IIS University, Jaipur. She has done her Masters in Visual Arts with specialization in Graphic Design. She has worked as a photographer, graphic designer and illustrator. Her area of expertise includes Communication Design, Photography, Graphic Design and Brand Identity Design. She is a professional Kathak dancer as well.



**Manjeet Singh**

Assistant Faculty, Graphic Design

Manjeet Rathore is an alumnus of Rajasthan University and has done Animation from MAAC academy. He has experience of more than 4 years in animation and video editing. His aim is to achieve a good position and recognition in the film industry.

## Faculty Board



**Andre Vitarelli**  
Faculty, Foundation Studies -  
Jewellery Design

Graduated in Product Design at the Design School of the State University of Minas Gerais (UEMG) in Brazil. Andre has done part of his design studies at Kwantlen Polytechnic University (KPU) in Canada. Passionate about Design, Architecture and Urbanism. He has researched in Design and Gender and Urban Design with an industry experience in Glass Blowing and Inbound Marketing.



**Bhuwan Bhatnagar**  
Faculty for Computer Applications

An alumnus of the Government Polytechnic College, Ajmer with a Diploma in Mechanical Engineering, BCA, ADCA, MCA, DIM, PGDIM, PGDFM & MBA in Finance. He has served as an external examiner & contributed to developing examination papers at various universities dealing with Computer & Management. He has 16 years of experience in teaching computer & management subjects.



**Isadora Mayumi Watanabe Nicacio**  
Faculty, Foundation - Jewellery Design

An alumna of the University of the State of Minas Gerais (UEMG), in Belo Horizonte, Minas Gerais, Isadora has completed a Bachelor in Product Design. With an industry experience of 4 years, she has worked with in the fashion industry for companies in Brazil and Canada. She has researched in Methodology, Arts & Crafts, Urban Design and Emotional Design.



**Dr. Sunita Sharma**  
Faculty, Business Department

With an experience of 6 years in Teaching and Research, her expertise lies in the area of Human resource management, Commerce, Labor law and Foreign Languages. She has been awarded a National Level Govt. Scholarship for Ph.D. research in Police Science and Criminology funded by Government of India, Ministry of Home Affairs.



**Ar. Sampat Jhorar**  
Sr. Faculty, Foundation Studies

An Architect and a Landscape Designer by qualification. Alumnus of CEPT University, Ahmedabad. He has a total experience of 12 years in the field of Landscape Architecture and 6 years in academics. His fields of strength are Visualisation, idea/design expression techniques, critical thinking and organic/sustainable approach to respect nature.



**Dr. Manish Jain**  
Principal and Professor  
A.B.S.T. Department

Manish Jain is an alumnus of the University of Rajasthan with a PhD in Commerce & a PG Diploma in Cost and Works Accountancy (DCWA). He is presently the Principal and Professor in A.B.S.T. Department at ARCH Research College for Higher Education. He received an MBA in Finance and Marketing from Alagappa University, Tamil Nadu. He has expertise in Accounts & Finance subjects and has 21 years of teaching experience. He has authored 17 books for UG.

## Academic Support



**Sheetal Karamchandani**  
Senior Manager, Student Relations

Sheetal has been associated with ARCH from last 14 years. She has handled student counselling and centre operations. In her current role, she is responsible for campus & hostel administration student relations and well-being counselling.



**Lekha Vyas**  
Sr. Librarian & Student Service

A Master of Library and Information Science (MLIS) and Bachelor of Library and Information Science (BLIS) holder she has been with Arch for around 7 years. She possesses thorough skills about managing the location and type of books available. She has gained expertise in assuring that the library resources are effectively utilized by students without any inconvenience and helps them maintain the decorum of the space.



