



Arch

backstitch

RAJENG/2012/44989 • Vol. 3 • Issue12 • Rs. 40/- • Jaipur • March 2015 Design Magazine of ARCH

Design Quest - 04

Collaborations -10 - 11

Mentoring - 13



International
Womens Day

FASHION FOR DEVELOPMENT



Dear Readers,

Greetings for the International Women's Day!

Jaipur's women once again celebrated International Women's Day through Mentoring. A unique mentor-mentee relationship was experienced by the city women in the Vital Voices Global Mentoring Walk on Women's Day, on 8th March held across 73 cities and 55 countries globally.

Investing in women can only open new avenues of happiness and joy on the planet. The mentor-mentee orientation session and the goal setting exercises lead to meaningful growth and truly see women invest in women for "Paying it Forward".

Design is all pervasive. It permeates all aspects of life. Get to meet Women Fashion Icon, and International Fashion Designer, Bibi Russell, in an exclusive interview on her journey from being a model to a Fashion Designer via Fashion for Development.

Jaipur is envisioning being a SMART City and the journey starts with the Jaipur Metro Uniform. The Arch Fashion Showcase of the Metro Uniform was a matter of great pride for Archians. 'Industry oriented Case Studies' from the Apparel Industry is of great interest to all of us. Alumni of Arch have been making a niche for themselves in the Fashion, Jewellery, Interior and Craft industry.

International collaborations which include Summer Schools, Portfolio Development etc. are new areas for young designers to venture into. We wish you a beautiful financial year closing, with lots of wealth and joy and look ahead to meet again over Volume IV with new colours.

Happy Reading!

Archana Surana
Editor-in-Chief

Up-coming Events

CHR-CHA - CREATIVITY MEET
26th March 2015
ARCH Academy of Design, Jaipur
Topic 'Cross Cultural Design Communication'

CARRER COUNSELING SESSION
3RD APRIL 2015
ARCH Academy of Design, Jaipur
India's top Career Counselor-Speaker Pervin Malhotra

TEACHERS' TRAINING WORKSHOP
27 th March, 2015
ARCH Academy of Design, Jaipur
A Session on Communication and Application of Design to Promote Creative & Cultural Industries The lead faculty conducting the training will be Christiana Margiotti, Subject Leader - Creative Arts & Technologies and Programme Leader - BAH Visual Design & Communications, Perth College UHI, Scotland; and Benoy Thoompunkal, Director Academics.

AMAZON FASHION WEEK
25-29 March, 2015
Pragati Maidan, New Delhi
FDCI presents Amazon India Fashion Week Autumn-Winter, 2015.
FDCI presents a sparkling season of Amazon India Fashion Week 2015 Taking fresh strides into making fashion relatable, accessible and transparent, the Fashion Design Council of India (FDCI), celebrating it's 25th edition this season.

LAKME FASHION WEEK
18-22 March, 2015, Mumbai
Lakmé Fashion Week (LFW) is jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance, the global leader in sports and entertainment event marketing and management. LFW has been conceived and created with a vision to "Redefine the future of fashion and Integrate India into the global fashion world".

Dear Editor,

Warm wishes to you and your team!

The last edition of Backstitch was very interesting, especially the titles of articles. The articles were inspiring but I liked the way it was presented with titles which gave more depth to the story. "Fly high like a Kite", "Survival of the Bloc" & "Pride of Arch" are few of the great titles of the issue. Please keep the spirit high and continue giving the best of your work in future too.

Vipin Sharma
Student of Graphic Design

Dear Editor,

Greetings

Content published in the last edition was very useful and the ideas were innovative. The UKIERI project gives a great platform to reveal the talent of students and students at Arch know how to use that opportunity. Student work was very impressive. Through Backstitch we get to know about various competitions, up-coming events and the talent of Arch. It is an innovative product through which students display their work every month.

Vyshalee Garg
Fashion Designer

Dear Editor,

Greetings!

I just went through your magazine and I saw your concept of open house which I really liked. The quality of the visual communication and the material studies work at the foundation level at Arch is very inspiring to me. I feel it is rich with aesthetics and good foundation for any graphic design learner.

