

Arch

# backstitch

RAJENG/2012/44989 • Vol 2 • Issue 9 • Rs 40/- • Jaipur • December 2013 • Design Magazine of ARCH

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I feel immensely proud to acknowledge the team at ARCH. The concerted efforts of the past have come to fruition in terms of identity creation & capacity building with an array of achievements over the last few months.

I feel a sense of pride in congratulating the 'Arch design team' for having won the 'Jaipur Metro Uniform Design' contest, making us the official Uniform designers to the Jaipur Metro Rail Corporation Limited, and thereafter going on to designing and delivering the project to the JMRCL. There isn't a shadow of doubt that the 'Metro uniform Design' project is another feather in our cap.

After our September visit to Perth College, UHI, Scotland, the ARCH team for the UKIERI project finally got to welcome their team leader Christiana Margiotti on a 7 day visit to our campus in October. I am happy to say that the project is progressing very well, and we are awaiting the 2nd visit from Christiana in January 2014, when she will be accompanied by two Perth College students who will be part of the Student Exchange component of the project from their side.

Our monthly event Chr-cha was also based on discussions & exchange of views on the theme of the possible role of Design Communication in the Creative & Cultural Industries, which, as planned, gave Christiana the opportunity to present the UKIERI project intent, along with a glimpse of developments in the Scottish Creative Cultural Industries to the thinkers, creators & professionals gathered at the ARCH campus for the get together over tea & snacks. The group interaction that followed through the role play of participants as Hoteliers, Craftsmen, Rickshaw Pullers, Tour Operators, White Collar workers etc brought forth interesting observations, opinions and suggestions on the topic.

From the very positive feedback received, it seems to have been an energising experience for all and I'm grateful to them for setting aside their time to be part of this informal forum and I am glad to invite them to continue to participate & contribute in this initiative to bring together thinkers & creators from various walks of life.

There are a few other happenings over the month past. I'll leave you to discover them within these pages.

Again, do send me your thoughts on this issue of Backstitch that you hold in your hands addressing them to [director@archedu.org](mailto:director@archedu.org)

I hope you enjoy the issue for its content and I look forward to sharing your encouraging words and feedback on what you would like us to cover in forthcoming issues with our readers.

**ARCHANA SURANA**  
Editor-in-chief

## LETTERS TO THE EDITOR

FOR OCTOBER 2013 ISSUE

### Dear Editor

I am a regular reader of Backstitch. The magazine provides lots of information about the latest developments happening in design. I feel that the magazine covers all aspects of design and gives a chance to budding designers to showcase their work which is quiet encouraging for the budding talents. The visual Lexicon columns gives new words which are helpful in building up the design terms.

*Akhil Saxena*  
Marketing Executive, Wipro

### Dear Editor

The issue was awe-inspiring when we get to see budding talents emerging in our own city of Jaipur. 'Talent of the month' in the October issue was very inspiring as budding photographer has really clicked magnificent shots. Promoting upcoming talents is one thing I like the most about the magazine. It boosts up their morale and they get even better and better in their field.

*Sonam Chaturvedi*  
Operations @FMCG Co, Gaziabad

### Dear Editor

I have been a regular reader



since three months. I feel there should be some up-coming events section in the issue so that people get aware of the creative events happening in the city of Jaipur. The issue is quite colourful which makes it even more interesting to read on.

*A.N. Agarwal, Head Marketing*  
at ARCH Academy of Design

### Dear Editor

The regular features like 'Design quote' is very informative column makes us aware of the well-known designers and reflects on their perspectives pertaining to design. 'Automotive Design' article of the issue enlightened me about the thinking process of designer which was a very interest-

ing article to ponder on.

*Rinkesh Yadav*  
Marchandiser Lifestyle  
Hyderabad

### Dear Editor

Since a month there has been a column named 'Chr-cha' which I like the most about Backstitch. Chr-cha is really an eye-opener and the step to create such a platform is immensely powerful event to unite the designers in and around Jaipur. The 'Student work' space in the magazine reflects the innovative thinking which is quite inspiring for the aspiring designers who wants to pursue their careers in design.

*Ratna Prabhakar*  
Store manager, Globe,  
Mumbai

## Upcoming Events in Jaipur

1. On Canvas  
From Thursday, Nov 28 till Sunday, Dec 01, 2013

Time:11:00 AM to 7:00 PM  
Call:(+91) 141 2706641, (+91) 141 2706060

Address: Jawahar Kala Kendra  
Jawahar Kala Kendra, Jawahar Lal Nehru Marg, Jaipur

2. High Seas

From Friday, Nov 29 till Sunday, Dec 08, 2013

Time:10:00 AM to 8:00 PM  
Call:(+91) 9828508289

Address: Kalaneri - Art Gallery & Academy Of Fine Arts  
The Royals Building, SB - 1, Bajaj Nagar, Jawahar Lal Nehru Marg, Jaipur

3. Guar India Trade Fair

Date:From Friday, Dec 06 till Saturday, Dec 07, 2013

Time:9:00 AM to 6:00 PM  
Call:(+91) 141 4567777

Address:Jaipur Marriott Hotel  
Ashram Marg, Tonk Road, Jaipur

4. Jewellery Show 2013

From Friday, Dec 20 till Monday, Dec 23, 2013

Time:10:00 AM to 7:00 PM  
Call:(+91) 141 4143000, (+91) 141 2220826

Address:Hotel Raj Mahal Palace  
Sardar Patel Marg, C Scheme, Jaipur

5. Miniature Painting workshop

From Tuesday, Jan 07 till Tuesday, Jan 14, 2014

Time:4:30 PM to 6:00 PM

Address : Hotel Diggi Palace  
Diggi House, Shivaji Marg, Sawai Ram Singh Road, C Scheme, Jaipur

6. Mud Resist Prints And Indigo Dye Workshop

From Tuesday, Jan 07 till Monday, Jan 13, 2014

Address: Ojjas - The Craft Shop  
Plot No. 663, Hanuman Nagar Extention, Vishwamitra Marg, Sirsi Road, Vishwakarma Industrial Area, Jaipur

7. Fabulous Photography Workshop

From Tuesday, Jan 07 till Monday, Jan 13, 2014

Time:10:00 AM Onwards  
Call:(+91) 141 2373091, (+91) 141 2366120

Address: Hotel Diggi Palace  
Diggi House, Shivaji Marg, Sawai Ram Singh Road, C Scheme, Jaipur



ARCH and IIID present an Event for you  
**Interior Design Day**

### Event Highlights:

- Vendor presentations
- Architect presentations
- Panel Discussions
- Question Answer Session
- Architecture Movie
- High Tea

**21st December 2013**  
10 am to 8 pm

At ARCH Academy of Design  
For details, contact: Shikha Singh  
m +91 82 336 88000

Cover Photograph: Benoy Thoompunkal

A different way to add to your vocabulary and some...

# V DESIGNERS Visual Lexicon E

## Fashion Design

**Empire Line:** also known as an empire waist or empire silhouette, this cut is fitted to the body until just below the bust, and the rest of the garment falls loosely



Evening gowns are usually made of luxurious fabrics such as chiffon, velvet, satin, organza, etc. Silk is a popular fibre for many evening gowns. An evening gown can be any silhouette—sheath, mermaid, A-line or trumpet shaped—and may have an empire or dropped waist.



## Jewellery Design

**Enamel :** Enamel is glass fused by heat to a metal surface. It is one of the most versatile, long lasting and colourful of all art media and yet at the same time it is one where beautiful results can be obtained almost immediately. Enamel is crushed to a powder which is applied to a metal surface by one of several methods such as dry sifting or wet laying. The work is heated in a kiln to about 850 degrees centigrade, when the enamel melts and fuses to the metal. This usually only takes one or two minutes; but often several firings will be needed to complete the piece.



## Textile Design

### Embroidered

A Fabric Decorated With Needlework Stitching Of Yarn Or Thread. May Be Done By Hand Or Machine.



## Graphic Design

### Extended Type

Typefaces that are wide horizontally -- an example is Microgramma Extended.



