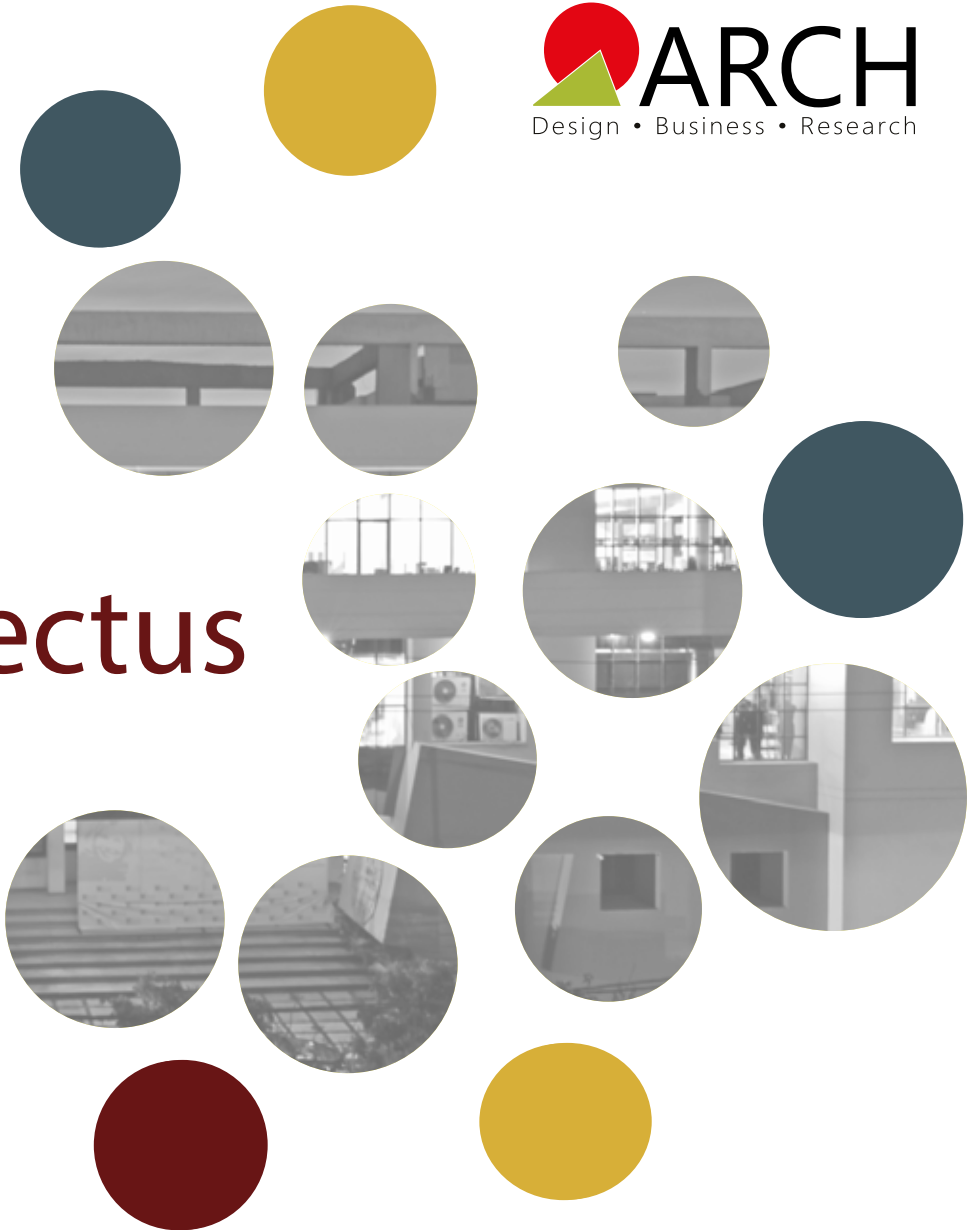


# Prospectus 2018



*17*

Glorious years in  
Design Education

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# VISION

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

# MISSION

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- Be an internationally acknowledged design institution, nurturing individuals to develop as innovative professionals and entrepreneurs with requisite the skills and social sensitivity.
- Enroll students of pluralistic identities & 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 & learning based on a wide spectrum of disciplines, to develop and disseminate knowledge & skills as per the emerging needs of society.
- Develop collaborations with advanced educational foreign institutions in public and private organisations in order to enhance and maintain globally established benchmarks in the quality and standard of education imparted.
- Channelize 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 & 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 & entrepreneurs helping them to create their own business or social enterprise.



## Founder & Director

Archana Surana

ARCH has been at the nucleus of innovative design-centric interactions & activities since its inception in 2000. We are a 17 year old institution now, and we take pride in our community of problem –solvers & thought leaders; prolific minds who make us what we are today.

Our emphasis is not only on the quality of education but also on the development of necessary skills and the integration of entrepreneurship in our curriculum. Progressive education in design and art is made possible through the fusion of a great ethos with the environment & contributions of a dedicated, innovative and energetic academic community.

The ARCH ecosystem provides its inhabitants with the freedom to experiment, to challenge, to debate, to think differently while creating design professionals of the future, with the awareness to contribute towards society in a meaningful way. Our students are encouraged to evaluate their own skills and predispositions and develop an action plan to supplement them. Urged to experiment, take risks and, as an important part of the learning

process, accept failure if required and build a new, they graduate with confidence to embrace and overcome uncertainty and develop their ideas to shape their own future.

This prospectus acts as an exhaustive source of information related to all our undergraduate, postgraduate, and employability oriented courses and includes a showcasing of students and alumni work. Towards our noteworthy efforts at building collaboration and best practices and research in Art & Design education, Arch has association with a number of international design institutions for exchange & progression of students. Arch also is a voting member of international forums that include the World Design Organization (WDO), the International Foundation of Fashion Technology Institutes (IFFTI), and CUMULUS.

Heartfelt thanks to each member of the ARCH community - our students, their parents, the faculty, staff, advisors, well wishers, and not the least, the employers of our alumni, all of whom, have relentlessly supported us & worked towards strengthening our vision of empowering individuals to unleash their true potential

# Director Academics Partnership, Research & Innovation



Design is. Design was. Design will be.  
Design has existed. Before existence.  
As the preliminary schema. As the intent. As the pathway & the steps. As the result.  
The ongoing cycle. The continuum.  
Design is the most important ingredient of, both, animate & inanimate existence.  
Design is the cause & structure for existence. It is also the effect.  
And Existence gives reason for Design to exist as an activity.  
Design is.

Cause. Effect. Or just simultaneous parallels. Understandably dependant on our extent of awareness.  
The process of design starts with AWARENESS in all its forms... peripheral, binocular, sensational...trancendental...et al.  
Awareness of needs.  
Awareness of connections.  
Awareness of options & available choices.  
Design goes on to use this awareness to explore possibilities for creating. Answers to problems. Answers to needs. More problems even! And more answers.....  
Creating needs. And more answers ..  
Always more answers and solutions. Not necessarily appropriate. Not necessarily the best.  
And we go on...

'Innovation' today and most of what blatantly declares itself as design today, is just clever renovation of past innovations, past solutions, repacked & re-presented, hopefully in context, with appropriate facelifiting stickemons.  
Innovative spinning & dodging & sprinting to keep up the illusion. Justification for creating objects we don't really need.  
Creations for created needs, the fuel for our hunger.... for more.

The very life of the created object is getting shorter & shorter. It is so easy to mask shoddy solutions & cover them up with sound effects, & skillful articulation; with clever distractions and sleight of hand. Get rid of them and get a NEW model before anybody notices the shortcomings. Build these 'achievements' into the system – as planned obsolescence - planned redundancy.  
Worship this worthwhile activity of Creation!

The world may seem to be getting smaller in our internet addled, flying time conscious minds, but OUR EARTH is DEFINITELY NOT GETTING SMALLER! Not with the bloated new Mountain ranges we are building, the layers upon layer of decommissioned goods we add to its surface every day in land fills & dumps.

Quite simply, this world does not wish to see the seed fall;  
wait to see the tree grow.  
It wants instant trees.  
And so we try harder to produce instant answers. Fast.  
And we succeed, so easily. An irresponsible design process has always been conveniently faster and easier.  
So we fail again. And again.  
The larger picture reveals the landscape, the desolation,

the wrought 'creation'.  
And the regret. Most times its too late.  
And this, in a world where there is no dearth of Actual Needs,  
only a fast growing dearth of resources, with our wasteful consumption of energy & material and our irresponsible creations. In a world where we simultaneously continue to create our comfortable myths of preservation, conservation, recycling, and what not, while we are at it.

So whither innovation?  
Whither creation - insightful, inspirational, useful ?  
Are we even prepared to welcome 'Divine Intercession'; ready even to permit its wisdom; permit it to show us the entirety, the connections and the continuities; enabling us, in effect, to bring together the innovation, the 'Elegant' solution.

The invisible whole is wisely resting and waiting for us 'real' beings to join it one day!

So before we disappear entirely, let us begin to see real needs.  
Let us Create some Real Solutions for Real Needs.  
With awareness & intent.  
Awareness. Intent. Creation.  
At the least, here's hoping for an innovative renovation of innovation!  
Join us.  
Afterwards, of course, we would definitely like to think we did it all; take out a patent; claim the credit; make it repeatable at will!  
Even so...let's do it! Let's start.

BENOY THOOMPUNKAL  
DIRECTOR ACADEMICS  
PARTNERSHIPS, RESEARCH & INNOVATION



ARCH  
Academy of Design

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Seated man in black suit and red scarf

Seated woman in white and red sari

Seated woman in white and red sari with sunglasses

Seated man in white shirt and red scarf

Seated man in dark suit and red scarf

# Arch Genesis

---

ARCH was set up in the year 2000, under the aegis of the ARCH Educational Society to impart industrially and globally relevant, specialized education in Design. Through the 17 years of our existence, we have grown into a strong community of 6000 professionals, alumni, students, teaching faculty and support staff, all of whom, with their incredible energy and enthusiasm, have been a part of our journey. Our nurturing environment offers a place where you meet new people, seek new things, and unearth hidden talents.

Our international representation has increased remarkably over the years, with students & Faculty members from Sweden, Japan, Spain, UK, USA, Canada, Nepal, Iran, Korea, Kuwait, Dubai, Colombia, Brazil, etc. choosing to study and contribute with us.

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

To promote entrepreneurship, ARCH has conducted several workshops for Skilled Entrepreneurship Development Courses 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(AIEED) is 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 a random selection of questions from specially formulated question banks. This interesting online exam is designed to facilitate ease of use for students, for assessment of abilities supporting aspirations for a career in Design.

The academy offers a wide gamut of industry oriented courses of international standards with university certification. Experienced faculty members are involved in the development of curriculum, to ensure that these courses offer the right combination of practical and theoretical skills, with the latest techniques, processes and thinking supported by an understanding of the socio-cultural context & industry needs.

Courses offered include Undergraduate, Postgraduate and Certificate level courses in Fashion, Interior, Product, Jewellery, Graphic, Photography, Digital Design and Design Communication, coupled with specialized courses combining Design education with Business and Entrepreneurial knowledge. ARCH is affiliated to the University of Rajasthan for Bachelor of Design Degree (B.Des) along with Master Degree in GPEM. ARCH is also affiliated to the Rajasthan ILD Skills University (RISU) for Bachelor and Master's in Vocational studies. ARCH in strategic partnership with Pearson, is accredited to deliver six BTEC Level 5 HND qualifications in Art & Design.

ARCH Jaipur campus is built in 60000 sq. ft in the heart of the city in close proximity to the World Trade Park & the Jaipur International airport. Hostel Facilities adjoining the Campus makes it convenient for the outstation 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.

Since Jaipur is a thriving student city, 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 the local creators. Proximity to one of the Government designated industrial areas, helps students to easily connect with the artisans of various creative industries. By practicing and contributing to the study of Design, through active involvement and observation, students enhance their learning experience.

Easily accessible and located in one of the prime areas of the city, Jaipur campus offers a balanced combination of academic life and personal experiences.



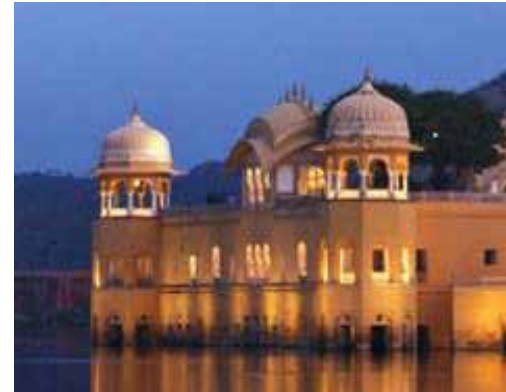
**Jaipur - The Pink City-** is known for its heritage sites, forts and palaces and crafts. The architecture and planning of the town has come a long way since its foundation was laid by Sawai Jai Singh in 1727 AD, the erstwhile ruler of Jaipur. Ahead of its times, with regards to city planning, Jaipur was designed according to the principles of the ancient architectural science of Vastu Shastra.

Alongside the traditional heritage, Jaipur has developed an identity as a hub for industries connected with crafts, exports, jewellery, and block printing etc; 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). Jaipur is the only city in the world to be conferred the title for multiple crafts since the inception of the WCC in 1964.

All of this co-existing with the more recent additions of the Metro, modern shopping malls, multiplexes, and institutions of learning, providing aspirational opportunities to thousands.

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 & 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. The city hosts the world's largest literary festival (Jaipur Literature Festival) every year with some of the most eminent authors, Nobel laureates et al, attending the event.



\*Jaipur Campus



# Academic Affiliations

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ARCH RESEARCH COLLEGE OF HIGHER EDUCATION

Affiliated to



UNIVERSITY OF RAJASTHAN

ARCH is the first in Rajasthan to introduce Bachelors in Design Courses with the Affiliation of University of Rajasthan, a public and state university and one of the oldest universities in the Indian state Rajasthan. It is a NAAC A Accredited University.

Formerly known as the University of Rajputana, The University of Rajasthan is the oldest and largest institution of higher learning in Rajasthan (in terms of enrolments). Founded on January 8th 1947, the University currently operates 37 PhD courses, 20 MPhil courses, 48 Master's Degree courses, and 14 Bachelor's degree courses. University with Potential for Excellence (UPE) : UGC has recognized the University of Rajasthan amongst the top 15 Indian Universities with Potential For Excellence (UPE) in 2012.

A grant of Rs. 50 crore has been sanctioned for furtherance of academic and research activities., materials and converging science has been recognized as the focused area of research besides other holistic and infrastructure development grants.

ARCH offers Seven Undergraduate & Posgraduate courses affiliated to University of Rajasthan

ARCH COLLEGE OF DESIGN & BUSINESS

Affiliated to



RAJASTHAN ILD SKILLS UNIVERSITY

ARCH is the first in Rajasthan to introduce B.Voc courses in Design and Communication & M.Voc in Design & Entrepreneurship with the Rajasthan ILD Skill University (RISU), the first Skill University of India in the Government sector has been established in Jaipur by the virtue of an ordinance passed by the Government of Rajasthan, thus fulfilling a long cherished dream of the youth of the country and adding another significant milestone in the long list of achievements in the Skill Development Sector, under the visionary leadership of Chief Minister Vasundhara Raje. RISU has been conceptualised to integrate the corridors in vocational training with mainstream education, using National Skill Qualification Framework and strong industry linkages. The graduate and post graduate level and Doctorate awards & apprenticeship oriented programmes, simulation and immersive techniques, expertise in emerging new age skills and collaborations with the best in the field to deliver avenues of highly employable vocations; will be the hallmarks of this pioneering University.

ARCH offers Eleven Undergraduate & Posgraduate Level, and Seven certificate courses affiliated to RISU.

ARCH ACADEMY OF DESIGN

Accredited to



PEARSON BTEC

ARCH in strategic partnership with Pearson, is accredited to deliver Six BTEC Level 5 HND qualifications in Art & Design. It is the Only Institution in INDIA offering wide range of courses in Art & Design for progression to Degree Level Study abroad Programmes, based on Level 5 BTEC Qualification imparted at ARCH. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses. It is also presently the only Design Institution in India that imparts Pearson Assured Courses.

The Courses have been designed in a way so as to offer a chance to the students to progress directly into the 3rd year of graduation abroad. Exposure to international faculty and delivery from Pearson-trained faculty lies at the core of these courses which are aimed at developing interdisciplinary and interactive contextual learning & the acquiring of practical skills. ARCH Academy of Design adheres to standard international evaluation guidelines which includes the conducting of assessment and verification procedures every semester by visiting examiners from the UK.

The BTEC Level 5 HND qualifications embedded in these courses are equivalent to the first 2 years of graduation in UK Universities

and abroad. With its inbuilt flexibility, ARCH students can progress directly into the 3rd year of a graduation 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, New Zealand, Australia, South Africa, Mauritius and Institutions in the UK & Europe. 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 head-quartered in London with offices across Europe, Asia and South America.