Nitesh Shukla
Graphic Designer



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

DESIGNERS Visual Lexicon

Fashion Design

Pleat

A Pleat is a type of fold formed by doubling fabric back upon itself and securing it in place. It is commonly used in clothing and upholstery to gather a wide piece of fabric to a narrower circumference

Pleats are categorized as pressed, that is, ironed or otherwise heat-set into a sharp crease, or unpressed, falling in soft rounded folds. Pleats sewn into place are called tucks. A vertically hanging piece of fabric such as a skirt or a drape will often be described in terms of its "fullness."

Accordion Pleats or Knife Pleats are a form of tight pleating which allows the garment to expand its shape when moving. Accordion Pleating is also used for some dress sleeves, such as Pleating the end of the elbow, with the fullness of the Pleat gathered closely at the cuff. This form of Pleating inspired the "Skirt Dancing" of Loie Fuller. Accordion Pleats may also be used in hand fans.



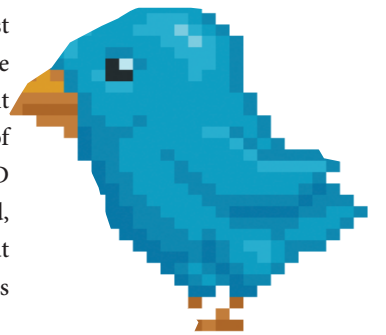
Graphic Design

Pixel



In Digital Imaging, a Pixel, Pel, or Picture Element is a physical point in a raster image, or the smallest addressable element in an all points addressable display device; so it is the smallest controllable element of a picture represented on the screen. The address of a Pixel corresponds to its physical coordinates. LCD Pixels are manufactured in a two-dimensional grid, and are often represented using dots or squares, but CRT Pixels correspond to their timing mechanisms and sweep rates.

Each Pixel is a sample of an original image



Jewellery Design

Pearl

Pearl is a living gem, and each Pearl is a miracle of nature. A Pearl is the accumulation of a slightly translucent material, called Nacre or Mother of Pearl, similar to the lining found on the inside of Nacreous Shells. This is what gives a Pearl its unique lustre and iridescence. It takes thousands of very thin layers of this nacre to make a single Pearl. It is the composition, structure, thinness and evenness of these microscopically thin Pearly layers that distinguishes a high quality Pearl worth thousands of dollars from another worth a great deal less. It is a remarkable feat of nature that a living Oyster produces such an exquisite work of art. there are three types of Pearl :- Natural Pearls, Cultured Pearls and Imitation Pearls.



Interior Design

Penthouse

Penthouse apartment or a Penthouse is an apartment on the highest floor of an apartment building. Penthouses are typically differentiated from other apartments by luxury features. The term Penthouse originally referred to, and sometimes still does refer to, a separate smaller "house" that was constructed on the roof of an apartment building.

The original 1923 plan for the building provided three units on each floor with additional maids rooms on the roof, but in 1924 the building's upper spaces were constructed to provide a grand duplex for Nast. Connected by a staircase to the rooftop entertaining salons, the corner unit at the top floor was redesigned to be private family quarters.



Design Today

A practicing Design Consultant and academician for over 30 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation and Product Design to Interiors, Space & Structure, Lighting, Exhibitions and Display, Photography, and Clock Design. An NID Alumnus he specializes in Furniture Design.



Benoy Thoompunkal
 Director Academics
 Partnerships, Research & Innovation
 Arch Academy of Design

Q What are the future prospects of Jewellery Design course at Arch and how it is different from others?

