ARCH DESIGN CAREER GUIDE

EXPERIENCE · LIFE · DESIGN

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

Design creates
CULTURE

Culture shapes
VALUES

Values determine
FUTURE

Design is an innovative solution that places the planet at the center, seamlessly integrating sustainability with craftsmanship while being empathetic to environmental needs. In today's world, design goes beyond aesthetics; it drives meaningful change by transforming industries, addressing societal challenges, and creating opportunities that foster deeper human connections. As a powerful tool for change, design contributes to social, environmental, and economic development and growth.

Diverse Design Disciplines

Design has the power to shape the world around us, blending emotions, creativity, and functionality to transform products, services, and experiences. It spans multiple disciplines, each contributing unique perspectives and expertise to solve problems and create opportunities. Fashion Design emphasizes sustainability and eco-conscious, ethical practices, addressing the growing demand for responsible fashion. Jewellery Design focuses on emotional connections, crafting pieces that tell personal stories and reflect cultural heritage. Interior Design integrates service design to craft spaces that merge functionality with enhanced user experiences. Communication Design bridges the gap between brands and their users, enhancing engagement and interaction through technology in the digital era. Creative Entrepreneurship empowers designers to lead and innovate, driving change and growth across industries. These interconnected fields foster innovation, combining diverse expertise to transform industries and improve the quality of life for users.
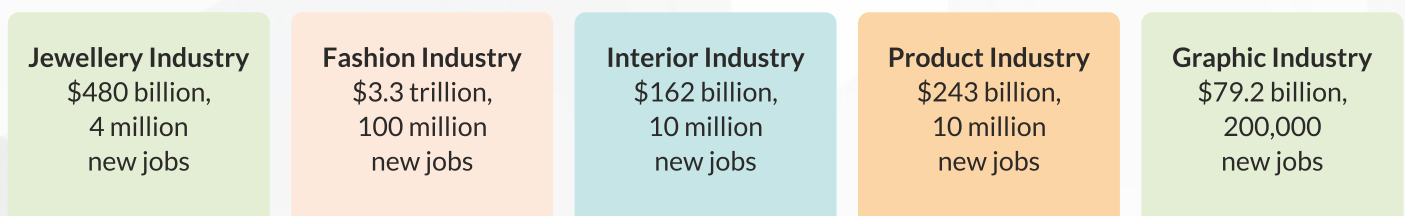
Design Thinking

Design influences nearly every aspect of our lives, from nature to human creations. It shapes our surroundings, experiences, and self-expression. At the core of design thinking is empathy—toward the user, the system, and the environment. This approach allows designers to create solutions that are impactful, sustainable, and responsible.Today, design is increasingly interdisciplinary, combining insights from fields like technology, psychology, and engineering to solve complex challenges. Universal design ensures that products, services, and environments are accessible to all, promoting inclusivity and enhancing the user experience for people of all abilities and backgrounds. Together, these principles drive innovative, inclusive solutions that improve lives and shape a more sustainable future.

Purpose Meets Creativity

At ARCH, we harness global resources to engage students in experiential learning that breaks traditional boundaries and fosters innovation. We believe design is a transformative tool, combining creativity, functionality, and empathy to develop meaningful, sustainable solutions. Our goal is to empower students to lead with purpose, shaping visionary designs that promote responsibility, sustainability, and impactful change.

PROJECTED INDUSTRY GROWTH BY 2030

Jewellery Industry	Fashion Industry	Interior Industry	Product Industry	Graphic Industry
$480 billion, 4 million new jobs	$3.3 trillion, 100 million new jobs	$162 billion, 10 million new jobs	$243 billion, 10 million new jobs	$79.2 billion, 200,000 new jobs

Jaipur
THE PINK CITY | UNESCO WORLD CRAFT CITY
MOST CREATIVE CITY & HERITAGE SITE | IT & STARTUP HUB

Jaipur, the capital of Rajasthan, is one of the most well-planned cities of its time, established by Maharaja Sawai Jai Singh in 1727. Its striking pink-hued architecture has earned it the title "The Pink City."

Jaipur is renowned for its musicians, artisans, and craftsmen, and attracts visitors for its fine silver and gold jewellery, precious and semi-precious stones, beads, and rich cuisine. Some of its most famous handicrafts include blue pottery, carpets, textiles, and leather products.

The city's rich cultural heritage, craftsmanship, and industries serve as a vital catalyst for design studies. The interdisciplinary, research-led learning environment in this WORLD CRAFT CITY draws students, researchers, teachers, and practitioners from across the globe. The fusion of pluralistic identities and diverse cultural contexts fosters creativity and innovation. Additionally, Jaipur's burgeoning IT sector has opened up significant opportunities for start-ups, with the city ranked 8th in India, 9th in South Asia with a Global Ranking of 153rd globally for its startup ecosystem.

Jaipur is a dynamic hub for design, blending generations of craftsmanship with modern education and career opportunities, making it an inspiring destination for aspiring designers. It is no surprise that the city regularly hosts major international events, such as the Jaipur Literature Festival, the largest literary event in the world. Moreover, the highly successful Fashion Colloquium 2020 & pink city design confluence 2022 organized by ARCH, further amplified Jaipur's standing within the global design community, leaving lasting impressions on its international visitors, many of whom are eager to return to immerse themselves further in the city's vibrant culture.

BLUE POTTERY | LAC BANGLES | METAL JEWELLERY | GEMSTONE JEWELLERY | BANDHEJ - LEHERIYA & MOTHDA | GOTA PATTI | MINIATURE PAINTINGS | WOODEN CARVING | MARBLE CARVING | SANAGANERI BLOCK PRINTING | BAGRU PRINTING | NATURAL DYEING | PUPPETS | JOOTIS RUGS AND CARPET MAKING | QUILT MAKING | TARKASHI CARVING | THATHERA METAL CRAFT ENAMELLING | MEENAKARI

INDUSTRY ECOSYSTEM

350+
Garment Exporters

300+
Handicraft Exporters

500+
Jewellery Exporters

300+
Interior Designers & Architects

150+
Design Studios

Empower Co-create Innovate

25 YEARS
ACADEMIC EXCELLENCE

INDUSTRY PLACEMENTS

STATE OF ART FACILITIES

1,00,000 SQ.FT. GREEN ENERGY CAMPUS

GLOBAL ASSOCIATIONS & COLLABORATIONS

HOSTEL FACILITY

A PRIME LOCATION FOR CREATIVE EXCELLENCE IN JAIPUR
ARCH is situated in the UNESCO-recognized Creative City and World Heritage site of Jaipur. Located just 7 minutes from the airport and 20 minutes from the railway station, the college provides a convenient and accessible base for both local and international students.

MOST ENJOYABLE SCREENING FOR ADMISSIONS EXAM
AIEED - All India Entrance Examination in Design is the FIRST Online Entrance Screening in Design in the country and now the ONLY developed, functioning and RELEVANT Screening to help sort CREATIVE Design Aspirants from the masses.

IDEATION FAB LABS
ARCH provides state-of-the-art fabrication labs and workshops within an inspiring campus, enabling the efficient development of products and prototypes from concept to creation.

GREATEST AVAILABLE CHOICE of PATHWAYS in DESIGN
ARCH is a Centre of Excellence for Design and is the only institution in India offering 7 Undergraduate Degree Pathways as well as a Masters Degree in Design & Entrepreneurship in 5 Design subjects.

AFFORDABLE GLOBAL EDUCATION WITH PEARSON BTEC
ARCH is the only design institution in India offering an accelerated Fast Track Study Abroad Programme, enabling students to complete the first two years of an international degree locally, continuing the third year abroad. This cost-effective option, powered by Pearson BTEC, provides six subject pathways and multiple progression routes to international B.A./M.A. degrees.

PLACEMENT INITIATIVES
The CAMPUS to COMPANY initiative at ARCH facilitates mentor shadowing and eventual placements with suitable employers.

OPPORTUNITIES FOR INTERNATIONAL EXCHANGE & EXPOSURE
ARCH presently has MoU's with 15 international institutions, covering collaborations ranging from Progression, Student and Staff Exchanges and actual 3-month to 6 month Semester Exchange with Industry Internships abroad. shadowing and eventual placements with suitable employers.

PARTICIPATION IN PRESTIGIOUS INTERNATIONAL FORUMS & EVENTS
ARCH is a full voting member of the World Design Organization (WDO), CUMULUS, and the International Foundation of Fashion Technology Institutes (IFFTI). ARCH is also a member of the Fashion Design Council of India (FDCI) and the Indian Institute of Interior Designers (IIID), Association of Designers of India (ADI).

DESIGN BUSINESS INCUBATOR FOSTERING CREATIVE ENTREPRENEURSHIP
The Design Business Incubator HubIN at ARCH facilitates the necessary Industry mentoring and networking connections required to help foster the development of scalable business models and Research Led Community Development Projects.

DC-DESIGN COMMUNICATION PORTAL
The British Council funded Design Communication portal in India displaying and sharing the inspirations, design thinking and processes of student work from ARCH as well as the world.

CREATIVE LEARNING ENVIRONMENT
At ARCH, creativity thrives through initiatives like 'Chrcha'—a series of creativity meets, Design Dhara Workshops, Open Days, Master Classes, and Mindfulness sessions. These events are designed to foster collaboration among creative minds from various fields, encouraging inspiration, sharing, and debate. Additionally, Backstitch, a bimonthly design magazine published by ARCH, offers students a platform to contribute their ideas, research, and insights on all aspects of design and creative expression.

MONTHLY ONLINE NEWSLETTER
ARCH KI TAAZA KHABAR is a monthly communication channel focused on design affairs among the stakeholders.