Pearson accreditation enables ARCH to provide effective, accessible, affordable higher education to a wide community of learners. Pearson's BTEC qualifications are accredited by the OFQUAL ([http:// register.ofqual.gov.uk/](http://register.ofqual.gov.uk/)) under the aegis of the Government of United Kingdom.

After successful completion of the Level 5 HND courses, progression is possible to Universities & Colleges that include the following:

- Middlesex University
- Manchester Metropolitan University
- De Mont Fort University
- University of Salford
- Tee Side University
- University of Northampton
- UHI Perth College, Scotland
- Bath-Spa University
- Swansea Metropolitan
- Birmingham City University
- University of Bedfordshire
- University of Heriot-Watt
- Nottingham Trent University
- Parsons School of Design

PEARSON ASSURED



Pearson Assured is an independent international quality benchmark recognized all over the world. This certification assures that the standards of quality have been met while designing the curriculum and delivery methods of the courses. ARCH is the only Design education Institution in India that benchmarks the delivery process with international standards using Pearson Assured services. The Pearson Assured Certification Courses confer global credibility to any professional profile.

#### PEARSON ONLINE COURSES

Built by subject matter experts and instructional designers to enhance user experience, these courses come in a self-paced format and a tutor led format.

An appropriate mix of stimulating multimedia, imagery, and assessments, the course-ware is best-in-class to provide quality education to learners. Apart from special certification where applicable; a Pearson Assured Certificate would be awarded at the completion of any of the selected courses.

For details please log on to the ARCH website  
<http://www.archedu.org/>

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION  
SKILLS KNOWLEDGE PROVIDER (SKP)

Affiliated to



ARCH has been approved as a SKP (Skills Knowledge Provider) Institution under the NVEQF scheme of AICTE in the applied arts sector for Jewellery Design, Interior Design & Fashion Design. AICTE oversees the quantitative growth, regulation and proper maintenance of norms and standards in the technical education system in India. National Vocational Education Qualifications Framework NVEQF is a descriptive framework that organises qualifications according to a series of levels of knowledge along with skills. Recognizing the high demand for skill in the country, the Central Advisory Board of Education emphasized the need for a NVEQF.

SECTOR SKILLS COUNCIL

Affiliated to



- Furniture & Fittings Skill Council
- Apparel MadeUps and Home Furnishing Sector Skill Council (AMHSSC)
- Gem & Jewellery Skill Council of India (GJSCI)

It is a non-profit organization which aims at setting up an effective and efficient eco-system for development and imparting of training programmes, based on industry demands of various segments and to ensure that all successful trainees are certified through accredited assessment agency are the salient features of this council.



Best Institutional Display of ARCH at FICCI Vastra 2017

# Faculties in ARCH

- Design, Business & Research
- International Studies in Art & Design
- Skills in Design & Entrepreneurship.

## Faculty of Design, Business & Research

The Faculty of Design Business and Research offers an undergraduate academic degree in Design accredited by the University of Rajasthan. Holistic research based learning using exploration in Innovation and creativity. It enables the students to build a designer perspective which helps them in excelling in different variants of design. The curriculum starts with basic introductions to design, establishing fundamentals in visualization and representation in the first year followed by variant specific learning. In the last year, students engage with the design incubation cell and work on projects from conception to deployment. The integrated international exposure in the program aims at creating professional designers having a technical outlook along with a significant sense of the dynamic world of design.



## Faculty of International Studies in Art & Design

The Faculty of International studies offers a Bachelor of Arts degree through progression to foreign Higher Education Institutions. ARCH offers undergraduate level BTEC diploma affiliated and verified by Pearson BTEC Higher National qualifications in Art and Design. It is designed to meet the needs and expectations of students aspiring to work in the International environment of the creative industries. It is a stimulating and challenging program closely aligned with the professional needs of higher education as well as of vendor and employer. The pathway for the first two years consists of core and specialist units to provide students with opportunities to explore the creative industries through a focused curriculum that prepares them for further degree-level studies at an affiliated International University.



Contemporary Art  
\*Neha Mankani

## Faculty of Skills in Design & Entrepreneurship.

The Faculty of Skill Development offers Bachelors and Masters degrees in creative design skills accredited by Rajasthan ILD Skills University. The Bachelors program aims to develop students as professional, self-reflecting individuals able to meet the demands of employers in the creative industries sector and adapt to a constantly changing world. It integrates appropriate technology, with personal and professional skills and substantive 'hands-on' and field /site experience as required.

The Masters program aims to build individual capacities and train persons with adequate design and entrepreneurial skills. This qualification has been designed to meet the dynamic & rapidly changing contemporary needs of the creative industries.



# Fashion Industry Overview & Scope



The Indian 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 per cent to reach US\$ 180 billion by 2025. Ascending globalization and consumerism are encouraging the fashion industry to explore the broadest contexts and applications of the field.

The ARCH College of Design & Business 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 Faculty of Fashion prepares the students to establish their own space in this complex, ever evolving and growing industry and professionally handle the challenges distinctive to it.

## Courses

### UNDERGRADUATE COURSES

- B. DES Fashion Design - 4 years
- BA Fashion Design - 3 years (2+1)  
(BTEC HND in Fashion Design + International Study Abroad Degree Program)
- B.Voc Fashion Design - 3 years

### POSTGRADUATE COURSES

- MA/M.Com/M.Sc Garment Production & Export Management (GPEM)- 2 years
- M. Voc Fashion Design & Entrepreneurship - 2 years

### PRO COURSES

- Fashion Design (Womenswear)  
1 year
- Fashion Styling & Make-up  
1 year
- CAD Fashion  
6 mths.



# Industry Speak



Ritu Kumar  
Label Ritu Kumar

"During the Rajasthan Heritage Week, I saw a Natural Dyeing Collection developed by the ARCH Students. I was impressed by the collection. This motivated me to visit the campus & give them a classroom project."



Hemant Trivedi  
Fashion Designer

"Students of ARCH have showcased their best, year after year at the Business Fair Vastra. I congratulate the team at ARCH for their exemplary work"

# Alumni Speak



Sujit Kumar, 2012-2015  
Designer Roadster, Myntra Bangalore

"ARCH, with its supporting and encouraging environment, gave me the essentials to grow myself as a designer."



Radhika Sharma 2003-2006  
Visual Merchandiser, Shoppers' Stop

"My projects at ARCH gave me an excellent perspective of the wider applications of my Fashion studies in the Industry. I was campus selected for the post of a visual merchandiser"

## Internship & Placements

Armani Junior, Delhi  
Designer Ritu Beri  
Anita Dongre, AND Design Studio, Mumbai  
Designer Abu Jani Sandeep Khosla, Mumbai  
Shoppers Stop, Jaipur  
Designer Sanchita Ajjampur, Bangalore  
Designer Rina Dhaka, Delhi  
Lifestyle International Pvt. Ltd, Delhi  
Mirangi Couture, Jaipur  
United Colors of Benetton, Delhi  
Zari Fashions, Jaipur  
Designer Pero, Delhi  
Sin Culture, Mumbai  
Designer Nida Mahmood, Delhi  
Designer Pallavi, Jaipur  
Designer Rahul Mishra, Noida  
Designer Meena Mehra, Noida  
Designer Himmat Singh



# Interior Industry Overview & Scope



Interior design is a multi-faceted profession in which creative and technical solutions are applied to achieve built interior environments. Interior Design solutions lay emphasis on functionality, cultural context, aesthetic preferences and improving the quality of life with a gamut of services meant to protect health, safety and welfare of the public. It is a discipline concerned with examining the interaction between people and the environment and the study of the fabrication of craft products, a subset of architecture, construction and planning. As part of the interior design education, the studio based curriculum integrates theoretical, technical and professionally relevant topics to develop an aptitude for finding solutions. This problem solving ability, in conjunction with technical knowledge and practical skills form the foundation for lifelong learning, and prepare students for employment in the industry.

Interior design holds a relatively small segment in the building industry but its impact is immense. In India the profession is gaining popularity with a lot of people opting for the services of trained interior designers while planning and constructing residential and commercial establishments.

## Courses

### UNDERGRADUATE COURSES

- B. Des. Interior Design – 4 years
- BA Interior Design - 3 years (2+1) (BTEC HND in Interior Design + International Study Abroad Degree Program)
- B.Voc Interior Design – 3 years

### POSTGRADUATE COURSES

- M.Voc Interior Design & Entrepreneurship - 2 years

### PROFESSIONAL COURSES

- Interior Design (Residential Design)– 1 year
- Interior Styling – 6 mths
- Wooden Furniture Design – 6 mths
- Cad Design - 6 mths

# Industry Speak



Sanjay Kothari  
Principal Architect, Kaleido  
Former President, IIID Rajasthan  
"The ARCH students who interned with me are creative and have been very good resource persons for my Design firm"



Ar. Anshuman Sharma,  
Principal Designer  
The Design Inc, Jaipur,  
Executive committee Member IIID  
"Industry needs sincere and hardworking youth. Along with appreciable skills, ARCH seems to instill these attributes, very successfully in their students."

# Alumni Speak



Anupama Rana -2002 -2004  
Owner- The Design  
"ARCH has provided me the platform to transform my dreams and goals into reality."



Ashish Mangwani - 2010-2013  
Founder & Principal Designer,  
Studio Ashish Mangwani  
"ARCH continues to ensure that every student develops the creative thought processes, skills and attitudes which have proven invaluable in our career in the world"

## Internship & Placements

Ar. Sanjay Kothari, Kaleido- Jaipur  
Ar. Ritu Khandelwal, 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  
Studio Incept, Noida  
Sudhir Pawar & Associates, Pune  
Sthapatya Architects, Jaipur  
The Design Inc, Jaipur



# Jewellery Industry Overview & Scope



The Indian Gems & Jewellery Industry is the back bone 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 to Royals and the upper crust 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 & Market hub for jewellery. We have the Designers, the Craftsmen, the materials, the investments.

## Courses

### UNDERGRADUATE COURSES

- B Des Jewellery Design- 4 Years
- B.Voc Jewellery Design - 3 Years

### POSTGRADUATE COURSES

- M.Voc Jewellery Design & Entrepreneurship - 2 Years

### PRO COURSES

- Jewellery Design (Precious Jewellery) - 1 Yr
- CAD Designing - 6 mnths

# Industry Speak



Rajeev Arora  
Co-Founder of International Brand Amrapali  
Jewels,  
"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."



Vikas Haritwal  
Director, Symtree  
"ARCH provides a splendid platform to  
connect the students to the trade stalwarts  
so that they tune up their creativity.  
The Jewellery Design Students are very  
successful performers in the market."

# Alumni Speak



Shubham K Raj- 2005-2006  
Design Head, Tribe by Amrapali  
"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."



Komal Khandelwal - 2013-2016  
Trend Researcher-Voylla  
"My thinking skills were enhanced as a  
result of working in a professional & creative  
environment at ARCH."

## Internship & Placements

Amrapali Jewels, Jaipur  
ACPL Jewels, Agra  
Savio, Jaipur  
Symtree 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  
Dileep Industries  
Hastkala Exports  
Ninety One Degrees  
Mangalam Arts  
Code Silver



# Product Industry Overview & Scope



Product Design courses at ARCH broadly focus on Crafts & Accessories, Furniture etc. In the Indian Product Industry there is a fine balance between the application of mechanization and hand based skills, the latter giving each produced artefact uniqueness. 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 & his needs and be able to deliver appropriate design concepts & solutions.

Craft & Accessories is a product industry which distinguishes India & Designers on World Interiors & Fashion map. It in turn generates employment for several thousands of workers. The products that they make 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 & machine made products suitable for contemporary lifestyles.

The course intends to develop core competence in the basic skills and understanding of the process and principles governing the design and manufacturing of craft-based products.

Further, the course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. This course also envisages inputs in relation to design collections and range development in craft products to support fashion and lifestyle trends. Formats for sustainability is important for the management of any process linked with design, and this understanding is shared in the form of theory and practice.

## Courses

### UNDERGRADUATE COURSES

- B. Des Craft & Accessory Design - 4 Years
- BA Product Design - 3 years (2+1) (BTEC HND in Product Design + International Study Abroad Degree Program)
- B.Voc Product Design – 3 Years

### POSTGRADUATE COURSES

- M.Voc Product Design -2 years

# Industry Speak



Ayush Kasliwal  
AKFD, Furniture & Product Designer  
"There is a huge need for trained Lifestyle Accessory Designers willing to work with the rich and varied heritage crafts of our country"



Vipin Sharma  
CEO, Access Development Services  
"I am proud to say that Arch has evolved into a full fledged institute known not only in Jaipur but in many parts of the country and the world. The way it has been contributing to the industry is enormous"

# Alumni Speak



Suhani Jain- 2005-2006  
Student, Craft Product Design  
"On an individual level, I have always been fascinated by the crafts of India. The Craft Product Design Programme at ARCH is giving 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".



Vaibhav Patni- 2013-2016  
Entrepreneur, 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 gives me fullfilment and I enjoy going into the crafts lanes of Jaipur and interacting with the craftsmen"

## Internship & Placements

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



Manglam Arts

# Communication Industry Overview & Scope



Demand for advertising and marketing services gets generated mostly from industries that sell consumer products, entertainment, financial services, technology, and telecommunications. Companies in this line of business create advertising & public relations campaigns and engage in media buying, among other advertising services such as development of corporate identity/branding, print production, and web design. Graphic designers create logos, posters, newsletters, brochures, signs, and other forms of visual communication. Photographs & visual images also constitute a part of communications ranging from an icon on a smartphone screen to an illustration, all of which have the ability to communicate intention, ideas or information, within the field of 'communications' and therefore find a valued place in the communication industry.

Overall the visual communication- graphic and digital design industry in India, is slated to grow, as high-quality graphic design services become increasingly integral for companies seeking to develop brand awareness.

## Courses

### UNDERGRADUATE COURSES

- B.V.A (Applied Arts-Graphic Design) - 4 years
- BA Digital Design - 3 years (2+1) (BTEC HND in Digital Design + International Study Abroad Degree Program)
- BA Graphic Design - 3 years (2+1) (BTEC HND in Graphic Design + International Study Abroad Degree Program)
- BA Photography - 3 years (2+1) (BTEC HND in Photography + International Study Abroad Degree Program)
- B.Voc Graphic Design
- B.Voc Journalism & Mass communication

### POSTGRADUATE COURSES

- M.Voc Design Communication -2 year



# Industry Speak



Neha Behl  
 Founder UI & UX - Design Raasta  
 "The students of ARCH are dilligent and have great Design acumen. They are quick learners and adaptable to change."



Sedar Gorelli  
 Art Designer - UK at Vastra 2017  
 "You see traditional Indian graphic illustration with the flavor of modern techniques."

# Alumni Speak



Vipin Sharma -2014-2016  
 Head Design, UX / UI - Fitso, Delhi  
 "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."



Vidhi Gupta - 2014-2016  
 Project Manager - Gravita E-com  
 "International Exposure gave a fresh breath to my design sensibilities"

## Internship & Placements

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

Nutcrackers

braincells



FITSO

Mr. P mediaworks  
communication that works



backstitch

# Business Industry Overview & Scope



The BBA in Design from Arch College of Design & 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, quantitative 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 emphasizing 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 analyze both economic and cultural aspects of the marketing and management of designed objects, environments, and experiences.

## Courses

### UNDERGRADUATE COURSE

- BBA - 3 Yrs
- Design, Management & Entrepreneurship

### PROFESSIONAL COURSES

- EDP
- Accelerator Program
- Incubator Program

# Industry Speak



Dileep Baid,  
Founder & Director  
Dileep Industries

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



Raghushree Poddar,  
Director, Cheer Sagar Exports

"I have seen the growth of ARCH ever since started in a two room setup in year 2000, I have seen the industrioueness of the staff & the students in my close association with the institution since its incepetion

# Alumni Speak



Divya Soni 2012-2016  
Designer  
Symtree by Haritson Group

"ARCH provides excellent exposure to it's students to guide and assist them in materializing their vision for a promising career."