**Kusumlata Agarwal**  
Librarian

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





## Visiting Faculty & Master Class

### ABHISHEK JAIN

Co-Founder of estitch.in

### ANNA TUHUS

Jewellery Designer, CSM, UK

### ANISH PURI

Apparel Export Consultant

### ANISH HATWAL

Graphic Designer & Illustrator

### ANUJ SHARMA

NID Alumnus, Apparel designer  
Button Masala Expert

### ANURAG SINGHAL

Visual Merchandiser, Retail Expert  
Founder Pencil Box

### APARNA YADAV

ArtistArt & Design Educator/  
Fashion Illustrator

### BADSHAH MIYAN

National Awardee in Tie-N-Dye

### Prof. BHAWANI SHANKAR SHARMA

Artist & Sculptor, Former Head  
of Deptt. Visual Art. & Dean  
Faculty of Fine Arts, Banasthali  
Vidyapeeth

### CHANDRA VIJAY SINGH

Industrial Product Designer  
NID Alumnus, Ahmedabad

### COLIN POWER

Metaphysicist & Co-Creator In  
2 Infinity

### CP VASHISHT

APT, Textile Science,  
Former Principal ATDC,  
Manesar

### DEEPAK SANKIT

National Awardee in Enameled  
Jewellery

### DEEPAK PATHAK

Diamond Grading Expert

### DHARMENDRA SINGH

Artisan & Craftsman

### DILNAWAZ KHAN

Start up Mentor &  
Founder at Codesign Labs

### DINESH KORJAN

Alumnus NID, Studio Korjan,  
Ahmedabad

### ERROLL PIRES NELSON

The Last Living Master of Ply  
Split Brading

### HAIFA MARS

Graphic Designer, Tunisia

### DR. HEIKE BIELEK

Metaphysicist & Founder  
In 2 Infinity

### JANICE GRZYB

Jewellery Designer, USA

### Prof. KARAN KHURRANA

Fashion Merchandiser &  
Business Studies

### KANA LOMROR

Enamel Artist & Designer

### KB JINAN

NID Alumnus, Creative  
Education Expert

### KARTIK BAJORIA

Faculty, Media &  
Communication Alumnus, New  
York Film Academy

### KEYA VASWANI

Co-Founder & Managing  
Partner of Storyloom Films

### NIEN SIAO

Design Educator, NID Alumnus

### NITA THAKORE

MSU Alumnus, Vadodara.  
Textile Art Designer

### PAPIYA BANARJEE

Fashion Designer  
Alumnus NIFT, Delhi

### PAWAS JAIN

Digital Media Entrepreneur &  
Chartered Accountant

### POOJA DAGA

Interior Designer

### RAHUL TAK

Interior Designer  
Arpan Interiors

### RASHMI BHARDWAJ

Textile & Accessory Designer  
Alumnus NID

### RANJAN PRAKASH

Gemologist

### ROHITASH DAHIYA

Professional Model Maker

### SANG-LAN KIM

Lecturer, National Museum of  
Asian Art Paris, France

### SANGEETA SHROFF

Former Director IICD  
NID Alumnus

### SANTOSH DHANOPIA

National Awardee Block printing

### SHAMMI NANDA

Nonviolent Communicator

### SKYE MORRISON

Canadian Educator, Researcher  
& Designer

### SWATI GUPTA

NIFT Alumnus Fashion  
Designer

### SWATI JAIN

NIFT Alumnus, Fashion Design

### TARANG MAHESHWARI

NIFT Alumnus, EKAA Design  
Studio

### VIKRAM SINGH

Furniture Designer & Interior  
Stylist

### VICKU MATHUR

Interior Designer

### YUNUS KHIMANI

Former Dean - IICD, Director  
Sawai Man Singh City Palace

## Master Class

### DR. AMIT GOSWAMI

Theoretical Quantum Physicist, USA

### ANURAAG SINGHAL

Founder Pencilbox, Creativist & Visual  
Merchandiser, Bangalore

### CLARE MCTURK

Fashion Buying, Senior Lecturer  
at MMU, UK

### CRISTAL WILLIAMS CHANCELLOR

Director of Communications,  
The Women's Media Center, DC, USA

### JANE LEDBURY

Principal Lecturer, Head of Internalisation,  
Manchester Fashion Institute, MMU, UK.

