

Arch backstitch

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Design Today
Quest 4

Kaleidoscope District
Interact Assembly 6-7

Design for Reproductive
Health 19



Kaleidoscope
District Interact
Assembly

FRIENDSHIP EXCHANGE

08



Welcome to the Backstitch June 2014 issue!!

New Governance has brought new hopes and new beginnings. We look forward to an era of possibilities with a governance that should enthuse the citizens of India and bring fresh new energy amongst them.

Amidst the election scenario and the buzz of who our leader is going to be, the Archians were busy engaging themselves in creative thinking for the foundation month of ARCH ACADEMY, as we were entering into our 15th year of meaningful existence. A whole new scenario of very interesting debate around the topic "Creative people are not good planners" ignited the young minds. Mannequins on the campus were ON STRIKE demanding their share of acknowledgement and resourcefulness. Our very own city Icon, Bollywood singer Ravinder Upadhyaya added to the zeal and zest on the very day with his magical voice and persona.

Design today is perceived in a new perspective. More than lifestyle or luxury, today, it means creating opportunities, contributing to real life solutions.

Young minds today are not just looking at developing their intelligence quotients but are constantly wanting to find their creative niche. Budding designers are aspiring to be Change Makers. In this context, Laxmi Murthy, a veteran of more than 28 years, is inspiring as a designer who has used her design sensibilities for changing the lives of rural women of Rajasthan through her innovative design thinking for reproductive health. The discussion forum did not just end there, it went ON with Chrcha, over discussions on a topic none other than 'Design For Change'. Our guest speaker Vidhi Jain, co-founder of Shikshantar moderated the high voltage discussion during the forum, putting forth her views on the relevance of school and formalized education in today's context. The Team Shikshantar initiative of having a Treasure Hunt in Jaipur with the Arch Design students (who come from different parts of the country), unveiled a lot of new thinking for the students. As a Rotary District Interact Committee Chair, my strong belief has been for reaching out and emphasizing Design Thinking to make lives better. We moved forth and reached out to inculcate the values of design thinking amongst the Interactors (the school level clubs of the Rotary International) of both Jaipur and Udaipur cities. There was a huge participation, with enthusiastic students engaging themselves in the design thinking workshops conducted by Design For Change, Ahamdabad. Shikshantar Udaipur and the Arch Academy Of Design. The month was full of excitement as I was looking forward to my trip as a Team Leader from RID 3052 for the Rotary Friendship Exchange Programme to Rotary International District 6880 Alabama USA . After a refreshing journey within the state of Alabama by the Bay, engaging with Senior Rotarians in the Friendship Exchange Program at the District Conference at Orange Beach, enthused me with new energy.

It has been fun editing this issue with a new team, full of vigour and enthusiasm. I look forward to your fresh feedback on this issue.

LETTERS TO THE EDITOR

Dear Editor,

I have been reading Backstitch since last year, when my sister Alka Yadav joined the Arch Academy of Design as a student. The pages of the magazine have always been pretty colorful.

Rajasthan Anthem spread the essence of Rajasthan's Maati. I liked the work of the foundation students. The magazine provides information about the design world and there's something new to learn with every edition. I would like to congratulate the institute for completing its Fifteen years.

Ayesha Yadav
Rourkela, Odisha

Dear Editor,

Being a regular reader of Backstitch, I would like to acknowledge its constant efforts towards making people aware about the 'Design world'. Going through the last edition of Backstitch, in the section on the Open house "Inspiration Connection and Communication" I saw some great work of foundation students of Arch. Moreover, in the article "Global Designs", the interview with Ayush Kasliwal gives designers like us an update of what is happening in the city. As a reader, I am always pleased to go through every edition of Backstitch, as I always get something new to explore in the vast field of de-



sign. It is also commendable to select a 'designer of the month' and cover them on Backstitch. A lot is happening at Arch, and it gives me a sense of pride in having had been a part of this institution.

Abhijeet Azad Sharma
Jaipur.

Dear Editor,

The April issue of Backstitch was filled with interesting activities. I really liked the report on the Mentoring Walk on Woman's Day. College students went to Wills Life Style India Fashion week. I liked the session on Inspiration Connection and Communication. Prof. Bhawani Shankar, Architect Geetanajli Kasliwal, Mr Raveesh Gautam & Ms Timmi Kumar evaluated the work of students during open house. All the best to the Backstitch team.

Nagma Sharma
Foundation batch 2nd sem

Up-coming Events

Hyderabad Jewellery Pearl & Gem Fair

June 7th-9th, 2014 | Hitex Exhibition, Centre, Hyderabad

UBM is organising its seventh edition of the Hyderabad Jewellery, Pearl & Gem Fair (HJF) to be held from 7-9 June 2014 at HITEX Exhibition Centre, Hyderabad, India.

HEIMTEXTIL India

19-21 June 2014

Pragati Maidan, New Delhi, India

Heimtextil India is an international trade fair for home textiles and accessories.

Vitreous Enameling Workshops

June 06 - June 08, 2014, Samanvai Art Gallery, Jaipur

Learn the basic rules and techniques to give your jewellery a new look. Join the vitreous enamelling workshops and explore the jewelry enhancing techniques in detail.

Transforming Jaipur

June 23, 2014

Time 5.30-7.00 pm

An evening of sharing ideas & concepts with each other over a cup of tea and snacks. Chr-cha is a meeting point for all creators in and around Jaipur to voice opinions at Arch Academy of Design.

Landmark Forum

June 20-22 & 24, 2014

Rajasthan Police Academy Auditorium, Shastri Nagar, Jaipur

Special Evening to Landmark Forum (SELF) on 12th June being led by Landmark Forum Leader Shankar Seeram at Saras Sankul Auditorium, JLN Jaipur, from 7:pm to 10:00 pm. Introductions to Landmark Forum 15th June from 11:00 am to 2:00 pm & 4:00 pm to 7:00 pm at the centre.



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

V DESIGNERS Visual Lexicon



Fashion Design

JERSEY

Jersey & Guernsey are two Channel Islands off the coast of the United Kingdom. A 'jersey' produced originally in Jersey and named after it, is an item of knitted clothing, traditionally in wool or cotton, with sleeves, worn as a pullover, as it does not open at the front. It is usually a close-fit and machine knitted in contrast to a Guernsey that is more often hand knit with a thicker yarn. The word is usually used interchangeably with sweater. The traditional jerseys were dyed in a navy blue colour. These sweaters were surprisingly water resistant.



Textile Design

JUTE

Jute is one of the oldest industries in India, and has traditionally been used for packaging. However its versatility is only coming in lime light now as the world looks on for natural options to save the environment. The time has come for this natural fiber to take over as the ideal solution for the modern world. Be it in conserving the soil and the environment or in applications like civil engineering which are essential for the progress of civilization. Jute, well known as 'Golden Fiber' is used for clothing, cordage and sacking. Jute is factually one of the most resourceful fibers nature gifted to man, which has several uses. After cotton, it is the cheapest and most significant of all textile fibers.



Interior Design

JALOUSIES

A jalousie window is a window which consists of parallel glass, acrylic or wooden louvers set in a frame. The louvers are locked together onto a track, so that they may be tilted open and shut in unison, to control airflow through the window. They are usually controlled by a crank mechanism. Jalousie windows allow ventilation through the entire window area and are therefore generally used to maximize cooling, natural ventilation. Modern louver windows are cyclone rated, and can be fitted with insect or security screens and have many customizing options.



Graphic Design

JUXTAPOSITION

In literature, juxtaposition is a literary device wherein the author places a person, concept, place, idea or theme parallel to another. This literary device of juxtaposing two directly/ indirectly related entities close together is usually used in Graphic Design to compare them to create interest, suspense, contrast and highlight detail.



Jewellery Design

JAPPANNED

A jappanned finish in jewellery is one in which the metal is coated in a shiny black coating, normally this is finished with a lustrous, black lacquer. Japanning can also come in red, green, blue and other colors, but the main color used is black.

The technique originated in Japan, India and China. It was used as a decorative coating for pottery. Much later, it became used for jewellery manufacture to give a unique look to the finish of the metal.

Design Today?



Ms Archana Surana
Educationist
Founder & Director
Arch Academy of Design
 For queries write to
admission@archedu.org

Design Education

is the New Age Career Opportunity for Transformation & Change

Interior Designers, Product Development Managers, Design Consultants, Stylists, Interior product designers, Creative Directors, Design Critics, Trend & Forecast Analysts and in Museums and Exhibits as Textile Curators.