Yamini Vijay- 2013-2016  
Fashion Consultant

"ARCH was the place to grow as a Business professional, with the support and encouragement available to the students in the learning environment"

## Internship & Placements

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



# Faculty of Design, Business & Research



Affiliated to  
University of Rajasthan

# UG

Duration: 4 Years  
Eligibility: 12<sup>th</sup> (any stream)  
Undergraduate Degree Programme  
Selection Criteria: AIEED (GAT+CAT)

Courses	Award
B.Des Fashion Design	Duration: 4 Years Bachelor of Design (UOR)
B.Des Interior Design	
B.Des Jewellery Design	
B.Des Craft & Accessory Design	
B.V.A (Applied Arts-Graphic Design)	
B.B.A (Design)	Duration: 3 Years Bachelor in Business (UOR)

# PG

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

Courses & Seats	Award
PG Degree in Garment Production & Export Management (GPEM)	MA/M.com/Msc from University of Rajasthan

# Faculty of International Studies in Art & Design

Accredited to



# UG

Duration: 2+1 Year  
Eligibility: 12<sup>th</sup> (any stream)  
Undergraduate Degree  
International Degree Study Abroad Course  
Selection Criteria: AIEED (GAT+CAT) PTE\*

Courses	Award
B.A Fashion Design	Pearson BTEC HND Level 5 after 2 <sup>nd</sup> year at ARCH
B.A Interior Design	B.A Degree Awarded by UK University on Progression on 3 <sup>rd</sup> year of study abroad
B.A Product Design	
B.A Graphic Design	
B.A Digital Design	M.A Degree in 4 <sup>th</sup> year (Optional) in Select Courses
B.A Photography	ARCH Diploma

## PROGRESSIONS & EXCHANGES



# Faculty of Skills in Design & Entrepreneurship

Affiliated to  
Rajasthan ILD Skills University



## UG

Duration: 3 Years  
Eligibility: 12<sup>th</sup> (any stream)  
Undergraduate Degree  
Selection Criteria: Interview

## PG

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

Courses	Award
B.Voc Fashion Design	Duration: 3 Years Bachelor of Vocational Studies (from Rajasthan ILD Skill University)
B.Voc Interior Design	
B.Voc Jewellery Design	
B.Voc Product Design	
B.Voc Graphic Design	
B.Voc Media & Journalism	

Courses	Award
M.Voc Fashion Design & Entrepreneurship	Duration: 2 Years Masters of Vocational Studies (from Rajasthan ILD Skill University)
M.Voc Interior Design & Entrepreneurship	
M.Voc Jewellery Design & Entrepreneurship	
M.Voc Product Design & Entrepreneurship	
M.Voc Design Communication	

### AFFILIATIONS



Affiliated to  
University of Rajasthan



Affiliated to  
Rajasthan ILD Skills University



A Pearson Assured organization



AICTE  
Skill  
Knowledge  
Provider

### MEMBERSHIPS



## PRO

Undergraduate Degree  
Duration: 1 Year or Below  
Eligibility: 12<sup>th</sup> (any stream)  
Selection Criteria: Interview

Courses	Award
Fashion Design- Women's Wear	ARCH Certificate (3 Months, 6 Months, 1 Year)
Interior Design- Residential Design	
Jewellery Design- Precious Jewellery	
Fashion Styling & Make up	
Wooden Furniture	
CAD (Interior, Fashion, Jewellery, Graphics)	





# B.Des Fashion Design

## Course Intent

Bachelor of Design (B.Des) in Fashion Design (Apparel & Textiles), a specialization course of 4 years duration at Arch Research College, is a degree course affiliated to University of Rajasthan. The course aims to build responsible fashion professionals through holistic learning of design and technical skills required in the apparel industry. Immense growth of retail sector, rising influence of technology, concerns regarding sustainability- all need to be understood and addressed aesthetically and in cultural and socio- economic context. Study of fashion design in this course empowers students to ideate and co-create products that will contribute to the evolution of a sustainable future of fashion industry.

## Learning Outcome

- Articulate understanding of the Indian fashion industry and effects of cultural & global influences on contemporary fashion through a report or a document.
- Research, explore and draw conclusions for a given design or a creative problem.
- Conceptualize and communicate design ideas through illustrations and specifications.
- Exhibit skills of garment creation using pattern making and construction techniques.
- Identify manufacturing and production process in various apparel types.
- Apply marketing and promotion skills for brand development.
- Establish industry connections through classroom projects, seminars and internship.

# B.Des Interior Design

## Course Intent

The Bachelor of Design (B.Des) in Interior Design is affiliated by the University of Rajasthan. The curriculum is industry aligned and developed keeping in mind the relationship between academic study and the contemporary practice of interior design.

It focuses on holistic development while enhancing practical skills so the students can create imaginative spaces that meet the needs and enrich the experience of modern life. The learning will also build technical knowledge to help them practice professionally. There will be planned Industry engagements which will involve study trips, short internship, participation in international design competitions, and benefits from links with design studios, cultural institutions, entrepreneurs, industry professionals and community groups.

## Learning Outcome

- Articulate understanding of the interior design process and practice in Indian context and effects of cultural & global influences on contemporary interiors.
- Research, explore and integrate into the process of design by working on projects, initially working with designers in the industry and develop to take on professional task responsibilities.
- Conceptualize and communicate design ideas through working drawings and technical specifications.
- Exhibit skills of visualization, design and documentation, model making and construction techniques.
- Identify material resources & vendors for relevant functional applications execution.
- Students learn technical skills, new technology, working documents of interior design.
- Understand and apply market trends, client needs, identify project potentials, and create human responsive spaces and ability to ensure project execution.
- Establish industry connections through classroom projects, seminars and internship.



# B.Des Jewellery Design



## Course Intent

The Bachelor of Design (B.Des) in Jewellery Design is affiliated by the University of Rajasthan. The course aims at integrating the finer aspects of design, technology, materials and processes with various levels of production. Learners are encouraged to be experimental and innovative and simultaneously use traditional techniques of jewelry making.

Links are nurtured with jewelers, goldsmith and other craft practitioners, artists and designers of different fields to deliver assignments to learners. They are further provided hands on knowledge through workshops and master classes. The live classroom projects, guided by real life industry briefs and representative mentorship from industry, support the contents of the program. Furthermore, the learners gain a thorough understanding of historical and contemporary professional practice through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs.

## Learning Outcome

- Understand and recognize the principles and visual learnings relevant to design practices
- Understand the visual, tactile, decorative characteristics of jewellery materials and the factors and principles relevant to Jewellery product design
- Understand professional practice in Jewellery design, develop the ability to respond to design requirements, skills in planning and producing prototypes, integrating design, technical & technological aspects of production and business strategies thus enabling the student to create a complete professional portfolio of design and development work.



## B.Des Craft & Accessory Design

### Course Intent

The Bachelor of Design (B.Des) in Craft & Accessory Design is affiliated by the University of Rajasthan. The course has been designed with focus on building responsible design professionals through holistic learning of design and technical skills required in Craft & Accessory industry.

The curriculum will impart understanding and experience of craft and accessory environment along with design and business context knowledge, skills and application. Study of craft & accessory design in this course empowers students to ideate and co-create products that will contribute to the evolution of a sustainable future of craft & accessory industry.

At the end of the professional course, a student will be able to respond to design requirements and will also be able to understand aesthetic and functional requirements of a product design brief.

### Learning Outcome

- Understand and evaluate influences on design activities through analysis of information
- Understand design & principles of 3D compositions
- Understand methods & techniques of visualization & presentation
- Understand properties, techniques, process terminology and tools of materials
- Develop concepts through exploration of materials, techniques and processes
- Develop designs and products for terracotta, leather, wood, glass, lacquer, metal and fabric
- Plan a project using the design development cycle



## BVA (Applied Arts / Graphic Design)

### Course Intent

Bachelor in Visual Arts (B.V.A- Applied Art/Graphic Design) is a 4 years degree course affiliated to University of Rajasthan. The course provides students foundation in Graphic Design skills, where they explore ideas, generate concepts and original solutions to design briefs. Workshops and studio sessions teach image-making using variety of media. Through a series of tutorials, students develop software understanding and continue to build their essential design skills. Visual skills such as visual design, illustrations, photography, editorial design, branding and advertising, 3D design and ensure that students have a broad understanding of design solution and aesthetics. There is emphasis on why and how we design instead of what we design.

### Learning Outcome

- Generate innovative design ideas and apply appropriate techniques and design process.
- Understand and apply color solutions for effective outcome.
- Exhibit understanding of typography through articulation and appropriate application.
- Exhibit communication and presentation skills.
- Apply design elements and principles to brief for innovative outcome.
- Display understanding of marketing, brand development and promotion skills in application
- Establish industry connections through classroom projects, seminars and internship
- Explore historical and contemporary precedent in lighting for application in photography
- Evaluate the effectiveness of storytelling in a visual narrative through illustrations



## BBA Bachelor in Business Administration (Design Management & Entrepreneurship)

### Course Intent

Bachelor in Business Administration is a 3 year UG course affiliated to University of Rajasthan, brings together a diverse group aspiring to initiate and lead change in emerging fields: business professionals wishing to address business challenges through design based approach, Business practitioners seeking to acquire expertise in business and leadership, and entrepreneurs looking to develop transformative business propositions for an evolving global economy through Design Thinking and Design Intervention. Understanding of Design Methods and process will enable the Lerner to become effective Design Managers and Entrepreneurs.

### Learning Outcome

- Will gain in-depth practical knowledge of Design thinking and its power to create positive change globally.
- Appreciate and analyze sustainable business models.
- Apply understanding of Management skills for creative projects and teams.
- Develop kno- how of marketing and promotion skills.
- Establish Governance, regulations, and how both are transforming today's global economy.
- Design innovation and leadership.



# PG - GPEM

Garment Production & Export Management

## Course Intent

Garment Production and Export Management is a postgraduate degree course from University of Rajasthan. It equips learners with technical knowledge and design skills required in the garment industry. Learners are exposed to export market trends in apparel design, production technology and know-how of export business. The course builds learners' capacity to understand, articulate and execute a design brief from the industry. The course is beneficial for building interpersonal skills, confidence and competence to handle situations in the industry.

## Learning Outcome

- Comprehend design and trends in the context of export market and domestic brands
- Exhibit technical skills required to understand the form and construction of apparel products
- Display understanding of functioning of production units, export & buying houses
- Value quality and processes necessary for design and commercial impact
- Develop entrepreneurial acumen along with business communication skills
- Establish effective relationship with the fashion industry through extensive internship
- Conduct research through relevant methodology and derive solutions and conclusions





\*Alka Yadav

# BA Fashion Design

International Degree Program (2+1)

## Course Intent

The International Degree Study Abroad Program in Fashion Design offers learners a period of exploration and discovery in field of fashion with Pearson BTEC Higher National qualifications (level 4 & 5) that support progression to Level 6, Degree studies at Pearson affiliated UK University. The course provides relevant subject knowledge in Fashion Design and Business, needed by learners to progress successfully to Degree Level to be able to meet the demands of a constantly changing fashion industry. The knowledge from this course helps learners to evolve as a Fashion Design professional, and as self-reflecting individuals with an aptitude for research in fashion realization.

## Learning Outcome

- Exhibit self-empowerment through understanding of art and design in local, regional and global context of creative industries and aspire for international career pathways.
- Display art and design skills, knowledge and the understanding necessary to achieve high performance in the global creative industries sector.
- Apply creative thinking and recognize its value in creative enterprise and beyond.
- Conceptualize and communicate creative entrepreneurial design projects.
- Work with transforming technologies and utilize opportunities to enter or progress in employment in creative & fashion industry
- Adopt balance between employability skills and the knowledge essential for entrepreneurial, employment or academic aspirations, understanding the different contexts.



# BA Interior Design

International Degree Program (2+1)

## Course Intent

The 2+1 yrs Interior Design course is a unique offer to study a BA International degree qualification in 3 years. The course is delivered over two parts, where the 2 years of BTEC HND in Interior Design, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase.

The curriculum of BTEC HND at level 4 & 5 consist of Foundation in Design units and interior design specific units, each with a clear purpose and content aligned with the needs of the professional industry. The project based curriculum engages students in practical, interpersonal and thinking skills, providing a professional environment for learning.

## Learning Outcome

- Design and create spaces for various sectors of industry on both local and international scale.
- Exhibit self-empowerment through understanding of art and design process in local, regional and global context and aspire for international career pathways.
- Display interior design skills, knowledge and the understanding necessary to achieve high performance in the global interior and space design sector.
- Articulate, interpret and apply trends and effects of cultural & global influences on contemporary interior design & styling.
- Research, explore and apply creative thinking, technologies and draw conclusions for a given design or a creative problem, etc.
- Consider professional ethics in relation to personal, professional and statutory responsibilities.
- Conceptualize and communicate creative entrepreneurial design projects.





# BA Product Design

International Degree Program (2+1)

## Course Intent

The 2+1 yrs Product Design course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over two parts, where the 2 years of BTEC HND in Product Design, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase.

The curriculum of BTEC HND at level 4 & 5 consist of Foundation in Design units and Product design specific units, each with a clear purpose and content aligned with the needs of the respective professional industry. The project based curriculum engages students in practical, interpersonal and thinking skills, providing a professional environment for learning.

## Learning Outcome

- Design and create products for various types of user requirements.
- Exhibit self-empowerment through understanding of design process in local, regional and global context and aspire for international career pathways.
- Display product design skills, knowledge and methods to achieve high performance at par with global standards.
- Identify, research, analyze, conclude, innovate and apply design solutions.
- Ability to adapt and progress to transforming technologies and work methods for rapid prototyping.
- Understand the context to consider professional ethics in relation to personal, professional and statutory responsibilities.
- Accord value to sensitive and creative thinking in the creative enterprise.



# BA Graphic Design

International Degree Program (2+1)

## Course Intent

The BTEC HND course helps students to acquire the knowledge, skills and behaviors needed to succeed in the workplace, develop students as professionals and self reflecting individuals who are able to meet the demands of employers in the creative industries sector and adapt to a constantly changing world. 2+1 yrs qualifications aims to widen access to higher education and enhance the career prospects of those who undertake them. The learner progresses to a top-up degree at a partner University in UK for the 3rd year which is the Degree phase.

## Learning Outcome

- Explore typographic technologies and processes in specific contexts.
- Explore the creative industries professions, through research into historic and contemporary precedent.
- Develop art and design solutions, through an iterative development process, in response to a given brief.
- Evaluate the requirements for packaging in response to a brief.
- Evaluate the effectiveness of storytelling in a visual narrative.
- Present a range of promotional material, using branding guidelines, in support of a given brand.
- Evaluate the business plan, for a creative venture, based on stakeholder feedback and reflection.

# BA Digital Design

International Degree Program (2+1)

## Course Intent

The 2+1 yrs Digital Design course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered in 2 parts, where the 2 years of BTEC HND in Digital Design, (a qualification awarded by Pearson), will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year which is the Degree phase.

International study abroad degree program in Digital Design offers learners an intensive program that integrates visual communication, concepts of design and the interactive image. The course commences with the principals applied to design processes and moves on to interactive fields such as 3D animation, visual effects, motion graphics and virtual reality. The multidisciplinary degree focuses on the balance of design, arts and sciences, generation of ideas and new forms of creativity. This area of learning combines digital technologies with creative designs for a new world of entertainment and interaction.

## Learning Outcome

- Explore & research into historic and contemporary precedent of creative industries professions.
- Discuss social, historical & cultural context of art and design movements, theories and practices.
- Explore concepts, materials and processes through experimentation and testing.
- Use industry standard software and hardware in response to a given context.
- Investigate, develop and produce the use of digital design principles in the production of user experiences, through research and analysis.
- Explore and evaluate printmaking technologies and practices through historic and contemporary research.
- Analyze, develop and evaluate a client brief to inform the development of a digital design and content strategy.
- Present and evaluate a business plan for a creative venture.



# BA Photography

International Degree Program (2+1)

## Course Intent

The 2+1 yrs. Photography course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over 2 parts, where the 2 yrs. of BTEC HND Level 5, (a qualification awarded by Pearson), will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase.

The BA Photography program will prepare the learner for a career in the field of visual communication. They will learn photography, software manipulation, styling, tools and background necessary for advertising, magazine/editorial photography, commercial applications, other medias and markets. In a world which focuses on signs, visual expressions and fast communication, photography has a key participation in the business environment. With this course the learner will be ready to use art concepts for business aspects.

## Learning Outcome

- Discuss communication, in the creative industries, through historical and contemporary research.
- Apply research and planning techniques, to develop a photographic strategy, in response to a given brief.
- Illustrate lighting requirements, for a given context, in response to a brief.
- Explore the codes and conventions relevant to visual narratives.
- Explore historical and contemporary precedents to support the development of photographic work.
- Present a portfolio of styled images, in support of an editorial, marketing or branding strategy.
- Implement an art direction strategy, through the creation of an advertising campaign, marketing campaign, fashion spread or editorial.
- Explore a creative opportunity, based on own skills and knowledge.

# Short Courses

## Winter/Autumn Programmes

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### Surface Ornamentation



In this module student will learn how they can add value to an already existing fabric to suit its end use whether it will be for garments or for furnishings. The module will cover basic embroidery stitches, fabric manipulation and adornment techniques. Students will have the liberty to explore and experiment with these basic techniques to create and develop innovative textures onto an existing fabric.

### Non Western Fashion



This course will focus on alternatives for the western-dominant framework and bridge the gap between cultural studies and fashion management, and between studies of European and non-European fashion systems. This course is established to end the stubbornly persistent euro and ethnocentric underpinnings of dominant fashion discourse and to construct alternative narratives.

## Jewellery Design & Gemology



The course aims at integrating the finer aspects of jewelry design, technology, materials and processes with the various levels of production. Links are nurtured with jewelers, goldsmith and other craft practitioners to provide real life learning to students. Furthermore, the learners gain a thorough understanding of historical and contemporary professional practice through visiting shops, trade fairs, exhibitions and high profile retail fairs. Whether you want to become a more confident buyer, a diamond grader, jewelry designer, sales professional or Gemologist, the Gemology course spans everything from characteristics and classifications of diamonds, gemstones and pearls.