### KATERINA PEREZ

Jewellery Blogger, Founder & Editor in Chief  
Katerina Perez, London

### LEELA BORDIA

Founder-Neerja International, Jaipur

### PRATIMA PANDEY

Fashion Designer NIFT  
Brand Prama, New Delhi

### PRERNA MAKHARIAA

Jewelry Designer & Luxury Blogger,  
Mumbai

### REETA NYATI

Alternative Therapist & Healer, Jaipur

### SHAMMI NANDA

Nonviolent Communication (NVC), Jaipur

### DR. SKYE MORRISON

Educator, Researcher & Designer, Canada

### URVASHI KAUR

Fashion Designer  
Founder Label- Urvashi Kaur, Delhi

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



Ms. Ariel Pollock, Director of the North India Office, U.S. Mission at our campus. She is being given a detailed tour of the campus by Founder-Director Ms. Archana Surana.



Jewelhood: IN THE GUISE, a creative jewellery exhibition showcasing the work of 13 students of the Jewellery Design Undergraduate Programme, done under the mentorship of London based Designer Ms. Anna Tuhus.

## Events at ARCH



Visit by one of India's leading Fashion Designer, Urvashi Kaur. She embodies 'glocal' fashion – a hybrid expression of thinking globally and acting locally.



Launching of Incubator program at ARCH.



Students' projects being seen during launching of incubator program at ARCH.



Archana Surana, Cristal Williams Chancellor and Conrad Turner





President-Elect of WDO, Mr. Srin R. Srinivasan with Director Academics of ARCH, Prof. Benoy Thoompungal.



Adman Mr. Prahlad Kakkar with Ms. Archana Surana during ARCH convocation.



ARCH stall at FICCI-FLO at Marriott Hotel Jaipur being visited by India's ace Fashion Designer Mr. Vikram Phadnis.



Veteran Journalist Dheerendra Jain, Vice-chancellor of RISU Dr. Lalit K. Panwar, Rajasthan Home Minister Mr. Gulab Chand Kataria, MFI Head of Internationalization Ms. Jane Ledbury, Advocate Rajeev Surana, adman Prahlad Kakkar at ARCH convocation with Ms. Archana Surana and Dr. Neena Jajoo.



Renowned fashion designer Mr. Anuj Sharma of designer label 'Button Masala' in a workshop with ARCH students.



Jaipur's leading Instagram bloggers visiting ARCH campus.



Theoretical Quantum Physicist Dr. Amit Goswami while giving a masterclass.



Neha Katta, CEO Co-Design labs during a session on 'Women in Tech' Accelerator Program.



Masterclass on Visual Merchandising by Retail & V.M Expert Anuraag Singhal at ARCH.



Google and SheThePeople.TV conducting a panel discussion on 'online safety for women'.



FICCI FLO, Jaipur Executive Committee gathering at ARCH Shop & Cafe Surkhiya.



Fashion and jewelry collections on display at ARCH graduate fashion show GABA-2018.



Pediatrician Dr. Subhash Sethi informing students about benefits of aana-pana in a session.



Arch Display at the Rajasthan Heritage Week 2018 showcasing innovative products.





Ms. Archana Surana, Mr. Pramod Yadav and Dr. Neena Jaju Pingaley lighting lamp at orientation program.



Archana Surana, Conrad Turner, Crista Williams Chancellor in the masterclass.



ARCH becomes a Design Institute Partner with the Jaipur Jewellery Design Festival (JJDF), which is created in association with the Jaipur Jewellery Show (JJS).



Split Ply Braiding workshop being conducted by Erroll Pires.



Jewellery influencer Prerna Makharia in an interactive session at our campus.



ARCH alumna Khushboo Soni winning the third prize at the prestigious JAS (Jewellers Association Show), Jaipur. "The Royal Charm" is the name of her design which was inspired by vintage and antique perfume bottle.