## Interior Design

**Elevation:** Elevations are architectural drawings that show how a home will look from specific angles. Elevations are a key part of the way architects communicate their designs with clients and the contractors who will build the home. Like all architectural drawings, house elevations are drawn to scale, meaning that the length and thickness of each line directly corresponds with measurements of the finished home. A 1/2 inch equals 1 foot scale is common. The elevations may be Front Elevation, Side Elevations, Rear Elevations, and Split Elevations.



*In the transition to a knowledge based economy, the creative and cultural industries have become the most rapidly growing phenomena in the world.*

*Though nations have their own context specific definitions, all of them admit the synergy of the cultural and creative industries and acknowledge them as the primary drivers of their economies.*



With Christiana at the Hawa Mahal, Jaipur

# Creating the communication for the Cultural Industries

**Benoy Thoompunkal**

Our UKIERI project with Perth College, UHI, Scotland is progressing very well. Christiana Margiotti, leading the Perth team on the project, visited ARCH at the end of October. The seven day visit was successful in planning and taking further the course of implementation of the Design Communication project. The itinerary included exposure to cultural heritage sites, and concentrated discussions over meetings arranged with vendors of services & ARCH team members.

Earlier, in September, when the ARCH team had visited Perth for the start of the implementation phase of the project, we had been taken around parts of Scotland to give us first hand glimpses of the culture and the various efforts of contributors to the Creative

& Cultural Industries of Scotland. (see Backstitch October issue)

We in turn took her around Jaipur to give her an exposure to our heritage, culture, the crowds (!), problem areas, successes & failures of our communication efforts etc. This experience, like ours in Scotland should definitely go a long way to help understand the contexts of our respective countries, which is extremely important as research for planning and building the detailed contents of our deliverables in the project.

Christiana also presented the project as well as examples of Scottish progress in the CCI of their country, through discussions over tea (Chr-Cha), with invited individuals representative in one way or the other of the Indian Creative & Cultural Industries – Master craftsmen, hoteliers, entrepreneurs, tour operators, etc. This exhilarating meet (ChrCha) threw up fresh view-

points and experiences for consideration & possible amalgamation into the main body of research on the project. Christiana will be back at ARCH in January 2014 with a Perth College student team working on the project.

Cultural industries are a US\$100 billion global market.

In the transition to a knowledge based economy, the creative and cultural industries have become the most rapidly growing phenomena in the world.

Though nations have their own context specific definitions, all of them admit the synergy of the cultural and creative industries and acknowledge them as the primary drivers of their economies.

As you would know by now, the 2 year UKIERI project aim is to prepare a world class course curriculum around Design Communications with speciali-

sation in Cultural & Creative Industries(CCI). At the heart of design communication is the examining of social and cultural ramifications of communication.

Therefore at the same time, the project will enable faculty and students within both countries to share and experience cultures beyond their own – the crafts, design, fine arts, theatre, architecture, heritage and tourism etc. - and increase their capacity to be able to create compelling messages, narrate them in meaningful ways and build strategies to broadcast them to the world.

The pedagogy to be jointly developed, keeping in view the requirements of the cultural industry in both the countries, envisages harnessing the creative use of digital technologies and web based delivery methods thereby helping to shape the future, not simply



Above: Working out structures  
Below: Personally experiencing ethnic Rajasthani costume at Chokhi Dani, Jaipur



Above: Being interviewed by Television media  
Below: Christiana presenting the UKIERI project to ARCH students



be shaped by it. Tailored educational and training materials will be delivered using the latest tools and technical aids i.e. multimedia and web-based delivery methods via a website/portal specially created for the purpose.

Our primary target group and for whom online specialized materials will be developed and delivered on a 'Train the trainers' basis will be the vast fraternity of design teachers and people connected with creative industries i.e. instructors at performing art acad-

mies (theatres, dance schools etc.) apart from the staff employed with media, journalism and other communications based sectors, as also individuals representative of the Indian Creative & Cultural Industries – Master craftsmen, hoteliers, entrepreneurs, tour operators, Rickshaw Pullers etc. These trainers in turn will train others and create skilled manpower especially amongst youth, as required by the vast creative and cultural industries (CCI) out there.



Above: Christiana with Dr. Vandana Bhandari, Academic Dean, NIFT

# ROLES

## The Communication Loop



CREATIVITY MEET AT ARCH



Christiana presents Scottish initiatives in the CCI to Indian media and professionals from the field

### Benoy Thoompunkal

Chr-Cha is a recently started monthly event organized by the Arch Academy of Design. It is a forum that invites people from all walks of life to gather & participate in presentations & thought provoking discussions, around interesting topics. Most of the people who come to participate are from the creative fraternity as well as connected professions and are a good representation of age & experience in their chosen field of activity. Thus we have entrepreneurs, designers, media persons, policy makers, heads of NGO's, government officials, artists & performers, craftsmen, hoteliers, tour operators and so on, all coming to experience & learn new skills, and contribute their view points and opinions to discussions. All this over TEA & SNACKS !

The 2nd Chr-Cha was held on 25th October 2013 and was positioned on the calendar to accommodate the visit to ARCH by Ms. Christiana Margiotti, representing our UKIERI project partner, Perth College, UHI, in Scotland and include her in the proceedings.

The theme thrown open, naturally addressed the importance of Creative Communication within and supporting the CCI of India.

Through presentations prepared & made by Christiana, we took the opportunity to introduce our project on Design Communication for the Creative & Cultural Industries to the participants.

As an example Christiana also presented the details of a Scottish project to enumerate the parts and possibilities in a typical CCI project and to show the general progress of the CCI in her country, Scotland. She elaborated on the meaning of the creative industry.



### Government Officials/ Babus

**“The courses should educate the government officials giving the right information about culture so that the same can be percolated to tourists and Rickshaw Puller by the government.”**

Manan Surana, 16 year old SMS Vidhyalaya student & ace photographer

### Tour Operator

**“The course for the tour operator should make operators aware of craft & tradition, heritage and relevant information on putting up signage and display.”**



### Hoteliers

**“JO DIKHTA HAI VO BIKTA HAI**

**The course may give information about cultures of India so that the hoteliers can make use of crafts and showcase India's traditions.”**

Mr. Aadhar

Using the developments at the Scottish heritage site project she helped examine and educate the audience about factors that assist the business in communicating the true message, from the assistance of Government, to Signage that becomes crucial for communication. The presentation provided us with food for thought.

The invited individuals, in one way or another, either represented, or were connected to the Indian Creative & Cultural Industries – Master craftsmen, hoteliers, entrepreneurs, tour operators, Advertising professionals, Media persons etc. This exhilarating meet threw up fresh viewpoints and experiences for consideration & possible amalgamation into the main body of research on the UKIERI project.

The event was conducted in a fairly interesting manner, by giving the participants the choice of sitting at tables that defined a role for them, regardless of who they were in real life, and speak on behalf of the chosen role group! The roles included ‘White collar Government employee’, ‘Tour-operators’, ‘Tourists’, ‘Hoteliers’, ‘Craftsperson’, ‘Rickshaw Puller’, ‘Media’, ‘Shop Keeper’ and so on. Each table was given some accessories like Turbans, false handlebar moustaches, white collars, Ties, whistles, etc to help them to fit into their roles comfortably and creatively. The results were intriguing to say the least, with the ice broken within minutes and relaxed contributions to the general mass of ideas and expressed opinions.

The 2 year UKIERI project aims to collaboratively prepare a world class course curriculum around Design Communications with specialisation in Cultural & Creative Industries(CCI)

The primary target group for whom materials will be developed and delivered on a ‘Train the trainers’ basis will be the vast fraternity of individuals representative of the Indian Creative & Cultural Industries

### Tourists

**“The courses should give adequate and Exhaustive information on India, so that the tourist can put together research before they come here. Also Language courses will be beneficial for them to communicate”**

Sumita, Richa & Aparna

– Master craftsmen, hoteliers, entrepreneurs, tour operators, Rickshaw Pullers etc as well as design teachers and people connected with creative industries. These trainers in turn will train others and create skilled manpower especially amongst youth, as required by the vast creative and cultural industries (CCI) out there using the latest tools and technical aids i.e. multimedia and web-based delivery methods via a website/portal specially created for the purpose.