Q I would like to know the details of the Interior Designing course, eligibility, admission process, and duration and also about placements?

Ribu Rajen

A We offer a 4 years Undergraduate level program in Interior Design. The course is accredited by Pearson Edexcel and is known as BTEC HND Level 5 (3D Design). There are innumerable career opportunities of working with established Interior Designers and Architects. One can also work as Specialists or Consultants for Exhibitions, Museums and Graphic Designers. Visual Merchandising is another viable stream. One can also work as a Freelance Designer. Applicants need to appear for the All India Entrance Examination (AIEED). Candidates who have appeared for or cleared 10 + 2 can apply for the same. 10+1 students can also apply & those qualifying in AIEED 2013-2014 this year are eligible for direct admission to next years Academic Session (2015-2016).

Q My sister is interested in taking Fashion Design after her class 12th. But my parents want her to do her graduation first. Can you please guide us on what should we do?

Harjinder

A This is a very relevant query which most people have. Your sister can do both things simultaneously. Here in Arch, she will do a 4 Year Undergraduate Level International Program in Fashion Design with Pearson Edexcel BTEC HND Level 5 (Fashion & Textiles) and along with it she can do a regular Undergraduate degree in B.B.A or B. Com with us, since ARCH, is an affiliated College of the University of Rajasthan for the same.

Webinar:

Design Creation, the specialization & career opportunities available after a qualification in design.

As part of a Pearson initiated series of Webinars, Ms.Archana Surana presented an interesting webinar on THE PROCESS of DESIGN CREATION & THINKING. A widely traveled and noted speaker, the Director of the ARCH Academy of Design has represented the institution in various National & International forums. Her experience over the last twenty years in the sphere of design education has helped enlighten us with the latest developments in the design field from time to time through different seminars and webinars.

Highlights of the Webinar

- Noticing the World
- What is Good Design
- Understanding Needs
- Stating the Need or Problem
- Extension of Knowledge Boundaries
- Generation of Solutions
- Re-examination of Context and Constraints
- Selection of Best Solutions
- Application & Testing
- Redesign
- The Cycle

Designers have a hand, virtually in every industry. From textiles (clothing design) to publishing (graphic design). There are even package designers who design the packaging enclosing the goods you see on the shelves of your local supermarket or department store. Designers devise arrangements of materials, colors, shapes, and textures with the goal of making end products that are aesthetically pleasing and serve specific purposes. There are designers for every type of industry, from Graphic Designers who create stunning print products and advertising campaigns, to Interior Designers who make our living spaces look great, to Landscape Designers who conceptualize lush gardens and green areas. And the above mentioned career opportunities need not limit you – you can go into **Printmaking, Theatre / Television/ Film, Brand Management, Digital Analytics, Fashion Events Planning, Image Consulting, Media and Photograph.....** in this age of specializations the list grows day by day.

Q I have completed my Diploma in Interior Design from a Polytechnic College and would like to apply for the Post Graduate Diploma Program in Interior Design at ARCH. Could I please know the eligibility criteria?

Shweta Sharma

A You need to be either a graduate or a student of a UG course in design essentially to apply for a PG level programme in design accompanied by a personalised interview along with a portfolio.

Q I am a graduate and looking out for a Textile Design course. I want to work in the genre of Handcrafted Products using Natural Dyes and also would like to know about other career prospects?

Pushpit Agarwal

Today Natural dyeing & Hand-block printing holds uniqueness, ethnicity & charm. Its popularity worldwide is on the brink of collapse. It has a great scope for revival though as it is a significant resource for Ecotextiles meant for niche global markets like lifestyle products created from handicrafts. The program prepares students for a wide range of careers in the Textile industry in Export Houses, Fashion Labels, independent and collaborative Design Studios and Trend Agencies, Buying Houses, Handloom Cooperatives, the Handicrafts sector, Automobile industry and in NGOs engaging in Design Intervention and sustenance of traditional skill sectors. You can also work as Fashion Designers,

Mannequins on strike!



CCTV Footage

Earlier in April, the CCTVs saw a paranormal movement in the corridors during the after hours. The footage showed the Mannequins holding meetings and discussing something! Next day the faculty members and students found all the Arch Mannequins outside the gate with big banners around their necks, hands up in the air and shouting slogans. Their slogans demanded fame for the Mannequins. Confused, the administration asked them to elaborate. The Union Head said: "What you design and showcase to the world, goes to your credit. The designer is appreciated, and we are not paid any attention. Don't you think the Mannequins contribute to this fame? We demand a share in the fame the Arch students receive after their designs go on runways." Fashion Design Faculty, Richa Lakwal, took upon herself the responsibility to run talks with mannequins. However, the mannequins and their "Measure of a Man" Union said that they would not relieve the seizure of the campus UNTIL they got all demands fully satisfied. The Head of the Mannequin Union said - "We have 3 demands:

1. Each Arch student must share, on the personal Facebook timeline, the FAME of his/her creative work performed with a Mannequin.
2. Each student of Arch must start using the resources available on the campus to it's full potential. Many a time students don't pay attention to valuable resources around them and there is a lot of wastage.
3. Each Student of Arch must discover what the



Mannequins are revolting standing outside ARCH



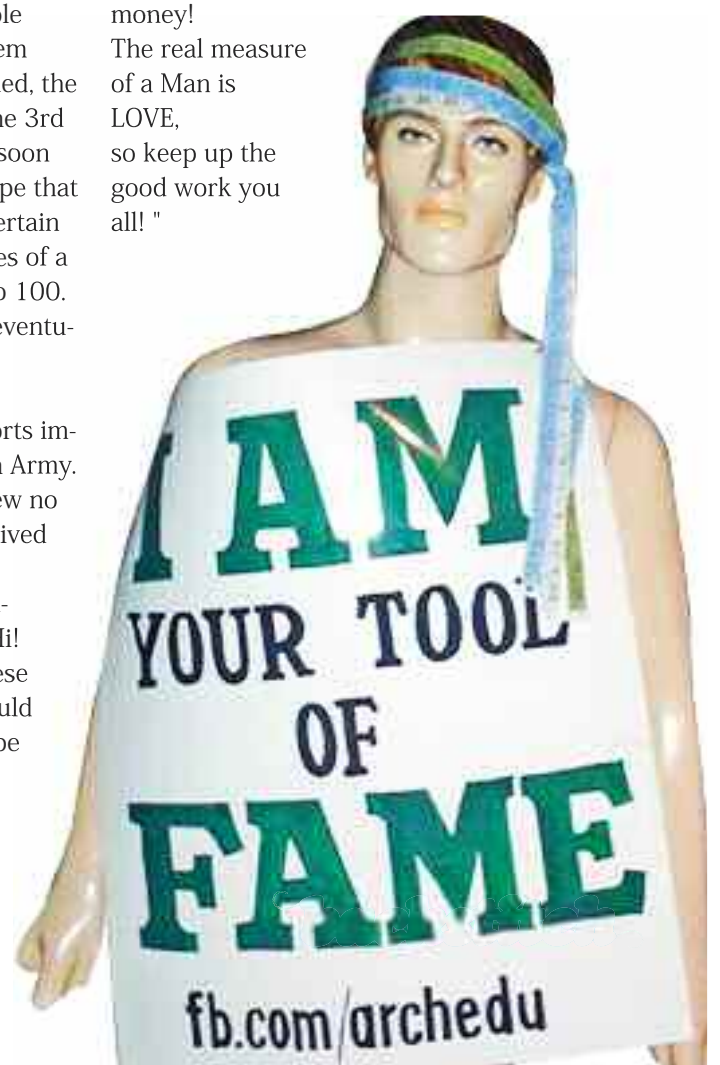
Fashion Design Faculty Richa Lakwal, had taken upon herself the responsibility to run talks with the mannequins

Real Measure of a man is. Not the inches but the real qualities of a creative person." Sensing the urgency, the Arch staff & students came up with solutions within hours. The tech savvy young & creative students of the institute took charge & soon shared their works online giving full credit to the Mannequins they had worked with. Task one completed. A small sigh of relief. We also took the decision to be more aware of available resources, including electricity, and to use them carefully with the least waste. Not fully satisfied, the Mannequins remained adamant and forced the 3rd demand 'Measure of a Man' to be fulfilled as soon as possible. They offered us a magical inch tape that they had brought along. This inch tape had certain measures written on it. They were the qualities of a real human being ranging from a scale of 0 to 100. This activity though started under pressure, eventually proved enjoyable!