IMPORTANT ARCH INITIATIVES
Fashion Colloquium, and the DESIGN CULTURE Pink City Design Confluence, and setting up the Centre for Sustainable Design Practice & Entrepreneurship (CSE), in India.

design LEADERSHIP

ARCHANA SURANA

Founder & Director, ARCH College of Design & Business
Chairperson, Design Culture - Pink City Design Confluence
Vice President, CUMULUS Executive Board
Member of the CII National Committee on Design
Member of CBSE Committee on Skill Development
Former Dean, Fashion Design, Rajasthan ILD Skills University
Member of International Forums - IFFTI, WDO, CUMULUS
Member of Industry Bodies -
FICCI-Flo, FDCI, IIID, IGBC, TPF, TIE Rajasthan
Founder & Chairperson, Women Mentors Forum
Lead Fellow Vital Voices Global Partnerships
US State Department Alumnus
Fortune & Global Ambassadors Program Mentee
Proprietor ARCH Apparel Exports

At ARCH, we live and breathe our values—Empower, Co-create, and Innovate. Together, we co-create—a vibrant space where students, mentors, and industry experts team up to spark fresh solutions and build opportunities. Innovation at our core, we encourage to challenge the ordinary and transform ideas into groundbreaking realities.

Over the past 25 years, ARCH has built a rich heritage that reflects our commitment to shaping the future of design education. We've cultivated a legacy where leadership and social impact thrive, all within a powerful network of over 7,000 alumni. Here, design isn't just taught—it's reimagined. With a focus on Interdisciplinary design, we empower to seamlessly connect ideas across disciplines, transforming innovative concepts into environment-centric design solutions. It's where creative potential finds purpose, shaping a future beyond conventional boundaries.

Our focus on real-world projects in service design allows learners to explore how design can transform experiences and systems, directly addressing the needs of industries and communities. Through mentorship and hands-on experiences, we cultivate an entrepreneurial mindset, empowering our learners to become visionary leaders who drive innovation and shape the future of the creative industry.

The Center for Sustainable Practices for Entrepreneurship is part of the prestigious Co-Life project, in collaboration with four European higher education institutions, HEIs and four Indian HEIs shall focus on innovative strategies on Impact focused entrepreneurship. Funded by ERASMUS+, this project includes the development of a master's-level course and a pilot program for student and staff mobility, integrating impact focus enterprises and stakeholders for greater impact that integrates both creative principles and leadership attributes. This empowers learners to build confidence, regardless of their chosen field within the creative industries.

Participation in academic exchanges with global partners & engagement in international conferences in the form of research paper presentations by staff and students. Student contributions & participation in international working groups, like Women in Design, Fashion & Textiles, CirroCumulus are opportunities of learning and sharing, through the Design Culture Learning Series initiative. Our focus on design thinking and leadership raises a transformative mindset, allowing individuals to grow into adaptable, innovative professionals.

At ARCH, sustainability is the heart of how we live and create our daily life. Solar energy powers our campus, reflecting our commitment to harnessing natural forces for resource-efficient solutions. Rainwater, collected and repurposed, embodies our belief in resourcefulness and interconnectedness. These principles shape our designs and our future, fostering a responsible, eco-conscious mindset & heartset. Sustainability is not just a practice here—it's our fundamental ethos.

An in-house residential facility is provided to support holistic growth, offering outstation learners a seamless and enriching learning experience at ARCH. We prioritize health and sustainability by serving freshly cooked meals to encourage conscious living and well-being. This approach ensures that every aspect of life at ARCH contributes to the development of mindful, innovative designers. Our day-beginning meditation practice of AnnaPana is a culture built over more than a decade.

As the head of the ARCH family, I invite you to join us on this dynamic journey of creative learning. We look forward to shaping the future of design together, and wish you a fulfilling and inspiring student experience at ARCH.

ARCH is building on 25 years of heritage to pioneer the future of design, integrating cutting-edge technologies to shape and transform the creative landscape. Our focus is on creating scalable and sustainable solutions that drive long-term impact in the global design industry.

OUR INITIATIVE & PARTNERSHIP

AIEED ALL INDIA ENTRANCE EXAMINATION FOR DESIGN

DESIGN CULTURE COCREATE

HUB N ARCH DESIGN BUSINESS INCUBATOR

Affiliated to University of Rajasthan

Affiliated to Rajasthan ILD Skills University

Pearson BTEC Accredited to Pearson for BTEC HND

IFFTI INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES

Cumulus Association

WORLD DESIGN ORGANIZATION

FASHION COLLOQUIA JAIPUR.INDIA

CENTRE FOR SUSTAINABLE PRACTICES & ENTREPRENEURSHIP

DC Design Communication

ADAA ARCH DESIGN ALUMNI ASSOCIATION

ARCH POD

cha-cha CREATIVITY MEET AT ARCH

ADI Association of Designers of India

FDCI FASHION DESIGN COUNCIL OF INDIA

INSTITUTE OF INDIAN INTERIOR DESIGNERS

management
BOARD

Archana Surana
*Founder & Director,
ARCH College*

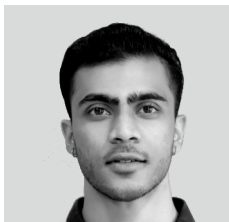**JC Toshniwal**
*Industrialist &
Philanthropist, Jaipur*

CA Sanjay Shah
*Chartered Accountant
Sanjay Shah & Associates*

Megha Jain
*Head - Marcomm &
Business Development*

Neelofar Singh
*Entrepreneur
Founder- Neelofars*

Manan Surana
*Entrepreneur
Product Designer*

Jyoti Singhal
*HR Professional
Swaram Consultants*

Vikram Singh
*Industrialist
Chemical Engineer*

Shikha Ajmera
*Founder
Stone Stories*

advisory
BOARD

Pradyumna Vyas
*Senior Advisor- CII, Board
Member-WDO,
Immediate Past Director-
National Institute of Design.*

Manish Jain
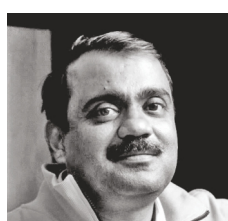*Chief Beaver, Shikshantar
& Co Founder Swaraj
University*

Amitabh Shah
*Chief Inspiration Officer,
YUVA Unstoppable*

Prof. Ian W. King
*Co-ordinator, Responsible
Fashion Series, Former
Professor, University of
the Arts London, UK*

Kiran Gera
*Past National President of
FICCI Ladies Organisation
(FLO) Director, Aqua Agri
Green Tech Pvt. Ltd.*

Rajeev Surana
*Surana & Law Chambers,
Sr. Advocate
Rajasthan High Court*

Mahavir Sharma
*Chair, TIE India Angels,
Trustee at TIE Global,
Founder and Chairman of
Rajasthan Angels (RAIN)*

Krishan Jagota
*President, ADI
Mumbai Chapter,
Product Design Head,
Sideways Consulting*

SHAURYA MUGDAL
B.A. (Hons.) Digital Design
MMU, UK

"The B.A. Digital Design program at ARCH enabled me to develop my skills. The experience was impactful, as I had the chance to attend workshops, interact with industry insiders, and listen to guest speakers, all of which helped me gain valuable insights. This international study abroad program provided me with a transformative journey to explore different cultures and designs."

KRITI VYAS
B.Des Fashion Design

"At ARCH, I explored various opportunities related to the fashion industry by volunteering at Lakmé Fashion Week and with Anita Dongre's foundation at their fashion show. We also went on industry visits. These opportunities helped me understand the fashion industry and its trends, which have been very valuable."

TANU BOHRA
B.Des Jewellery Design

"I got the opportunity to represent the ARCH in a five-week exchange program at École Boulle, Paris, focused on jewelry design. This immersive experience allowed me to engage with French culture and artistic movements, emphasizing craftsmanship and hands-on learning. It was a defining career experience, offering invaluable insights and inspiration."

APPORV SAXENA
(2013-2016)
Creative Director & Decor Stylist, Urose Entertainment

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

ASHISH MANGWANI
(2010-2013)
Creative Director & Decor Stylist, Urose Entertainment

"ARCH ensures that every student develops creative thought processes, skills, and attributes that have proven invaluable in our careers."

industry
SPEAK

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

Ritu Kumar
Renowned Fashion Designer
Label Ritu Kumar(2019)

"The remarkable skills that students of ARCH showcase is brilliant & echoed the confidence and passion of Ms. Surana who has built this institution from ground up and has been imparting world-class design education."

Sanjoy Roy
Managing Director, Teamworks India
Producer, Jaipur Literature Festival

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

Ar Anshuman Sharma
IIID Education Convener
Principal Designer The Design Inc.
Jaipur(2021)

"I think that ARCH Graduates 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 Jewellery
Brand AMRAPALI JEWELS (2004)
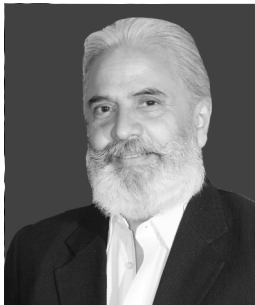
"ARCH students' design expertise and technical knowledge are commendable, holding the potential to significantly elevate the design industry and contribute to its growth and innovation."

Ajay Chopra
Director,
Crayons Advertising Ltd
(2024)

alumni
SPEAK

AKSHITA AIRAN
(2019-2023)
Fashion Designer & Entrepreneur
Co-founder - Organic brand 'Kalmic'

"Making meaningful changes in the world of fashion. Inspiring the generation to adapt sustainable clothing and changing one perspective at a time."

VIPIN SHARMA
(2014-2016)
Head of Product Designer,
UX Life Style
Ex-Zomato, Cult.fit

"ARCH has provided me the platform for an international exposure to understand and use opportunities, to transform my dreams and goals into a satisfactory reality."

GEMPORIA • DLF • fabindia CELEBRATE INDIA • CENTRAL • MOTISONS GROUP • masaba • FITSO

SNG GROUP Builders & Developers • UDB UNIQUE DREAM BUILDERS Expect More • ratan JAIPUR • future group • zari JAIPUR • UB unique builders • OUTHOUSE

COMITÉ COLBERT • UPASANA Auroville • JACK & JONES • o2june design studios • SHAHI • AMAN EXPORTS INTERNATIONAL • Coding Ninjas

placement

Placements drive career advancement and professional growth. Through industry visits, experiential projects, and internships, students gain real-world exposure and opportunities to cultivate practical skills, preparing them for success in their careers.