Apart from general talk & expression of opinions about the Indian Creative & Cultural scenario from the various viewpoints of the roles played, the participants were asked to figure out and suggest the useful contents of the courses they would like to take, as a taxi driver, a shop keeper, a hotelier, etc The discussions certainly contributed points for consideration in the planned contents, structure and delivery of the intended courses.

A few of the suggestions which emerged are listed below -

- 15 minutes modules should be prepared about the culture of the country and should be taught to all Rickshaw Puller/Taxi drivers so that the true picture of the country is represented to their clients,.
- An online course should be devised so that a craft person is aware about the value of Indian craft and doesn't get exploited.
- Different module should be prepared based on approach design.
- Visual Merchandising module as well as short term courses for packaging, promotion etc may be prepared.
- All of them suggested the course to be a paid one.

The discussions lasted an hour!

Chr- Cha will continue to bring together individuals who have something to contribute towards the knowledge and experience of all of us.

### Rickshaw Puller/ Taxi driver



**“A trainer would be required to train the leader of unions of Rickshaw puller or Taxi driver. 15 minutes module should be prepared telling them about the culture of the country.”**

Rajesh Jain, Director Livelihoods, Swadesh Foundation, Mumbai

### Crafts Person

**“The course should be designed to make the crafts persons aware of marketing, promotion, financials, legal implications & copy right and packaging solutions for export in relation to their respective crafts, and also educate them on how to carry out market research to sell the crafts in the global markets.”**

Suman & Fashion Designer, Artist & Design teacher, Nandan Ghia



### Media

**“An online-course should provide authentic information about India's rich & diverse culture so that the media conveys the right information worldwide.”**

Architect Anshuman Sharma, Photographer Pradumn Jain & Social Anthropologist Vinod Joshi



# Collaboration The Quest for Evolution



Rapid prototyped models

## Benoy Thoompunkal

Collaboration is the keyword today, in the field of Design, Research and Innovation. Instant communication and sharing at high speeds has made the world effectively smaller, more compact; a close knit community of efficiency and generosity, regardless of race, creed and country.

Collaborative cross fertilization, especially in Design, creates new knowledge in the shortest possible time and naturally culminates in original and effective outcomes; contributing immensely and meaningfully to sustainable improvements in the quality of life and environment in general.

Every collaborative venture created in the field of Design is an opportunity for exposure and growth for all of us.

It is with this idea of working together that Director Archana Surana & I made contact with a few top Universities & colleges of the UK, on our trip there in September. It was, in the main, an exercise carrying forward discussions started earlier this year in February, but this time around, we progressed further in our explorations especially with the institutions Ms. Surana had visited then.

The fact that ARCH is implementing nine EDEXCEL programmes alongside its offered programmes of study, is itself, a matter of interest to most of the institutions in the UK, as the contents and delivery have originated in the UK and adhere to International standards, and are validated independently by Pearson Edexcel which is a prime UK awarding body. They are recognized as previous learning in the system of levels practiced in the UK and students finishing their Pearson Edexcel Level 5 Higher National Diploma at Arch are qualified to go on to various institutions in the UK to take a Top Up Degree (Level 6).

One important part of all discussions held, naturally revolved around the exploration of possibilities of progression routes and its details.

The other important part examined, consisted of the various possibilities around Exchanges, both Student as well as Faculty, ranging from short term to medium & longer term.

In the mutually energising and engaging atmosphere of exploring collaborative action, a great deal of interest has been shown in taking these parts viz. Progression & Exchanges, forward and we are in the process of working out details to sign MOUs with all



Archana with Barbara Matthews, Dean of Faculty of Art, Design and Humanities, DeMontfort University, Leicester



A glimpse of a magnificent Studio at the Salford Media City Campus



With Raz Barfield, Associate Dean International Partnerships; Annabelle Waller, Head of BA Television and Radio programme (BATAR); Professor Allan Walker, Head of School, at the Media City Campus, Salford University, Salford



With Richard Appleby, Course Leader for Product Design, University of Creative Arts (UCA), Farnham



Wrought Iron bench & table made by a Craft student from the UCA





With Dr. Alex McCluskey, Director of Faculty – Creative & Cultural Industries, and Jacqueline Farrell, Head of School, Fashion, Textiles and Jewellery, at Glasgow Clyde College Campus, Glasgow.



In a studio



Archana Surana at Goldsmiths College, London.



With Jennifer Bains, Programme Leader for MA Design Education, Goldsmiths College, London.



With Dr Maggie Butt, Associate Director, Academic Partnership Development, Middlesex University, London



Student's work at Middlesex University, London



Benoy Thoompunkal; Robert Newell, MA Fine Arts tutor; Linda Nottingham, Programme Director; Archana Surana; Professor Andrea Liggins, Dean and Head of Art and Design Department; at Swansea Metropolitan, Swansea, Wales

of the institutions visited.

For example, you may know that we have already signed a Letter of Co-operation (LOC) with DeMontfort University, Leicester. In the meetings held this time, we examined minutely, the details of the kinds of possibilities available for Progression. We also discussed student exchange and Ph.d studies for our faculty. We are in the process now of evolving MOU's and Progression Agreements with DeMontfort. You may remember (from a report in a previous issue of Backstitch) Ms. Suranas visit to DeMontfort in February followed by the visit to ARCH by Dr. Gerard Moran, DeMontfort's Academic Director, Overseas Engagement. We are expecting another visit by very senior DeMontfort office bearers in January next year, when we shall, in all likelihood, finalize arrangements for the next stage of collaboration.

In the same spirit, we are on the brink of signing an MOU with Salford University, Greater Manchester, with whom we held very detailed discussions this time, on all the aspects mentioned earlier; Student exchange, in particular, potentially including credit-bearing elements with small numbers of students (3 or 4 at a time per programme) and

Staff exchange and cross-teaching with specialist projects or workshops, in-country or cross-campus (blended learning), or shared module elements, potentially credit-bearing in the future.

With the intention of collaborating in the fields of Graphic Design, Design Communication, Fashion & Interior Design, we discussed curriculum building as also Progression routes to level 6 top-up and beyond. Salford, with its fantastic Media City campus, has proposed to offer any student progressing to a level 6 top-up year, automatic progression onto a 1-year MA in the same subject.

The exchange elements, as discussed, could be possibly up to 1 or 2 semesters, in both directions, with opportunities for Salford students to explore connections with local craft industries in textiles and block printing in India, in the Jaipur region.

We also visited Goldsmiths College, London; the University of the Creative Arts (UCA), Farnham; Swansea Metropolitan, Wales; Glasgow Clyde/ Cardonald, Glasgow, Scotland ; Middlesex University, London; & of course Perth College UHI, Scotland.

We are in the middle of working out arrangements with all these institutions and I am happy to say we are progressing very well through the stages of articulation of agreements, with very encouraging results so far.

If all goes well, we will have visits to our campus from DeMontfort, Swansea Metropolitan, and Perth College in January 2014 !

Salford is also planning a visit soon to finalize agreements.

It goes without saying that, we would not be making this effort if we didn't have the future of our students in mind. The growing trend I am now seeing amongst our students is not just the desire for a job, but for further studies in design, and the exploration of opportunities for greater exposure to the world.

We are moving in exciting times and ARCH is committed to global collaboration to facilitate the ambitions of our students and the growth of the capacities and reputation of our institution.



# Establishing Identity with design

*Based on the specified eligibility criteria, Arch Academy of Design won the EOI bid conducted by JMRC, under the able guidance of its Director Ms. Archana Surana, and made dedicated efforts and carried out meticulous research work, followed by tactical Design thinking.*



Chaitali Verma, Sujit Kumar, Faculty Richa Lakwal and Alumnus Nagendra Gupta working on the project



**JAIPUR METRO**

Sanjay Joshi

**J**AIPUR (popularly known also as the Pink City) is the capital of Rajasthan. With a grandeur of its own, it is the largest city of the state and is a wonderful pastiche of tradition and modernity, revelling in the colours of the culture of Rajasthan on the one hand, and the hues of a cosmopolitan order on the other; the aroma of traditional Chhappan Bhog, Daal Bati Choorma, and Raabri, along side Chinese, South Indian, Italian, Continental ...!