Alisha Nirola, Patiala

After successful completion of the 4 years Undergraduate course in Jewellery Design at Arch one can gain employment or practice as Jewellery Designer, Design Manager, Product Development Manager, and Creative Head in the fast growing Jewellery industry across the country and overseas. One can start up his/her own enterprise in Jewellery and expand the business in participating Jewellery Trade Fairs such as India International Jewellery Show (IIJS), Jaipur Jewellery Show (JJS), Jewellery Association Show (JAS) and exhibitions such as Fireflies Exhibition, Aspirations, Lagan-Mandap, Jhalak, Savoie Fair etc. The Jewellery Design course offered by Arch is the internationally recognised BTEC (Business And Technical Council) Level 5 HND to enable the development of higher level skills in Art, Craft and Design. Besides, it can progress to a top up degree (Level 6) at any select university in the UK or the world. Jewellery Design graduates of Arch are placed with prestigious organizations in India and overseas such as S.M. Global Ltd. (Hong Kong), Orra Diamond Jewellery (Mumbai); Amrapali; Vaibhav Global Ltd.; Surana Jewellers of Jaipur; Symmetry by Haritsons Group etc. Jewellery Students have been winning competitions as Swarovski Elements Jewellery Design Awards, World Gold Council Jewellery Design Award, Tahitian pearl jewellery Design Award to name a few. The students designed jewellery pieces are adorned by Hollywood celebs during The Academy Awards as well.

Q I am a graduate and want to pursue a course in Management or Design. What choices are available for me at Arch?

Vipin Sharma, Jaipur

It depends on your inclination- a range courses are offered at Post-Graduate level in Design, professional course in Design communication, Lifestyle Accessories Design. Specialised courses in Design would help you in honing your creative aptitude. Also, there is course in Design Management (a relatively new area) with a focus on Strategic Management and Leadership Edexcel BTEC Level 7 (eligibility 19 years) with strong foundation in Design. We invite you for a counselling session to help you choose the right option.

Q I am a Graduate and am looking for short professional courses in Design or Management Does ARCH offer something like this?

Nandini Wankhede, Pune

We offer vocational qualifications which are work-related and are suitable for a wide range of learners, built to accommodate the needs of employers and allow progression to university. These are more practical, and are a real-world approach to learning alongside a key theoretical background. These programs are being certified by International bodies like Edexcel & ICCI International Qualifications from Pearson and are among the best recognized and most highly regarded qualifications in the world.

Q Hi, I am Paula from Goa. I want to pursue undergraduate program in Art and Design. I want to know is there any opportunity to do the 4th year in the UK. Which all colleges/ universities ARCH is partnered with. if you can guide us in brief.

Paula Fernandez, Goa

Yes, There are immense opportunities available at ARCH as the ARCH Academy of Design is partnered with University of Huddersfield UK (Progression available for Interiors, Fashion & Textiles); University of Salford, Greater Manchester, UK (Progression

available for Graphic Design & Communications, Fashion, Interior Architecture, 3D design); De Montfort University Leicester, UK (Progression available for Fashion & Textiles, Design Crafts, Interior Design); Middlesex University UK (Progression available for Fashion); University of The Creative Arts (UCA), Farnham (Progression available for, Design Crafts, Jewellery); Perth College, UHI, Scotland (Progression available for Graphics). One could go for progression in any of these Universities in the UK.

Q Hi, I am Siddharth Mohapatra. is summer school overseas happens at arch while studying Art and Design courses at ARCH ?

Siddharth Mohapatra, Bhubneshwar

Yes, the two weeks summer school in the UK happens at ARCH while studying in the UK in Universities such as University of Salford, Middlesex University, Perth College UHI, Scotland etc. The learner will get international Certification/ Credit by the end of the module.

Q Hi, I am Suchismita from Kolkatta, i have studied Fashion Design from a reputed Design school in Mumbai. I heard a lot about your college and its international alliances. I want to study further in the UK in Fashion, is there any course in Portfolio Development at Arch.

Suchismita Malakar, Kolkatta

Yes, there is a Portfolio Development Module related to Fashion Design, Jewellery Design and Interior Design. The module is taken by International Faculty at ARCH and is very helpful for the students seeking higher studies in Art and Design anywhere overseas.