Internships, starting in April, bridge academic learning with industry experience, enabling professional development. Our Placement Cell, partnered with over 300 industry leaders, drives career opportunities, with placement drives beginning in January.

Industry jurors evaluate student projects, and alumni sessions offer career insights. Company tours to ARCH facilitate valuable networking opportunities, ensuring our graduates are well-prepared for success in the global market.

Campus to **COMPANY**
AN ARCH INITIATIVE

HUB iN ARCH DESIGN BUSINESS INCUBATOR

15+ MOU's	**50+** Enterprises	**200+** Recruiters	**100%** Placement	**7000+** Alumni
Highest CTC			Highest Turnover	
JEWELLERY **18 LPA**	GRAPHICS **14.5 LPA**		JEWELLERY **1.2 CR**	GRAPHICS **5 CR**
FASHION **13 LPA**	INTERIOR **15 LPA**		FASHION **2.4 CR**	INTERIOR **1.2 CR**

GD
ROHIT PALIWAL
VFX Animator
TECHNICOLOR MRC

JD
RUPAL GUPTA
Senior Designer
RELIANCE JEWELS

JD
PRABHAV SHARMA
Manager
VISION GEMS PVT. LTD.

GD
CHINMAY HEGDE
Assistant Producer
WHITE BALANCE

FD
SUJIT KUMAR
Manager
ICONIC, GURGAON

FD
JAGRUTI TIWARY
Creative Assistant
COLORASHRAM

ID
SHFIQ KHAN RIJVI
Designer / Asst. Architect
MANGLAM ARTS

FD
NIHARIKA BHARGAV
Fashion stylist
AM PM

entrepreneurs

RITA BURMAN
REZART(THE GOLDEN RAY)
JD

ASHISH MANGWANI
AM DESIGNERS
ID

YAMINI MALANI
YAMINI MALANI
FD

KOMAL KHANDELWAL
ENTREPRENEUR : FOXBOX JEWELS
JD

HARSHAD JAIN
PARAS KAMAL
FD

ANUPAMA RANA
THE DESIGN
JD

DEEPTASHREE SAHA
WOODLABS
ID

IJYA GUPTA
FOUNDER, ANMI DESIGN STUDIO
ID

influencers

VANSHIKA RAJAWAT

NIDHI AGARWAL

PEEYUSH CHABRA

DEVIYA SINGH CHOUDHARY

incubatees

SHRISTI BHARDWAJ
Also.in

SANCHI PORWAL
JEWELLERY BRAND

YASHIKA GEHLOT
UPKIND WARDROBE

REEYA DASBASU
MEER

WORLD GOLD COUNCIL

World Gold Council
Jewellery Design Award

jas
JEWELLERS
ASSOCIATION
SHOW
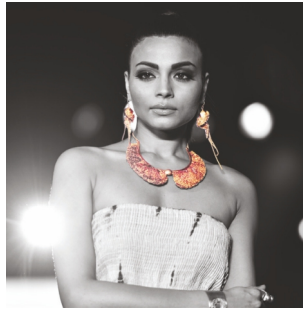
Won various awards in JAS
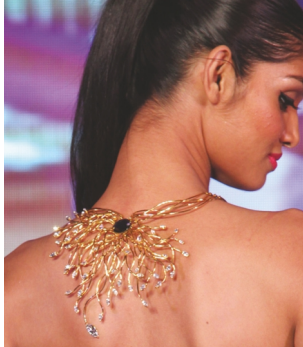
SWAROVSKI

Finalist for the 'Swarovski
Elements Jewellery Design
Award 2012' with the submitted
piece 'Medusa'

gosil

MoU for CoCreate Project &
Internships

To add value to the Indian Gems and Jewellery industry through
quality education; to set new benchmarks for worldwide
recognition. To create knowledge, skill and professional
competence in jewellery design with the practice of creativity,
innovation, research, and quality conciousness in both fabrication
and business.
Endeavour to encourage creativity and the innovative exploration
of the application of traditional Indian craft techniques in jewellery
in tandem with cutting edge technology.
To ensure sustainable practices and the retention of emotional
value through Design intervention, industry & academia
collaborations, and the building of learning communities globally.

jewellery
DESIGN

fashion
DESIGN

To educate people around the globe about our textile heritage and clothing, and bring forth new age sensibilities through the power of unparalleled storytelling. Use the journey of iconic brands, to inspire creative minds to innovate with new technologies integrated with indigenous knowledge and techniques.

Develop scientific methods and the temperament to keep evolving and updating design curriculum and the pedagogy of design education with innovative tools, methods & platforms with the flexibility to suit the times and changing needs and the demands of humankind (new normal); at the same time, leading the way to establish socially and environmentally conscious business ethics.

MoU for Projects & Internships

GEAR
Garment Exporters Association Of Rajasthan

FABRICLORE

WEAVERS' SERVICE CENTRE

Atibana Project

Students from the Fashion Department designed the Atibana Collection using handwoven denim created by artisans in collaboration with the Weaver Service Center

'THE BLUE MARBLE'

The Blue Marble is a Collection developed by the students of the Fashion Department. A fight for peace among nations for saving the earth and sustainability. "All the nations in the color blue". The only way to save the earth!

IFFTI
INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES

ARCH Student entries were selected for the Poster Design Competition "The Power of Fashion" in Japan.

ARCH student Shruti Vinayak's garment 'Mink Mean Sky' under the theme Meenakari was selected and showcased by models on the ramp at the IFFTI conference at MMU, Manchester, UK.

FDCI
FASHION DESIGN COUNCIL OF INDIA

ARCH Students have been selected as 'volunteer' for the Fashion Week every season.

Chinmay Hegde's work was selected for the #FDCIWallofFrames, a one of it's kind initiative by FDCI to give special recognition to thode behind the lens.

interior
DESIGN

To nurture design professionals and inspiring them to acquire the requisite in-depth knowledge to re-define interior spaces and to establish an effective global presence along the way.

To inculcate sensitivity among young professionals towards user experience and innovation in space aesthetics and utility factors benchmarked at a global level.

To ensure standardised and thought provoking design knowledge delivery, with the least tolerance for errors, and maintaining and building on international benchmarks. To promote creative expression & original work through a structured curriculum that balances art & technology, creativity & logic and theory & practice, all patterned together in a viable and usable manner.
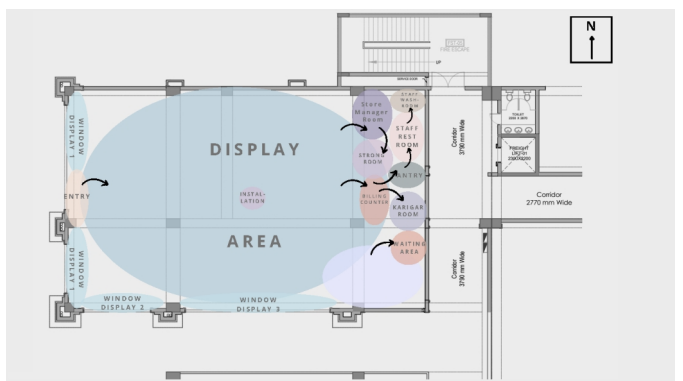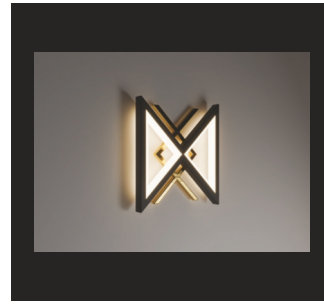
Furniture- Chess-inspired Chairs : Playfully interpreting traditional chess pieces into a series of chairs.

Designing a range of Lighting Products for the White Teak Company, inspired by geometric shapes.

A customizable and extendable backpack made out of canvas. The bag can be transformed into a collapsible back pack with zippers detailed as per user convenience.

Desktop Accessory : Visiting Card Holder in Metal Casting. Inspiration taken from the Musical insturments & the cultural heritage & Architecture of Jaipur City.

VISARAAK by Muskaan Lakhotia
Interior Design
Design Process - Product Design AIM: To design a interior space product which is inspired from the culture of two states. ABSTRACT: The product, a candle oil diffuser is designed to show the heritage of two culturally distinct states of India i.e. Crafts of Rajasthan and the spiritual elements of Sikkim, The basic shape of the diffuser is that of a signing bowl and the base has a movement of a prayer wheel of Sikkim and prayer embossed on the metal body. The intricacy of the Jaali work, elephant motifs and the stepwell oil container are the Rajasthan elements which makes this product highly rich.

Bronze Candle Oil Diffuser

First prize
DIAMOND AWARD
Winner

Institutional membership & Inter-Collegiate Competition of IIID

Institutional membership

Foam Modeling   3D Printed Protein Shaker

Visual Merchandising for FORHEX Fair

ARCH won 4th position in the prestigious competition of "French Luxury 2074".

ARCH won the FIRST PRIZE in BEST INSTITUTIONAL STALL DESIGN & DISPLAY at the prestigious Garment Fair-Vastra-2017
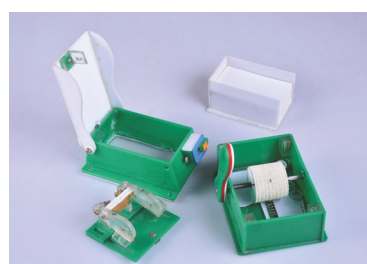
product
DESIGN

To upskill the new generation towards developing universal products embracing our Indian craft roots, and incorporating creativity, innovation and the myriad methods of generating new ideas. To explore new digital tools and techniques and incorporate UI, UX and AI in the education system of the students. To collaborate with Traditional Craft and Digital Crafts of India and create innovative, cutting edge designs for the global market.
To set a high level of professional competence for the Product design Industry and maintain international benchmarks in developing creative solutions.