Jaipur has also preserved its culture through its heritage – the Hawa Mahal, Amber fort, its elephant & Camel rides, City Rickshaw tour and so on. It has also kept up with the needs of the times, building flyovers, new airports, setting up Export Promotion Industrial Parks & world class Academic Institutions and most importantly, launching new eco friendly public transport systems like the Jaipur Bus Rapid transit service (BRTs), and the Jaipur Metro Rail!

The JAIPUR METRO RAIL CORPORATION LIMITED (JMRC) charged with the mission to provide Mass Rapid Transit System (MRTS) in the city of Jaipur by way of a metro rail network is doing an excellent job.

Planned to world class standards with regard to safety, reliability, punctuality, comfort and user satisfaction

and keeping in view the urban transport demands of the city for the next few decades, the Jaipur Metro Rail Project intends to spur the economic development of the city while preserving its rich Heritage and Culture. It promises to be a significant step towards making Jaipur a world class city.

It goes without saying that, to look at and maintain world class standards are not easy tasks.

The expectation of visible quality starts right from the clothes that people wear.

No doubt its this level of awareness that prompted the JMRC to publish an Expression of Interest (EOI) calling for proposals from well established Fashion/ Uniform Design firms to participate in a 'Uniform Design Contest' to design Office Uniforms for the employees of the upcoming Jaipur Metro.

The ARCH ACADEMY OF DESIGN being one of the leading Design Academies in India with its experience in Uniform Design and its competent Design faculty, responded to the call through its Project Cell and made its bid in the 'Uniform Design Competition' project.

The competition was based on stringent eligibility criteria, and Arch successfully won the EOI bid conducted by JMRC for the competition, outstripping and surpassing the efforts of other bidders (institutes/ firms) who had applied for the contest.

Keeping in view the short project timeline (60 days), the entire Design team of Arch Academy of Design comprising of Project management, Textile & Fashion Design faculty, and Techni-

cal experts, under the able guidance of its Director (Ms. Archana Surana) made dedicated efforts to carry out



Corporate Staff- Summer Wear : Female



Corporate Staff- Summer Wear : Male



Maintenance Staff- Summer: Male & Female



Corporate Staff- Winter Wear : Female



Corporate Staff- Winter Wear : Male



Maintenance Staff- Winter : Male & Female



meticulous research work with tactical Design thinking and the technical support of ATDC (Apparel Training & Design Centre) & Textile Committee, Jaipur. Members of the team also visited 'Metro Bhawan', N. Delhi (DMRC) to get further insights in order to make the research work more meaningful.

All these initiatives finally lead to the successful designing of the Uniforms for the Jaipur Metro staff; taking into consideration the design brief, time schedule & terms of reference with the three key attributes – Smart, Speed & Modern with a touch of Tradition. The final Summer & Winter Uniform samples/ Prototypes (6 uniforms) covered –

- Managerial Cadre,
- Station Controller/ Train Operator,
- Customer Relation Assistant,
- Junior Engineers,

- Maintenance Staff &
- Outsourced Staff

Taking due cognizance of the rapid modernization of the Pink City in the last few years, and the need for preserving the Identity, Gender equality and the Sensibilities of the citizens of Jaipur (suggestions received through web-based Consultation Forum made by JMRC), the Design team of ARCH accordingly selected prudently apt colours, designs, shapes & patterns so as to impart to the Jaipur Metro Uniform, a smart & contemporary look, coupled with a unique touch of tradition.

The set of the final range of garments (uniforms) covering the six categories (cadres) as per the design parameters provided by JMRC, were developed and presented to the high-profile seven

conference hall, wherein they publicly declared the result of the Design Competition and announced the launch of the designed Jaipur Metro Uniforms. Mr. Sanjay Joshi, Sr. Manager - Project Cell (ARCH) presented the 'Jaipur Metro Uniform Design Portfolio' along with Ms. Richa Lakwal, Fashion Design Faculty (ARCH). The press & media representatives covering the whole event interviewed Ms. Archana Surana, Director (ARCH), who encapsulated the whole development process in the presence of Mr. Nihal Chand Goel (CMD - Jaipur Metro), Ms. Susmeeta Srivastava (Director, Corporate Affairs - JMRC) & other senior members of JMRC. Mr. Goel and Ms. Srivastava also issued signed testimonials to ARCH, acknowledging & appreciating the good work done.

JMRC has uploaded the whole Uniform Design Document (pdf) presented by ARCH on its website <http://www.jaipurmetro rail.in> and it is available for viewing by the public. It is worth mentioning that the whole process of Uniform Design was implemented by the ARCH team in a truly professional & transparent manner with the active support of the entire JMRC team at all levels. ARCH expresses sincere gratitude to JMRC, its Chairman & Managing Director (Mr. N. C. Goel) who gave ARCH the opportunity to do this challenging project, its Director - Corporate Affairs (Ms. Susmeeta), Director - Operations & Systems (Mr. C. S. Jeengar), Executive Director – Corporate Affairs (Mr. R. K. Agarwal), Joint GM - Revenue (Mr. Dinesh Sharma), Manager - Revenue (Mr. Piyush) and the entire team of JMRC for their active support & guidance.

The project was also assisted very ably by 5 of our senior Fashion design students, for whom the experience was extremely energising and rewarding. The students Sujit Kumar, Chaitali Verma & recent alumnus, Nagendra Gupta, guided by our faculty, worked full time on the project for two months, with Deepa Bhati, and another recently passed out alumnus, Harshad Jain, contributing whenever they could.

Consequently, ARCH was invited by JMRC for the Press Conference held on 14th November 2013 at its

member Jury appointed by the JMRC for final evaluation. After critical analysis of all competing uniforms, the Jury finally adjudged the uniforms designed & developed by ARCH as the best, and went on to suggest a few modifications in terms of colour shades (red & pink) & patterns. The desired amendments were incorporated by the ARCH team and the concluding set of uniform designs was accepted in principle by the Jury & JMRC and thus ARCH won the competition.

Since then it has completed and delivered the main phase of the project successfully with only manufacturing to follow. Consequently, ARCH was invited by JMRC for the Press Conference held on 14th November 2013 at its

There isn't a shadow of doubt that the 'Jaipur Metro Uniform Design' project is yet another feather in our cap! We definitely can congratulate ourselves on this success.

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Customer Relation Assistant- Winter Wear : Female



Customer Relation Assistant - Summer Wear : Male



Junior Engineer - Summer Wear : Female



Junior Engineer - Summer Wear : Male



Station Controller - Summer Wear : Female



Station Controller -Summer Wear : Male



Outsourced Staff- Female Winter :other Staff



Outsourced Staff -Male Summer Wear: Other Staff

Having worked on a range of market driven projects for over 25 yrs I started feeling the need to, in some way, use my experience and expertise in making a difference to my environment and this eventually led to the conception of The Retirement Plan

By utilising materials that are not considered beautiful or exclusive, in the classic sense, and converting them into products that are well designed, appealing and above all can in some way incorporate the waste that is generated by so many industries all around us..

Mine has been a hands on approach to design and working with and alongside weavers, printers and

other craftsmen to give form to a concept gives me the greatest high. The materials used are all either recycled or sustainable.

Working with a dusty, well used tyre, and then using the same detail and design that you would with a piece of expensive raw material, is the way I approach each piece. The tyres are washed and sanitised and then ready to be worked on. The ropes made of recycled tailoring waste or plastic wrapper waste are carefully coordinated to be woven in weaves that are durable and will come together in a cohesive manner to result in a unique and well detailed product.