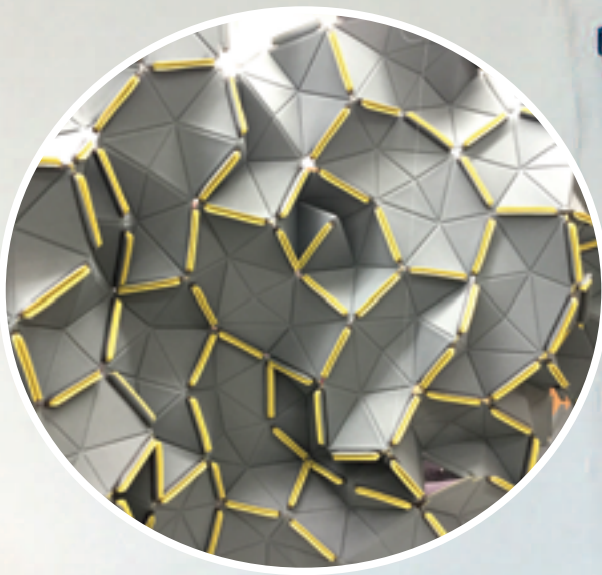
University of Salford

Partnerships



Middlesex University

University of Creative Arts



De Montfort University

University of Huddersfield



FASHION



“Great efforts done by the Teachers & Students, Specially in Surface Ornamentation. For a beginner level, students are quite creative, they shall groom up with time to get better. Pleasure being a viewer to their creative output” said Ms. Suchi VC, Fashion Designer who was part of Fashion Department Open House held on 4th Feb 2015.

Ms. Tripti Bhargava, Exporter The jury for Fashion Department final year students directed them towards the various process of Design Thinking after they received a critic feedback. All the students seem to understand the concept behind the exercise, most of them could create final products that suit the idea of having a client demand. The students followed the inspiration theme within all the development and final parts. The students showcased good technical stitching work, also good modeling work.



INTERIOR

The Interior Design students witnessed an exclusive Open House of Interior Department at ARCH on 18th feb 2015. Open House was taken by Ar. Priyadrashni Agarwal and Ar. Priyank Gupta as external jury members and ARCH faculty as internal jury.

Ar. Priyadrashni observed the work of interior students and commented the the presentations to be creative and skillful. She evaluated the work of 2nd Yr. 4th semester and 4th Yr. 6th semester and suggested on more sight visits and development of concept planning before designing.

Star performance of this open house were Anamika Rajput, Juhi Khandelwal, Mohit Jhanwar, Payal Agarwal, Shivam Yadav from second year 4th semester and Rohit R Dahikar, Kratika Gupta from 4 Yr. 6th semester .





The Jewellery Design student witnessed an informative Open House for Jewellery Department at ARCH on 10th February. Abhishek Sand of Savio Jewellery Pvt. Ltd. and Mr. Anuj Sethi, Jeweller came as external. Both the jury also came to select students for internships and placements.

The Jury members liked the Gold Jewellery Design project work of Jyotsna Agarwal based on the Maurya Period and Diamond Jewellery Design Project work of Priyanshi Agarwal based on the Aphrodite Cabaret. The Jury also witnessed Research and Presentation on Body Adornment: Chola Period by Anindita Khare; Temple Jewellery of South India by Akansha Soni; Satvahana Period: Art and Architecture by Shubham Jain.

Indrajit Das

JEWELLERY



The Design Foundation students had an Open House on Soft Material Studies where students are assessed by Soft Material Expert Shweta Sharma.

Jury Feedback

1. Students explored well on Block Printing and Tie and Dye and a lot of them articulated exact combination of dyes and chemicals goes in pure and synthetic fabric. All the students need to have these combinations on their tips suggested by the jury.

2. Students such as Jamila Yunus answered exceptionally well to each question of the Jury. All her concepts were clear on Gestalts theory on image and the background taught by Tamara as part of first unit of EDEXCEL on Visual Communication in Art and Design. other students such as Aisharwya Maru, Nikhil Mangwani and Sukriti Banthia's work also very much appreciated by the Jury.

Indrajit Das

FOUNDATION



THE METRO LOOK

JAIPUR METRO RAIL CORPORATION LTD

Femina magazine and World Trade Park initiated the Femina Valentine showcase on 14th Feb, 2015 where Arch Academy of Design unveiled the very prestigious Jaipur Metro Uniform Collection designed by the Arch team. Famous Indian and international models such as Himani, Nikita Sahay, Victoria displayed the collection on ramp. The show was choreographed by Delhi based choreographer Meenu and Rishiraj.

The ARCH ACADEMY OF DESIGN responded to the call of the JAIPUR METRO RAIL CORPORATION LIMITED (JMRC) 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.