ARCH becomes a knowledge partner of the annual fashion show of The Times of India named "Wedding Times Fashion Fiesta 2018".

# AIEED 2019

All India Entrance Examination for Design

ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate & Postgraduate courses in Design. AIEED evaluates the creativity, design sensitivity & aesthetic sense of students seeking careers in the various fields of design. It also tests the logical reasoning & problem-solving aptitude of the student. ARCH invites application for courses mentioned towards its Undergraduate & Postgraduate courses for the Academic Year 2019-20.

## UNDERGRADUATE (UG) DEGREE COURSES

Bachelor of Design (B. Des)  
Fashion Design  
Interior Design  
Jewellery Design  
Craft & Accessory Design  
B.V.A Applied Arts  
BBA

Bachelor/Master of Arts (B.A/M.A)  
Fashion Design  
Interior Design  
Product Design  
Graphic Design

(International Degree)



Affiliated to University of Rajasthan



Accredited to PEARSON BTEC

## POST GRADUATE (PG) DEGREE COURSES

Master of Vocational Studies (M.Voc) in Design Innovation & Entrepreneurship  
Fashion Design  
Interior Design  
Jewellery Design  
Product Design  
Design Communication



Affiliated to Rajasthan ILD Skills University

## ELIGIBILITY CRITERIA

Course	Qualification	Marks Required
Under Graduate	<ul style="list-style-type: none"><li>Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/ State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam.</li><li>Class 10+1 Students can also write AIEED 2019. Qualifying students will be eligible for direct admission in the academic year 2020 after clearing the 3rd &amp; last stage of the exam (as described below).</li><li>PTE Exam (Academics) to be cleared within 1 year of course commencement for progression to UK University</li></ul>	48% or Above
Post Graduate	Graduate or pursuing graduation in any stream from a recognized Indian University / Graduate or Appearing for Graduation from an International University recognised by Indian Government..	Must have passed all the papers at the time of starting the classes

TEST FORMAT (UG & PG Courses) GAT

**STAGE I** - General Aptitude Test.

**MODE:** ONLINE

**Duration:** 2 hours

**Choice of any one Time Slot**

10:00 am to 12:00 pm

1:00 pm to 3:00 pm

4:00 pm to 6:00 pm

**STAGE II** - Creative Aptitude Test (CAT)

**MODE:** ONLINE

**Duration:** 3 hours

**Choice of any one Time Slot**

10:00 am to 1:00 pm

2:00 pm to 5:00 pm

6:00 pm to 9:00 pm

**STAGE III** -INTRODUCTION TO YOURSELF (Video & Portfolio)

Make a VIDEO of YOURSELF while answering the given questionnaire. Use a cellphone camera, or any other camera available, to take a video. You can speak in English or Hindi. Upload images of your Portfolio + the Video of Yourself to Google Drive and sent to **admission@archedu.org**

**STAGE IV**- PERSONAL INTERACTION

Skype interaction will be scheduled after we receive what the student has uploaded. Student can also appear for interaction at ARCH Campus in Jaipur

**SELECTION CRITERIA (UG & PG)**

Selection of candidates is strictly merit based. The cumulative performance in all parameters mentioned below will be considered for the final selection of candidates. Performance in past education & verification of documents. AIEED exam result (combining all stages of examination).

Result Declaration

After Successfully completing the AIEED process, result will be uploaded on Result section of [www.AIEED.com](http://www.AIEED.com). Student can access the result and all other relevant documents required to complete the admission process with the help of Control No and password provided to them at the time applying for the course.

Applying for AIEED

Keep a soft copy of a colour photograph along with 10<sup>th</sup> & 12<sup>th</sup> Mark sheet ready while applying. Students need to upload the above-mentioned photographs and documents in the application form. Candidates appearing for class 12th examination can also apply and submit mark sheets later. Visit [www.archedu.org](http://www.archedu.org) or [www.aieed.com](http://www.aieed.com) and register by filling the AIEED application form. On successful completion of application and payment of Application fee an automated EMAIL and SMS confirmation will be sent on registered contact number and email address.