Token Dispenser which dispenses tokens with just one touch. It dispenses token when the user turns the handle on the side. This device is operated by pressing the button manually. The entire product is created using only recycled materials.

communication
DESIGN

To nurture responsible communication design capabilities combining indigenious aesthetic sensibilities with global awareness using new media in a local context. To enable learners to create design ideas with respect to new digital technological possibilities.
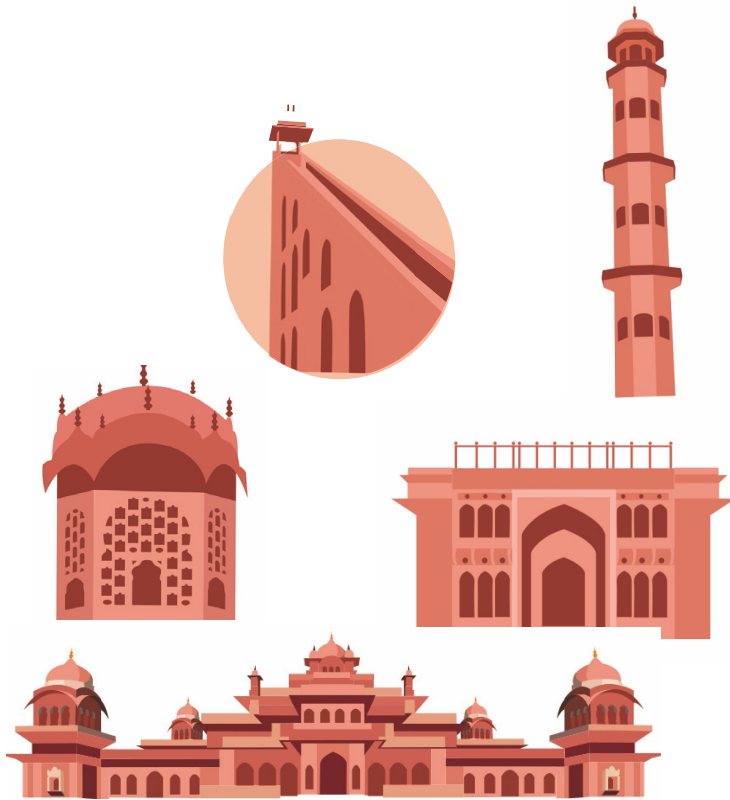
DC Design Communication

Portal developed under the UKIERI Grant for institutional Capacity Building

CII Confederation of Indian Industry

Won Symbol Design Competitionhosted by (CII)

This map developed by the students of the Graphic Design department depicts the World Heritage & Craft City, Jaipur, and some of the pockets to explore the sweet and savory treats served in the city and the Heritage sites.
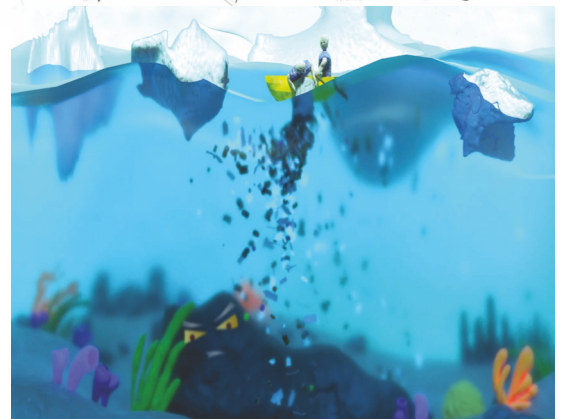
THE CULTURAL MAP OF JAIPUR

PINK CITY

ARCH
Design • Business • Research

CITY PALACE

JANTAR MANTAR

GANGA POL GATE

SARGA SULI

JAL MAHAL

CHAND POL GATE

HAWA MAHAL

AMBER FORT

JAI GARH

Ten minutes

SUIRAJ POL GATE

ALBERT HALL

BRAHMPURI

SINGH POL GATE

AJMERI GATE

NEW GATE

SANGANERI GATE

GHAT GATE

NAHARGARH FORT
NAHAR KA NAKA

SINDHI CAMP

GOPALBARI

HATHROI

RAVINDRA RANG MANCH

TRANSPORT NAGAR

STATUE CIRCLE

BIRLA PLANETARIUM

JANTA COLONY

CIVIL LINES

C-SCHEME

SODALA

BAIS GODAM

RAMBAGH PALACE

POLICE MEMORIAL

FRONTIER COLONY

SUDARSHANPURA INDUSTRIAL AREA

JYOTI NAGAR

SMS STADIUM

GANESH JI

MOTI DUNGRI FORT

RAJA PARK

JAWAHAR NAGAR

BAPU NAGAR

UNIVERSITY CAMPUS

TILAK NAGAR

GANDHI NAGAR

KK

BAJAJ NAGAR

GOPALPURA

JAWAHAR NAGAR

STAFF COLONY

MAHAVIR NAGAR

JHALANA

MALVIYA INDUSTRIAL AREA

ARCH

DURGAPURA

MALVIYA NAGAR

CHAINPURA

JAGATPURA

AIRPORT

N

3 Kms

EATERIES
1. SARAOGI MANSION
2. SAHU CHAI WALA
3. LAXMI MISHTAN BHANDAR
4. LASSIWALA
5. SHREE NATH
6. SAMRAT KI KACHORI
7. MAHAVIR RABRI BHANDAR

CRAFTS
1. TURBAN MAKING
2. BAI KHATA
3. LEATHER BAGS & FOOTWEAR
4. LAC BANGLES
5. VARKH MAKING
6. METAL WORK
7. LEHARIA
8. BLOCK PRINTING
9. GOTTA PATTI
10. BLUE POTTERY

THE CULTURAL MAP OF
JAIPUR

Designed by Design Communication Students Year 3 - ARCH © 2020

Front

TSUNAMIKA FILM

Tsunamika Project for UPASANA design studio is an animation project based on how human actions affecting the world around us.

fiff
Rajasthan International Film Festival
(Accredited by FFSI)

Waves — Monster — Angry

Trash

Ocean goddess — Little

People

Reminder of blue ocean

Little Girl and Tsunamika

Annoyed her dad

Tsunamika

The Design Project by the student involved the creation of an App for the Delhi Zoo named as "DOO". The public can use this App to get a whole new experience of the zoo. Included in the project were the creation of a Wireframe, User Flow, UX-UI and Visual Design.

Riya Bindal, final year student contributes to award-winning animation film, recognized as 'Best in Animation' at the Asian Academy Creative Awards. She was a part of the design team at Reliance Studios in Mumbai. Her internship work has been recognised by the team in the film.
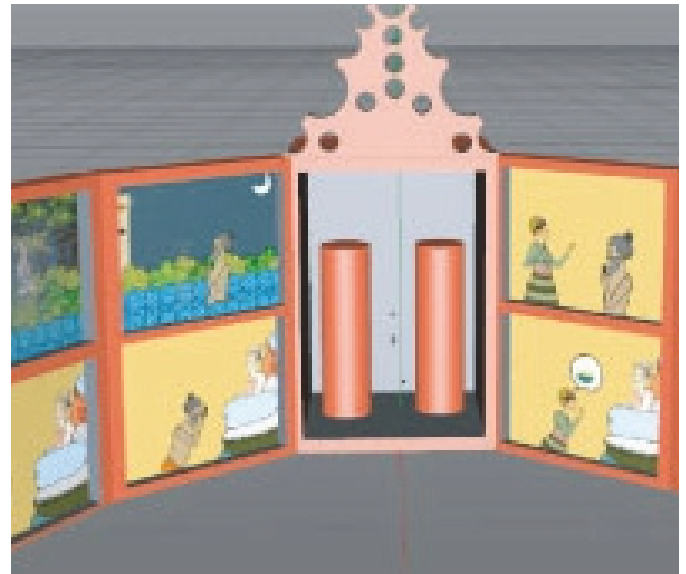
The Story of "Birbal ki Khichdi" narrated in the form of a Digital Kavad Box. The panels have Animation in them. This aids the Kavad in telling the story.

photo
graphy

DESIGN STORY'22
TOUCH · MOVE · INSPIRE

affiliations
& ACCREDITATIONS

FACULTY OF DESIGN, BUSINESS & RESEARCH

Affiliated to
University of Rajasthan

UG/PG

12th or Equivalent with
minimum 50% in any stream
Undergraduate & Postgraduate
Selection Criteria: AIEED

Courses	Awards
B.Des Interior Design	Affiliated to
B.Des Fashion Design	**University of Rajasthan**
B.Des Communication Design	
B.Des Jewellery Design	Duration: 4 years
Bachelor of Business Administration (B.B.A)	Bachelor of Design
	Duration: 3 years
Masters in Journalism & Mass Communication	Duration: 2 years

FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP

Affiliated to
Vishwakarma Skills University

PG

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

Courses	Awards
M.Voc in Design Entrepreneurship	Affiliated to Vishwakarma Skills University, Jaipur
Specialization in-	
Interior Design	
Product Design	Duration: 2 years
Fashion Design	
Jewellery Design	
Design Communication	

FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN

Pearson BTEC

Accredited to PEARSON for
BTEC HND Qualifications

UG

Duration: 2+1+1 Years
Eligibility: 12th (Any Stream)
Degree Programme
International Degree Study Abroad
Selection Criteria: AIEED

Courses	Awards
B.A/M.A Interior Design	Pearson BTEC HND Level 5 after 2nd Year at ARCH
B.A/M.A Fashion Design	B.A/M.A Degree Awarded by International University on Progression to 3rd Year of study abroad and its completion
B.A/M.A Digital Design	
B.A/M.A Product Design	
B.A/M.A Photography	M.A Degree in 4th Year

FACULTY OF PROFESSIONAL DEVELOPMENT & ENTREPRENURSHIP

PRO

ARCH Professional
Development
Certificate Courses
Selection Criteria: Personal
Interaction

ARCH Courses	Awards
Fashion Design	ARCH Certificate
Interior Design	
Product Design	
Graphic Design	
Digital Design	Duration: 3/6/12 Months
Jewellery Design	
Entreprenurship	

PEARSON LINKED PROGRESSION FOR BTEC STUDENT FOR INTERNATIONAL STUDIES ABROAD

> Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression.
> 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.