## Indian Craft Products



This course will provide students with an overview of various crafts of India and particularly Rajasthan like carpets and durries, wood carving, blue pottery, terracotta, leather ware, metal crafts, painting, stone craft and puppetry. The course aims to provide practical experience in the craft sector which will help students to understand the processes and get an exposure to the craft environment. It will encourage design intervention in blue pottery and stone craft clusters which will help in generating more creative, impactful and sustainable solutions.



# Skills in Design & Entrepreneurship



ARCH COLLEGE OF  
DESIGN & BUSINESS  
Affiliated to  
Rajasthan ILD Skills University







## B.Voc Fashion Design

The main objective of this B.Voc course is to create professionals with technical skill and knowledge required for manufacturing & merchandising apparel and related products. You can relate this course with the popular & powerful initiative 'Skill India' started by Honorable Prime Minister of India Mr. Narendra Modi. B.Voc is different from other undergraduate courses as- It has multiple exit options. One can exit after one year with diploma, two years with advance diploma and complete three years with respective degree. The weightage of practical studies is more than theoretical. Precisely 40% theory and 60% practical studies. Internship after second and third year, guest lectures and industrial visits. It supports your entrepreneurial skills as well, hence, after graduation you can get supervision by college and government if you want to open an enterprise or business.

### Learning Outcome

- Articulate understanding of the Indian fashion industry and contemporary fashion
- Develop a range of garments using pattern making and construction techniques.
- Apply understanding of textiles and various processes related to manufacturing and production.
- Develop know how of marketing and promotion skills.
- Establish industry connections through classroom projects, seminars and internship.
- Be able to plan & set up a fashion design studio.



## B.Voc Interior Design

Bachelor of Vocational Studies in Interior Design is a 3 year programme degree by RAJASTHAN ILD SKILLS UNIVERSITY. This programme is designed to cater the demands of professionally trained human resource in the field of Interior Designing. The programme is highly relevant for all those who want to pursue a professional career in Interior Design practice, or in building industry, or in the field of marketing etc. The programme aims to build individual capacities and train persons with adequate employability skills. The programme structure attempts to blend appropriate technical knowledge and skills, personal and professional skills and substantive 'hands-on' and field/site experience required in the trade. Keeping in view the demands

### Learning Outcome

- Prepare documents including measure drawings of site, site related information photographs etc sufficient enough to undertake design of interiors and small buildings.
- Make presentations including drawings and perspectives for computer aided presentations for the clients / customers.
- Make working drawings and coordinated services' drawings for site execution.
- Assist in preparation of bill of quantities, measurement of executed interior works and its billing



## B.Voc Jewellery Design

### Course Intent

Bachelor of Vocational Studies is a 3 year programme degree by RAJASTHAN ILD SKILLS UNIVERSITY

This programme imparts the knowledge in Jewellery, based in the continues growth that INDIA industry is experimenting with international events. It encourage the Jewellery Design Graduate course to brings out each individual's innate creativity, helping enthusiasts to design with ability and confidence. It makes an apprentice designer learn the basics and complexities of designing any type of jewellery, along with estimating its cost. Through practical work, designers are assisted to express their creativity by designing a portfolio of their own styles.

### Learning Outcome

- Articulate understanding of the Indian jewelry industry and contemporary jewelry
- Develop a range of jewelry using various materials and manufacturing techniques.
- Apply understanding of jewelry and various processes related to manufacturing and production.
- Develop know how of marketing and promotion skills.
- Establish industry connections through classroom projects, seminars and internship.
- Be able to plan & set up a jewelry design studio.



## B.Voc Graphic Design

### Course Intent

Bachelor of Vocational degree is a 3 year programme degree by RAJASTHAN ILD SKILLS UNIVERSITY. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed vocational programme in Animation and Graphic Design will be a judicious mix of skills, professional education related to Animation and Graphic Design and also appropriate content of general education.

### Learning Outcome

- Explore the creative industries professions, through research into historic and contemporary precedent.
- Analyze a specific work of art or design related to own area of specialism.
- Conceptualize the Ideas in order to generate visual solutions.
- Develop art and design solutions, through an iterative development process, in response to a given brief.
- Evaluate the requirements for packaging in response to a brief.
- Evaluate the effectiveness of storytelling in a visual narrative.
- Present a range of promotional material, using branding guidelines, in support of a given brand.
- Evaluate the business plan, for a creative venture, based on stakeholder feedback and reflection.



## B.Voc Journalism & Mass Communication

### Course Intent

The Institute offers programmes in Mass Communication to the under-graduates by providing a strong foundation and comprehensive training to aspirants from any discipline to pursue careers in the Media Industry. The programme gives an opportunity to study the Media, ranging from media issues to forms of communication. One can also learn media law and ethics; research and journalistic techniques; media marketing; public relations and organising events and exhibitions. Students are also encouraged to specialize in Print; Broadcast & Web Journalism; Radio Programming & Production; Television Production & Film making; and Advertising & Marketing Communication.

### Learning Outcome

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About color theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.



# M.Voc Fashion Design & Entrepreneurship

## Course Intent

The course aims to equip the learners with key disciplines of fashion business and entrepreneurship including understanding of indigenous and global fashion, planning and management of creative enterprises, business communication, and fashion marketing. The course encourages learners to start-up a Fashion business, apply knowledge and practical understanding of fashion product, processes, supply chain, market and trends, to attribute unique features to the enterprise. Business incubator in the campus will provide enterprise management training and networking support for the start-ups initiated by the learner.

## Learning Outcome

- Articulate understanding of global fashion industry.
- Interpret and communicate design ideas and technical specifications.
- Realize visual design using pattern making and construction techniques.
- Identify manufacturing and production process in various apparel types.
- Apply marketing and promotion skills for brand development.
- Value quality and processes necessary for design and commercial impact
- Develop entrepreneurial acumen along with business communication skills
- Establish effective relationship with the fashion industry through extensive internship
- Conduct research through relevant methodology and derive solutions and conclusions
- Prepare a robust business plan and work with transforming technologies and utilize opportunities to enter in creative & fashion industry
- Incubate yourself, design a business plan to gain funding.

The background image shows a modern interior design project. It features a rustic stone wall with a large, dark wooden double door. To the left, there is a circular opening in the wall. In the foreground, there are two black tables with matching chairs. The ceiling is dark with recessed lighting. The overall aesthetic is a blend of traditional stone and modern furniture.

## M. Voc Interior Design & Entrepreneurship

### Course Intent

The two years diploma in interior design is a highly challenging program that allows students reach high professional levels. During this period, students will understand fundamental concepts of interior design and related business skills. The course will delve into aspects and processes of interior design and integrate it with complete understanding and confidence in the operations of an interior design practice along with entrepreneurial skill and management understanding.

The course allows students to become competent professionals that can start immediately to contribute professionally in employment or as freelancers. The course covers most essential aspects of the field and allows students to acquire full knowledge of modern tools.

### Learning Outcome

- Students will be able to execute live projects and practice the theoretical learning under coordinated guidance and in collaboration with Industry experts and specialists.
- Students will learn the basic skills required for Interior Design project, process and execution.
- The student will learn the various practical and creative thinking tools used in Interior Design.
- The student is able to understand the market trends, understand client needs, identify project potentials, and create human responsive spaces and ability to ensure project execution.
- Incubate yourself, design a business plan to gain funding.



## M. Voc Jewellery Design & Entrepreneurship

### Course Intent

The PG Jewellery Design course will familiarize the learner with knowledge of all the processes involved in designing Jewellery to become an industry professional. Learners are exposed to all the skills required for continuous creation. They explore fundamentals of management and business strategies including entrepreneurship, innovation, leadership, Jewellery costing, marketing and merchandising. The course aims to encourage learners towards starting their own enterprise, apply knowledge and skills to create unique products and develop branding strategy around it. One of the important features of business incubation in year 2 will provide understanding of enterprise management and planning structure to work on a business plan, training & networking support and prepare to also work as an intra-preneur in employment.

### Learning Outcome

- Understand the visual, tactile, decorative characteristics of Jewellery materials.
- Understand the factors and principles relevant to Jewellery product design
- Understand professional practice in Jewellery design
- Understand the process of costing, portfolio development
- Understand the process of creating and planning a successful business
- Incubate yourself, design a business plan to gain funding.





## M. Voc Product Design

### Course Intent

The two years PG degree in Design Communication is focused on delivering a combined discipline consisting of Communication Design and Information Development.

The curriculum consist of Foundation in Design units and Product design specific units, each with a clear purpose and content aligned with the needs of the respective professional industry. The project based curriculum engages students in practical, interpersonal and thinking skills, providing a professional environment for learning.

### Learning Outcome

- Understand the context to consider professional ethics in relation to personal, professional and statutory responsibilities.
- Identify, research, analyze, conclude, innovate and apply design solutions.
- Design and create products, industrial or for life style as per user requirements.
- Exhibit understanding of design process in local, regional and global context and aspire for global market demands.
- Accord value to sensitive and creative thinking in the creative enterprise.
- Ability to adapt and progress to transforming technologies and work methods for rapid prototyping.
- Incubate yourself, design a business plan to gain funding.



## M. Voc Design Communication

### Course Intent

The two years PG degree in Design Communication is focused on delivering a combined discipline consisting of Communication Design and Information Development. The recent and rapid dynamics of communication has led to need for intervention that is required on a gamut of media such as print, online and social media, which are constantly evolving, creating and posing challenges for new ways to communicate with the users.

This program creates an overview and understanding of the fundamental concepts in Design Communication, provides ability to create new perspectives to different processes including the new technologies thus further increasing confidence of learners in industry practice. The Design Communicator will inform and educate using graphic and non-graphic elements as: typography, photography, drawing, video/animation, audio, storytelling, and interaction, space, writing skills. Design Communicators increasingly collaborate with other fields to help meet human needs according to the briefs of the events.

### Learning Outcome

- Students will be able to understand the phases of the design development cycle with reference to the communication brief.
- Students will be able to understand, apply and find appropriate solutions for different user's needs.
- Students will be able to make an accurate research in order to provide different options and solutions, according to the problem brief.
- Incubate yourself, design a business plan to gain funding.

# Short Term ProCourses

## Fashion Design Women's wear



The course helps the learner to understand and develop basic skills in fashion, flat sketches, ethnic women's wear pattern making, garment production and CAD Fashion presentation. It provides understanding of fabrics, technology and techniques used in garments, fashion and textile processes. The course will create awareness about the scope in fashion and textile industry.

## Fashion Styling & Make-up



The course will provide an understanding and enable exploration of fashion visual possibilities for retail market, personal customers and editorial for social media and printed media. Basic concepts of photography will be taught, along with hands-on-practice, to enable students with tools of make-up, styling elements and techniques of styling to create looks, compositions for photo shoots applying fashion trends and client profile.

## Interior Design- Residential



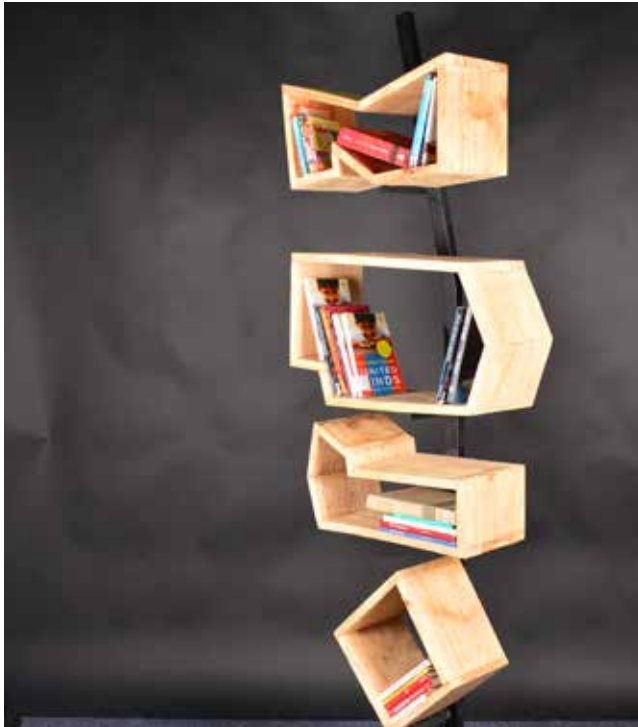
Students will get brief introduction to the industry, work on a residential design project understanding the principles and elements of design. They will learn to work on AutoCAD software, prepare construction details and understand the process of design. They will undertake a workshop project exploring building materials and developing an interior design product.

## Jewellery Design



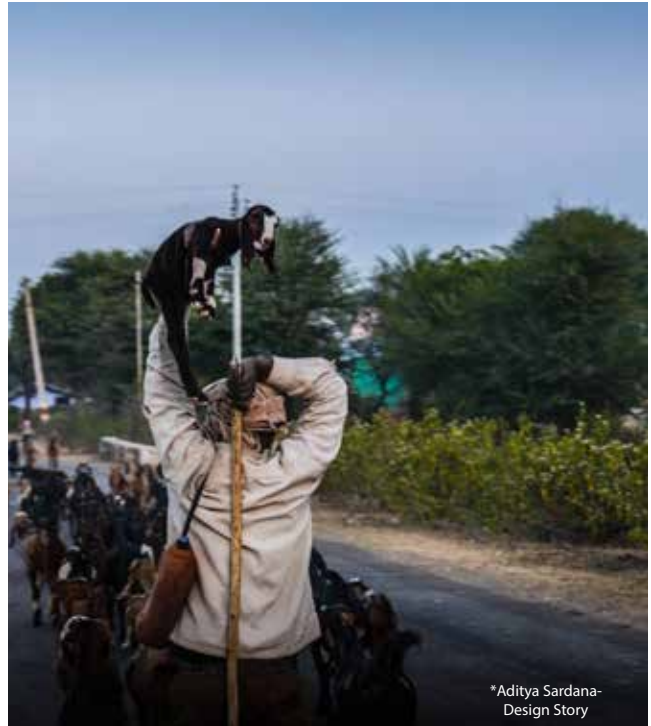
The focus of Professional Courses is production techniques. Current courses offer artistic training and professional guidance to learners through research and experimentation, in well equipped, modern workshops. Metallurgy (Basic Manufacturing), Introduction to Jewellery Design, Basic Orthography, Corel Draw, Diamond Project, Gemstone Studded Silver Project, Gold Project

## Wooden Furniture Design



The focus of Professional Courses is technical understanding of the product and production techniques. This course will offer training and professional guidance to learners through research and experimentation, in well equipped, modern workshops. The course involves detailed and thorough learning process of designing to manufacturing a furniture piece. Furniture related vocabularies will help the learner carry out their learning independently in future.

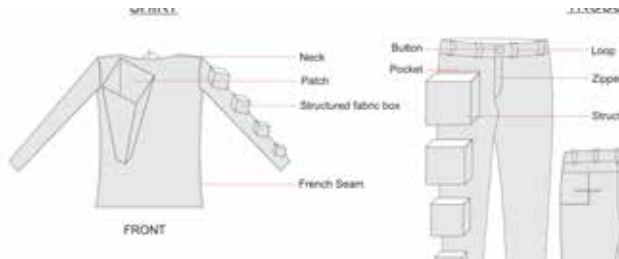
## Photography



\*Aditya Sardana-  
Design Story

This course intends to help students become well rounded in the fundamentals of digital photography. The course will cover four areas of understanding, practice and outcome: How a camera works, how composition works, how lighting works, how to use photo editing software.

## CAD (Fashion, Jewellery, Interior, Graphic)



The course helps the learner to understand and develop skills in Illustration, 3D Rendering, Technical Spec Drawing, Draping, creation of Mood Board, Color Board, Picture placement & blending. Portfolio making with Corel Draw & Photoshop.

The course helps the learner to understand and develop skills in Jewelry 2D Illustration, Orthography, Mood Board, Color Board, Picture placement, Picture blending, 3D Rendering and Portfolio making through Corel Draw & Photoshop.

This course enhances Observation, Quick Sketching and Comprises of on -the -spot exercises and time rendered techniques to make a Product, Architecture, Nature in different situational conditions, Programs as Photoshop, Illustrator, Indesign & Corel Draw are included.

This course involves the Study of the software needed for the Interior, Exterior, Architectural as well as the landscape design. (AUTOCAD- RHINO- 3D MAX)



# Academic & Learning Methodology

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

With pedagogy and learning environment at par with institutions across the world, learners at the 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

& 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.





#### 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 organizing, planning, exhibiting & 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 & learning.

#### GRASS ROOT 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, hence 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

The 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 'Business Incubation Cell' to the Jaipur campus will provide 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 & Entrepreneurship' and 'Interior Design & Entrepreneurship' is another step in this direction.

#### TOOLS & 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 mostly 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, and integrates 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. This helps learners to develop skills of independent enquiry directly relevant to their vocational, academic and professional development.

A series of design 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.



“ARCHIVES”, the ARCH showroom for visitors, provides an all year round display of the best work of students from class & projects.