- Choose a suitable time and date for appearing for GAT and CAT.
- Please note a maximum of 3 days' gap is available between GAT & CAT
- Students can choose between online and offline mode of examination for CAT.
- Student can appear for AIEED from place of their choice (Home or Cyber Cafe)
- Date of GAT or CAT once selected cannot be changed without valid reason.
- Mode of Examination for CAT once chosen cannot be changed without a valid reason and approval by ARCH Management.
- Student needs to appear for personal interaction on the given date and time.

How To Make Payment For Application Form

The application fee is **INR 3000/-** only, which can be paid by choosing any of the following options.

- 1. Pay either using Debit/Credit Card** & use our Online Payment Gateway if you wish to make Online payment
- 2. Demand Draft:** A demand draft mentioning your name and phone number at the back, drawn in favour of "ARCH Educational Society" payable at Jaipur is to be sent to ARCH College of Design & Business, Plot. No 9, Govind Marg, Malviya Nagar, Jaipur 302017.

**PS:** Students who wish to pay via DD need to enclose a printout of filled application form + 2 photographs of self + copies of qualification mark sheets of 10th, 12th.

**3. Payment in Bank of India branch**

Students paying through Bank of India are required to submit the scanned copy of the receipt and personal details (name, course, phone number) on [admission@archedu.org](mailto:admission@archedu.org) for reference.

The bank details are as follows:

**BANK OF INDIA**

M.I. Road Branch, Jaipur

Payable to ARCH Educational Society, Jaipur

A/C No. **660029010000018**

RTGS/IFSC Code - BKID0006600

PAN No. AAAAAA1934C

**4. CASH:** Application form can be purchased from ARCH campus, Jaipur by paying Rs. 3000 in Cash & filling and submitting the same. Once we receive a completed application form with payment, an auto-generated email will be sent to the student, mentioning your successful completion of application and payment.

**STEP 2**

**HOW TO TAKE THE AIEED EXAM:**

Refer to Test Format for UG & PG Courses

For any more information or query you can write to [admission@archedu.org](mailto:admission@archedu.org) or call on **09414070678**

**STEP 3**

**STRUCTURE OF AIEED EXAM:**

AIEED Stages	TESTING PARAMETERS	NO OF Q'S	Marks	Time
GENERAL APTITUDE TEST (GAT)	Design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, & Concepts Comprehension	60	100	2 Hrs
CREATIVE APTITUDE TEST (CAT)	Articulation Skills both written & visual, Design Thinking, Lateral Thinking & creative problem solving, & awareness of Design Principles	50	200	3 Hrs
Video, Portfolio and Personal Interaction	Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio		200	30 min



## ADMISSION GUIDELINES

- After successful completion of AIEED a student who qualifies, has to deposit admission fee as prescribed in the selection letter within stipulated time in order to secure admission.
- The final admission of the candidate will be considered only if he/ she fulfils all the requirements mentioned, as well as the eligibility criteria. Defaulting in producing the relevant documents at the time of admission can result in cancellation of admission.
- All admission secured before the 12th result will be provisional subject to submitting the passing certificate before start of the class.
- Documents required are

4 Colour Photographs  
10th and 12th Mark sheet,  
10th and 12th passing certificate  
School Leaving and Character Certificate  
Migration Certificate  
Graduation Mark sheet and Passing certificate for Post  
Graduate Courses.  
- SC/ST, Others (Physically Challenged, NRI, Defence,  
Artisans)

Students securing admission before giving in results for 12<sup>th</sup> or Graduation have to submit a non-judicial stamp of Rs 50 stating that the admission is provisional subject to passing the qualifying exam(12<sup>th</sup> or Graduation). Format can be obtained from the Admission office at ARCH. Selected Students would be required to submit a Letter of Recommendation from any of the following: Practitioner Doctor, Gazetted Officer, Chartered Accountant / Company Secretary, Professor, Designer with a firm, design related industries.