STUDENT EXCHANGE

> Development of teaching & research resources.
> Exchange of Staff & Students.
> Joint Research Activities.
> Participation in Seminars.
> Exchange of pedagogical and scientific documents.
> Exploration of advanced standing in meeting Degree completion requirement.
> Joint Publications.

ACADEMIC engagements with-

INSTITUTIONAL & INDUSTRY Alliances with-

Affiliated to University of 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.

Affiliated to Vishwakarma Skills University

VISU is the first Skills University of India in the Government sector and is established in Jaipur. VISU's UG and PG programmes aspire to integrate vocational training with mainstream education, using National Skills Qualification Framework and strong industry linkages.

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. After successful completion of the course students can 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 College of Design & Business.

facilities
INFRASTRUCTURE

25
Years of
Academic Excellence

500+
Years of
Teaching Experience

50+
National/International
Faculty Members

08
Well Equipped Labs

50+
Industry Machineries

30+
Awards

8000+
Physical & Digital
Books

08+
Research Projects

15+
International Exchange
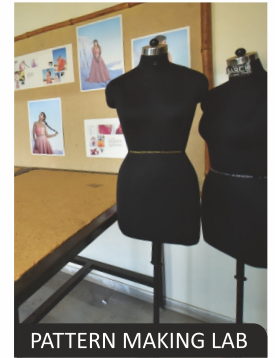MoU's

10+
International
Projects Annually

10+
Consultancy
Projects

PHOTOGRAPHY LAB

SEWING LAB

PATTERN MAKING LAB

3D DESIGN MAC LAB

LASER CUTTING & 3D PRINTING LAB

METAL CASTING LAB

WOOD WORK & FURNITURE LAB

JEWELLERY MODEL MAKING LAB

LIBRARY ROOM

DIGITAL PLOTTER FOR PATTERN MAKING

TERRACOTTA LAB

SOUND LAB
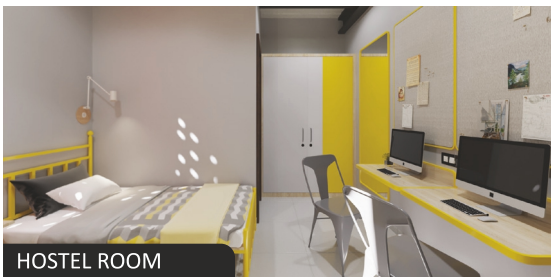
HOSTEL ROOM

CO-WORKING SPACE

ARCHᴵᵛᴱ HOSTEL

WEAVING LAB

NOT JUST A CAFÉ

CONFERENCE HALL

SEMINAR HALL

academic
LEADERSHIP

PROF. BENOY THOOMPUNKAL
Director International Relations & Partnerships
Mentor- Industrial Design & Photography

The effect and effectiveness of Design Education can be gauged by the products and services we build and consume, and the sensitivity built into the interface of use. Today it may be possible for most people to see design in a wholistic enough manner, to understand the vast range of thought processes and activities aimed at the 'solving of problems'- be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living etc. ARCH continues to establish agreements with advanced foreign Higher Education institutions; to maintain & improve upon globally recognized and accepted benchmarks in the quality and delivery of design education. The most recent agreement signed is with the Sapienza University, Rome, Italy, for student exchange between our institutions for up to 2 semesters, free of tuition expenses. ARCH is a voting Member and participant of extraordinary forums national and international bodies that include the World Design Organization (WDO), the International Foundation of Fashion Technology Institutes (IFFTI), Interaction Design Association (IxDA), CUMULUS, Fashion Design Council of India (FDCI), the Indian Institute of Indian Interior Designers (IIID) and Association of Designers of India (ADI) These memberships offer valuable opportunities for students to participate in International Competitions, Research papers and project presentations, as well as for attending module courses in member institutions, among many other collaborative possibilities.

Archana Surana at Cumulus Conference
DETROIT, ANTWERP, BEIJING, BUDAPEST & MONTERREY
Founder and Director Archana Surana represented India at various Cumulus Conferences, including those in Detroit (2022), Antwerp (2023), Beijing (2023), Budapest (2024), and Monterrey (2024). She chaired the Women in Design Working Group and co-chaired the Fashion & Textile Working Group by Cumulus Working Group.

Keynote by Archana Surana
Our Founder & Director, Archana Surana, delivered a keynote on the Well-being of Design at Xiamen University, China. In her address, she discussed how design contributes to the well-being of individuals and communities, sharing case studies and transformative stories. She also delivered a keynote at a university in Lisbon, Portugal, at the Fashion & Sustainability Conference.

Cumulus Student Talent Camp (DID)
ARCH College hosted the first-ever Cumulus Student Talent Camp, bringing together 30 participants from 8 universities in 7 countries. Theme of the camp was "Design Identity Direction." Focusing on learning from Living Traditions and working towards SDGs in a regional and global context.

Top Up Degree – Convocation Ceremony, (2019-2022)
Our students Shubham Dutta, Piyush Devangan, Umme Aimon, and Saransh Mudgil from the Graphic Design Department received their graduation degrees at the convocation ceremony held at the University of Central Lancashire (UCLAN) under the International Study Abroad Degree program.

projects &
INITIATIVES

AR. SONIA MAHESHWARI
*Campus Administration & Projects
Mentor- Interior Design*

Curated exposure to worldview is always supportive for theoretical learning in academic endeavors. From a pedagogical perspective, international collaborations for research-based academic and industry projects help attune the pedagogical framework with global standards and market needs. This translates theoretical knowledge into tangible, real-world applications and fosters an environment of cross-cultural exchange in knowledge, methodologies, and design practices, shaping students' creative and entrepreneurial capabilities. ARCH Project Cell is working on the CO-LIFE Project of ERASMUS+ with academic and industry partners to develop a course curriculum for impact-focused entrepreneurship. SAXION University of Applied Sciences in the Netherlands collaborates with ARCH College on the Buyer-Seller Project. Under the mentorship of Director Archana Surana, a team of students, faculty, and technical experts designed and developed uniforms for six categories as per the design parameters from Jaipur Metro Rail Corporation Limited (JMRCL). ARCH received the UKIERI 2012 grant for a two-year project titled "Communication and Application of Design to promote Mutual Creative & Cultural Industries," aligning design education with the evolving industry needs.

ARCH Design Business Incubator (ADBI) is firmly positioned to play the catalytic role for all kinds of new and existing new-age businesses, using Creativity as the key. We at ARCH strive to make ADBI as a Game-changer platform for new emerging sectors of growth to handhold the businesses and budding entrepreneurs both by preparing them to enter the new age reality with a combined tool of 3Is imagination, ingenuity and innovation!
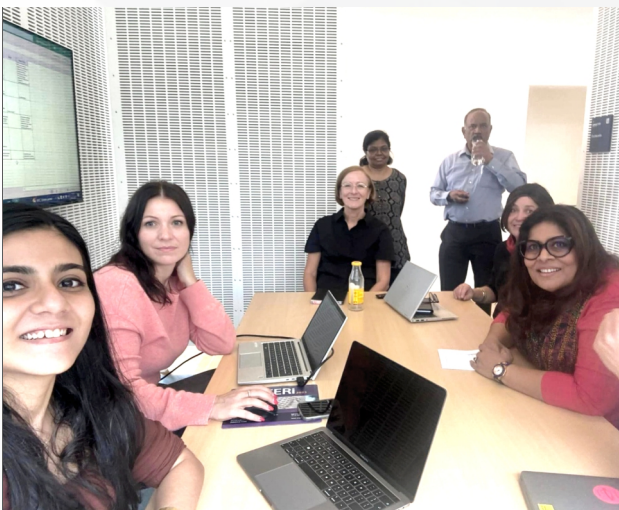
The Centre for Sustainable Design Practices & Entrepreneurship aims to create a circular society to provide practitioners with all knowledge and competencies required to set- up their own ventures in sustainable fashion, eco-friendly packaging and all those circular economy models which the need of the hour. The Co-Life project has been undertaken by CSE sustainable and social to promote entrepreneurship.
ARCH College, as a higher education institute, collaborated with the Ministry of Education and the Institution's Innovation Council to organize the Impact Lecture Series, promoting sustainability.

PROJECTS KEY HIGHLIGHTS

40+	**25+**	**15+**	**2000+**	**500+**
Projects	International Projects	National Projects	Lives Impacted	Students Involved

● **Entrepreneurial Programs**   ● **Design Training and Workshop programs**   ● **Research Workshops and Project**

projects

JAIPUR METRO RAIL

The Jaipur Metro Rail Corporation Ltd. (JMRCL) invited proposals from Fashion and Uniform Design firms to Participate in a "Uniform Design Contest " to design the uniforms for the employees of the Jaipur Metro.

ARCH College of Design and Business bid for the project with its proposal, which was executed very meticulously under the guidance of the Director, Ms Archana Surana. The entire design team of ARCH College comprising of Project Manager, Textile & Fashion Design faculty, Technical experts and students kept to the strict timeline and terms of the uniform design contest and conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by UMRCL. An independent Jury comprising seven members judged the uniforms designed & developed by ARCH as the best and declared ARCH the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & contemporary style. ARCH completed and delivered the project's main phase successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRCL.

IMPACT LECTURE SERIES

ARCH College organized the Impact Lecture Series in collaboration with the Ministry of Education and the Institution's Innovation Council as a higher education institute. Currently, ARCH has hosted three lectures which is available on YouTube to watch.