#### INDUSTRY INTERFACE

Staying ahead and updated is crucial in the creative Industry and requires constant observation and upgrading of knowledge, developments and concepts. Students get opportunities to visit industrial units, trade fairs, exhibitions, museums, art galleries attend symposiums to grasp the latest information related to their fields and to integrate theory and practical knowledge.

Another way of enhancing the above process is through inputs from visiting practitioners 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 Academy.

### 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.

### CO-CURRICULAR ENGAGEMENTS

The youth clubs supplement classroom learning at ARCH. The four clubs namely: Rotaract Club, Cultural Club, Movie Club, E-Cell. The Creative and Entrepreneurship clubs aim at the development of socially relevant managerial skills to leadership initiatives. The club heads, President, Vice-President, Treasurer and Secretary, support and maintain the entire framework of the club and get groomed in the process. ARCH has introduced ARCH MASTER CLASSES - Tricycle sessions. These 45 min sessions every month cover skills on Movie making, Photography, Styling and Creativity, Visual Merchandising, and Public Relations and Communication. These sessions have been designed to enhance the interactive learning experience for students.

### MINDFULNESS MEDITATION

At ARCH, students start their day with this concentrative meditation which focuses on breath. Termed as “Anapana” (i.e. awareness of respiration) this involves continuous observation of the natural flow of incoming and outgoing breath. Gradually the mind develops concentration on this natural activity and learns to exercise greater control over itself. The next step called development of “pana” (i.e. wisdom). by observing silence for some minutes.



#### COURSES FOR INTERNATIONAL STUDENTS

ARCH offers 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, Indian Craft Products. These module courses are 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. These courses are certified by Pearson Assured.

#### 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 Faculty and Partnership with foreigner 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 & celebrities Ritu Kumar, Anita Dongre, Bibi Russel & Sabyasachi. International experts Prof. Ian King, Prof. Annick Schramme, Prof. Gerard Moran, Prof. Pradyumna Vyas & Yiani Melas have also been our guests on the campus and have interacted with the students. Film stars Randeep Hooda, Parineeti Chopra, Anushka Sharma, Nawazuddin Siddiqui too have graced ARCH environs.



# Academic Facilities

## LIBRARY & 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 & Textiles, Art & 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 sufficient 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 fully Wi-fi connection.

## AUDITORIUM

ARCH 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 extra curricular activities.

## CAFETERIA

The Academy has a cafeteria serving hygienic and nutritional vegetarian food and a 'tuck shop' 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 course and activities.

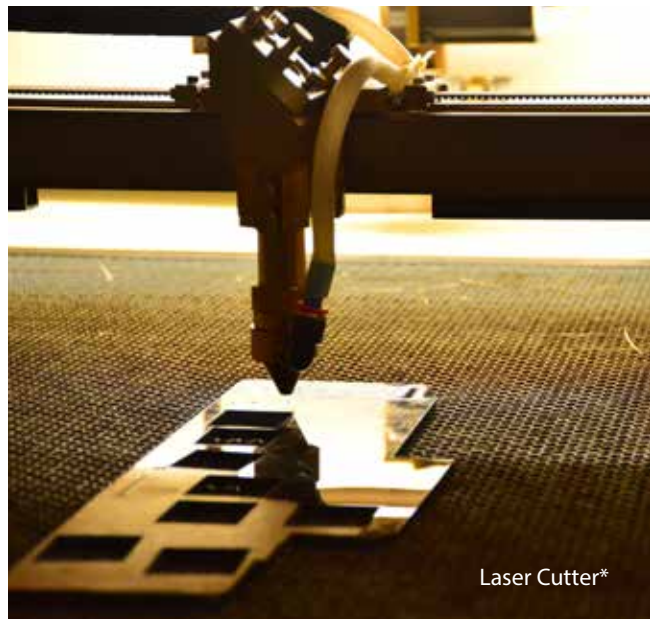


# Ideation Labs & Equipment

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ARCH has in place well equipped lab & work spaces and all the resources required to support the creative processes & steps of Design, Research, Fabrication and production to full scale when required, of models, sample artifacts, furniture, product and apparel prototypes, and exhibition structures and installations. All essential operations in Gemmology, Terracotta work, Weaving, Dyeing & Printing, Pattern Making & Drafting, Sewing, Leather Work, Wood Work, Jewellery Manufacturing, Metal Work, Casting & Enamelling, Model making, 3D Scanning & Printing, Laser Cutting, Computerized Operations in CAD, Internet Networking etc. are efficiently accomplished in the available facilities which include a Photography studio, CAD Labs & an Apple Mac Lab. High-speed Wi- Fi and LAN connectivity through dedicated leased line services enable faculty and students to carry out individual research, communication & collaborative project work, without interruption. The entire campus is CCTV protected.

Some of the equipments available are production machines like the Investment Casting Machine in the Casting and Enamelling workshop. Software training is carried out in the CAD lab & Apple Mac lab equipped with workstations supporting high-end design software and hardware.





## On-Campus Living Social Life

Students will find plentiful options for a healthy social life in reasonably close proximity to the campus. JKK – Jawahar Kala Kendra, the city's art and cultural centre offers opportunities throughout the year to experience and be exposed to different forms of arts, theatre, crafts, and seminars. Along with heritage sites & museums to visit, there are a good number of modern malls and eateries. Sports enthusiasts need not go too far to find the SMS Stadium or make use of the state university's grounds. For Yoga and meditation practitioners, the city houses several such centres. Additionally, there is the vast & attractive Central Park and the beautifully crafted and landscaped Smriti Vann for walkers and talkers! Located at an 8-minute drive from the airport and 25 minutes away from the city's main railway station, Jaipur campus is well connected via state transport buses, private taxis cabs and for selected areas, via Jaipur Metro.a



## Off-Campus Living

ARCH also assists students who don't wish to avail hostel accommodation, to get suitable paying guest accommodations near the campus at affordable rates. International students and faculty are provided with ample support and guidance to find appropriate accommodation facilities. Jaipur campus offers the advantage of being very close to residential areas, thus finding an accommodation is easier.

# Hostel Facilities

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.

## Features

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



# 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.



**CAREER SERVICES -PROJECT CELL AT ARCH** The project cell helps students connect with jobs, internships, and other professional opportunities. Students can access job fairs to explore internships with top companies, one-on-one career advising, workshops, and much more with the help of our Project Cell. The Career Services staff cultivates relationships that can lead to employment opportunities for our graduating students.

# International Linkages

## International STUDENT & STAFF EXCHANGE PROGRAMMES

### MoU with Middlesex University, London

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.

### MoU with Textila Gymnasiet in Stockholm, Sweden (now part of Tillskärarakademi, Sweden)

The exchange of teaching and research personnel and students  
The development in research activities.  
Exploration of collaboration at course level.

### MoU with University of Northampton, UK

Identifying areas of curriculum mapping for joint collaboration.  
Provision of progression routes for students.  
Provision of opportunities for staff development.

### MoU with De Montfort University, Leicester, UK

Academic, cultural and personnel exchanges (including student exchanges).  
Exploration of joint funding bids to appropriate bodies for teaching, learning and research purposes.  
Exploration of collaborative partnerships in order to deliver three Level 6 top-up undergraduate courses with the Faculty of Art, Design and Humanities.

### MoU 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.

### Mou with UDEM Universidad de Monterrey, Mexico

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

### Mou with Manchester Fashion Institute

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

### Mou with Teesside University

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.

### Mou with Ecole Boulle and Ecole Duperre

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

# International Memberships

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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 by getting to share information, educational and otherwise, for exploring and taking forward opportunities for possible collaborations with other member institutions towards student & faculty exchanges & progression for higher studies.

The foundation presently comprises 52 members from 24 countries. Since its inception on 14th October 1999 at New Delhi, India, 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

At the recently concluded General Assembly in Torino, Italy, ARCH as a member, helped vote into position, Srinivasa 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 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.

The World Design Organization (WDO), formerly known as the International Council of Societies of Industrial Design (ICSID), is an international non-governmental organization founded in 1957 to promote the profession of industrial design. The organisation advocates industrial design driven innovation that creates a better world, engaging more than 140 member organizations in collaborative efforts and carrying out international courses—World Design Capital, World Design Talks, World Design Impact Prize, World Industrial Design Day, and Inter-design. WDO has United Nations Special Consultative Status.

## 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; The Istituto Marangoni School of Design, Italy, among many others.

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 membership benefits include:

Access to the R&D Projects Database and basic project information

Updated news on emerging technology and industry trends

Members who are project sponsors gain access to information proprietary to the particular project

Privilege in participation of technical seminars and activities organised by HKRITA

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.



# International Collaborative Projects

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.

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 recognized 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

**UKIERI**  
UK-India Education  
and Research Initiative

**DC** Design  
Communication

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”.

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.



BUYER-SELLER PROJECT WITH SAXION UNIVERSITY, NETHERLAND



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 will be hosting Fashion Colloquia in the year 2019.



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, 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 2017 PROJECT



Government of Rajasthan



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.

The first part of the project consisted of an Online research questionnaire to compile information from these key people. The second part consisted of a day-long 'face-to-face' workshop with Prof. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, & Professor Annick Schramme, Professor at the University of Antwerp, & Chair of the Cultural Governance workshop series and advisor to many cultural institutions across Europe. The workshop was organized in Delhi and helped generate opportunity for the exchange of further information to develop collective understandings through activities and discussions. Supported by the European Network on Cultural Management and Policy (ENCATC), Creative Europe, the Creative Enterprise Courses of the European Union, the University of Antwerp and the University of the Arts, London, and in India by the Government of Rajasthan,





the International Cultural Governance 2017 project is a singular initiative, coordinated and conducted across the world by Professor Annick Schramme and Professor Ian King.

Information from eight countries (Ethiopia, Taiwan, China, India, Australia, South Africa, Brazil and Serbia) is being collected to generate a pool of knowledge to improve the quality and practice of cultural governance across the globe. The results of the study from these eight locations will be collected together and re-produced in a book that will be published by Peter Lang in late 2018 and consequently, the collected information & primary data would be returned back to the location and source, to be available for anyone to use it for future studies. The Cultural Governance course was attended by dignitaries from the art and creative industries including Ms.Jaya Jaitley (activist, author and Indian handicrafts curator), Mr.Jayant Kastaur

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



(Art Administrator), Prof.I.M.Chishti (Architect, Design Thinker), Prof. Ashish Ganju, Mr.Parthiv Shah (Director, CMAC), Prof. Jatin Bhatt, (Dean School of Design, Ambedkar University, Delhi), Ms. Bindu Manchanda(INTACH), Ms.Meenakshi Jha (ARTOLOGUE FOUNDATION), Mr Vikram Joshi (Rangotri Founder and owner), Ms. Sushma K Bahl (Former Head Arts & Culture, British Council & Writer), Ms. Pooja Sood (Director General, Jawahar Kala Kendra)

Ms. Archana Surana was invited to the 25th ENCATC congress held at Brussels- Belgium from 28th to 30th of September 2017. She was the only Indian representing on the panel on Global Conversations on Cultural Management an policy, along with dignitaries from China, United States, Africa, Eastern Europe.

Ms. Archana Surana with, Prof. Annick Schramme and Unesco Chair for Culture Milena Dragicevic Sestic at Brussels-Belgium



# Consultancy Projects

JAIPUR METRO RAIL CORPORATION LTD

ARCH won the 'Uniform Design Contest' conducted by JAIPUR METRO RAIL CORPORATION LIMITED (JMRL) 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 JMRL. The outfits were designed to be a blend of traditional sensibilities & contemporary style.



JAIPUR METRO

CII - CERA GLASS EVENT 2012

EXHIBITION DESIGN FOR CERAGLASS 2012

by CONFEDERATION OF INDIAN INDUSTRY (CII)

ARCH provided Design Consultancy Services to the Confederation of Indian Industry (CII), for CERAGLASS 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 FIAPO 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.



# Government Projects

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 Up gradation 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 has conducted several Technology-based Entrepreneurship Development Programs sponsored by DEPARTMENT OF SCIENCE & TECHNOLOGY, DST, GOVT. OF INDIA, 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.



# Integrated Projects

## VASTRA- International Garment Fair

ARCH designed and exhibited, in the 5th edition of Vastra 2016 and were winner of the First Award in the Institutional Category for best stall display in product range in the 6th edition Vastra 2017 -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 2017, 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.



## RAJASTHAN HERITAGE WEEK

The Rajasthan heritage week is an annual affair launched in 2015 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.

"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



\*Designer Anita Dongre along with Designer Pratima Pandey at GABA 2015'

## GABA - GRADUATE FASHION SHOW

ARCH Graduate Fashion show GABA, for the year 2015 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 on 19th and 20th November, 2015 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.

### FORHEX FAIR- 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.



\*ARCH stall at FORHEX 2017

### JAIRANGAM- Theatre Festival

ARCH participated in the Annual Theatre Festival Jairangam -2016, 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,



\*Installation at Jairangam

### 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 expense of 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 AIEED 2017 poster

# Innovation Projects

## 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 & 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.



## CHR-CHA - TOWARDS A RAJASTHAN DESIGN POLICY

Conceptualised and organised by ARCH, CHR-CHA is a forum to bring together people from the 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?"







## DESIGN BUSINESS INCUBATOR

The Business Incubation Cell at ARCH was inaugurated by The 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 and laboratories to match their needs. The ARCH Incubator will provide them all modern facilities to convert their Ideas to



## SURKHIYA- THE ARCH SHOP



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

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



# ARCH Board Members



# Management Advisory



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



Dhirendra Jain  
Senior Journalist, Jaipur

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



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"



Dr. K.L. Jain  
Honorary Secretary General,  
Rajasthan Chamber of Commerce &  
Industry, Jaipur

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



**Kiran Gera**  
 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.



**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 Rajmuthaiya 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.



**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 Rajeev 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.



**Sakshi Broota**  
 Disability Consultant/ Director, DEOC, New Delhi  
 Diversity and Equal Opportunity Centre (DEOC), provides Consulting, Research and Training services to corporates, educational institutions, industry bodies, development organizations and the Government in creating an inclusive environment. With a Masters in Disability Studies from University of Leeds, UK, Sakshi Broota has been working in the field of disability since 1994, working with the Spastics Society of Northern India, Deepalaya, and the National Centre for Promotion of Employment for Disabled People.



**Sanjeet Shah**  
 Chartered Accountants,  
 SANJAY KUMAR SHAH & Col, 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.



**Uma Swamy**  
 Joint Director, Head, Web 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.

# Academic Advisory



Alon Molay  
Israeli Furniture Designer,  
Owner Ninety One degrees

Founder and visionary of the well-known furniture design studio in Jaipur, Ninety One Degrees, Alan 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.



Anurag Singhal  
Visual Merchandiser,  
Group VM-Creative Lead,  
CPC at Madura Fashion & Lifestyle  
(Aditya Birla Fashion & Retail Ltd.)

Born in Delhi and educated in various parts of the country, owing to his father's army background, Anuraag began his career with Shoppers' Stop as a Visual Merchandiser and later on worked with well-known names like Lifestyle Pvt. Ltd, Dubai and Future Axiom Telecom Ltd. He is the founder of think tank - an online newsletter on VM and creative thinking. He is the first author in India to write a book on Visual Merchandising. His passion for drawing cartoons & caricatures led him to release 'Kashmir Times'. Anuraag specialises in Visual Merchandising, Planning v/s Execution and Conducting exclusive workshops on developing Creative Intelligence.



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.



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.





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  
Mukul Arts, NOIDA

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 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.



Rajeev Arora  
FDCI Member,  
Jeweller-Amrapali, Jaipur

Co-founder and designer at Amrapali, he has showcased India's rich Jewellery heritage to the world. His showrooms extend all over the Middle East, Europe and America. Mr Rajeev is a political, social and cultural activist and has held in and around Jaipur setting up 3 state-of-the-art manufacturing units that provided employment to over 2000 local craftsmen. He is also a member of the Censor Board many significant posts across a spectrum of organisations. He revived the ancient art of handcrafted jewellery making with the help of master craftsmen and goldsmiths of India.



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.



Reena Lath  
Director, Akar Prakar Art Gallery,  
Kolkata

Reena Lath, director of the well-known art gallery Akar Prakar in Kolkata, hails from a leading art collector family. The gallery is open to all medium of expression, without restricting itself to only paintings, therefore hosting sculpture shows, installations, photography & prints expositions too. It has supported fledging artists and has featured several seniors. In order to remain in sync with the trends in the Indian and international art market, the gallery has recently ascertained a foothold in New Delhi via an art advisory set up. The dual intent of the advisory is to bring a new focus on



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.



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. membership in the International Trade Council, Brussels.



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.

# Faculty Board

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Archana Surana  
Director & Chief Mentor -  
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 specialized 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 addition for the walk is 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 ENCATC 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 Businesswomen'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

She 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.





Benoy Thoompunkal  
Director Academics  
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, among other things; providing his expertise towards conceptualization 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 his role extends as a Mentor, equally engaged 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  
Registrar,  
Senior Faculty Fashion & Textiles

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.



**Harsh Ranjan Sinha**  
Deputy Head - Campus Administration & Admissions

Harsh holds a Master Degree in Finance from Delhi University. He is having 13 years of Experience in the field of Banking, Finance and Education. He has earlier worked with companies like Standard Chartered Bank, Bajaj Capital & Times of India Group.