One realized how important a persons inner qualities were! Our efforts impressed the Mannequin Army. The Arch staff's joy knew no bounds when they received a small letter from the Union Head of the Mannequin Army. It said: "Hi! We were a bit noisy these days, although, you would expect mannequins to be always silent. Interestingly, we look exactly

like you, like men and women: the same hands and legs, only they are made out of plastic. But believe me it is absolutely ok to be made of plastic. It's your heart that's important. Your heart is young, passionate, loud & full of desires! Let it stay like that! Let it know the real measure of a man! The measure that goes beyond inches and centimeters. Beyond status, achievements and money!

The real measure of a Man is LOVE, so keep up the good work you all! "



Design from within KALEIDOSCOPE

Interact gives students ages 12-18 the chance to make a real difference while having fun. Every Interact club carries out two service projects a year: one that helps their school or community and one that promotes international understanding.



Rtn. Anil Agarwal
District Governor, RID 3052

Rtn. Archana Surana,
District Chairman, Interact Committee

The ROTARY District Interact Assembly 2014, was held on 9th April 2014 in Jaipur at the ARCH Academy of Design Campus sponsored by Rotary Club Jaipur Elite. 170 Interactors from different schools in an around Jaipur city gathered at the Arch Campus to



take part in “**Kaleidoscope**” a creative effort by ARCH as a knowledge Partner along with Design For Change (DFC-India) Ahmedabad & Shikshantar Udaipur. The Inaugural Ceremony greeted all the Interactors as well as the Chief guest District Governor Anil Agarwal. Rtn. Archana Surana (Member of RC Jaipur Elite & Interact Chair for RID 3052) briefly explained what Interact does and the purpose and advantages of being a part of the Rotary and Interact, District Governor Anil Agarwal, addressing the students, shared his vision “No dreamer is ever too small, No dream is ever too big.” In his session he shared his experience as an Interactor, Rotractor and finally a Rotarian as a District Governor. After the Inaugural Session a workshop was conducted by the Design For Change (DFC) organization from Ahmedabad. DESIGN FOR CHANGE is the largest global movement designed to give children an opportunity to express their own ideas for a better world and put them into action. More than eighty schools participated in this event. Shikshantar, Udaipur Co Founder Vidhi Jain conducted a two hour workshop.

In this, participants were introduced to a 4-step process of **Feel-Imagine-Do-Share**, which would

empower them to convert their INTENTIONS into ACTIONS to transform their world. Post Lunch, the team from Shikshantar played the “Global Game” with the participants. Shikshantar believes in ‘transforming the way we live and learn.’ Through it’s Global Game, it encouraged students to reclaim control over their own learning process and through that reclaim their heads, hands, and hearts. Then there were cultural performances and report presentations by the Interactor Schools. MGD Jaipur & Modi Laxmangarh bagged the awards for best performance. The full house attendance of the Interactors created an awesome space for creative thinking friendship & engagement. a separate session was organised with the moderators to learn more about the level of engagement of the respective clubs. The presence of the teacher Moderators of the schools made the event extra meaningful. All the Interactors were given a Certificate of participation duly signed by DG. Anil & Interact Chair Archana Surana. Rtn. Surana thanked all the participants, Rotaractors of ARCH and Moderator Teachers for their valuable time and support. Newly formed RID 3052 created two Interact Assembly’s in it’s foundation year at Jaipur and Udaipur.

Participating Schools: Maharani Gayatri Devi School, Ryan International School, Delhi Public School, Tagore Public School, S.V Public School, Mahaveer Public School, Children Academy Jaipur Vidyabharti School Sikar, Modi School - Laxmangarh.



Ms. Archana Surana interacting with a participant



DG Anil & Parul from DFC India



The Interactors reclaiming control over their own learning process



The Interactors actively participating in the workshop by Shikshantar



Ms. Archana Surana interacting with a participant

Four Steps to DESIGN THINKING



In a continuation of Interact activities, more than a hundred school students wearing event t-shirts, participated in the 'Assembly Initiative' in Udaipur. The Rotary Club UDAI, Udaipur, hosted the district Conference with President Shalini making thorough arrangements that included an interesting session on Design Thinking. PDG Rtn. Nirmal Singhvi was the chief guest along with Rtn. Seema Singh. After the inaugural ceremony, Benoy Thoompunkal- Director, Academics at the Arch Academy of Design inspired Interactors at the Banquet Hall, Udaipur, talking about What "Design" is, How "Design" influences day to day life, and Why "Design" is necessary. A man full of creativity, he shared the design thinking process with the gathered participants, and got them to practice the main aspects of creation & problem solving through a workshop which encouraged Interactors to design and create new product concepts, taking off from the observed materials & functions of a group of different & diverse thrown away articles like pipes, exhaust fans, ropes, water bottles, pins, springs, louvres etc. He taught them to observe everything very closely, to ask questions about

everything they saw, and create ideas freely by seeing possibilities and associating unreasonably across groups, to come up with innovative ideas. Ten groups of Interactors tormented their brains, and in drawings & sketches, originated some really innovative and practical concepts that ranged from windmills generating electricity in an eco conscious environment, to pen stands, flower vases, chandeliers, logos, etc. The Workshop made the Interactors learn that design is not only about solving immediate problems but is also about extending the act of creation into uncharted territory, exploration of previously unthought of realms, of discovery of unseen connections, discovery of ones limited knowledge even! Among some of the learning's that emerged from this interactive session were realizations that creating something useful is a necessary part of sustaining existence and that meaningful & lasting solutions can be achieved only if the approach towards the problem is rational and simple. Design Thinking tries "to match people's needs with what is technologically feasible." The premise of teaching Design Thinking is that by knowing about how designers approach problems and the methods which they use to ideate, select and execute solutions, individuals will be better able to improve their own problem solving process and take innovation to a higher level. Winding up the hectic day, Vidhi, Vishal, Reva & Manish from Shikshantar, conducted the Global Game - Foot Tapping Musical Dance, ac

companied by inspiring Videos on Self Belief and Kindness to enthuse the students and release them back into the real world after the event!



Prof. Benoy Thoompunkal, Director Academics, ARCH holding the Design thinking workshop



Vishal & Vidhi explaining the rules of the global game



Rtn. Archana Surana interacting with the Interactors



Rtn. Archana Surana with PDG. Nirmal Singh & President Shalini with Rotarians in Udaipur

Destination Alabama



The Rotary Friendship Exchange Team 2014 RID 3052 INDIA to RID 6880 ALABAMA (USA)



Introduced in 1984, the Rotary Friendship Exchange programme aims to advance international understanding among Rotarians. It gives Rotarians and their families the opportunity to experience other cultures

firsthand, by participating in reciprocal visits with Rotarians from other countries and their families. It provides an opportunity to form personal contacts and make long-lasting

**“Friendship is the purest love.
It is the highest form of Love
where nothing is asked for,
no conditions, where one simply
enjoys giving.”**

Anil Agarwal, District Governor

friendships while exploring different areas of the world. This years Rotary Friendship Exchange programme took place from 23rd April to 5th May 2014. The Team Leader was Rtn. Archana Surana, Director, Arch Academy of Design. An active Rotarian (MPHF), she has served as President of the Rotary Club Jaipur South, RI Dist. 3050 in 2011-12. She received the Unstoppable District Officer Award for serving as Interact Chair for Interact Committee Dist. 3050 in 2012-13. She is again the Interact Chair in the newly formed RI District 3052. The other team members were Rtn. Rajeev Surana, (PHF) a practicing lawyer at the Rajasthan High Court & a Rotarian since 2009 & presently a member of Rotary Club, Jaipur, Elite. along with Rotarian Archana. Asst. Governor Rtn. Premendra Singh Rajawat, a known travel and tour operator & member of the Rotary Club, Jaisalmer the Swarn Nagari. Rtn. Manu Paliwal, an industrialist from Kota & President Elect 2014-15 of the Rotary Club Kota, the second largest club in India. Major Donor Rtn. Mohan Parashar residing at Jalore City, is a Chartered Accountant and Chairman of a Cooperative Bank. This was the RFE team for 2014. The team leader Ms Surana shares some of the highlights of the successful visit to South Alabama, USA.