ACCESS DEVELOPMENT PROJECT

ACCESS, entered into a joint initiative with the ARCH Project Cell to create a skilled workforce to address the increasing demand of the Jaipur Jewellery Industry. Two separate projects were supported by the DELL Foundation and The Bill & Melinda Gates Foundation. The project's objective is directly equipping 725 Jewellery making artisans/micro enterprises (residing in urban/ semi-urban craft dense clusters of Jaipur city) with improved technical skills to enable them to enhance aspects of Design, productivity & quality of their products to compete with changing market demands and aspirations.

SKILL UP-GRADATION FOR ARTISAN

ARCH completed a 5 yr

The Artisans Training Program, funded by the Development Commissioner of Handicrafts, Govt. of India, aimed to train 100 artisans annually in Fashion Accessories across Textile, Leather, Metal, and Terracotta crafts. The program focused on skill upgradation for artisans and the underprivileged, offering courses in fashion, textile, leather, metal, and wood & terracotta crafts. It included workshops on skill mapping, product innovation, material exploration, and surface treatments for craft product development.

Cultural Governance Workshop

ARCH hosted an International Cultural Governance workshop in India as a part of a 9-country tour with ENCATC under Prof. Annick Schramme & Prof. Ian King. The government of Rajasthan pitched in with ARCH, the organising host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in managing arts and cultural organisations in India and abroad, at New Delhi. It was finally published as a book "Cultural Governance in a Global Context: An International Perspective on Art Organizations (Palgrave Studies in Business, Arts and Humanities).

Institutional Capacity Building Research Project by British Council:

UK India Education Research Initiative (UKIERI) started in April 2006 to enhance educational links between India & the UK. ARCH & Perth College, UHI, Scotland received a 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant-funded activities & planned implementation of a 2-year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries".

The CO-LIFE PROJECT
(Co-designing Learning for Impact-Focused Entrepreneurship)

With the aim to create innovative measures in sustainable & social entrepreneurship education, the Co-Life project network is formed between Global Institutes from Finland, India, Belgium and Denmark. The project aims to fulfill educational, social and knowledge related needs, thus strengthening work-life oriented learning through exchanging experiences and good practices of HEI-level(Higher Education Institutions) education in sustainable and social entrepreneurship through India - EU networking in education. This shall result in promoting people to people contacts in participating universities via staff mobility during the Co-Life project and creating plans for student mobility in the future.

International Collaborative Projects
Buyer-Seller Project with Saxion
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 allow the students of both universities to learn how to work on a buying plan, improve their communication skills and allow them to gain international exposure. The project involved preparing prototypes for Fashion accessories for women, bridal wear for women and men, 'bedroom' Interiors and other household accessories concluded with a film from Saxion students who displayed the final products designed by ARCH faculty and students.

Why
Students have chosen ARCH

Uniqueness about ARCH
- ARCH's 25-year legacy of excellence ensures a strong foundation for our success.
- The ARCH Design Business Incubator, nurturing entrepreneurship and innovation.
- ARCH provides us a network of 7,000+ alumni and innovators making their mark globally in the design industry.
- ARCH pioneered India's first fully functional online design entrance exam, the All India Entrance Exam in Design (AIEED), since 2010.
- ARCH offers a Fast Track International UG & PG Degree in Design (2+1+1).
- ARCH has membership with:
  - o Cumulus Association.
  - o FFTI (International Foundation of Fashion Industrial Design).
  - o FDCI (Fashion Design Council of India).
  - o WDO (World Design Organization).

ARCH has impacted the lives of design students over the past 25 years
- The Design Culture initiative at ARCH helped us become #ADesignThinkers by fostering a design-driven mind-set.
- International exchange programs provide us global exposure through collaborations that enriched our learning.
- The Design Dhara initiative, a 30-day traveling exhibition in a bus with live workshops, played a significant role in elevating our design skills.
- At 'Pink City Design Confluence 2022', part of ARCH's Design Culture initiative, we had the opportunity to showcase research papers exploring design leadership across various fields.
- We had the privilege of contributing to the design of uniforms for Jaipur Metro Rail Corporation Ltd (JMRCL), gaining valuable real-world experience.

Benefits of ARCH's International Degree for students
- Collaborative projects with foreign universities expanded our global perspective.
- A design degree from top global universities with a cost-effective education system ensures strong foundation.
- Integrated learning through lectures, workshops, and studio practices by international faculty enhanced our skills.
- International summer school opportunities in the UK and Europe gave us valuable exposure.
- We gain hands-on experience through international internships and placement opportunities.
- In our 4th year, we had the option to complete a master's degree, boosting our qualifications.

Hostel facilities at ARCH
At ARCH, we enjoy the convenience of in-house residential facilities for girls, located right next to the campus. With secure accommodation with 24/7 CCTV surveillance and management by hostel warden. We enjoy freshly prepared, nutritious meals in a well-maintained environment. Nearby PG options for boys also offer comfortable, accessible living, allowing them to focus on studies and creative pursuits.

ARCH conducts different activities
- Expert-led workshops and sessions by industry leaders and designers enhance our learning.
- We showcase our skills in design competitions and network with professionals.
- Outdoor immersive learning activities broaden our practical experience.
- Industry immersion and artisan hub tours offer firsthand insights into the craft.
- Conferences and symposiums give us access to cutting-edge discussions and trends.
- Classroom projects with industry, government, and international collaborators deepen our real-world experience.
- Alumni and industry connections help us build lasting professional networks.
- Exciting events and opportunities are always around the corner.

future in design
INDUSTRY SCENARIO

Design companies across various areas of focus are growing in number as also there is scaling up in existing companies as well. There is a good trend of designers opting to start their own setup. The existing companies are scaling up further by adding more services to their portfolio within diverse design disciplines.

India is a large market for creative industries. The market demands vary in cultures, traditions, religions, customers, food, dressing, etc. At the same time the Indian consumer is becoming more demanding based on their awareness in design.

DESIGNERS IN VARIOUS DESIGN PROFESSIONALS DISTRIBUTION

Table 1

Design Disciplines	Designers (in %)
Architectural Design[1]	89.83
Interior Design + Landscape Architecture + Furniture Design[2]	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design[3]	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)[4]	29

([1,2,3,4] based on secondary data collected on 36337 designers in India)

(Remaining figures based on a sample size of 170 studios surveyed)

- Architectural Design, 89.83%
- Interior Design + Landscape Architecture + Furniture Design, 10.17%
- Fashion + Textile + Jewellery + Leather Design, 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%
- HCI, 29%
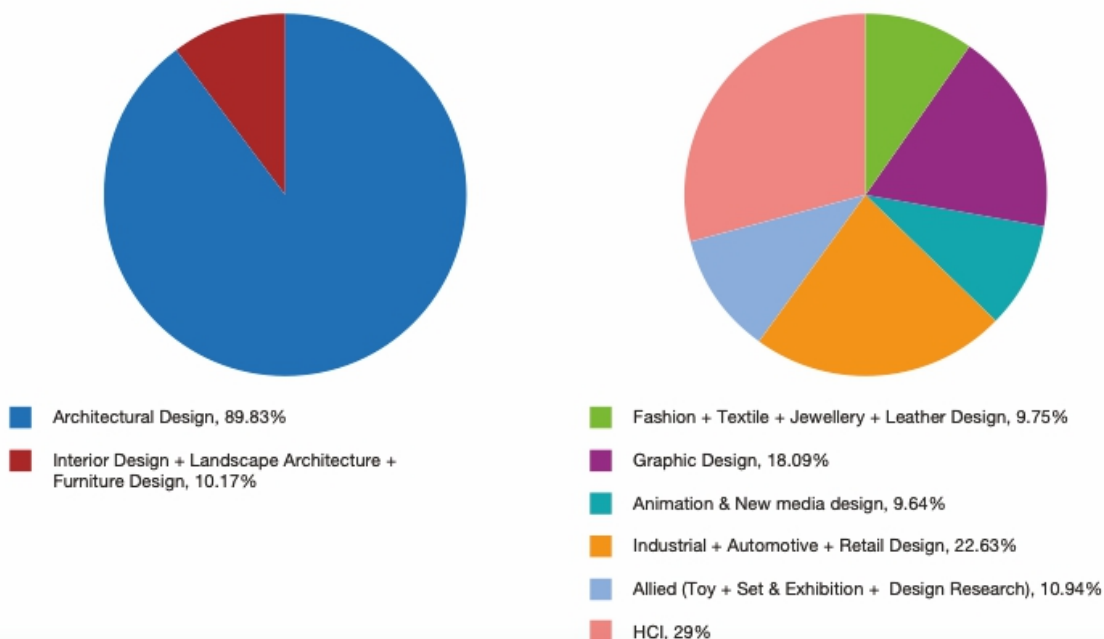
Source : India Design Report

How

All India Entrance Examination for Design

Q. What are the important dates and deadlines for the AIEED exam, including application submission, exam date, and result announcement?
A. Applications for AIEED open in November, with exams in December and the Portfolio & Interaction round in April. Visit www.aieed.com for details.

Q. Are their specific portfolio guidelines?
A. The "Portfolio of Abilities" (PoA) video gives you an opportunity to **express** and showcase **WHO YOU HAVE BEEN ALL YOUR LIFE UP UNTIL NOW.** This 'portfolio' you will create should reflect your **creative experience** and capabilities, presenting your work, interests, and abilities through a video recording with commentary. Ensure you highlight key examples in an engaging and captivating manner.

Q. How is the AIEED exam structured?
A IEED Exam is to select potentially introspective and thinking aspirants with the right spirit and attitude to take up Design as a responsible profession.
The Complete Process of Screening for Design Studies is aimed at examining:
1. 'ATTITUDE' as against the existing, overly measured, 'APTITUDE'.
2. COMPREHENSION & COMMUNICATION SKILL.

Q. Are there any specific study materials or resources recommended to prepare effectively for the design aptitude entrance exam?
A. Sample test papers are available on the www.aieed.com for mock practice.