Dedicated efforts of ARCH students under the Lead Faculty Ms Richa Lakwal completed the project with the support of student team, Chaitali Verma, Deepa Bhati, Sujit Kumar, Harshad Jain and Nagendra Kumar. The entire Design team of Arch Academy of Design developed the set of 28 uniforms (Male/female, summer/ winter) along with the accessories like belts, cravats, ties, tiepins, stoles/ scarves, cufflinks, brooches, reflective vests, formal shoes & safety boots etc.

The Uniforms for the Jaipur Metro staff have three key attributes – Smart, Speed & Modern with a touch of Tradition. The final Summer & Winter Uniform samples/ prototypes (6 uniforms) covered both for female & male staff –

- 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 the Design team of ARCH accordingly selected prudently apt colors, 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 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 color shades (red & pink) &



“ I would take the opportunity to say that the quality of service offered by ARCH Academy of Design under ‘Jaipur Metro Uniform Design’ project has been highly impressive. Congratulations to ARCH for successfully completing the designing of Jaipur Metro Staff Uniform in a true professional sense.”

—Nihar Chand Goel
CMD, Jaipur Metro



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.

Arch Academy of Design has completed and delivered the main phase of the project successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRC. Another proud feather in the cap of ARCH!

The Official Manual for the Uniforms is available for viewing on the official website of JMRC - https://www.jaipurmetro.in/pdf/Metro_25-04-014.pdf

Student's experience-

“I feel like I am on top of the world” Chaitali says “we were excited to see our collection for JMRC getting launch on a platform like Femina. Thanks to our Director Ms. Archana Surana and faculty Ms. Richa Lakwal, for giving me an opportunity to work on the project, Jaipur Metro. This project taught me how to work in the real world. The launch of the collection made us all proud.

Abhilasha Saikia and
Priyanshi Arora

“I am proud to contribute for the Pink city as a Fashion Designer. It was a good learning experience for me to work on a project which is out of my comfort level. I am grateful to ARCH and the whole team for believing in me and giving me this opportunity.”

—Ms. Richa Lakwal
Faculty, Fashion Design, ARCH



WHEN EAST MEETS THE WEST

CROSS CULTURAL CAPACITY BUILDING

ARCH Jaipur-Perth UHI

Communication and Application of Design to Promote Mutual Creative & Cultural Industries

By collaborating with Perth College UHI, the materials will be Designed in a manner that will be able to cater to a large cross section of the industry, which is on a growth path in both the partnering countries. The project will be a synthesis of administrative support, instructional design and development and pedagogical implementation. The pedagogy will be jointly developed keeping in view the requirements of the cultural industry in both the countries especially in terms of the use of digital technology and web based delivery methods.

Therefore combining UK's strengths in creative industries with vast untapped potential of Indian cultural industries makes sense for UK's fraternity of practitioners and academicians like those at UHI Perth working in the sector to aim for carving out a niche into the huge Indian market for CCI yet to be tapped in its true sense.

On the other hand, India's vocational training institutions working in creative spheres like ARCH Academy of Design, which is engaged in imparting design education & training by focusing indigenous skills (handicrafts) are well positioned to cater to the growing demand for vocational courses based upon creative design and media to generate meaningful employment for India's youth especially skilled communities.



ARCH Director Academics Benoy Thumpoonkal in conversation with Christiana Margiotti, Subject and Programme Leader, Visual Design Communications, Perth College, UHI, Scotland as part of the UKIERI Project at UHI Perth, Scotland.

Target Group

The vast fraternity of design teachers and people connected with creative industries i.e. instructors at performing art academies (theatres, dance schools etc.) apart from the staff employed with media, journalism and other communications based sectors like printing, publishing, graphics, advertising, social communications sector etc. who want to upgrade knowledge in tune with changing market demands and trends worldwide, will form our primary target group and for whom online specialized materials will be developed and delivered on a 'Train the trainers' basis.

A combination of online materials will be offered to them through a dedicated portal/website.

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.

On selective basis, youth with creative aptitude could be groomed through further advanced materials to become design and communication experts to serve the vast cultural industry as service providers.