The arrival of the Rotarians at Dannelly Field, Montgomery marked the start of the programme. We had all arrived at Montgomery after a 28 hr flight via Paris. Welcomed at the airport by Atlanta District Gov. Bob Callahan along with my host Miriam, RFE chair PDG Bob Kelly, & Rtn Hank Hector. We settled down with the host families. My host Miriam is a writer and Michael, Dean at the University of Alabama, Montgomery. RFE coordinator Hank Hector escorted us to the Sunrise Club meeting. The day began, with a tour of the Capitol, the State House and the confederate White House & the Treasury, where we taken around by the Treasurer Of The State Of Alabama Mr. Young Boozer. The group then took a tour of the new exhibits at the archives on the history of Alabama and the Rosa Parks civil rights museum. A tour of the manufacturing plant of Hyundai got us to witness excellence. Lunch was a delight-sumptuous Indian food at the Taste of India a Nepalese owned restaurant. From Montgomery we moved on to Dothan. My host here was Roger Peterson, an 85 year old gentleman, a former Major General in the US Air Force, who has changed more than 38 homes in his lifetime. It was a great experience, to hear his stories of adventure.



Left to Right PDG Ashok Kapadia, DG Bob Callahan, PDG Jim Graham, Batchmate DG Tim Lee & Team Leader Archana Surana with three Service Above Self recipients. Quite a gathering.



Team Leader Rtn. Archana Surana presenting the RFE. District 3052 Team in the District Conference at Orange Beach, South Alabama, USA.



District Conference at the Orange Beach, Alabama

Flag Exchange with the Club President of Sunrise Rotary Club in Mobile

Destination Alabama



This whole trip was a perfect balance of adventure and intellectual meets that gave our Rotarians an insight and a new & improved vision

Rtn. Archana Surana, Team Leader

We visited the Rotary Rehabilitation centre and the sports centre. We were given an opportunity to present at the cook out of the two clubs of Dothan city. We visited the world class facilities of the Osteopathic Medical College and Hospital. From Dothan we moved to Troy and were taken on a tour of the University of Troy campus. The weather was beautiful, with a gentle drizzling after the tornado in Mississippi and Florida. From Troy we moved on to the city of Mobile. We were taken on a walk around, aboard the displayed USS Alabama, a retired, South Dakota-class battleship. We also got to see submarines of the US Army. It was an awesome experience to make our presentation in a club with a legacy of a hundred years, and amongst Senior Rotarians many of whom had travelled across the globe to take the work of Rotary worldwide. RFE coordinator Robin Roberts gave us a tour of the University of South Alabama and introduced us to the international office for student recruitment and briefed us on the overwhelming facilities available at their university. Orange Beach was the destination for the District Conference. District Governor Bob Callahan drove



us all the way there from Fairhope, his beautiful city. Some golf and a fishing trip & the nail biting experience in Alligator Alley, holding one of nature's most ancient and dangerous creatures with one's bare hands - a hot afternoon ending with adventurous chills down your spine!

Hearing the national anthems of India in USA made us feel so proud to be a part of this Rotary Exchange meet. Representing India in foreign lands has always been an honor for any Indian. The 30 minutes audio visual presentation of my team presenting the ethos & culture of Rajasthan & India was what I was looking forward amongst our fellow Rotarians of RID. 6880. After some much awaited leisure time with fellow Rotarians at the beach, it was time to be "Off to the Races" at the Kentucky Derby - a giant screen viewing of the 140th Kentucky Derby for making contributions to the Rotary Foundation. After the conference we had a memorable stay in the beautiful city of Fairhope with a fantastic party thrown in featuring delicious Indian food, against a beautiful sunset backdrop at Rtn. Patel's house by the sea side. What more could one desire in such perfect ambience & surroundings amongst such lovely friends. This whole trip was a perfect balance of adventure and intellectual meets that gave our Rotarians an insight and a new & improved vision for a more successful & bright future. Our sincere thanks to District Governor Rtn. Anil Agarwal and Rotary Friendship Exchange Chair Retd. Captain Rtn. Neeraj Sogani for having us be a part of this exciting opportunity.



USS Alabama, a South Dakota-class battleship in Alabama.



The selected team of RID 3052 India



With host families in the capital city of Montgomery for a dinner party at Rtn. Hank & Dory's residence



Visit to Maxwell Airbase, Montgomery



Tour of the Hyundai Manufacturing Plant



At the Alligator Alley, Orange Beach



With the mascot Jaguar at the University of South Alabama



DESIGN FOR CHANGE

Chr-cha is an event, a unique initiative by ARCH, providing an independent community forum for exchange of knowledge amongst diverse professionals, enabling them to share their ideas, concepts and opinions with each other on diverse thematic areas.

This time the creativity meet came up with the topic of DESIGN FOR CHANGE- for better EXPOSURE, for better LEARNING.

As we can realize, the young crowd, or could we say, budding talents, are facing a challenge to follow the trend of an education system with its given set of rules and regulations. Their minds have become closed to thinking beyond what they are asked to do. The time has come to think out of the box, to be more creative, more enthusiastic and to step ahead towards change.

In this context, Ms. Vidhi Jain, a learning activist and co-founder of Shikshantar, in Udaipur, focuses on practical learning rather than school education. The main difference emerging between the rural and urban kids is that the kids in rural India can define the process whereas the city kids can only admire the products. Students cannot even think out of the structure. What the present education system in schools is teaching us, is just paper learning

where skills remain under-developed.

Design is a process Thinking. Everyone has got creative talent within

themselves but there is a lack of realization to effectively implement those skills to move ahead and change.

Senior Journalist, Ms. Sadhana Garg added- "The best way to learn is to make it and to be around it". We all need to get exposed to the PROCESS and there are many ways we can get into process learning, said school student Manan Surana. He felt that the system today does not allow us to stretch our comfort zone, commit mistakes and evolve changes out of it. We are sacred to make mistakes now. we don't want to take the risk to think of something new, to stand out from the crowd.

The biggest unlearning revolves around fear. It needs a lot of courage to do something that creates change as the contribution in society. Lawyer & entrepreneur Ms. Nivedita Sarma shared her professional journey with us, the ups and downs she faced in her life to settle finally as an advocate. She shifted from being a banker to a corporate officer and then to an advocate. "I need more input to shine". Wrapping it up, I should say that creativity is an aspect of life we should not be missing. When you follow your passion, you become a smile millionaire creating positive energy all around. Change is the demand of time and so we need to accept it for the creative betterment of the future world.

Akshita Airan
Foundation (4 years)

"Unlearning your fears is an important part of urban lifestyle."

Vidhi Jain
Co- Founder, Shikshantar



Mr. Vishal from Shikshantar involved deeply in the session



Ms. Archana Surana with Ms. Sadhana Garg



Pondering Archians



The active listeners of Chr-cha



All attention



A HUNT for Experience

1+5 RAMBLERS

Being new to the city it was a wonderful experience to hunt hidden talent in Jaipur. We {1+5 RAMBLERS (Manish Kataria + Kratika Gupta, Anshika Jain, Sunidhi Anand, Rajat Gupta, Nagma Sharma)} met people from different fields - musicians, craftsmen, Doctors, shopkeepers. Everyone has different goals set for themselves and for society. We learnt about their journey, lives and ambitions. This complete process gave us a new confidence to interact with people and learn more from them. We are also looking forward to contribute from our side to promote these treasures of the Pink City.

Anshika Jain
Interior Design



Archian Megha Goyal seeking information



Archians Arvind Soni & Surbhi Verma with Artisan Akshay Soni

UDAAN

The Treasure Hunt was all about creating a directory of people with their hidden and undiscovered arts and talents in Jaipur city. My troop's name was UDAAN and the members were Sunita Ma'am, Disha(me), Sana, Vinita, Sahil and Pallavi. Raja Park was our chosen area and we divided ourselves so that we could cover a large area. We met different people including a tailor, a sweet vendor, a furniture entrepreneur, a photographer, a kabadiwala and many more, we also met craftsmen and spent good time talking to them & getting to know more about their work and their lives. We also went to different stores namely an art gallery and a mobile repairing store.