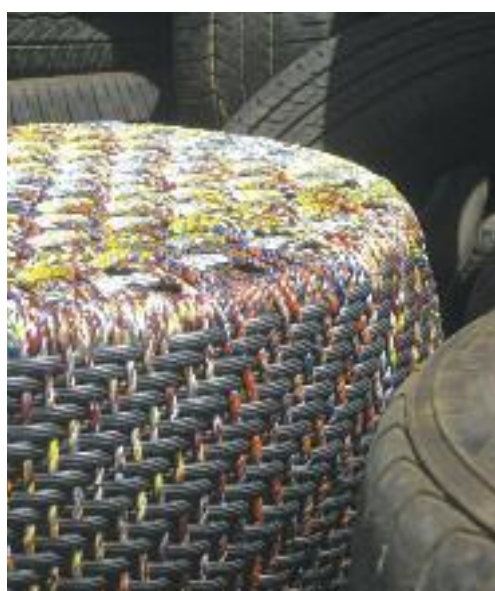
I have tried to work with ideals of fair trade and

given the craftsmen a vibrant work environment, respect, an inclusive approach, and the credit and that they honestly deserve. I believe that a good design can be sustainable and relevant only if the person translating it can relate to it and contribute to it's improvisation and innovation.

I have been exploring ways of combining skill sets that have not been explored before. Combining crochet skills to upcycle saree scrap into home furnishings, using printing waste to make lamps, and converting political flex hoardings into bags and wallets is one of my ongoing projects.

I would, in my own small way, want to be the change I want to see...

# The Retirement plan



**Anu Tandon Vieira**

Founding Partner, AnuRagi Designs, Mumbai.  
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 Mob - +91-982013806 Tel - 91-22-28712778 & 91-22-28718711  
 anu.tandonvieira@gmail.com  
 Academics :Bachelor of Fine Arts, Specializing in Sculpture. College of Art, New Delhi.  
 Post Graduation in Design, Specializing in Textile Design. National Institute of Design, Ahmedabad.

**Design Experience:**  
 I Have been working as a Freelance Designer & Consultant since 1989. Have worked on a wide array of projects ranging from restoration and refurbishing palaces in Udaipur to art direction for feature films to creating textiles for the international market.  
 I Currently a visiting faculty for Textile Design at the NID Ahmedabad

- Design mantra**
- Colour, form and texture are triggers for my creativity.
  - Incorporating and reusing industrial waste and discards to create an array of products ranging from wearable art, to accessories and furniture has taken me on this exciting creative journey.
  - Have always maintained a hands on approach to design.
  - Spending endless hours working with craftsmen, weavers, printers and giving form to my creations gives me a buzz even today.

I am a Fashion Design Faculty from the Arch Academy of Design, and an alumna of the National Institute of Fashion Technology, Gandhinagar. I shall be presenting a Research Paper in the International Con-

ference on Fashion, Retail and Management –“Reflections 2014” to be held at NIFT, Hyderabad on 11th January, 2014. This paper intends to translate the passion for our ethnic crafts and business ideology

into satisfying career opportunities for the hand block printing, tie-dye & handloom-weaving craft artisans, by improving the craft value chain to help revive and sustain eco-heritage textile craft industry.

# Dyeing to sustain

Richa Lakwal

The idea derives from the fact that the textile industry which involves the Weavers, Dyers and Craftsmen with intrinsic traditional wisdom of eco-friendly natural dyeing & weaving techniques further value added with indigenous hand-printing (block printing, tie-dye, shibori) skills are transitioned to the use of synthetic dyes causing hazardous effluent and adverse environmental impacts. The paper portrays the need for reviving these heritage crafts and re-establishing the skilled craft communities through mobilization, awareness generation, dedicated design & product development, and technological up-gradation to strengthen and improve the value chain of natural dyed/ hand printed textile products of India. This will result in mainstreaming the Eco craft products and reduction of ecological impacts through effective use of environment friendly dyes. The paper is suggestive of an integrated design intervention based on triple bottom line approach (social, economy, environment) and includes multiple interventions –

- Sensitization & orientation of Textile industry, Artisan communities, Government & Global Consumers for the use of natural products,
- Organized cultivation & aggregation of natural dye sources (backward linkages),
- Scientific processing for dye extraction & storage, Standardization of production norms/ procedures to attain desired colour palette for making hi-fashion products (horizontal linkages)
- Branding, Packaging & Market promotion (vertical linkages)

so as to ensure occupational health and safety of the artisans, position green textile products in hi-fashion markets, augment its marketability worldwide, provide sustainable livelihood solutions to marginalized communities, and reduce the impact of chemical dyes on ecosystem.

Based on the findings of the research and analysis work, the following possible interventions are suggested to achieve the overall objective:

## 1. Standardization of Natural dye

- Setup of 'Heritage Craft Incubation Centre'
- Use of Hybrid variety of seeds of the plants from which natural dyes are extracted
- Introducing Colour Palette for Natural dyes

## 2. Orientation Workshops & Skill Training: Educate to Sustain

- motivate farmers/ tribal SHGs, cultivation & collection of dye sources and their post harvest value addition practices,
- impart entrepreneurial skills & financial literacy to



Cultivating Colour: Natural Dye Sample Book



Natural Dye Colour Whee

weavers & artisans involved in textile, handicraft & surface ornamentation

- Develop training modules and assessment of impact of trainings

## 3. Supply Chain mechanism:

- Quality Control
- Promotional Outlet for eco-heritage crafts
- Dyeing house  
Women Weaves  
Textile Khadi Project -  
Reeling natural indigo yarn

4. **Market Connects: Local to Global:** Sustainable linkages & trust has to be evolved between natural dye-plant cultivators, aggregators, research institutions/testing laboratories, design institutions, suppliers, traders, industry players, and destined markets to achieve transparent and ethical business through fair trade practices.

## 5. Branding and Promotion

- **Natural Dye Kit:** Most of the natural dyes are obtained from fruits where the enzymes act only for a particular time period and the juices / dyes get rotten after certain hours have passed. Therefore, experiments can be done to find ways for their preservation & bottled versions of dyes can be sold which can be used in our day to day lives.

- **Literature/Catalogue:** The literature of the natural dyes and dyestuff including the story line (socio-economic profile of traditional artisans practicing nature friendly crafts) is essential part of brand promotion & marketing.

- **Packaging/Product Range:** as the project intends to enhance use of natural dyes, fashionable clothing products (which intend to be produced in several soft & soothing colours) would be a part of the product range.

- **Product Range:** As a result of the pilot intervention, the final product range will consists of a smart range of sustainable Eco-Fashion products & Ethical luxury

clothing (men/ women/ kids), thereby adhering to global standards of global safety with energy efficient production processes.

To conclude, we can say that in India, arts and crafts are not necessarily practiced for commercial reasons alone; they also serve a social, ritualistic or decorative purpose. Aesthetics in everyday life is common to all communities and can be found across the mediums. Introduction of natural colours in the form of trendy market led products (textile garments & craft souvenirs) and its strategic promotion will help the revival of the dyeing craft. Product diversification into utilitarian items coupled with innovative design initiatives would be a prudent idea. With the advent of synthetic dyes, it seemed that natural colours would lose their importance forever. However, the uniqueness of these materials, properties, processes and the glorious colours produced, remained unmatched. The demand for eco-friendly dyes has seen a resurrection in their use on textiles and in art. Cultivators/ aggregators of dye plants, Producers of the materials to be dyed, Dyers, Craftsmen/ artists making craft products, Designers, Industrialists, Marketers will be the key agents to create a sustainable value chain for the Natural Dyes and henceforth, creating job opportunities for themselves.

The research paper will provide an opportunity for experimentation and innovation. It will bring together different stakeholders across the globe, right from the producers (base of the pyramid) to the end-consumers who have an interest in heritage crafts & green hand-crafted products, and are quality/eco/fashion conscious and socially responsible. Thus, in order to address these challenges and to provide tangible & sustainable solution to the indigenous heritage craft industry, there is a dire need to re-invent the sector and devise pragmatic strategy for the overall benefit of the stakeholders/communities at large.