**Megha Jain**  
Deputy Head - Communications

A Postgraduate in Public Administration, She has keen interest in communication and counseling helped her to take various roles at the institution from handling Business Promotions, Admissions, PR & Media communications and has served the institution for last 11 years. She has worked on organising events like Design Thinking workshops, Teachers Training Workshops etc.



**Joydeep Saha**  
Senior Manager, International Office

Joydeep Saha holds a Master degree in International Business. He is having 9 years of experience in international relations and student recruitment. He earlier worked with different International student recruitment agencies in building strategic relation with various international institutes and universities.



**Sheetal Karamchandani**  
Senior Manager-Student Relationship  
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 wellbeing counselling



**Dr. Neena Jaju Pingaley**  
Deputy Head Academics  
Senior 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.



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

Richa Lakwal is an alumna of the NIFT. With an overall industrial and academic experience of 11 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 Udhayog, 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 (ISBN:978-81-7800-297-2)'

Her areas of interest and expertise include Draping, Garment Construction, Finishing Techniques, Styling, Surface Ornamentation, Costume Designing, Material Exploration and Research Design.

## FASHION & TEXTILES



Sunita Yadav  
Program Coordinator &  
Sr. Faculty, Fashion Design & GPEM

Sunita Yadav is an alumna of the University of Rajasthan and is currently pursuing her PhD titled – ‘A study on female attire and standardisation according to body size with particular reference to Jaipur’-from

Pacific University, Udaipur. She has been associated with ARCH for the last 13 years. For over two years, she worked as a Sampling Coordinator, merchandiser and designer. She has been a part of the Faculty Exchange Program on Creative Pattern Making under the Prime Minister’s Initiative for International Education (PMI2) with the Doncaster College, UK. Her area of expertise includes Garment Production and Export Management, Apparel Manufacturing Technology (AMT), CAD Pattern Making, Garment Construction, Pattern Drafting & Draping.



Anu Jain  
Senior Faculty, Fashion & Textiles

An alumna of National Institute of Fashion Technology, New Delhi (NIFT) Anu has over 18 years of work experience in the apparel industry and fashion design academics. As an associate professor for

Fashion Design, at NIFT, she has played an important role in the development of curriculum and spearheaded several projects as a project coordinator for fashion shows at Raipur, Chhattisgarh (2016), Surajkund International Mela (2015) and ‘Runway to New Zealand- 2016’- project for Education New Zealand, Delhi. Her contributions in exhibitions at Khadi Gramudyog and theme pavilion at Destination North East-2017 (Chandigarh) have been noteworthy. Her professional profile includes working as the creative technical expert on ‘The Needlecraft Book’ by Dorling Kindersley (UK), and as a sales manager and designer for various export houses and domestic firms. She has served as former HOD, Fashion & Textiles at ARCH



Aurelia Alves  
Senior Faculty Fashion & Textiles

Aurelia Alves is from Brazil, graduated in Business Administration and Fashion Design, and has been a practitioner for more than 8 years. She has worked with prestigious Brazilian brands for their marketing, styling and exportation projects coupled with similar experience in Indian export houses. Her association with ARCH in the last one year has provided her with the opportunity to mentor students of the faculty of fashion and contribute towards International projects through her innovative ideas, attention to detail and the ability to articulate and coordinate effectively.



Malu Prates  
Faculty, Fashion & Textiles

Malu Prates is a Fashion Design and Etching graduate from the Federal University of Minas Gerais, Brazil. Her graduation collection, titled “Abr(aço)”, presented the results of her extensive research on corsetry and body modification through waist training. She was also part of the University’s research under the Scientific Initiation course, and worked as an intern for a well-known fashion brand, assisting on the company’s creative process and production. After graduation, she started her own entrepreneurial venture opening a bespoke corsetry atelier.



Elisa Quinteros  
Faculty, Fashion & Textiles

Elisa has a Masters in Fashion Aesthetics and Management, from the University of São Paulo, Brazil and a Bachelors in Fashion Design from Santa Marcelina University, Brazil along with a study of Drawing and Illustration Techniques from Folium School of Arts. With an inquisitive mind and passion for creation, she has been in the industry for almost seven years. Her experience includes working with fashion product development with a special focus on printing and laundry techniques.



Kalpana Munjal  
Faculty, Fashion & Textiles,

An alumna of the International College for Girls with an Msc in Clothing & Textile, and a Bachelors in education, she has cleared the National Eligibility Test conducted by the University Grants Commission. Pursuing a PhD on the topic of 'Sustainable Apparel Development & Creating Awareness' from the IIS University Jaipur. With 3 years of teaching experience, her areas of expertise lie in dyeing and printing, textile chemistry and garment construction. She has presented papers on different topics. Recently her Review paper entitled 'Practices and Possibilities of Sustainable Fashion' was published in the Asian Journal of Home Science (ISSN-0976-8351).



Natasha Maidiasani  
Assistant Faculty, Fashion & Textiles

An alumna of the University of Rajasthan with a Masters 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, trainer and Regional coordinator with Garment Industries, Fashion colleges & the Ministry of Textiles. She has attended workshops & seminars on Pattern making, Export Documentation & Garment Merchandising, including, among others, ones organised by the Association for Overseas Technical Scholarship (AOTS), Japan & NIFT New Delhi. She has also attended a seminar conducted by International Consultant, Mr Roger Thomas on 'Setting Standards in Time & Production Planning'.



## INTERIOR DESIGN



Ar. Anuradha Gandhi  
HOD, Interior Design

Anuradha's architectural career spans India and the US. She has worked on a range of projects including hospitality, residential, institutional and restoration & conservation. She has produced independent research project reports, and has participated in international design competitions. She was Associate professor at Sushant School of Art & Architecture. She was part of Sushant's projects cell, and executed the Tavru Tomb restoration project for Intach.



Shweta Fauzdar  
Senior, Faculty, Interior Design

Holds a Masters in Business Administration (Hons) from Rajasthan University and a Diploma in Interior Design from ARCH Academy of Design (Batch 2003). She has an industrial experience of over 10 years, being involved in several residential and commercial projects including mall designing. She was a part of the Architectural team for interior planning at the City Palace, Jaipur, and worked with Sand Dune Constructions and Interior Pvt. Ltd. She was also awarded a certificate for excellence in project management and interior spatial design by Lufthansa Airlines, Germany, for one of their KPO projects at Sitapura-EPIP, Jaipur



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

Holds 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; including her stint with firms like Indistore, ANA Design, Timbergrain, and International companies like Haworth India Pvt. Ltd. etc. Her projects include working with ITDP (The Institute for Transportation and Development Policy) for Designing Tricycle for Mahaveer Viklaang Samiti; as a Design Consultant for KVIC to prepare course material (Pottery) for Rural Craftsmen; and 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 4 years.



Ar. Ashish Kumawat  
Faculty, Interior Design

Ashish Kumawat holds a B.ARCH (Specialisation – Interior Design, Construction Services) from Aayojan School of Architecture, Jaipur and a Diploma in Architecture from Khaitan Polytechnic College, Jaipur. He is a practising Architect with 5 years of work experience in designing residential and commercial spaces. His core competency lies in Construction and Building Services, which includes, planning, detailing of structure and outer facade of buildings and on-site execution etc. Apart from this, he has excellent workshops skills in Woodcut printing, Terracotta products, Arayash Fresco painting, Laser cutting & 3D printing.



Tuskeen Naqvi  
Faculty, Interior Design

Tuskeen Naqvi (Architect) completed B.Arch from Aayojan School of Architecture. 9 years of total Experience in which 4 Years of professional Experience and 5 years of Academic Experience.

Previously worked with Aashiyana Architects (Architectural Firm) and After that gives 5 years to Nims School of Architecture and Planning.



Pankaj Pareek  
Faculty Technical Software

6 year of rich experience in teaching, Certified faculty in AutoCad, Specialised in 3ds Max, photoshop, Vray, Designed many projects with government, semi government organizations and farms,

Worked with many interior and Architectural Colleges as Guest Faculty.



Chandani Sharma  
Faculty, Interior Design

She's an alumni of ARCH Academy of Design, Jaipur (2006-2009) and has eight years of work experience in the field of interior designing. She has worked as project and communication manager in various residential, commercial, heritage

and restoration projects with major architect firms MUSE, Bangalore & Sthapatya, Jaipur.



Ronak Daghra  
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 in Bangalore, Auroville and Jaipur respectively. He has a field experience of 4 years on 28 projects

of various disciplines and expertise in innovative detailing and cost effective design practices. He is the founder of "RONAK ARKHITEKTON", an architecture and interior design firm at Jaipur



## JEWELLERY DESIGN



Yashpal Dagur  
Head- Information Technology,  
Sr. Faculty, Jewellery Design & CAD

Academics 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 Academy of Design. His area of expertise lies in training in the use of Graphic software that includes Auto-CAD, Reach Fashion Studio, Reach CAD, JCAD, Jewel CAD, 3Design, Corel Draw, Adobe Photoshop, Adobe Illustration, Front Page, etc.



Pryanka Beriwal  
Faculty, Jewellery Design

Priyanka Beriwal is an alumna of ARCH academy of Design. She holds a bachelor's degree in jewellery design from Punjab Technical University and was ranked first in the 2009 batch. During her 8 years of work experience, she has worked as a Jewellery Designer with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market. She has also studied Diploma in "Polished Diamond Grading" from KGK DIAMOND INSTITUTE, Jaipur. Her expertise lies in Kundan Meena techniques, manual designing techniques & Research Development in jewellery.



Lis Haddad  
Faculty- Jewellery Design

Lis Haddad Graduated in Social Communication from the University Center of Belo Horizonte (BH, Brazil). She is Specialized in Gems and jewellery from the University of Minas Gerais (BH, Brazil). In 2007 she opened her own studio and since then has been engaged in the production of jewellery. Lis has developed accessories for movies and television. In 2010 she was a finalist for Aglogold Ashanti Auditions Brazil. The choice of hand-crafted construction was inevitable, a natural path. Analogic processes enchant and always looked for them every day, whether embroidering papers, modelling clay in her mother's studio, or cutting and modifying clothes.



Akshay Awargal  
Faculty, Jewellery Design

An alumna of the ARCH Academy of Design, 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. An award winner in many competitions, Akshay brings his hands on experience of Jewellery manufacturing, traditional Kundan Meena technique of Rajasthan and enamelling to his classroom teachings.

## APPLIED ARTS & GRAPHIC DESIGN



Ekeshwar Hatwal  
HOD B.V.A, Applied Arts

Ekeshwar is an Alumnus of Bahuguna Garwhal University, Dehradun with Gold medal. He was awarded by 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 nominated as the Eminent Artist in the council of Rajasthan Lalit Kala Academy Jaipur. He has written books like Vigyapan Kala on Applied Arts.

He was an elected member for General Council of National Lalit Kala Academy New Delhi. He is the president of HASTAKSHAR ,and Lectures Forum. He has developed a unique art of Blue Pottery Paintings.



Laura López  
Faculty- Graphic Design

Laura Lopez is an alumna of the Universidad De Los Andes, Bogota, Colombia, with a major in Design services and a minor in Photography. With an industry experience of 5 years, she has worked with some of the most eminent

photographers in Italy and Colombia. She has also worked in the fashion industry for reputed events such as the 'Fashion Week' in Milan. Her areas of interest include graphic design and helping with new ideas and creations for achieving her personal and institutional goals.



Rajni Bala  
Faculty- Applied Arts

An NID Alumna, she has created content and designed for children of different age groups in various educational system-MBD Group, FIITJEE.



Manjeet Singh  
Faculty- Graphic Design

Manjeet Rathore is an alumnus of Rajasthan University and has done Animation from MAAC Academy. He has experience of more than 2 years in animation and video editing. His aim is to achieve a good position and recognition in the film industry.



Vishal Sharma  
Faculty- Graphic Design

Vishal Sharma holds a Diploma Certificate from MAAC (Maya Academy of Advanced Cinematics), an institute related to the Indian animation industry. He has industry experience of 5 years.

He earned experience in design, working under the Show Director & Show Cameraman of Network 18 & ABP News. He has a Special Category certificate from Gemporia TV for outstanding management of graphics.



## FOUNDATION



Pooja Lakwal  
Faculty, Foundation - Product Design

An alumna of the MIT Institute of Design, Pune, Pooja holds a specialization in Product Design. In her industrial experience of 5 years, she has practiced Design Thinking for Craft Product Design, Social Service Research, Systems Design and Ethnographic Studies and teaching. She has executed Design Projects for clients like Intel, India; Learn Asia, Srilanka; the State Government of Bihar; & Bihar Innovation Lab. She also worked on design workshops for a Norwegian entrepreneur and has worked with RUDA with the traditional artisans of India doing Research for the Craft sector and developing innovative products for collections.



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. She also participated in the program "Science Without Borders" while studying at Kwantlen Polytechnic University, Canada. She chose Product Design, for believing that at this profession it is essential to find new ways of thinking and producing, so that we can find creative solutions and improve the everyday life. 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.



Rachna Goyal  
Faculty, Illustration - Jewellery Design

An alumna of ICG (International College for Girls), Jaipur & has completed a Bachelors in Fine arts (Applied Arts). In her 8 years of industry experience, she has Worked as Chief of Design at Motisons Jewellers Ltd, GIE GOLD Pvt. Ltd. and Achal Jewels Pvt. Ltd. Her role involved design, production management, collection development, branding, advertising and product photography for jewellery. Rachna specialises in aesthetics and history of Fine Art and Design, Graphic Design and Mix Media Illustrations and traditional techniques of Indian Jewellery Making. She teaches Fashion Illustration.



Andre Vitarelli  
Faculty, Foundation - 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

## BUSINESS STUDIES



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 and PG students of different universities; published numerous papers in Indian and International Journals. He has also participated in more than 30 National and International Conferences and Seminars and received Best paper awards including the latest for his paper titled – ‘New dimension of e-business in Indian banking’. Dr. Manish is associated with the Institute of Chartered Accountants of India (ICAI).



Pranjali Joshi  
Faculty- Business Department

He holds an MBA(Hons) from IMT Ghaziabad and has a work experience of 9 years, out of which, he served for 4 years in one of India's leading Nationalized banks. He has an inquisitive mind and passion for being creative. He has also been writing for several websites, magazines and blogs for many years. His association with ARCH has provided him with the opportunity to mentor students of the faculty of Business and contribute towards International projects through his innovative ideas, power of observation and analysis and the ability to articulate and coordinate effectively.



Dr. Sharad Garg  
Vice Principal- Department of Research  
and Higher Education

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 15 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 seven research papers that he has presented at national and international levels.



Dr. Monika Ojha  
Faculty- Department of Research and  
Higher Education

Dr. Monika Ojha, Assistant Professor (EAFM, PhD), with more than 10 years of work experience, has research experience in economics and related fields. She holds a PG degree in Mass Communication & Journalism and works also as an independent journalist. Her articles are regularly endorsed by various reputed National and International Journals & magazines. She has recently attended an International conference on E-Marketing at Greenwich University, London. She is the North Indian member of the International Research Scholars Association and life time member of the Indian Commerce Association. She has written 25 National, & 15 International research papers, as well as 5 reference books.



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 PHD research in Police Science and Criminology funded by Government of India, Ministry of Home Affairs.



Ritu Lodha  
Faculty, Business Department

Ritu Lodha is a practicing Chartered Accountant and a fellow member of the Institute of Chartered Accountants of India (ICAI). She has also pursued M. Com. in Finance and Taxation. Having a teaching experience of about 9 years in

commerce subject. . She also takes lectures on motivation, public speaking and communication skills in ICAI, Jaipur.



Rippal Gupta  
Faculty- Department of Research and Higher Education

An alumna of the Government Polytechnic College, Jodhpur. With a Diploma in Electrical Engineering, PGDCA, MCA, & M. Tech in IT, she has served as an external examiner & paper

setter at various universities dealing with Computer & IT. With 10 years of experience in teaching computer subjects.



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.



## Academic Support



Divyanshu Kandoi Agarwal  
Asst. Manager,  
Programs, Placements & Entrepreneurship

Divyanshu Agarwal completed his Postgraduate studies in Human Resources from Symbiosis, Pune and Studied "Craft Management & Entrepreneurship Program" IICD, Jaipur.

He has a total of 9 years of industrial & academic experience with deep understanding and knowledge of the Academics functions. His previous roles involved being a Faculty & Research Asst. with Indian Institute of Craft & Design (IICD), Jaipur for Seven years, Asst. Academic Coordinator with Arch Academy of Design, Jaipur & Guest Faculty & External Jury Member with International College for Girls (ICG), Jaipur. Currently, he is a part of the Program, Placement and Entrepreneurship team and the project cell at ARCH which establishes the groundwork for providing appropriate industry exposure to students whether they choose to work with an employer from the industry or start their own practice. He is also looking at execution and implementation of Various Classroom/Industrial/Government projects for the institute and coordinating events as well as alumni networking for ARCH College.