Disha Agarwal
Interior Design

JAIPUR HUNTERS

Never thought this game "Treasure Hunt" could be played on such a large platform, finding the hidden treasure in the city. We, The Jaipur Hunters (Abhilasha, Akshita, Ekanisha, Megha, Shraddha, and Alka), began our hunt for the people in the city with suppressed or unidentified treasure within them. In the course of our search we met a bangle-maker, mithaiwala, lock-key maker, an old lady doing tie-dye, an astrologer who was a lawyer, a numerologist and a guide, etc.

Alka Yadav.
Foundation Studies



Jaipur's real treasure is its culture



Archians digging for treasure in the city

JAIPUR MAGNETS

Its always fun to have an adventure and the adventure gets multiplied when you are on a mission to dig out the real treasures of the city. We the Jaipur Magnets - Richa Lakwal maam, Deeptashree Saha, Divya Soni, Ankita Verma, Neha Shad, & Urvashi Verma stepped out of the ARCH Academy of Design to hunt for the real treasures which the Jaipur inhabitants have with them. Our aim was to compile the resourceful Jaipur inhabitants into a directory, be it the Gaiwala or the Bangle-maker or a gym center, and provide them a platform where there would be a mutual benefit.

Deeptashree Saha,
Foundation



The Treasure Hunters after the hunting expedition.

Perceptions in Square

This time we are participating in the Art of Fashion Foundation 2014, which is being held in San Francisco (www.arts-of-fashion.org). Participating students will be building their designs around the theme of "Perspective". The students are presently working on men's wear. Accompanying this report is some of my work.

Concept note: Perspective. This was the theme on which we were to work for this project. Perspective refers to "a point of view." This point of view may be towards an object or sketching or photography. For me, a square is the most interesting shape which has different perspective. A square can create a frame, an object or can create an illusion. I chose to use the Square shape in a 2-D form, which turns into a cube in 3-D. Thus depending on one's Perspective or a point of view, I can vary my creations either by using a 2-D form or even a 3-D form.

Sujit Kumar
B.Sc Fashion Design, 6th Semester



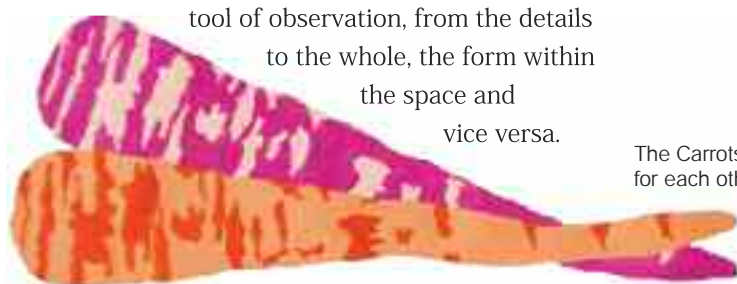
Designed by Sujit Kumar. The theme - Perspective.
Model: Kanwarpal Singh, Photography: Sujit Kumar

Kink Whim Impress & Inspire

The IDEA generation

There are interesting relationships between form and other forms and spaces, the inside with the outside. Exploration is a vital tool for generating concepts. The ability to see life, emotive qualities in all things animate and inanimate, is a crucial capability of design. To associate emotive aspects to a commonplace thing helps build a semiotic language in forms.

Perceiving unique Form and Space relationships with one's mind's eye is expected of the learner through this task. Mr. Yunus Khimani - Director of Jaigarh Fort & City Palace Museum, Jaipur, is also an artist & academician. A celebrated personality in India, he graced us with his presence at ARCH to review the work of design foundation students in the idea generation workshop. He shared his conceptions and gave ideas for improvement on students work. Also he encouraged the students by saying the students of ARCH have shown more talent and potential than any other design students so far. The aim of this assignment is to direct the learner to the tool of observation, from the details to the whole, the form within the space and vice versa.



The Design Elements and Principles are explored in this assignment. Later in the assignment students generated form through observation, recall & associative thinking by observing forms around them, manipulated the elements of the form and transformed the same. It was important for the students to draw, with abandon and flamboyance. Students selected

vegetables such as a Green Chilly, Garlic, Carrots, Tomatoes, Peas, Okra etc. and drew them from as many views/orientations as possible. They captured form, shape, volume, proportions, details etc. to depict five states of activity; ex. Lazy, Athletic, Slumberous, Alert, Crawling etc. The students also illustrated and rendered the vegetable, capturing its colours, tonality, surface patterns etc. And depicted five states of Emotion, Joy, Serenity, Anger, Conceit/Pomp, Hate etc. The aim is to explore form through movement, proportion, orientation, quality of line, colour etc.

Indrajit Das, Faculty

The Carrots are represented as caring for each other. By Deeptashree Saha



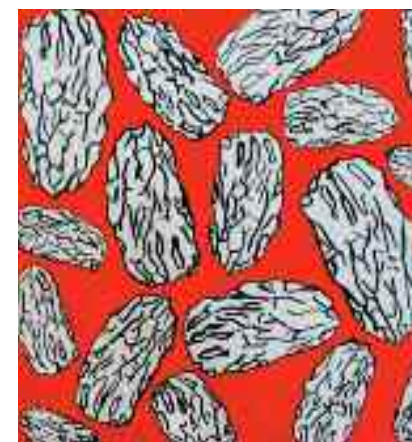
From left- Faculty Indrajit Das, Ms. Elizabeth, Mr. Yunus Khimani & students Alka Yadav & Deeptashree Saha

"It is very important for a designer to explore the same idea in a thousand different ways. As you never know how different same thing could look, we just need to change our perception."

Yunus Khimani
Director, City Palace Museum,
Jaigarh Fort



Here the carrots are representing Confusion. By Deeptashree Saha



Randomly placed Dates from Macro to Micro, creating a uniform pattern. By Abhilasha Saikia

Fit for ROYALS!!!

She took her inspiration from the The Amrapallava or the auspicious mango leaf pattern appearing in Hindu Mythology and used it in her designs for the Contemporary Kundan Meena

Seen here is Vishakha Jain's work on Kundan Meena Jewellery Design showcased during the Jewellery Design open House.



Royal Nizam Necklace by Vishakha Jain

Vishakha, in her 6th sem of the 4 year Jewellery Design course at ARCH, is a student from Hyderabad. As part of her classroom project,

Vishakha took up Sonam Kapoor as her client. Vishakha's Traditional Kundan Meena Jewellery designs are inspired from the vibrant decoration of

Indian Gods and Goddesses found in the temples in the walled city of Jaipur, such as Sri Govind Devji temple, Tarkeshwar Mahadevji temple, Ram Mandir etc. Her motifs and color palette for the enamelling is taken from the same. The very unusual orange enamelling she has done in a few of her pieces is inspired from the orange Sindoor on Ganesha and Hanumana. The Amrapallava or the auspicious mango leaf pattern appearing in Hindu Mythology is also used in her designs for the Contemporary Kundan Meena, where she took her inspiration from the world famous royal Nizams of Hyderabad. As part of the design process she studied the etiquette, the jewellery, the furniture, the palaces, the costumes and other belongings of the great Nizams. Getting her inspiration from the Zardozi clothes worn by the Nizams, the door handles, chandeliers, wall colours in their palaces, the extremely costly vehicles used by them etc. she got into every detail of the Royals while designing the jewellery collection for Sonam Kapoor who herself has great taste and is very particular about the jewellery she wears for her red carpet appearances. Vishakha used Emeralds a lot so as to keep

the collection Nizam influenced, but at the same time she used mixed material such as Zardozi fabric, carved crystal, olive coloured enamel, Aquamarine, Victorian findings etc. It came out as an exclusive fusion of old and the new for Sonam, the pieces truly making a high fashion statement.

Indrajit Das
Faculty, Jewellery Design



Jhumki by Vishakha Jain



Vishakha Jain explaining her design

From ancient castles to smart homes it's all about Interiors

Open House is a platform where students get an opportunity to share their work & ideas via presentations & discussions, & build up the relationship between themselves and the institutions design community & the industry, gaining feedback from the jurors in the process. This month, B.Sc. Interiors 4th sem. had presented a slide show on the various kinds of glasses used in interior and exterior spaces, along with a completion of a 2 BHK renovation project. Apart from the presentation on glass, other batches of the Interior Design department made presentations on the types & origin of granite, & on the ideologies of the Indus Valley civilization from the beginning till it's end. Like all open houses, this one too brought a value addition to our careers and learnings.