# Paying it Forward

The 3rd Vital Voices 'Global Mentoring Walk' Jaipur was organized on 16th November by ARCH Academy of Design and the Flag Bearer for the event Archana Surana, in association with FICCI Ladies Organization (FLO), Jaipur Chapter. This global walk was organized in 27 countries simultaneously.

The session witnessed the coming together of different women leaders, from all walks of life, sharing their ideas, experience and expertise with young mentees in the pristine surroundings of Smriti Vann, Jaipur.

Overall, a 100 women participated in the walk, including 30 mentors, 60 mentees and 10 volunteers. The mentors were matched with the mentees based on their area of interest and the field the mentees wanted to be guided upon. The mentors were from an age group ranging from 30 to 60 yrs and

the mentees ranged in age from 18 to 35 yrs. Prof Lad Kumari Jain, President, Womens Commission, Rajasthan was the honourable chief guest for the day. She gave an enlightening speech on women empowerment saying that "every woman has a right to be born, the right to choose a career and the right to choose a partner for life". As they walked, they discussed their professional challenges and achievements and endowed the 'emerging' women leaders with the ideas to succeed while maintaining a perfect work life balance. It was an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. Through the medium of the Vital Voices Mentoring Walk, ARCH as a collaborator, intended to effectively reach out to women & empower them by giving practical business orientation, training,

mentoring and access to an entrepreneurial eco-system while supporting their growing aspirations. Mentees not only gained guidance during the walk but also established a relation with the mentors which will be carried forward further. The overall goal of this Global Mentoring Walk was:

- To value women's participation in society.
- To recognize the importance of "Paying it Forward" by giving back to others in the community.
- To promote mentoring relationships between emerging and established women leaders.
- To demonstrate a belief in the importance of women's leadership & participation in society.
- To instil values of mentoring in rising leaders who can give back to future generations.
- Provide aspiring women profession-



VITAL VOICES  
GLOBAL MENTORING WALK  
JAIPUR • INDIA  
16 November 2013

als the required support & guidance needed to fulfil their goals. The Vital Voices Global Mentoring Walk gave a platform to mentors to pay back to society whatever learning and experiences they had, to mentees who are growing in their respective fields. We hope to make this event even more successful in the coming years so that we all can work for the noble cause of "Women Empowerment" together.

Dr. Anamica Kamra



# Advancement of Entrepreneurship

*TiE aims to continue its pivotal role in the formulation of sound ecosystems for regional and national economic growth through private enterprise.*



## About TiE

TiE is a global, not-for-profit network of entrepreneurs and professionals dedicated to the advancement of entrepreneurship. The Indus Entrepreneurs (TiE), was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in the Indus region.

The idea originated with the objective of sharing and giving back to society. Initially this small group of individuals launched monthly activities, which, in turn, attracted more members. By 1994, it had become a formal organization with a larger group of members and participants. Till date, it remains a unique volunteer driven organization, with the single-minded focus on its objective.

There are currently 13,000 members, including over 2,500 charter members in 61 chapters across 17 countries. It has grown into a prominent, global organization which is inclusive and transparent in its governance and operations. Over time, it has come to represent "Talent, ideas and Enterprise" or 'The innovative Ecosystems' through its activities and influences.

## The mission and aspirations of TiE

TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education. Dedicated to the virtuous cycle of wealth creation and giving back to the community, it focusses on generating and nurturing our next generation of entrepreneurs.

TiE aspires to continue the expansion of its chapters and membership worldwide, while maintaining a clear focus on its objectives and philosophies. It will therefore continue to encourage and support the efforts and spirit of entrepreneurship everywhere. It also aims to continue its pivotal role in the formulation of sound ecosystems for regional and national economic growth through private enterprise.

## About TiE Global

### About TiE Rajasthan Chapter

TiE Rajasthan Chapter came into existence on 11th Jan 2002 and was launched in a grand ceremony by the then Chief Minister Mr. Ashok Gehlot in the presence of leaders from Silicon Valley like Kanwal Rekhi, Kailash Joshi, Vipin Shah, Naren Bakshi, Raj Desai etc. It today has more than 40 Charter Members and 120 Regular members benefiting from or contributing to the ecosystem.

## Programs & Events

TiE hosts a wide range of educational programs & knowledge events such as:

TiEcon, which is the largest professional and networking conference for entrepreneurs.

TiE Institute, TiE Young Entrepreneurs (TYE) program, TiE Stree Shakti, Special Interest Groups (SIGs), Deal Flow Meetings etc.

Apart from the above, TiE Rajasthan has a structured Event Calendar and organizes various events of value to its members, a few of the events are:

Knowledge Sessions, Mentoring Clinics, Campus Outreach, Business Builder Meets, Deal flows and various other events around the year.

The Rajasthan chapter also collaborates with other International and national level Industry Bodies and organizations for joint events such as with NASSCOM, UK Trade & Investment, Franchise India, TEDx, Bombay Stock Exchange, MCX etc.

Each chapter of TiE has Charter Members who are the backbone of TiE. A typical profile of a Charter Member is a highly successful entrepreneur willing to invest in time and energy in mentoring and sharing knowledge with the TiE ecosystem. These members subscribe to TiE's philosophical framework. One can get to know more about its activities from their website [www.tie.org](http://www.tie.org).

Dr. Anamica Kamra

# Relationships Matter

Shruti Challa

Entrepreneurship is a choice. It is not reserved for an elite group of humanity. It can be learned. I realized this in my early twenties, after reading a study by a prominent Stanford professor.

We tend to over-glamorize the solo characteristics of an entrepreneur. I believe that more than singular traits like brilliance or passion, social tendencies matter. Individuals who are able to create and nurture relationships with people have a leg up. Relationships with strategic mentors, customers and even your team can make or break your success. It takes more than a Steve Jobs. Apple is and was an outlier.



A successful entrepreneur, is an individual who realizes the criticalness of relationships. One such relationship is mentorship. Young entrepreneurs need to prioritize sourcing and leveraging content-specific mentors. People who can help with various business obstacles like financing or creative customer acquisition. Mentors can be industry experts, professors or even peers

who are tackling an adjacent problem. Everyone should have a mentor and life advisory board.

Another key relationship is with your customers. It is important to incorporate customer feedback throughout the life cycle of a venture. Whether it is determining targeting messaging that attracts your early adopter, or developing design that customers love. Often times, entrepreneurs forget to engage with their target customers face to face. Instead, they only engage in market sizing analysis as opposed to anthropological analysis. Both are critical to determining if your venture is viable and desirable. This is what is taught in pedagogies like Lean Startup and IDEO's user centered design.

The final element to an entrepreneur's success is their team. Putting together a diverse team is critical to the forward thinking and long-term creativity of a business. The founder of a venture must appreciate their team members generously through compensation but also emotionally through valuing feedback. After all, your team is taking a risk by working for you so you have to reward and value their input. Often times, I see this fade in South Asian businesses.

Relationships are critical, because they provide feedback. In order to get through your ventures trials and tribulations more efficiently, you need to incorporate a trusted feedback loop from your mentors, customers and team members. Remember, there is no "I" in entrepreneurship.



# What is GEW?

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare.

During one week each year in November, GEW inspires people the world over, through local, national and global activities designed to help them explore their potential as self-starters and innovators. These activities, from large-scale competitions and events to intimate networking gatherings, connect participants to potential collaborators, mentors and even in-

vestors—introducing them to new possibilities and exciting opportunities.

The initiative, launched in 2008 by the Kauffman Foundation, has since grown to 138 countries with an impressive amount of support from celebrity entrepreneurs, presidents, prime ministers and other thought leaders around the world like Richard Branson, Michael Dell, and Muhammad Yunus. In 2012, there were nearly 8,000 event partners, 20,000 activities, and 7.5 million participants.

GEW is more than just an awareness campaign. It is a platform for connection and collaboration engag-

ing all players along the entrepreneurship spectrum in strengthening ecosystems around the world.