Kamal Kumar  
Faculty Assistant

Kamal Sain has a total of 24 years of work experience with 9 years in ARCH Academy of Design.



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.

## Lab Technicians



Ramratan Tailor



Arvind Sharma



Kanhaiya Lal



Ramesh Chandra



Manoj Kanra



Ganesh Sharma

# PEARSON TRAINERS & Quality Reviewers



Mr. Paul Ryan, External Examiner, HND Art & Design



Dr. Lesley Davis, Standards Verifier (EE)



Dr. Leslie Doyle Standards Verifier (EE)



Ms. Monisha Anand, Quality Advisor & Auditor (AA)

## ASSESSMENT OF QUALITY STANDARDS

Pearson's quality assurance system for all BTEC Higher National Diploma course on the RQF at Levels 5 ensure that centres have effective quality assurance processes to review course delivery. It will also ensure that the outcomes of assessment are to UK & International standards. Centres are required to demonstrate ongoing fulfilment of all quality criteria over time and across all courses. The process that assures this is external examination, which is undertaken by Pearson's External Independent Quality Reviewers. Pearson reserves the right to confirm independently that these arrangements are operating to Pearson's satisfaction.

## STAFF TRAINING & DEVELOPMENT

Pearson's supports UK and international partnering institutions with training related to BTEC qualifications. This support is available through a choice of training options offered, which include customized training at the institution centre.

ARCH faculty have gone through intensive training over 4 years on all aspects of Pearson Delivery including

- Planning for the delivery of a new course
- Developing effective assignments
- Planning for assessment and grading
- Building effective and efficient quality assurance systems.



# Visiting Faculty

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ABHINAV JALANI  
Gemologist, Jaipur

ANNA TUHUS  
Jewellery Designer, UK

ANISH PURI  
Apparel Export Consultant New Delhi

ANUJ SHARMA  
Fashion Designer, Jaipur  
Apparel design, NID, Ahmedabad

ANURAG SINGHAL  
Visual Merchandiser  
Group VM-Creative Lead, CPC at Madura Fashion & Lifestyle (Aditya Birla Fashion & Retail Ltd.)

ARINDAM DAS  
Director, NIFT, Gandhi Nagar

BADSHAH MIYAN  
National Awardee in Tie-N-Dye Jaipur

BASANT SHARMA  
Visiting Faculty

Prof. BHAWANI SHANKAR SHARMA  
Artist & Sculptor, Jaipur  
"Former Head of Deptt. Visual Art. and Dean Faculty of Fine Arts, Banasthali Vidyapith (Deemed University)"  
Artist & Sculptor, Jaipur

CHANDRA VIJAY SINGH  
Industrial Product Designer  
Alumnus NID, Ahmedabad

CP VASHISHT  
APT, Textile Science,  
Former Principal ATDC, Manesar

DEEPAK SANKIT  
National Awardee in Enameled Jewellery Jaipur, Emporia

DEEPAK PATHAK  
Diamond Grading Expert, Jaipur

DHARMENDRA SINGH  
Artisan & Craftsman, Jaipur

DILIP KUMAR  
Pattern making expert Fashion Design

DINESH KORJAN  
Alumnus NID, Ahmedabad  
Studio Korjan, Ahmedabad

FAROOKH  
Gemologist

GAURAV MATHUR  
Sr. Architect & Educationist, Jaipur

Dr. HARI NARAYAN AGARWAL  
Applied Economics & PhD in Commerce.  
M.Com, Jaipur

HAIFA MARS  
Graphic Designer, Tunisia

JANICE GRZYB  
Jewellery Designer, USA  
KB JINAN  
NID Alumnus, Ahmedabad  
Art Curator, Creative education expert

DR MUKESH PASORIYA  
Faculty of Commerce & Finance, Jaipur

NANDAN GHIYA  
Alumnus NIFT, New Delhi  
Artist and Fashion Designer

NIEN SIAO  
Alumnus NID

NITA THAKORE  
Alumnus MSU, Vadodara.  
PG Diploma (Textile Art), Goldsmiths  
College of Arts, University of London.

PANKAJ PAREEK  
Domain expertise - 3 D MAX

PAPIYA BANARJEE  
Fashion Designer, Delhi

PRATIMA PANDEY  
Fashion Designer, New Delhi

RAHUL TAK  
MBA, Interior Designer,  
Arpan Interiors, Jaipur

RANJAN PRAKASH  
Gemologist  
M.Sc Gemology

ROHITASH DAHIYA  
Professional model maker

SANG-LAN KIM  
Lecturer, National Museum of  
Asian Art Paris, France

SANGEETA SHROFF  
Former Director IICD, Alumnus NID  
Ahmedabad  
SANTOSH DHANOPIA  
National Awardee -Block printing

SKYE MORRISON  
Canadian educator, Researcher and designer  
PhD in Folklore (Material Culture) University of Pennsylvania

DR SUDHIR SONI  
Academician and media person

SURENDRA SINGH  
Enamel Artist

SWATI PAREEK  
Domain expertise - CAD

TARANG MAHESHWARI  
NIFT Alumnus, New Delhi  
Co Founder EKAA Design Studio

DR VED PRAKASH  
PhD, MA English,  
Educationist, Writer, Editor & UGC Teacher Research Fellow

VIKRAM SINGH  
Furniture Designer  
Hastkala Exports

YASRA DAUD  
Interior Designer  
American University of Sharjah

YUNUS KHIMANI  
Former Dean - IICD,  
Director, Sawai Man Singh City palace

# Events @ARCH

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, specialist's opinions, provides students at ARCH the chance to grow organically in their professional domain.



Chr-Cha Event on 2017, Dr. Annick Schramme, Dr. Ian W. King, industry practitioners with ARCH members and guests.



Fashion Designer Mr. Rakesh Thakore, from the label Abraham & Thakore with Ms Archana Surana, with participants at the RHW - 2016



Participants at the global Mentoring Walk, Jaipur.



Mr. Arun Cherian TEDx speaker, problem solver and innovator, interacting with ARCH students.



Actor Nawazuddin Siddiqui & Bidita Bag Launching B.DES Programs.



Ms Carrie Morgridge giving away the awards to the Design Story winners during an event held at Diggi Palace, Jaipur 2016.



Ms Archana Surana at an official meeting with Minister of Textiles, Mrs Smriti Irani Kapoor.





ARCH director, Archana Surana With Princess Diya Kumari at YUVA event, held at the City Palace, Jaipur, 2016



ARCH Students and Staff Members at TED X Jaipur Event.



Ms Carrie Morgridge, vice-president of the Morgridge Family Foundation and author of 'Every Gift Matters' during her India book launch at an event in Jaipur, 2016.



Convocation Event, 2017. ARCH students and staff.



ARCH founder Director Archana Surana with NID Director Pradyumna Vyas & UK Partner Christiana Margiotti, UHI Scotland at Convocation Ceremony.



Jairangam visited ARCH through its Famous Nukkad Natak, "AB-BAS", a street play against women atrocities by Rang Mastaaney .



Mr. Harsh Songra, Founder of WeInclude and MyChildApp in a lecture, at ARCH Jaipur Campus.



Inauguration of Photo Exhibition of Design Story by Mr. Amitabh Shah, Founder & CEO, YUVA Unstoppable and Mr. John Farnam, Deputy Disrupter at Morgridge Family Foundation & Co-CEO of Share Fair Nation



Fashion Designer Mr. David Abraham, from the label, Abraham & Thakore at RHW 2016 with Founder Archana Surana and Nien Siao.



Delegates from De Montfort University UK visiting ARCH- Jaipur Campus, for collaborative MoU



Ms Archana Surana receiving the Zee Rajasthan Women Empowerment Award, 2016 from Hon'ble CM, SMT Vasundhara Raje.



The DesignStory competition was launched by film actor, Zayed Khan on 29th August, 2016.



Founder Director Archana Surana at the 5th edition of NWFC 2016, With Prof. Ian W. King, Prof Annick Schramme. at the University of Antwerp



Attendees at the Chr-Cha event during one of the workshops.



Arch students at the Green Building Congress where they gained exposure about green architecture and designing for a greener tomorrow.



Harvard School of Fashion Dean, Mr Rajiv Mehrotra with Archana Surana and Nien Siao



ARCH stall with pieces designed by students of Jewellery Design Batch at JAS 2015



ARCH stall with pieces designed by students of Interior, Fashion, Jewellery at VASTRA 2017



Participants at the Global Mentoring Walk, Delhi chapter ,2017



ARCH family on the 17th Foundation Day



Ms. Archana Surana introducing the class to their eminent guest speaker Katerina Perez



Mr, Jimmy Nelson, renowned photojournalist with Ms Archana Surana and Mr Rahul Rajamuthiah at the IFFTI confernece 2017.



Renowned Bloggers and B&B Magazine sharing a one to one with students at ARCH campus.



Acclaimed Fashion designer Hemant Trivedi with Ms. Archana Surana at an event held in the city



The Mentor Forum event held at ARCH Jaipur campus



ARCH stall with pieces designed by students at FORHEX 2017

# Awards & Recognition



ARCH won the **FIRST PRIZE** in **BEST INSTITUTIONAL DISPLAY** at the prestigious **Garment Fair-Vastra-2017!**



ARCH students Agantuk Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students selected. Sujit Kumar won the **FIRST** prize of Rs.15,000 and a trip to Turin, Italy. Vinita Chandwani was awarded Rs 5,000/- as 1st Runners Up.



Shaifali Katta - ARCH Jewellery Student, won **JAS Jewellery Show** as 3rd Prize in Student Category.



IFFTI invited its member Institutions from all over the world to participate in the **Poster Design Competition** - "The Power of Fashion". All the 3 entries from ARCH students were selected for exhibition at the conference venue, the **Bunka Gakuen University, Tokyo, Japan.**



Gaurav Sharma - created an innovative staircase that won the 1st prize in Ideation at the **Inter-Collegiate Competition of IIID**



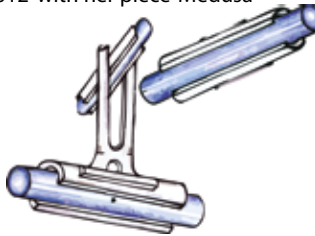
Deepa Bhati won the 'Fashion Design Awards India (FDAI)' on the theme "Life is Beautiful", held at Hotel Clarks Amer, Jaipur. Her work was inspired by the Wall paintings of Amer Fort.



Aradhana Sharma won the 'Inside Outside Design Award' for a creative chair inspired from the betel leaf.



Rupal Gupta was a Finalist for the 'Swarovski Elements Jewellery Design Award 2012' with her piece 'Medusa'



The Aureole Earrings Vishnu Soni received 1st Prize in Jewellers Associations Show 2013 (JAS), Jewellery Design Competition in the category of Earrings based on the theme 'A Melange of Wonders' inspired from Morning Glory.



Rita Burman won the 'World Gold Council Jewellery Design Award' for her Necklace and Earrings set



Riddhi Chowdhary - Jewellery designed by Riddhi for ORRA was worn by Hollywood Celebrity at the Academy Awards 2014 (OSCARs). She is currently working with ORRA Diamond jewellery in Mumbai as a Designer.



Vidhi Singhani - 3rd Prize for cocktail earrings at JAS Jewellery Design awards 2013.



Quaid Bala won 3rd prize at the 'International Photography Competition 2013' held in Jaipur.



Enakshi Bishnoi Winner at JAS 2016 with the Dia pendant



Alpa Gupta won 1st Prize at 'Jewels of Rajasthan 2008 Jewellery Design Award' for by her 'Orbit' inspired Pendant & Earrings set.



Deepika Kumawat won the 'Society Interiors Design Award' for Tea-set holder inspired by Cycle

# Admission Guidelines

## AIEED 2018

All India Entrance Examination for Design

### AIEED (All India Entrance Examination for Design)

ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate & Postgraduate level courses in Design. The exam tests the creativity, design sensitivity & aesthetic sense, of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem-solving aptitude of the student. ARCH invites applications for AIEED '18 towards its Undergraduate & Postgraduate courses for the academic year 2018.

### UNDERGRADUATE (UG) DEGREE COURSES

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

BA Fashion Design  
BA Interior Design  
BA Product Design  
BA Graphic Design  
BA Digital Design  
BA Photography

### POST GRADUATE (PG) DEGREE COURSES

M. Voc Fashion Design & Entp  
M. Voc Interior Design & Entp  
M. Voc Jewellery Design & Entp.  
M.Voc Product Design & Entp.  
M. Voc Design Communication  
Garment Production & Export Management (GPEM)

### ELIGIBILITY CRITERIA:

#### UNDERGRADUATE (UG) 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 AIEED Exam.

- Class 10+1 Students can also write AIEED 2018. Qualifying students will be eligible for direct admission in the academic year 2019 after clearing the 3rd & last stage of the exam (as described above).

- PTE Exam (Academics) to be cleared within 1 year of course commencement for progression to UK University

#### POSTGRADUATE (PG) Courses

- Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course.
- Students who have done a 2 years or 3 years diploma course in design are also eligible for this Advanced Level course.



**TEST FORMAT (UG Courses)****STAGE I - General Ability Test (GAT)**

GAT is the first phase of AIEED & is compulsory for all applicants.

MODE: Only ONLINE 2 hours/3 slots)

Choose any one Time Slot:

10:00 am to 12:00 Noon

1:00 pm to 3:00 pm

4:00 pm to 6:00 pm

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

MODE: ONLINE (3 hours)

Choose 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

MODE: CENTRE BASED (3 hours)

24th May 2018

Exam Centres:

Jaipur, Ahemdabad, Lucknow, Indore, Delhi, Kolkata

**STAGE III - INTERACTION****INTRODUCTION TO YOURSELF**

(Video, Portfolio & Skype Interaction)

**STEPS:**

- 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, whichever is comfortable for you.
- Upload images of your Portfolio + the Video of Yourself to Google Drive
- Skype interaction with us will be scheduled after we receive what the student has uploaded

**TEST FORMAT (PG Courses)****STAGE I - General Ability Test (GAT)**

GAT is the first phase of AIEED & is compulsory for all applicants.

MODE: Only ONLINE (2 hours/3 slots)

Choose any one Time Slot:

10:00 am to 12:00 noon

1:00 pm to 3:00 pm

4:00 pm to 6:00 pm

**STAGE II - INTERACTION INTRODUCTION TO YOURSELF**

(Video, Portfolio & Skype Interaction)

**STEPS:**

- 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 Language most comfortable to you (English or Hindi),
- Upload images of your Portfolio + the Video of Yourself to Google Drive

**Common Final Steps**

- Result Declaration
- Deposition of Fees and Documents Verification
- Batch Starts:

For International Study Abroad Courses

CBSE Students: 25th April 2018

IB Students: 23rd July 2018

University Bachelor's Degree & PG Courses:

14th July 2018

## SELECTION CRITERIA (UG & PG)

The 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
- AIEED exam result
- Performance in Interaction + Portfolio.

## GENERAL INSTRUCTIONS

### STEP 1

How to fill up the online application form

1. Visit ARCH website home page (<http://www.archedu.org/>) and register your application. On successfully registering, an email and SMS will be sent to the mobile number & email ID you have registered with. Keep the following prerequisites in mind before applying

2. Keep one scanned photograph of self and scanned copies of mark sheets of 10th, 12th or past qualification handy. Students need to upload the above-mentioned photographs and documents in the application form. Candidates appearing for the class 11th exam can also apply provisionally. Their score will be considered for the academic year 2019.

3. For GAT Online Exam, Candidates has to choose any examination Date & Time Slot available at the time of applying. The exam is online, for 2 hours and is compulsory for all. Admit Cards would be available online 7 DAYS prior to the exam. A link will be sent to the candidate's mobile number; open the link to download the admit card.

4. For CAT Exam, Candidates can choose between Online and Centre Based exam (given cities). Online Exam Admit

Cards would be available immediately after GAT exam and for Centre Based online Admit cards would be available 7 DAYS prior to the exam.

5. Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons requesting the change in writing sent to [admission@archedu.org](mailto:admission@archedu.org), at least 10 days before the exam date.

6. The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.

7. Candidates will be given 2 Interaction dates and can choose any one for Interaction & Portfolio. This would be a Skype Interaction





## HOW TO MAKE PAYMENT OF ONLINE APPLICATION FEE:

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: The 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 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. 660020100003311  
RTGS/IFSC Code - BKID0006600  
PAN No. AAAAA1934C

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. In addition to the email, your receipt and a pen drive with information material about the institution will be sent to you by courier. For any information or query, you can write to us at admission@archedu.org. How to make payment of offline application form fee:

Purchase application form from ARCH college of Design & Business, Malviya Nagar, Jaipur paying Rs. 3000 either by Cash or DD drawn in favour of "ARCH Educational Society" payable at Jaipur, & fill and submit the same.

## STEP 2

### HOW TO TAKE THE AIEED EXAM

#### STRUCTURE OF AIEED EXAM:

For Undergraduate Students

#### \* ONLINE MODE OF AIEED EXAM

Students can write the Online Exam either from home or cyber café.