This open house not only gave us a broader view on Interior Designing, but also taught us about how to work with accuracy on the intricate details of projects.

Sana Khandelwal
B.Sc Interior Design, 6th Semester



Director Academics, Benoy Thoompunkal sharing his feedback



Architect Tulsi Ram Sharma as an external jury



Faculty Shivani Kaushik asking difficult questions



A see through presentation on glass by Sana Khandelwal

Student of the Month



Mr. Vikram Singh Solanki
VS. Interiors
Head Designer, Hasthkala



Praveen Gasva



Quaid Bala
Asst. Student
Designers

INSIDE - OUTSIDE

For us, the home project of our Director, Mrs. Archana Surana, proved to be one of the most valuable projects that a student can ever get on. As college students we were lucky to be a part of this project and just saying "Thank you" would be a very small gesture of gratitude against such a big opportunity that Ms. Archana Surana provided us by taking us on.

The first most important person in this project was Ms. Surana who possesses a finely developed taste & knowledge about a great number of things in the field of building & interiors and is perpetually testing things from natural elements to antique finishes! The other important person, was the key designer to this whole project - Mr. Vikram Singh Solanki who has been associated with Hasthkala as their Head Designer.

We got an opportunity to supervise this site in person, prepare the drawings, getting involved in each level of designing, be it electrical, plumbing, flooring or the furniture. All of you aspiring interior designers out there, can you just imagine how much exposure we got being a part of this project! We got the golden chance to get it done, dealing with diverse workers, different vendors, getting to know materials and

The guest sitting area looks awesome with the key features including an exposed brick wall and a fireplace. The key elements of the bedroom are the stones that were used in the rooms for flooring and wall cladding. Both the bedrooms and the washrooms hold a sense of calmness and serenity. Furthermore, the French Windows provide an elegant entrance to the balcony, and framing a great view as well. Similarly, in one of kids room, the key element was the wallpaper giving an extraordinary appearance alongside much loved modernistic side tables.

Vikram did a great job in getting the antique look on the furniture. The stencil work and rough finishes artistically defined on the wardrobes are enchanting, and add to the ambience immensely. Both of the washrooms are equipped with modern fittings and with the stone flooring, gives off a great appearance and feel of luxury.

Talking about the landscaping and the aura created on the terrace, "Wow" is the word that truly defines this area. The rustic raw look of the woods used, the kavelu, the lighting, & the accessories truly create a beautiful, traditional yet modernized ambience. The most eye catching elements on the terrace are the Pushcart (thela-



Bicycle at it's best- a display of creativity



Guest sitting area- going raw with the naked bricked wall look



A new age look for a terrace that has the elements of modern, traditional and natural, put together in a beautiful way.

prices etc etc etc & etc. Do we need to say more?

Here we would also like to mention that we both committed many mistakes as it was our first experience and we were not equipped with enough knowledge. We got to know how much our inexperience and our lack of knowledge could cost a client in the practical world.

We are so lucky that despite all of this, our 'Client' always supported us, taught us about the problems that require to be faced in the practical world, and showed us how to overcome them.

gaadi), a cycle painted in pink, the iron planters on the wall, and the created fake window for displaying different objects. Looking at the terrace, one can easily say this is the one of the best places to spend a serene evening while looking at the most beautiful view of the sun setting over the royal pink city or may be to have a casual dinner under a starlit sky. Whatever it is - Always remember here at Arch,

WE DO IT WITH STYLE !!!

As upcoming interior designers, we are thrilled to have worked on this project.

Planning on Coming ?

Mi casa es' tu casa

My home is your home.



Gaurav Sharma
M.Sc Interior Design, Final Year

Working on this project has given me an insight on design like never before. Now i am more confident than ever & my understanding of design has improved a lot.

Our module demanded a 2BHK plan for a plot of size 30 feet by 60 feet, in which we had to choose an Architect or Interior Designer from whom we were inspired. We were supposed to follow the elements, colour schemes etc of the

Architect or Interior Designer whom we selected, and work with it.

I took my inspiration from Hafeez Contractor who is an Architect cum builder based in Mumbai. I have followed his design elements for my 30 by

60 feet plot. In his style of architecture there is this element in which a line or shape comes out and meets at one point. I have manipulated the same design of the element by using it for the drawing room.

In this plan, I have put in & designed master bedroom, kids' bedroom, kitchen, living room, drawing room, dining room, attached bathroom, porch and also a garden. I have kept the height of the living area and lobby as 20 feet and 10 feet 6 inches for all other rooms.

I have tried to cover all the basic needs and amenities required for a single family in their house. Moreover, I have designed the furniture myself.

And my personal favourite part is the staircase, on which I have worked very hard because I wanted each part of the interior to show my potential as an interior designer and giving off a different and unique essence which is not available in the market. For this staircase of wood, glass and steel, I got the "Best Design" award in a competition organised by the IIID (Indian Institutes of Interior Designers).

In the living area, I have designed a portion of the floor with toughened glass in which a 1 foot 6 inch deep frame is made with stainless steel. In the upper part of the frame, a plastic strip of 9mm has been used in double glass transparent

film so that even if the glass breaks it does not move from its place. Under this stainless steel frame, a silicate strip is stuck so that it absorbs the vapour inside the frame. This frame can be used to showcase a painting inside it.

Before designing any product or interior or furniture I make sure that it does not already exist in the market. I do a lot of research work and update myself about what is going on in the world and this is



3-D model of a 2BHK plan

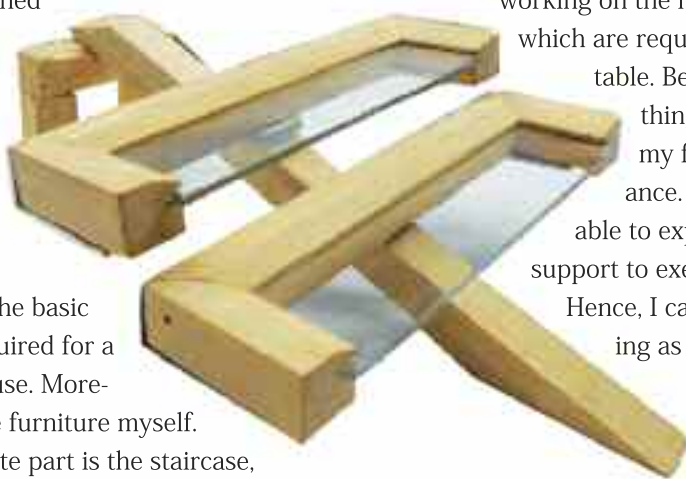
how unique and a beautiful homes are born.

Along with Interior designing, I have also worked on furniture and product design. In the 2BHK mentioned above, I have designed the furniture as well. In product design, I am working on making a visiting card holder made of teak wood with Mughal jali work on it. Also, I am working on a luxury model of a pocket visiting card holder made up of metal and

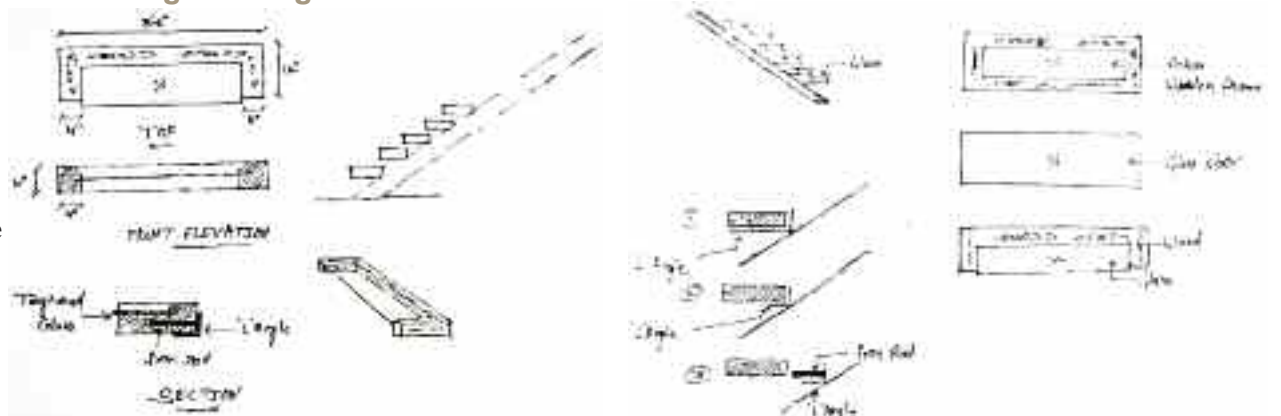
working on the necessary accessories which are required on the top of a table. Before designing anything, I always consult my faculties for guidance.