Q. How to make payment for online Application Form?
A. The Application Form fee is INR 3000/- only, which can be paid by choosing any of the following options-
1. Debit/Credit Card; 2. Use our Online Payment Gateway if you wish to make an Online payment.

Q. Does ARCH offer Scholarships?
A. Through the ARCH Co-Welfare Initiative, we seek to enable the future for design aspirants by providing Scholarships, Studentships, Bursaries & Endowments.
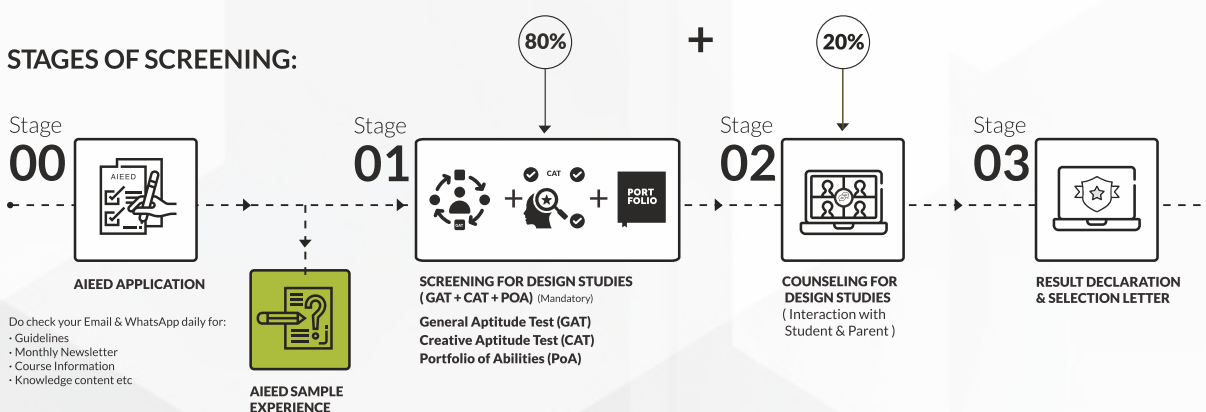For details visit: https://www.archedu.org/scholarships.html

Q. When can I schedule my Campus Visit?
To schedule a campus visit, please contact at +91 9414070678.

Q. When does the Academic Session start?
The session starts mid July.

STAGES OF SCREENING:

80% + 20%

Stage 00
AIEED APPLICATION

Do check your Email & WhatsApp daily for:
· Guidelines
· Monthly Newsletter
· Course Information
· Knowledge content etc

AIEED SAMPLE EXPERIENCE

Stage 01
SCREENING FOR DESIGN STUDIES
(GAT + CAT + POA) (Mandatory)
General Aptitude Test (GAT)
Creative Aptitude Test (CAT)
Portfolio of Abilities (PoA)

Stage 02
COUNSELING FOR DESIGN STUDIES
(Interaction with Student & Parent)

Stage 03
RESULT DECLARATION & SELECTION LETTER

AIEED-SAT 2025
All India Entrance Examination for Design
Scholarship Aptitude Test

AIEED (All India Entrance Examination for Design) Screening for Design Studies
ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate and Postgraduate courses in Design.

Intent of Entrance Screening for Design
This 'examination' and its parts and stages are, exercises to enable aspirants to give A COMPLETE INTRODUCTION TO THEMSELVES, and in the process, help ARCH discover them - "ARCH wants to know WHO YOU ARE as against How good your skills are....
We are VERY INTERESTED about HOW you THINK. In your Perceptions, Attitude and Approach towards the world that surrounds you.

ELIGIBILITY
Undergraduate (UG) Level Courses
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 the AIEED Exam.
For those wishing to take the International course towards progression to the U.K. Universities, the PTE/IELTS Exam (Academics) is to be cleared within 1 year of commencement of the course at ARCH.

Postgraduate (P.G.) Level Courses
Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course.

Getting started at ARCH
Applying to ARCH is a 1-2-3-4 steps experience.
Step 1. Fill out the request form, and we will contact you.
Step 2. Fill out the online application form, choose your preferable exam date.
Step 3. Complete your AIEED Screening Process.
Step 4. On successfully passing the Entrance Screening for Design, Complete required formalities to book your seat for the preferred design course.

SCHOLARSHIPS, STUDENTSHIPS, BURSARIES & AWARDS
Through the ARCH Co-Welfare Initiative, we seek to enable the future for design aspirants by providing Scholarships, Studentships, Bursaries & Endowments. The offer will be given to students on the basis of the following criteria:

Scholarships
• Cumulative Result of AIEED Exam (merit based)
• Performance in past qualification

Studentships
• School Principal's Recommendation Directors
• Endowment & Bursary
• Children of Teachers
• Children of Defence Personnel, Artisans
• Children of Single Mothers, Non- Binary and Specially Abled

Awards
• Social Responsibility Award-for Community Projects Undertaken
• Creative Entrepreneurship Award - for Entrepreneurial Activities Undertaken
• Sports Award - for Sports achievement at State, National & International Level
• ARCH + Industry Sponsored Awards - for Extraordinary Ability and Achievements

ARCH Board Support Grant
• Income of the family

When asked for by the institution, Documents supporting your eligibility/ bracket for the scholarship must be uploaded, along with the special application you are required to make, requesting such rebates. All Awards are disbursed on a first-come, first-served basis and will be valid for a set period of time. After these are claimed, students will not be considered for additional awards, even if they meet all requirements.

ARCH'S SCHOLARSHIP CRITERIA:

ARCH WELFARE INITIATIVE

1 AIEED Score
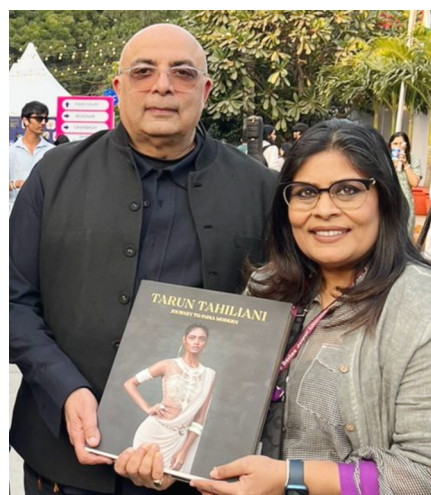2 Domicile Scholarship
3 Principal Recommendation
4 Welfare Schemes
5 Defense Personnel Front Line & Educators
6 Sports Quota Scholarship
7 Wards of Artisans

Panel discussion on "Role of Design Education in C

design quotient

TARUN TAHILIANI

ARCH College of Design & Business has been imparting quality design education for the last 25 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Ranveer Singh, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy, Tarun Tahiliani and other eminent personalities have graced ARCH environs.

SUMMIT

Prof. Bhargav Mistry conducted a workshop on FORM. REFORM. TRANSFORM.

Etsy
Presented by Etsy
Supported by ARCH College of Design and Business

150 YEARS OF CELEBRATING THE MAHA...

FASHION COLLOQUIA
JAIPUR.INDIA
Organised by ARCH C...

ET THE ECONOMIC TIMES
RAJASTHAN BUSINESS AWARDS

MUGHAL TENT
Etsy

BECAUSE...
Cumulus Association

FASHION COLLOQUIA JAIPUR.INDIA

PARTNERS IN PROGRESS

Department of Science & Technology, Government of India

RAJASTHAN The Incredible State of India !

Department of Science & Technology Ministry of Science and Technology Govt of Rajasthan

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JAIPUR LITERATURE FESTIVAL

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Anokhi museum of hand printing

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CII Confederation of Indian Industry

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LAKMÉ ACADEMY Powered by Aptech Style your future

SWAROVSKI

VOYLLA FASHION JEWELRY

Morarka Organic

IxDA

DESIGN CULTURE COCREATE
ACADEMY • CONFLUENCE • SCHOOLS • AWARDS

DESIGN CULTURE INNOVATION CENTRE

The Design Culture Collective is a community that will engage students in creative activities based on design thinking principles. It would help students to identify several design challenges both within the school and the surrounding physical and societal environment, which could include observable issues linked with public spaces, services, and healthcare etc. In consultation with ARCH College of Design & Business, the school can provide a specific space for carrying out the activities of DeIC.

Along with guidance, tasks, tools and material for prototyping and mentorship, collectives are advised to be mentored by teachers who have undergone **Designability Workshops** with ARCH College. ARCH would play its role as a catalyst to encourage the activities to further progress the collective. ARCH students would spearhead this under the mentorship of the ARCH faculty. Overall, this activity would encourage creative and critical thinking and understanding how complex design challenges can be addressed with a strong sense of teamwork.

The objective of the programme is to give an opportunity for students to build empathetic understanding, develop techniques & innovative thinking to create a design centric approach for school by making them ambassadors and leaders and instill a

- Young Design Ambassadors: (class 6 to 9)
- Design Culture Leaders: Class 10-12
- Design Ability Workshops for Teachers & Students

We welcome you to collaborate with us in spreading the culture of Design among the youth.

DESIGNABILITY

The intent of the DesignAbility Programme is to sharpen the observation skills of participants to understand Design challenges, immerse in creative thinking, imagination and logical thinking for problem solving.
This would help in cultivating the ability to connect knowledge with innovation and implementing Design fundamentals within the school and outside.

Introduction
Design is no more a way to make things look pretty but more of a culture and a way of life, helping enormously in addressing complex design problems at different levels of society, governance, industry, education, healthcare, and more. The Design Culture initiative by the ARCH College of Design & Business is working towards promoting & infusing the concept of Design and Design Thinking not just among school students but also society at large. So far ARCH has conducted over 30 online design culture Learning sessions with the experts in the various fields, who shared their experiences, knowledge, case studies & other learning with the audience.
The Design Culture initiative is also active in schools where it conducts Design Ability workshops, Design Culture Innovation Center, Designathon and more for school leaders, educators and students.