The candidates, whose forms have been accepted, can appear for the online entrance exam at the allotted date and time slot.

Change in date of examination will not be entertained and if the candidate fails to give the examination on the scheduled date, his/her application will be canceled. Re-scheduling can be done only in case of unavoidable circumstances like Power failure or slow Internet connectivity, which if applicable, should be informed immediately over the telephone by the candidate.

For any more information or query you can write to admission@archedu.org or call on 09414070678

Candidates are requested to make sure of the following at their end before they enroll for the Online Exam



TYPE OF PAPER	TESTING PARAMETERS	NO OF Q'S	Marks	Time
AIEED- GAT GENERAL ABILITY TEST	To assess design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, & Concepts Comprehension	90	200	2 Hrs
AIEED –CAT CREATIVE ABILITY TEST*	To assess Articulation Skills both written & visual, Design Thinking, Lateral Thinking & creative problem solving, & awareness of Design Principles	26	200	3 Hrs
INTERACTION + PORTFOLIO	Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio		100	30 min



**High-speed Internet**  
Minimum Requirement:  
256 kbps Broadband connection  
Recommended:  
512 kbps BroadbandConnection



**Google Chrome** - Download and install on your computer (if not already present) It is recommended that you use the Chrome browser for your exam.



**Flash Player** -Download and install on your computer .This is ESSENTIAL for you to answer the exam.



Keep a Digital Camera/ Mobile Phone/ Scanner on hand to record & upload any work done for the exam. (For the CAT exam)



**Other Materials to be available at hand:**  
A4 size blank sheets of paper (15 sheets to answer the drawing oriented questions), pencil & eraser, dry Colour media (color pencil/ crayons/ oil pastels etc), steel scale. Cutter, scissors, glue stick, Black & blue pens. (For the CAT exam)



**Web Camera** Student will be under Surveillance while writing the exam



**Computer/Peripherals:**  
the minimum specifications:  
Desktop PC/Laptop: with Processor 733 MHZ or higher. 100 MB hard disk space. 256 MB RAM minimum, Monitor Resolution (1024 X 768) Pixels Other Minimum Software required on Computer Microsoft Windows XP Professional or any other upgraded Operating System (Win 7 or above) Microsoft Word



**Power Connection:** Please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use a laptop, please keep it fully charged & connected to a power supply.

### CENTRE BASED MODE OF AIEED EXAM

1. The applicants would be allowed to enter the examination centre only with an admit card attested by a Gazetted officer/ School Principal along with an identification proof (driving licensee/Adhaar card/ passport/ 10th mark/last graduation mark sheet).
2. Candidates should carry black & blue pens, pencil, eraser, steel scale, cutter, scissors, dry colour media (colour pencils/ crayons/ oil pastels etc.), glue stick.
3. Use of any electronic/ computing device like a laptop, mobile, calculator etc. is strictly prohibited for an offline exam.
4. The student will be notified about the result of the examination by a call letter (email and hard copy). The call letter will bear the interaction date chosen by the candidate in the application form.

### STEP 3 INTERACTION & PORTFOLIO



#### 1. Make a VIDEO of YOURSELF

This is an important part of our admission screening process. Based on the Questionnaire file sent, applicants are required to make a Video of themselves and send to ARCH .



#### 2. Portfolio:

Portfolio is to be shared online along with the Video. A Portfolio is the visiting card of the candidate, speaking of their interests & abilities and is a collection of any previous creative

work done in the form of illustrations, sketches, photographs, essays, prose etc, even films & slideshows that can be shown on a mobile phone. All work should be photographed or filmed & uploaded.



#### 3. Skype Interaction

On a Scheduled date and time with our Panel of Experts .Candidates failing to appear for all the parts to the Interaction & Portfolio (the 3rd phase of AIEED) would not be considered for admission and

their applications will be canceled. Rescheduling of the interaction in rare cases would be accepted if an application mentions the reason of absence clearly. You can write to [admission@archedu.org](mailto:admission@archedu.org).

### STEP 4 Final Steps

Result Declaration



Deposition of Fees



Batch Starts



### Documents Verification

For International Study Abroad Courses

CBSE Students: 25th April 2018

IB Students: 23rd July 2018

University Bachelor's Degree & PG Courses:

14th July 2018

### ADMISSION GUIDELINES FOR UG AND PG Courses

The admission fee has to be deposited within the stipulated time, to confirm admission with ARCH College of Design & Business. 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 will result in cancellation of admission.

The candidate needs to deposit all the following documents at the time of Admission:

- Mark sheets of 10th, 12th (original & attested photo copy) OR Graduation and 4 Passport size Photographs (If result is awaited, then the admission will be considered provisional and candidates would be required to produce the mark sheet by July to confirm the admission)
- An attested migration and transfer certificate. School Leaving certificate
- SC/ST, Others (Physically Challenged, NRI, Defence, Artisans)

# AIEED -SAT

Scholarship will be awarded to students on the basis of following criteria: AIEED result, Performance in past qualification, Interaction + Portfolio, Income of the family, Ward of a single parent, Servicemen, Craftsmen or artisan etc.

Student can avail the scholarship on first come first served basis. Once seats are full, further scholarship request will not be considered, even if they fulfil all the requirements.

## BANK LOANS

Bank Loans would be available for all Degree courses. For BTEC HND programs HDFC Credila provides Bank Loan on Pearson courses.

Kindly visit: [http://www.credila.com/apply\\_for\\_loan\\_pearson.html](http://www.credila.com/apply_for_loan_pearson.html) for more information.

## COUNSELLING

For any query or information, students may contact the admission office from Monday to Saturday (10 am to 5 pm) or can call on our Toll-Free Number 1800 3070 0626 or mobile no. 9414070678. The student can also email at [admission@archedu.org](mailto:admission@archedu.org)

## ADMISSION GUIDELINES FOR B.VOC COURSES

Application Forms for 3 year B. Voc Degree Courses are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 1500/- Payments can be made by DD or Cash (if application form is bought at the Campus)

- Students applying are required to submit/ send the completed Form/ downloaded printout with 2 photographs of self, + copies of qualification mark sheets of 10th, 12th, along with the DD, to ARCH College of Design & Business, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302017.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favour of “ARCH Educational Society” payable at Jaipur.
- Shortlisted applications would be notified by a call letter for a personal Interaction + portfolio screening in the month of April-May. Interaction would be fixed and rescheduling will not be entertained.
- Admission will be confirmed by depositing the fees.

## ADMISSION GUIDELINES FOR SHORT TERM COURSES

The Application form for Short Term Courses, are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 500/- Payments can be made by DD or Cash (if application form is bought at the Campus).

- Students applying are required to submit/ send the completed Form/ printout with 2 photographs of self, mark sheets of past qualifications and an identity proof, along with the DD, to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302017.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favour of “ARCH Educational Society” payable at Jaipur. For details & List of Courses, please visit our website [www.archedu.org](http://www.archedu.org).

## TERMS & CONDITIONS

1. Selected candidates, eligible for admission will be required to attend the counselling session at the ARCH Campus or designated cities at their own expense, on the scheduled date and time.

2. The admission to any program would be offered as per merit.

3. The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for the fulfilment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority.

4. If the candidate is absent on the date and time specified for the Interview round or does not deposit the fee through Demand Draft by the mentioned date, his candidature will be cancelled and the next candidate in the final merit list will be considered.

5. The selected candidates have to bring the Admit Card issued by ARCH, in print form, along with a valid Photo Identity Proof and valid migration & transfer certificate at the time of counselling. All these documents need to be attested by a Grade 1 Gazetted Officer.

6. Remaining vacant seats shall be offered to the waitlisted candidates in the order of merit.

7. Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.

8. Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur Courts only. ARCH reserves the right to add, modify, or discontinue any of the aforesaid points.

#### ATTENTION

The provisions of the admission guidelines and prospectus can be changed by the management of the ARCH Educational Society without any advance notice and shall be notified at the website [www.archedu.org](http://www.archedu.org) & [www.aieed.com](http://www.aieed.com). For any representation/ clarification/ dispute, the decision of the Management of ARCH shall be final and binding.



# A Design Soliloquy

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Benoy Thoompunkal

Visible Design. Good Design. Effective & useful Design.  
Sight plays an important role in perception.  
But is that all?

We wallow, luxuriously, in theorizations, crafted to support the story of our proud evolutionary journey. Unfortunately though, & for all practical purposes, our erect carriage & selves, and the progress & growth in our ability to think, seems to have SHRUNK our sensitivity; made it almost as REDUNDANT, as that little upside down 'comma' at the bottom of our spine.

Somewhere along the way, we seem to have lost our judgement, and our balance, a little at a time; unnoticeably and naturally; like our tail; Not an apocalyptic falling off, but centuries of slow attenuation and atrophy.

The question could be - DO WE WANT TO SEE anymore? Feel around. The embarrassment may be too much!

Take a 'close encounters trip,' spread-eagled on a drone. With strategically placed cameras to record the journey; with an iPhone backup, taking 'selfies' to gasp at later; To share on Facebook or YouTube with acquaintances, & outright strangers!  
Navigate with your eyes half open (!), around the naturally inevitable, & strategically placed, cow dung pats;

The naturally unnatural rubbish heaps, the sleeping dogs; The languorous cud chewing bull, occupying most of the bus stop shelter;

Allow your ears to lead you towards the sound of the temple bell;

Your nose to lead you away from the urinating wall; towards the fragrance of the flower seller; and the aroma of samosas frying in a distantly audible sizzle.

Whizz through the talk & fumes of innumerable humans; & through the 'silencer' subdued, sound, power & motion of fuel exploding;

safely & rhythmically; in mobile cylindrical spaces on the streets.

The originally created environment, seems to be an entity that has naturally adjusted to needs; haphazardly believable; re-designed; even comfortable after a while? What DOES the 'DESIGNER' do here? Is he needed? How could he make it better?

What for instance would he remove? Or add? WHO RE-DESIGNED THIS ANYWAY?!?!

Ask yourself - COULD I CREATE this entirety if I had to? And, while you are at it, could you re-define 'worse'; and its parts;

& could you make it WORSE if you tried?!

We are usually great at that, aren't we!



Great Design (!) keeps you off balance, then.  
 Perfection and imperfection does the same.  
 Presents opportunities for inspiration, enlightenment & awe;  
 Opportunities to ponder;  
 Fantasize about Design; The identity of the designer/s.  
 You may also have the time, if you're lucky, to marvel  
 over lucky accidents!

Is Nature & Natural Design all about lucky accidents then??  
 Evolution?

(That little tremor in the ground, just could have been old  
 Charles, turning over to listen!)

Well, then, Evolutionary accidents or accidental evolution?!

Makes you agonize over what the original intent was;

WHEN was it, that the hands of the Divine passed over,  
 with a silent blessing;

& insightful guidance;

too deep to be understood, by bards, poets and prophets;

Alike;

Too difficult to describe; even in hindsight.

Careless Ruminator One: Is the designer a HE or a SHE?

Careless Ruminator Two: 'He' is contained in the 'sHE'.

Ruminator Three: Wars have been begun & sustained  
 for less!

No accident though.

Great design. Lucky indeed!

It's sad, but, having given away more than four fifths of  
 our capacity to actually see, with our overwhelming  
 dependence on SIGHT and little else, we don't actually get  
 to SEE this 'luck'; this 'blessing'; let alone FEEL it;  
 learn lessons from it; assimilate realizations, if any;  
 about role, divinity or creation.

Teaching design could have been a straightforward job.

To see Divine Design or the divine in design takes some  
 awareness and space though.

And to teach this... requires... just a little sublimation, a  
 little vaporization of the ego;

The 'me', the 'you';

Meeting up with, & REGAINING the CHILD in us;

OPENING up again to discovery.

Re-CREATING the spaces, to welcome back surprise,  
 delight, and 'lucky accidents'.

Building the awareness of TEACHER and TAUGHT;  
 of THEIR ROLE in the celestial dance.

Where there are NO BARRIERS to creation.

No barriers to perception & realizations.

But of course, PATENTS probably interest us more –  
 the ME & MINE.

WE, eventually, ARE the real barriers to all useful creation.

The best design school would be built intertwined into  
 the ethos & environment of an Ashram, with the scenics  
 to match; encouraging awareness, and appreciation, and  
 free thought and discipline and sensitivity and respect;  
 and new CREATION.

Can one imagine creation in such a space?

Creation & labour – shared of ones own volition;  
 of ones own FREE will;

completely responsible; completely respectful;  
 completely aware.

Can one imagine design actually reaching in to touch  
 and contribute to lives;

Resonant, Vibrant.

And not just inside, but pulsating outward too;

in great waves & eddies;

Forming & reforming life & landscape;

toppling & rebuilding, subtly, but surely?

Rejuvenating the senses, bringing back the very meaning  
 to the preciousness & continuity of life?

The cost of Design is unbelievable, especially when it is  
 forced into existence;

Where the created fit of solutions are so incredibly off  
 base from real needs, that one begins to flounder anew,  
 on the context of creation; the intent & purpose of the  
 designer.

A forced design, based on imagined needs, will always be

copiously flatulent.  
Wasteful of resources, time and energy;  
But perfect to appease the cleverly created 'dreams' and  
'aspirations' of a few;  
Supported by satisfactory hyperbole, to convince & sell;  
at least for a short while.  
The creations, though, are used and cast away  
at an outrageously terrific pace, adding layers to  
man-made Mountains, growing them higher & ever higher,  
to reach up to heaven itself.  
And the Earth wobbles a bit, in its daily spin routine!  
Haven't you noticed that yet?!

God MUST have some regrets!  
sHE must be wistful about HER dreams and should be  
wondering by now if sHE had overlooked something  
important in HER master plan;  
when sHE created Mankind in HER Image!  
A misjudgement on HER part perhaps;  
On the extent of freedom that would be exercised  
in the interpretation of HER gift of...  
.....Free Choice.

And so.....  
Once upon a time there was Design!  
And there was mankind.  
And they lived happily ever after!  
IS this the STORY we want to HEAR?  
We are not stupid; though most times we conveniently  
pretend to be.  
We can't help being designers – we were Born to Create  
and Evolve.  
And yet....what we continue doing to this world of ours  
beats understanding.  
Born intelligent. Learned Stupid. PREFER STUPID.  
No Life Beyond This Life.

And so....  
Once upon a time there was DESIGN.  
And there was TIME!  
And time was design. And The Design, TIMELESS.  
Then there was LIGHT.  
The Creator threw that in, with the very best of intentions!  
To help us SEE.  
But, it only made the darkness more intense.  
And WE helped.  
Now, we throw light Everywhere, anywhere...  
Hoping; frantically, fanatically, obsessively;  
to dispel the darkness.  
But, the impervious bleakness continues to close in.  
Modern, EVOLVED MANKIND, TOUCHES NOTHING softly,  
LIGHTLY, or gently...  
Not anymore.  
So, Now, there is Design & no time...  
Soon, there will be NOTHING .

Could we start again, do you think?  
No time like NOW to restart our re-learning.  
Together.  
No time to fool ourselves any longer.  
Your child's blessings are with you.  
Could we SEE together; create;  
Gather blessings. And share them.  
We will never regret it.  
The STORIES would be real. They WOULD BE TOLD.  
Do we leave SOME behind;  
and SOME, to be the STORY TELLERS?  
We have a long way to go.  
A lot of UNDOING.  
To get to 'TIMELESS' from 'no time'.  
IN NO TIME.  
We have to try.  
Harder.



# Fashion Studies



Inspiration: European Cabbage Rose



Blocks Cutting & Final Blocks



Fabric DYE



Final Design

# Interior Studies

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Inspiration: Bamboo



Scale Model



Construction



Sketch & Construction



Final Stall

# Jewellery Studies



Inspiration  
Victorian Architecture



Motif Exploration



Final Sketch



Wax Piece



Cust Piece



Final Piece

\*Work By Sukriti Banthia

# Photography Studies

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Portrait



Make up



Fashion



Wild-life



Product



Interior

# Digital Design Studies



Storyboard Creation



Props Creation



Set-up arrangement



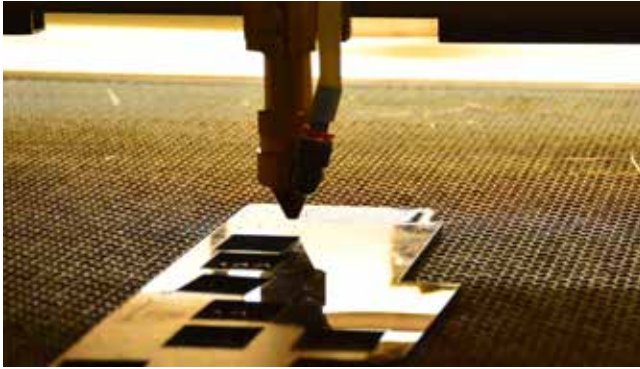
Stop motion process



[https://youtu.be/Mg6\\_M0jU2rQ](https://youtu.be/Mg6_M0jU2rQ)

# Product Design Studies

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Cutting pieces with the laser cutter



Pieces for the "Momentum"



Assembling pieces



Final Product

# Notes

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