In Arch, I have been able to explore and got the support to execute my ideas.

Hence, I can see myself growing as a designer.



Working Drawings



Lifestyle Product DESIGN

In product design, I am working on a visiting card holder made out of teak wood with a Mughal jali work on it. Also, I have a luxury version of my pocket visiting card holder that is made up of metal.



A Visiting Card holder with Mughal jali work on it



A Water Bottle Stand

Euphoria

on Arch Foundation Day

"Creative people are not good planners" This topic for debate ignited the young brains into not only pouring out their creative ideas but also presenting them strongly to the audience & compelling them to get involved in it!"

Blessed are we to get on this shore. This is our College, where we want to do more, We are the Archians, we are the Arch stars...."

This is how the students of Arch expressed themselves on stage. The occasion was the most important day of the Arch Academy of Design - its Foundation Day. A completion of 14 successful years on April 3rd, 2014. It was a great honor for every Archian to be a part of this successful journey.

The Day started with the Arch Anthem which was composed and sung by Arch students. Following that, was a beautiful song on the journey of ARCH. The story behind its foundation, the ups and downs it has been through. The environment got filled with a lot of inspiring emotions, and happiness when our Director, Ms. Archana Surana, in an interactive session, narrated the journey of ARCH in her own words, from how Arch came into existence, her main motive behind its foundation, her dreams for Arch, her sacrifices, the people who supported her, and everything every Archian should know about their College on its Foundation Day. The students got a further a pleasant surprise when they saw Ravindra Upadhyay, the Bollywood Singer, amongst them. Ms. Surana and Mr. Upadhyay, shared their experi-



Students tapping their feet to the tune of Bollywood singer Ravindra Upadhyay



Founder & Director Ms. Archana Surana enjoying with the students

ences and interactively told their respective stories about the different paths travelled down to success. The sound of applause and the shouts of "Once More!" echoed as Mr. Upadhyaya started to sing the song "Jiya laage na..." or "Har kisi ko nahi milta."

After the lunch break, it was time for Arch students to get prepared for an intellectual fight, a Debate competition. The topic of debate was "Creative people are not good planners" and both the groups, in favour and against the topic, gave a tough time to each other. The debate competition was a competition to test the brains and the mettle of the students, a test of successfully putting forward strong views in the most energetic and convincing manner.

Finally after lots of arguments, questions and fun, the team opposing the topic was declared the winner. Then the last event of the day, the quiz competition, was held as scheduled. Unlike the debate competition, the quiz competition was full of tensions and confusions. The questionnaire consisted of questions based on the contents featured in our in-house magazine "Backstitch". Team C won this competition after 3 rounds of intense memory jogging. It was great fun. The festivities came to an end with the much awaited

dance party, where everybody shook a leg. This is how we celebrated the Foundation Day of ARCH. We are thankful to all who made it possible for us to proudly acknowledge ourselves as Archians and important contributors to the nation. And our parents top the list. And our Teachers. Thank You for your faith in us. We shall be the strong Foundation you want us to be, for now & the generations to come. And we shall build & make you proud...and pass on the strength you gave us.

Quaid Bala
Interior Design



Students preparing for the Foundation Day



Photos-Surbhi Verma



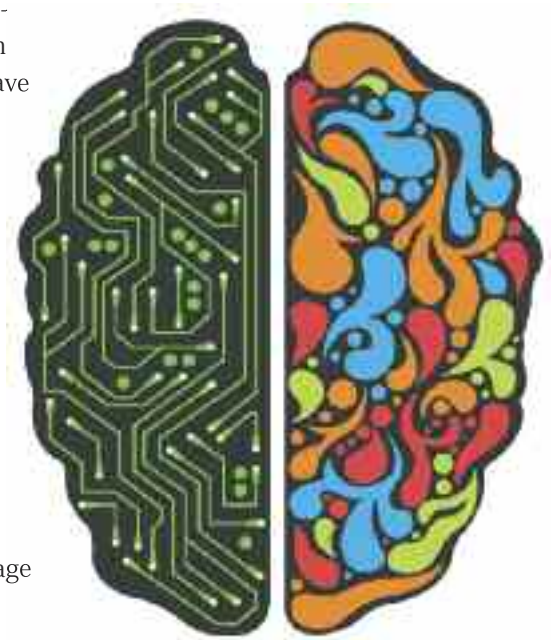
INTELLIGENCE VS CREATIVITY



People get confused between creativity and intelligence all the time, like, while differentiating between the two or when trying to find out which one is superior, or what the relationship between them is. Just like the others I also had this confusion until I read the NCERT book on Psychology,

where, a chapter clearly explained that Creativity and Intelligence are two different things. I thought of sharing my gained understanding with all of you, as it is very important for design students to know about this difference, being in a School of design. According to one renowned psychologist, David Wechsler, intelligence is defined as the global and aggregate capacity of an individual to think rationally, act purposefully and to deal effectively with his/her environment. Whereas, creativity is defined as the ability to produce ideas, objects and problem solutions that are novel and appropriate. Thus, a person who has the ability to learn fast and reproduce accurately may be considered more intelligent than creative, unless he devises new ways of learning and implementing the same. In the 1920s, Terman, another

well-known psychologist, found out that people with high Intelligence Quotients (IQ) are not necessarily creative. At the same time, creative ideas could come from people who do not have a very high IQ. Researchers have also found that both high and low levels of creativity can be found in highly intelligent children and also children of average intelligence. So, the same person, thus, can be creative and intelligent at the same time but it is not necessary that intelligent ones, in the conventional sense, must be creative. Researchers have found out that the relationship between creativity and intelligence is positive. All creative acts require some minimum ability to acquire knowledge and capacity to comprehend, retain and retrieve. Artists, for instance, must understand the effect that will be produced by a particular technique of painting; creative writers need facility in dealing with the language and so on. Hence, a certain level of intelligence is required for creativity but beyond that, intelligence does not correlate with creativity. Thus, it can be concluded that creativity can take many forms and blends. Some may have more of intellectual attributes while others may have more attributes associated with creativity.



Abhilasha Saikia
Foundation, Interior Design

BUDDING BRAINS

Nurturing Creativity



Coloring the bleakness of life; for life is a lot more than just books and bags, it's about childhood fervor and undying zest for creating. Art is the food for the soul as much as learning is the ration for the mind. Young artists at Mahaveer Public School pursue their creative instincts in an immaculately styled and equipped ART COTTAGE under expert guidance.

In 2005, the school introduced APPLIED ARTS for the students of all streams of class 11th and 12th and have been practicing it since. They train the students in all the different mediums and techniques of art. Art has a preference and design is everywhere in the world. Whatever one pursues in the future, art and design is always needed in all aspects of life. So, a little inclination and imagination towards art is all that is necessary. This subject clears up the basics of art, because of which, the students after the 12th standard can step out of school, & into the world, with confidence. We interacted with the students, and the teacher as well, to know more about what was happening. Ms. Chetna Vanjani, who is the teacher of this subject in the school, mentioned that she has seen students whose personalities have changed from head to toe, developing to the fullest, like their sense of talking, body language, their perception and a lot more. Moreover, she also mentioned that some of her students were studying in the London College of Art. The school is certainly doing very well. We acknowledge Mahaveer Public School, for not only introducing this subject at the school level but also in sharing knowledge about it with us. This further gives us the opportunity to work together and enables collaboration for meaningful outcomes, specially for spreading awareness amongst students about the choices available for pursuing careers that satisfy their desire to create.

Abhilasha Saikia
Foundation, Interior Design



Students of Mahaveer Public School taking interest in Applied Arts

Photos-Surbhi Verma

Key to Learning...

Quality Nominee: The EDEXCEL Training

Pearson Education Limited (PEARSON) is the UK's largest awarding organization, offering academic and vocational qualifications and training to schools, colleges, employers and other places of learning in the UK and internationally.