**The themes for GEW India 2013 are:**

1. To empower Intrapreneurs (persons within large corporations who take direct responsibility for turning an idea into a profitable finished product through assertive risk taking & innovation)
2. To support Women Entrepreneurs
3. To reduce the barriers to entry between startups and corporates
4. To help startups gain social acceptance

## “Glass should be half-full”



TiE Global Trustee Naren Bakshi interacted with the young designers on Usage of Technology for Innovation and Entrepreneurship

He is an Indian-American entrepreneur settled in Jaipur, India & the Silicon Valley, U.S.A. The first he calls his “Janmabhoomi” while the latter he says, is his “Karmabhoomi” and he says it is difficult to part with either of them!

ARCH was honoured to have such an eminent personality on campus to share his experiences. The session was on “Usage of Technology for Innovation and Entrepreneurship”.

He enlightened the students with examples and the reasons for the importance of technology and the extent to which technology makes our lives simple and easy. The examples ranged from the “Google Car” to a “3D printer”. A short statured man, he has achieved extraordinary heights with his indomitable courage and attitude. His thoughts were empowering and re-

flected his perseverance & positivity towards life. He gave us all an inspiring lesson to ruminate on by saying “the glass should always be half full” which meant that one must look at things positively and should never be complacent and strive harder to achieve more and more.

Mr. Bakshi is an active member of TiE, a body fostering budding and dedicated entrepreneurs. His own life exemplifies the role of an entrepreneur in our society. The constant search for innovation drives the entrepreneur to conquer insurmountable difficulties.

On being asked for useful tips to be a successful entrepreneur he gave 5 mantras - Passion, Persistence, People, Pragmatism and Profitability with an emphasis on the 3 W's i.e. Work, Wisdom and Wealth. He said that wealth represents the last few

steps on the ladder to become an entrepreneur since, if you have wisdom and willingness to carry forward your idea against all the odds, then wealth would come & not be an obstacle. People fail to realize this, he said, and they think that wealth, or the lack of it, is the biggest challenge to overcome. Hence an idea dies before it is actually born.

Silicon Valley is known for many radical changes and innovation and the area is flooded with entrepreneurs delivering the best solutions for making the world a better place to live in. Mr. Bakshi with this interactive session gave us a clear message that an entrepreneur is one whose innovative thinking paves the way for the development of a society. It is advisable for today's youth to pursue their ideas despite all obstacles.



# Entrepreneurship- a **wholistic approach**

*Entrepreneurial Talk on "How to Think like an entrepreneur" by Dr Sid Gautam*

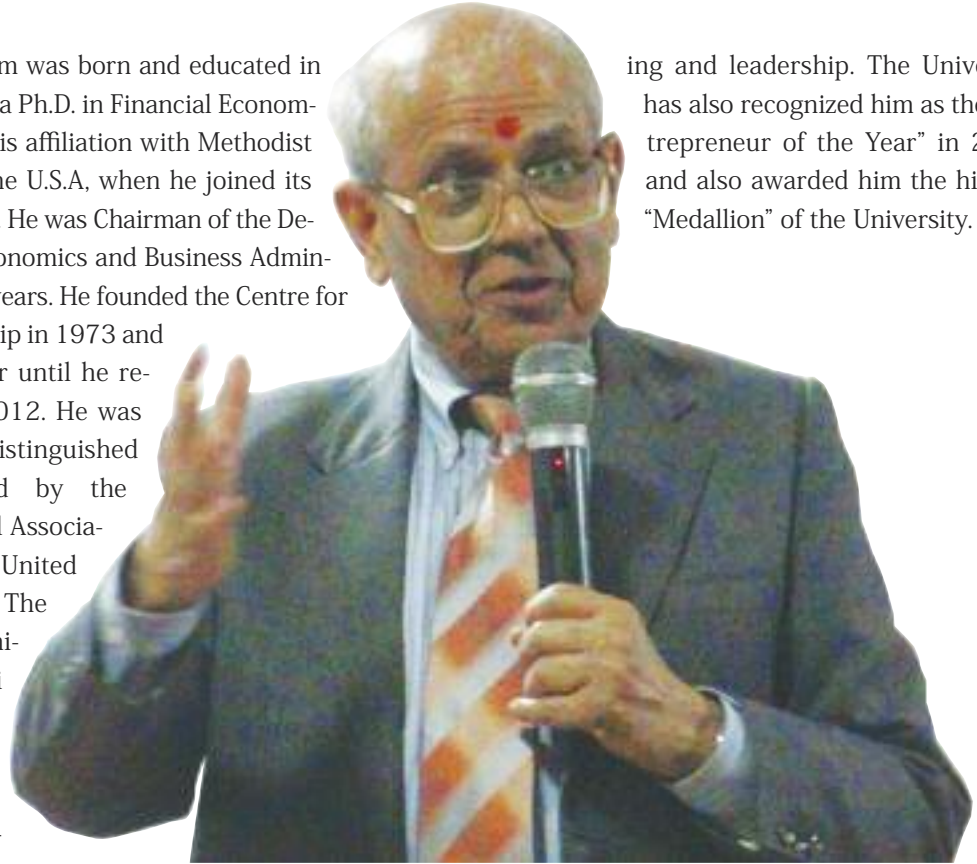
**Jaipur, 25th November 2013:** Think- Unthinkable, Reach – Unreachable and Dream Impossible, great insights from a man of immense knowledge – Dr. Sid Gautam.

Dr. Gautam, a motivational speaker and member of TIE, addressed the students at ARCH on the topic "how to think like an entrepreneur" in the GEW (Global Entrepreneurship Week). He said that entrepreneur is one who doesn't do different things but he is the one who does things differently. He also said that the entrepreneur never cribs about problems but he is the one who identifies the problems and takes calculated risks to find its solutions. This great learned person quoted the Gita and Upanishads in pure Sanskrit and said that the essence of an entrepreneur lies in the Gita. He inspired the students by asking them to break the wall of fear, remove the enemy and be a go-getter. He said that success and failure are two parts of the same coin. Success is the journey not the destination.

It was a very enlightening session with a flow of ample thought provoking and inspiring thoughts & views.

In parting, Dr. Gautam said that the meaning of Literacy has changed in the present times. Today, those who can adapt to change are the ones known as Literates.

Dr. Sid Gautam was born and educated in India. He holds a Ph.D. in Financial Economics. He began his affiliation with Methodist University in the U.S.A, when he joined its faculty in 1968. He was Chairman of the Department of Economics and Business Administrator for 20 years. He founded the Centre for Entrepreneurship in 1973 and was its director until he retired in July 2012. He was also given a Distinguished Service Award by the United National Association of the United States. The Methodist University Alumni Association recognized him for his 40 years of teach-



ing and leadership. The University has also recognized him as the "Entrepreneur of the Year" in 2011, and also awarded him the highest "Medallion" of the University.

## Dr. Sid Gautam

A doctorate in Financial Economics joined as Faculty in Methodist University in 1968. He was chairman of the department of Economics and Business Administrator for 20 years. He founded the Center for Entrepreneurship in 1973 and was its director

until he retired in July 2012. He has been a member or founding member of numerous civic organizations, including the Cape Fear River Assembly, North Carolina Chapter of T. I. E. (The Indus Entrepreneurs Group), Secretary-Treasurer of the North Carolina Chapter of the American Association of the University Professors, United Health Services

Against Alcohol & Drug Abuse, Planning Board North Carolina United Way, Cumberland County ABC Board, WFSS Public Radio Station Advisory Board, Organization for International Cultural Exchange, Community Planning Council, Mid-Carolina Council of Government Loan Committee, and Southeastern Entrepreneurial Roundtable.

# How to prepare a Business Plan

A session on 'How to prepare a Business Plan' was organized on 22nd Nov 2013 at the Arch Academy of Design on during the Global Entrepreneur Week (GEW). Students got the opportunity to learn the steps of preparing a Business plan. The session was addressed by Ms. Archana Surana, Founder and Director, Arch Academy and proved to be very enlightening, with the sharing of a lot of business thought and acumen. She said that for achieving success you require not only skill, but also how to encash that skill by inculcating proper organisational

abilities. She being a successful entrepreneur herself, she shared her insights and experiences gained throughout her journey. In her words - "It was not a cake walk. The journey had lot of thorns and it was only continuous persistence and enthusiasm that made me an achiever".