**AIEED-SAT**  
Scholarship Aptitude Test

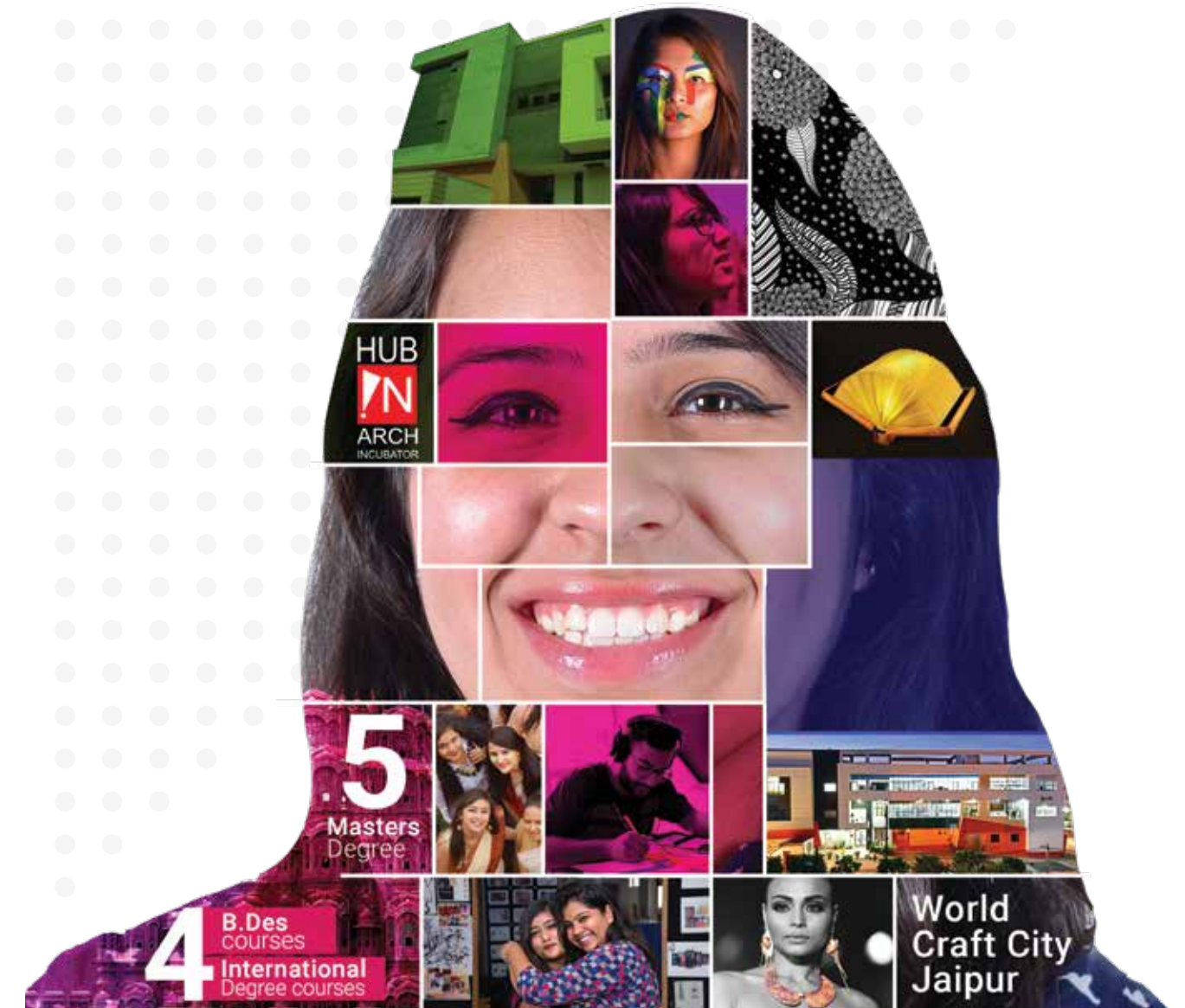
**AIEED – SAT** is a scholarship test conducted every year for awarding scholarship to deserving students on the basis of following:

- AIEED Performance
- Performance in last qualifying examination for UG and Graduation for PG Course.
- Scholarships are also awarded in following special cases for students of
  - Defence Personnel.
  - For Artisans Children.
  - For Single Mother Child and Children of weaker sections of society
- Scholarship can be availed on first come first served basis. Student failing to secure scholarship within the stipulated time will lose the scholarship and it will be awarded to next student in the waiting list.