Edexcel was formed in 1996 by the merger of two bodies, BTEC (Business & Technology Education Council) and ULEAC (University of London Examinations and Assessment Council). A leading provider of vocational qualifications worldwide. Edexcel has grown considerably and undergone numerous transitions and is now a fully owned subsidiary of Pearson. Pearson Education Limited (Pearson) is the UK's largest awarding organization, offering academic and vocational qualifications and training to schools, colleges, employers and other places of learning in the UK and internationally. The ARCH Academy of Design is a premier Edexcel centre, and in strategic partnership with Pearson Edexcel is implementing 9 Edexcel programmes alongside its other courses. ARCH offers internationally recognized and valued Edexcel BTEC Level 5 Higher National Diploma (HND) & the Edexcel BTEC Level 7 Extended Diploma in Strategic Management & Leadership with a blend of experienced faculty members and an enriched set of industry trained professionals from various streams of design for keeping abreast to the changing dynamics of industry demands & requirements. ARCH is also having all of its courses 'Edexcel Assured' where Edexcel Assured & ARCH will issue an internationally recognized joint certificate to the student. This status ensures that ARCH'S quality processes achieve the Edexcel standard - an independent international quality benchmark that is recognized all over the world. ARCH has a large network of national & International Design fraternities extending

opportunities for better placement to students. Now, a very commonly asked question, Why Arch is different from any other Design institute? As a design institution we are different from the others because we take the best that the world has to offer in terms of design concepts and blend it with the rich local thoughts and ideation steeped deep in philosophy, culture and tradition to produce change-makers who get reflected with immediacy. This is the norm of our approach to pedagogy, in a future where the world will once again look towards India for fresh ideas backed with timeless historicity. BTEC Professional courses are designed to provide focused and specialist vocational education, linked to professional body requirements and National Occupational Standards that are appropriate, with a clear work related emphasis. These BTEC qualifications also support Continuing Professional Development (CPD), as well as enable side aligned progression to the Masters Degree, such as an MBA or to other courses at the same level of study. On 21st May, 2014 Pearson organized an upgradation workshop in Noida for the QUALITY NOMINEE NETWORK. The Design Faculty from our institute attended the workshop at the Knowledge Boulevard, which was conducted by the International Quality Manager, Mr. Saurabh Saxena. The purpose of the Session was to introduce the trainees to the Quality

Nominee Role, the importance of Internal Verification, Understanding the SV report, Common problems in Delivery and Assessment and Updates on the latest developments for support to the centers.



Shivani Kaushik



Sunita Yadav



Shikha Singh



Aparna Yadav



Bhuwan Bhatnagar



Leela Bhargava

Verifier Edexcel at ARCH campus Paul Ryan Senior Lecturer, Art & Design.



ARCH Academy offers various programmes under the umbrella of EDEXCEL

BTEC Level 5 HND in Fashion & Textiles : Fashion Design Textile Product Design

These courses aim to develop the necessary skills for artists, designers and craft workers to communicate their ideas across specialist applications, both traditional and alternative. Learners are made able to communicate ideas and concepts by researching and selecting Fashion & Textile techniques & communication techniques to realize creative intentions. The work produced demonstrates the use of new approaches to understanding the potential for personal development through the application of useful think skills.

BTEC Level 5 HND in 3D Design : Interior Design Craft Product Design Lifestyle Accessory Design

These courses aims to develop learners' skills and understanding needed to create and modify interior environments & products for specific purposes and to professional standards. Students are enabled to manipulate interior environments & products ideas to meet design requirements, & employ technical processes to make products, and to respond to the aesthetic and functional requirements of briefs, & understand how to operate as a professional Interior Designer/product Designer.

BTEC Level 5 HND in Graphic Design : Graphic Design Design Communication

These courses aim to develop learners' understanding of personal style in graphic design, through research and development of skills in communication. Students will be able to understand the historical and contemporary origins of their chosen style, select media to develop style, communicating using a personal style & evaluate using a personal style. Design Communicators have tremendous scope for employment in the advertising industry, PR firms, Design Studios, the publishing industry & a lot more.

BTEC Level 7 Extended Diploma in Strategic Management & Leadership : Design Management

This Diploma provides the learner with an understanding of the links between strategic management, leadership and organizational directions and the skills to be able to apply this understanding. Students should also understand the relationship between strategic management and leadership. Applying the management and leadership theory to support the organizational direction, to assess leadership requirements & plan the development of leadership skills is the goal.

Beyond Boundaries

Design for Reproductive Health

Positioning facts in an interesting way so that the people will understand them, will certainly lead to communities taking notice. Once thoughts are triggered, people start examining their own behavior and attitudes.

Lakshmi Murthy,

is the founder of Vikalp Design, a design and communications consultancy based at Udaipur, Rajasthan, India. Lakshmi has worked with rural communities across India since 1986 and specialises in designing reproductive and sexual health communication tools. She has developed a number of localised communication models over the years, which have helped her to discover new ways of both seeing and conversing with diverse audiences. She is a trustee of two NGOs, Aajeevika Bureau and Jatan Sansthan, both based in Southern Rajasthan.

Lakshmi has been a recipient of the Bernard Conyers Fellowship (1995), the MacArthur Foundation FLD fellowship (2000),

Background

In tradition-bound societies, communicating for reproductive health poses an enormous challenge for a designer. Reproductive and sexual health has always remained an uncomfortable area of conversation in rural Southern Rajasthan. Seen as a private and sensitive subject, it has never lent itself easily for an information exchange. Besides, the communities are not homogenous as people have varying levels of literacy.

A bracelet has been designed using 28 beads, representing the 28 days. Period days are represented by red beads, other days by yellow beads. Women and girls wear the bracelet and together take an oath to break silence to improve their own health.

The challenges

Health communicators face many challenges and one such difficult and most deprived area is Menstrual Health. In many rural communities in India, adolescent girls and women hold false beliefs and negative attitudes about menstruation and themselves. The beliefs are deep-rooted and are continually reinforced by the elders. These

contribute to poor menstrual hygiene. For example: There is silence and shame and little awareness that a good menstrual management practice means good health. Because of the negative notions, menstrual blood is perceived to be unclean, impure or dirty. Any old unwashed rag or fabric is considered to be sufficient to wipe off or to absorb the flow. The menstrual rags or the cloth that is usually selected for use at this time of the month is dark in color to camouflage stains. This decision works very negatively on one's health as certain colors and types of discharge which may be detrimental to health are never noticed on dark backgrounds. A newer challenge in the area of menstruation is the disposable sanitary napkin. These are easily available in the districts. A very small section of women in rural areas buy these, very occasionally only, as the costs are prohibitive. We have found out that these disposable sanitary napkins have not suited many women who report itching, boils, ulcers and other skin infections because of using them. The problems have been traced to chemicals and non-woven polymers in the pad.

The solution

Three approaches were used in order to improve the overall menstruation status of women.

1. The design of the Uger fabric pads – it can be used as an option to both the existing rags and sanitary napkins.
2. Giving scientific information about the menstruation cycle.
3. Encouraging everyone to break the silence about menstruation.

The Menstrual Wheel or the Mahwari Chakra explains the scientific facts about the menstrual cycle. It comprises of two cardboard discs riveted in the centre - with the discs moving over each other. As they move, information about menstruation pops up in the window. A fact book on Menstruation - Seedhi Sachi Baat (The Simple Truth) is a "Take Away" booklet, that answers most of the

common questions about menstruation that girls and women want to know. The menstrual cycle is different for different women, However 28 days are usually taken to be an average. A bracelet has been designed using 28 beads, representing



A fact book on menstruation - Seedhi Sachi Baat



Washable Sanitary Napkin

the 28 days of

menstruation. Period days are represented by red beads and the other days by the yellow beads. Women and girls wear the bracelet and take an oath to break the silence, to improve their Reproductive Health.

Conclusion

Reproductive health communication is a very serious business. Designing has to be an integral part of a good health communication! Providing the correct facts, Using imagery and text that people can relate to, makes the products culturally suitable and user friendly.



Archana Surana & Benoy Thoompunkal with Lakshmi Murthy

Honorary Fellowship - International Rural Network Fellowship (2005) and the Communication and Social Change Commendation Award, University of Queensland, Australia (2009). She is currently registered for a doctoral programme at the Indian Institute of Technology's Industrial Design Centre, Bombay. Her research area is Menstruation and Management.



A 28 beads bracelet representing 28 days of menstruation

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