The meaning of Vision & Mission was shared with the students where Vision defines an overall overview of the belief & driving force and Mission defines the path to achieving things. Ms. Surana gave examples in terms of her own achievements which took place

through research & exploration. She said all students must empower themselves for contributing their vision & mission to the society in the same way as the vision & mission shared here with them.

investors & Venture capital was discussed and how they were helpful to invest in start-up business in terms of providing the fund for small businesses. Venture capital provides more fund to invest on big business.

She said that each student possesses a unique identity and signature style and must introspect themselves for making a difference among others; a kind of product differentiation to distinguish one from the other. The importance of other support activities like human resources management, marketing, media management, operations, publicity etc was brought to the notice of the students. Without these activities, she said, the business cannot scale up and a good and motivated team is important in this respect because any one single person cannot make any organisation successful.

Ms. Surana ended the session by advising the students to also focus on the work - life balance. She also stressed on the importance of ownership for grooming of business. It was a very interactive session and students actually presented their business ideas and contributed to the discussions over it.



She told the students that finance is the foundation of every business, hence the importance of Angel in-

Dr. Anamica Kamra

# INDELIBLE IMPRESSIONS

*A unique show of creativity, glamour, hardwork, colour and lights...*

Sunita Yadav

**F**ashion students of Arch Academy of Design visited Wills Lifestyle India Fashion Week on 11th Oct. 2013. They saw the shows of 3 designers - Pratima Pandey Rajdeep Ranawat and Niket & Jainee. All the students interacted with Pratima Pandey and she discussed aspects of design and motivated them. 160 designers exhibited their collections in the exhibit area. Students got the opportunity to see all the collections and were inspired.

**About Wills lifestyle India fashion week**

The Fashion Design Council of India (FDCI), the leading fashion body of the country is all set to present Asia's biggest fashion and trade event, the Wills Lifestyle India Fashion Week (WIFW) Spring-Summer 2014. The 22nd edition of the fashion week will be held from October 9th-13th 2013, at Hall No.18, Pragati Maidan, New Delhi. Wills Lifestyle India Fashion Week (WIFW) provides a promising platform to fashion connoisseurs in the country which sees the coming together of the finest in the fraternity.



Crowd witnessing the ramp show



An enchanting display at Fashion week

## Pratima Pandey

Pratima Pandey is a postgraduate in Fashion Design from NIFT(New Delhi). The label 'Prama by Pratima Pandey' at New Delhi specializes in fusion garb with Indian sensibility. The emphasis of the label is on natural fabric and natural dying techniques as also designing for a cause by encouraging Craftsmanship and sustainability. Her creations are stocked at Aza, Ogaan, Mogra, Collage, Fuel, Ffolio, Taamara, The Verandah and more. Inspired by Lewis Carroll's book Alice in Wonderland but this time inviting Alice to the real world... 'Alice Out of Wonderland', Pratima Pandey creates understated elegance through khadi

knit in her A/W collection. Khadi is versatile; it has the unique property of keeping the wearer warm in winter and cool in summer. Seen in the conceived drapes and structures, from yarn to garment, are modern interpretations, imposing dimensions and faultless proportions for today's women, harmoniously integrated in a unique relationship using knitted khadi of 100% cotton and silk yarns. Natural ecru with a hint of black are the two colors that dominate the range, which plays symbolic to the idea of simplicity. Simple garments superimposed to symbolize luxury and uniqueness thus demonstrating new associations.



**fDCI**  
Fashion Design Council of India

**WILLS**  
LIFESTYLE  
**INDIA**  
FASHION  
WEEK



Creations of Pratima Pandey at the Wills Lifestyle India Fashion Week 2013

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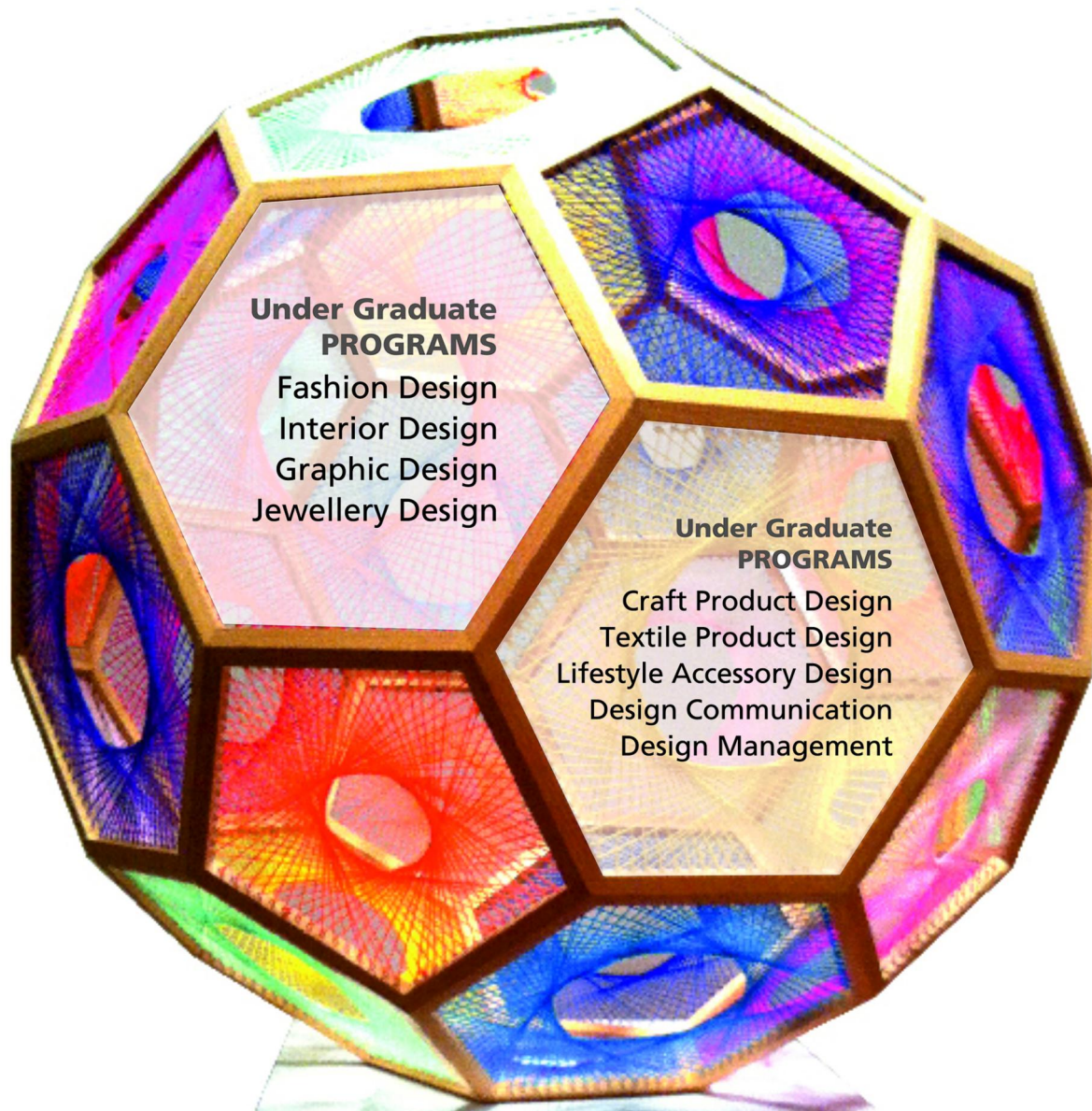
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Art Installation by Nike Savvas, Leeds Museum

**Editor in Chief:** Archana Surana  
**Editorial Advisor:** Benoy Thoompunkal

**Patron:** Dharendra Jain

**Creative Head:** Sabyasachi Kundu  
**Design Team:** Himanshu Saxena

**Printer, Publisher and Owner** Archana Surana, **Published from** ARCH Academy of Design, 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-17, **Printed at** Classic Art Printers, Jaipur