## Education Loans

- All leading Banks and Financial services companies provide education loan based on Students and their parent's credentials which includes their Income, credit history.
- Student will be provided a supporting letter from the institution confirming their admission to the course which student has to submit with the financial institution where they wish to apply for loan.
- Please note that ARCH College of Design and Business does not provide loan facility and can only provide supporting letter to help students secure education loan.

For further query and information, students may visit the admission office on all working days between 10 am to 5 pm) or can call on Toll-Free Number 1800 3070 0626 or mobile no. 9414070678. Student can also email at [admission@archedu.org](mailto:admission@archedu.org) for further queries.



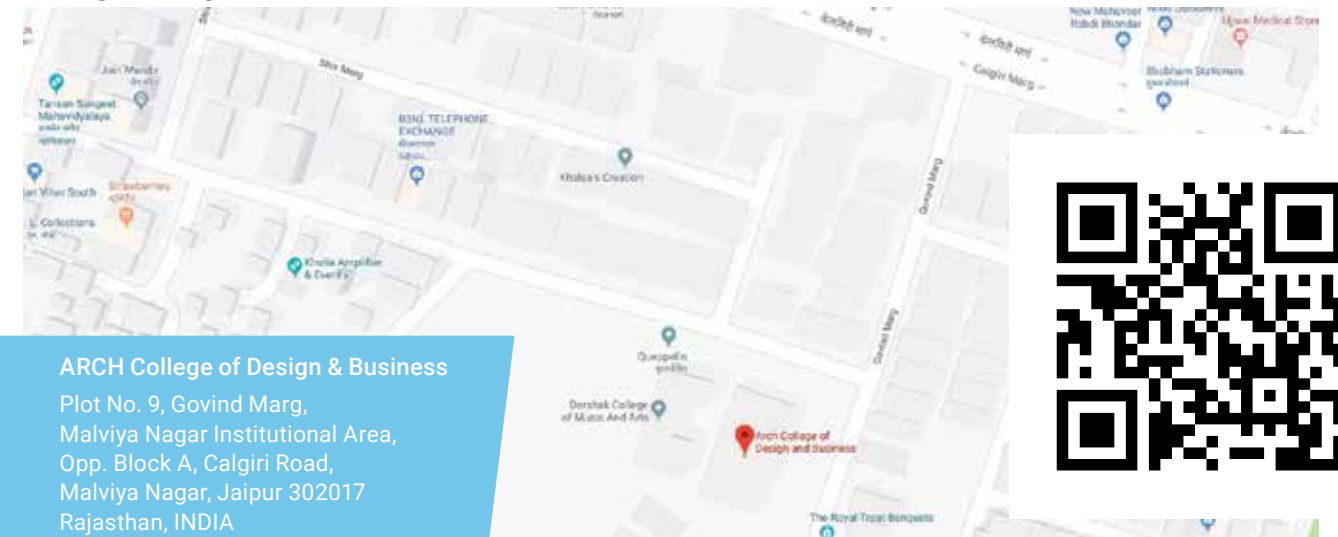
## #ADESIGNTHINKER



#ADESIGNTHINKER

Notes

### Google Map



Scan the code to get direction on google Map





Design • Business • Research  
[www.archedu.org](http://www.archedu.org)

Arch College of Design & Business  
9, Govind Marg, Malviya Nagar Inst. Area  
Malviya Nagar, Jaipur-17

Toll Free :1800 3070 0626  
Phone : 9414070678