Vision
The vision of the Design Culture initiative of Arch College of Design and Business is in transforming basic school knowledge towards innovation and creativity oriented learning which is necessary for the rapidly progressing design/make in India mission of our country, by way of nurturing design sensitised professionals of the future.

Mission
Shaping a better future for individuals, communities, the nation and the world by nurturing design sensitivity and fostering empathetic, innovative, and competent leaders who are committed to creating thoughtful and impactful solutions for a rapidly evolving

DESIGN CULTURE CONFLUENCE

Pink City Design Confluence 2022 conceived, organised and hosted by ARCH College of Design & Business on the theme Form Reform Transform seeks to address all constituents that initiate transformations and the role of Design in bringing about these changes. The confluence seeks to create an interface between the education and industry sectors to debate on how Design-Technology education can be leveraged to support the emerging economies of the new world.

DESIGN CULTURE COCREATE AWARDS

ARCH encourages participation from all member schools wherein best entries are awarded, based on certain criteria based on design related activities, training to students, DCIC activities, innovative teaching methods, school environment, infrastructure, etc. The competition can be annual or term/semester wise. The award would be awarded to schools that perform the best during the academic year.

DCCA
DESIGN CULTURE
COCREATE ACADEMY

Vision
To impart core values and nurture a culture of design to a wide range of aspirants, imbibing values of empowerment, co creation & evolution through the application of design thinking & practice.

Mission
Mentoring aspiring learners at all levels of professions for creativity, sensitivity, empathy and innovation towards being successful and efficient in infusing design culture and designability as a way of life and as profession in any domain.

About
The central theme of DCC Academy is to impart premium quality design knowledge with sense, sensitivity and sensibility, inducing within it, design as a way of life. Prominent designers of the country would take the courses which focuses on high pace Immersion in the complex design challenges of the uncertain and ambiguous world of today.

It is designed to test design skills across multiple disciplines. The silo type education we are accustomed to is no more the norm for today. The need is trans disciplinary education, coupled with technological and scientific advancements of today. The hature and human value-driven design education is the need of the times we live in. The existing education programmes jare complimented with educational diversity for sustainability across various disciplines. Design is considered as a Productive Science, Philosophy and Methodology for producing outputs that fulfil sustainable design requirements for today by using appropriate research and innovation.

Who should attend
This program is tailored to enhance the skills and understanding required in systemic approach to design for professionals and designers from all disciplines, architects, interior designers, town planners, teachers and mentors from design, architecture and Interior design faculties.

Programme Highlights

- 3 months hybrid learning courses
- Certification from the institution
- Reputed faculty in the design field
- Case studies
- Project based learning
- Zero Session Online
- Immersion program at campus

COURSES OFFERED

System Design Approach
System Design: System Design is an attempt to understand the larger web of which most problems are a part of, with all its components and subcomponents that make up the system. The course is an attempt to understand a system by zooming in and

Social Design
Social design is the application of design methodologies in order to tackle complex human issues, placing the social issues as the priority. The course will help you be mindful of the designer's role and responsibility in society, and of the use of design processes to bring about social change.

Sustainable Design Practices
Sustainable design is a relatively new concept but becoming increasingly important in today's context. The course will help to learn more about sustainable design and its principles so that you can implement it in your own work to make your hobby or your brand eco-friendlier.

Emotional Design
The course offers understanding of the relationship between people and the things they use in their everyday lives and, more importantly, how to design new products and websites which elicit certain emotional responses.

Social Communication
Social communication is how and why we use language to interact with other people. This course helps adults who have difficulty with social communication by supporting communication with others in various places such as at home, at school, or at work.

Universal Design
This course explains the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age size, ability or disability.

Creative Entrepreneurship
The course approaches entrepreneurship as primarily a creative discipline and borrows from design thinking concepts, such as observing, developing a point of view, prototyping, and constant iteration, as a means of guiding you through the process of the entrepreneurial endeavor.

Interaction Design
The field of interaction design is concerned with all aspects of how an interactive product should function. The course explains principles of incorporating a product's overall design from the very beginning to optimize the product functionality portion of the user experience.

HOW TO APPLY

To apply, working professionals can register at
https://www.archedu.org/designculture2022/
or mail at **designculture@archedu.org**
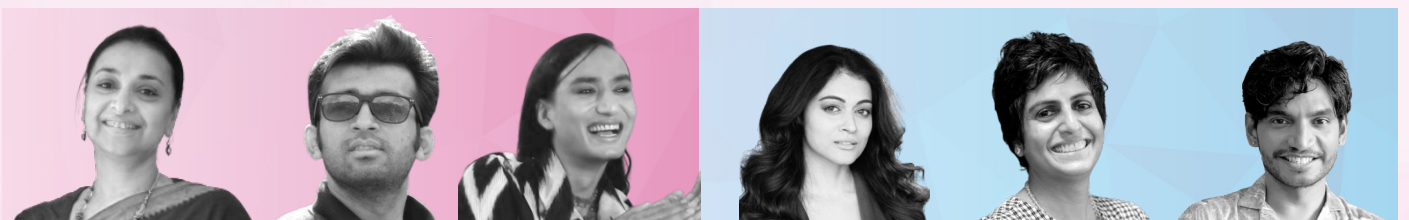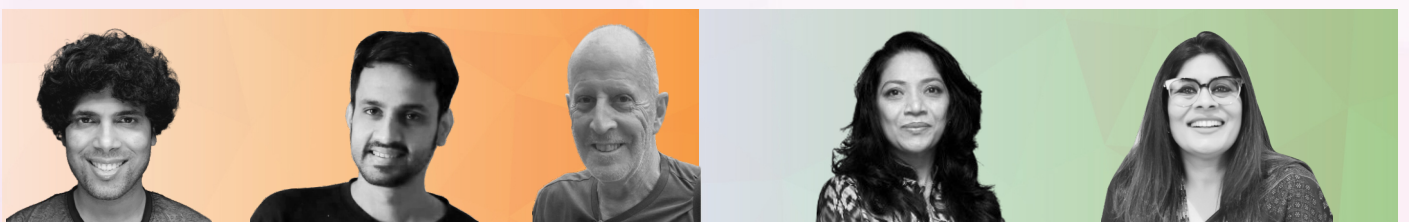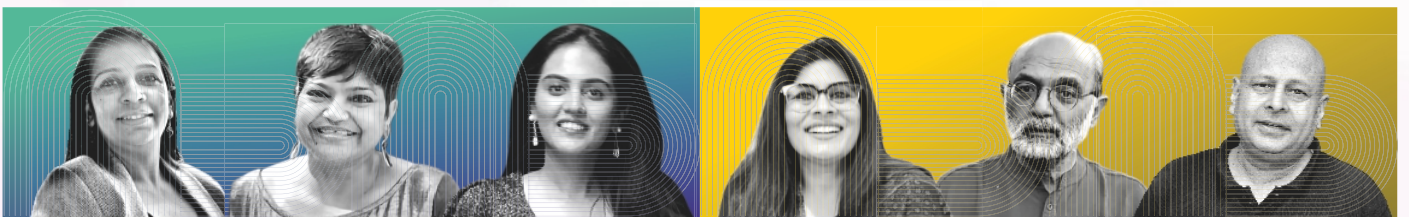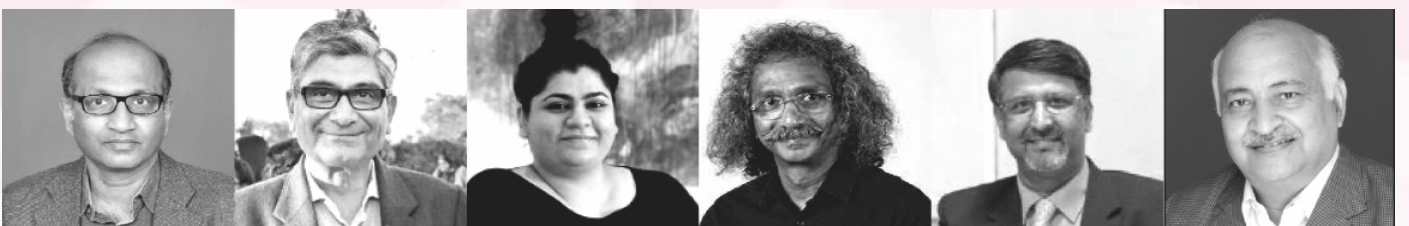
KEYNOTE ADDRESSES

▶ WATCH NOW

Prof. Lorenzo Imbesi
Full Professor, Sapienza University of Rome
Design PhD Chair, Cumulus Executive Board

Surya Vanka
Founder & Chief Designer, Authentic Design
Former Director of User Experience, Microsoft
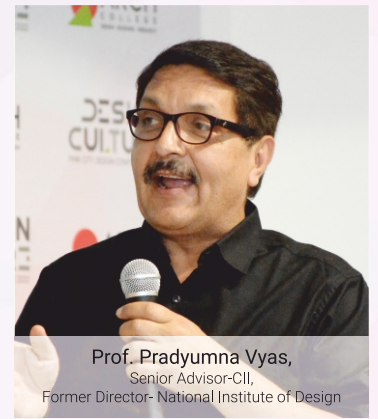
Citation conferred to

Srini Srinivasan
President, World Design Organisation
CEO of LUMIUM, Palo Alto, California

DESIGN CULTURE
PINK CITY DESIGN CONFLUENCE 2022

Mahaveer Sharma
Chair, TiE Angels & RAIN,
Trustee, TiE Global

Prof. Pradyumna Vyas,
Senior Advisor-CII,
Former Director- National Institute of Design

Princess Gauravi Kumari
General Secretary,
Princess Diya Kumari Foundation (PDKF)

Krishan Jagota
President, ADI, Mumbai Chapter
Head of Product Design, Sideways Consulting

Awards for School, Designathon & Design Story - Photo Video Competition

Panel Discussion with School Principals and Educators

Launch of Design Culture Learning Series book at Jaipur Literature Festival (JLF)

AIEED-SAT 2025
All India Entrance Examination for Design
Scholarship Aptitude Test

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