Outcome & Sustainability

Creation of a cadre of creative professionals (skilled pedagogy) to teach and train other students and trainees in such topics will be the immediate short term result of this project. In the longer term, these materials will create many more aspiring professionals spiral the growth of creative & cultural industries in India in a similar fashion as India's IT industry has been able to create its own identity in the world.

This essentially means opening up of a new career opportunity for the bright minds amongst youth, who would use these materials for gaining specialised skills in specific traits connected with CCI.

One direct outcome of this project will be a Knowledge Portal for Creative and Cultural Industries, which will become a sustainable mechanism for an active



ARCH students and students of Perth UHI with Christiana Margiotti, Subject and Programme Leader, Visual Design Communications, Perth College, UHI, Scotland as part of the UKIERI Project.

academia-industry interface in times to come.

Design: Perth College UHI will provide technical support and mentoring on curriculum development including the structuring of online materials and optimizing the user interface for meaningful engagement of the learner.

The materials developed will be multi-disciplinary consisting of inter connected topics, that allow for essential and electives options dependent on the specific strand.

At the heart of design communication is examining social and cultural ramifications of communication. Enabling faculty and students within both countries to share and experience cultures beyond their own, increases their capacity to be able to create compelling messages, narrate them in meaningful ways and craft strategies to broadcast them to the world.

Tailored educational and training materials to be delivered using latest tools and technical aids i.e. multimedia and web-based delivery methods via a website/portal specially created for the purpose. Develop online learning and teaching materials

The services of a learning technologist will be used who will work with both faculty development teams once content has been agreed to design online delivery tools that increase efficiency of delivery and improve the learning experience for the end user.

New Undergraduate level Design Communication materials will be developed under the following strands:

- Design Communication in Crafts
- Design Communication in Mass-media
- Design Communication in Performing & Applied Arts

These materials will be run online to cater to students from both the countries, they may be utilized as Reusable Learning object relevant to



ARCH Director Ms. Archana Surana and Director Academics Benoy Thumpoonkal with Senior Academecians at University of Huddersfield, UK.

existing programs or partnered with face to face delivery within either of the partnering institutions for enhanced international perspective upon specific topics.

Design placements in India to extend knowledge of Crafts, Design and Performing Arts techniques for British staff and students

By undertaking supervised work placement with Arch Academy or its affiliates like Ode to Earth and its network members- local craft producers, British participants will gain insights into India's Cultural Industry and develop new skills suitable to apply within their own creative industries or develop collaborations with Indian industry practitioners to access new market in India.

Design placements in UK for Indian students focusing on developing contemporary products based on Indian Craft and Performing Arts skills
Some of the participating students from India will be encouraged to undertake face to face learning with Perth College UHI to develop skill sets in digital media and web based technologies suitable for the European market or Indian market.

Participating students would be expected to disseminate the results of their programme of study

to staff & other students of ARCH and within industry seminars hosted by ARCH. Design workshops will be filmed and lessons made available online for students enrolled in each institution.

UK faculty/students can learn from Indian counterparts and acquire knowledge on crafts and indigenous knowledge applies in various forms of cultural industries, which can then be used to design appropriate curriculum materials offered under this collaborative project. This knowledge will be vital to train the youth on how to apply professional design communication concepts to succeed in modern businesses. At the same time, this will come handy for British trainees to replicate its success in UK. The UK partners will also be able to identify internship/job prospects while interacting with Indian Industry partners. It is expected that about 8-10 internships and job offers would be available to UK students through this project.

Indian students on a similar basis will be able to explore industry/academic internships in UK, where they can use indigenous craft, design and performing art techniques of India to design contemporary products for European markets. At least 4-6 such internships will be available to Indian students and trainers in UK during and after the programme.

Benoy Thumpoonkal

PEARSONS edexcel BTEC qualification offered at ARCH is a passport for international degree in Art & Design and Management

ARCH Academy of Design in collaboration has partnered for the 3rd year (Degree Level 6) Progression in Art and Design with premier institutions in the UK. [University of Salford, Greater Manchester](#) for progression in Graphic Design & Communications, Fashion, Interior Architecture, 3D design and Summer School visit in June 2015. [De Montfort University Leicester](#) Progression available for Fashion & Textiles, Design Crafts, Interior Design. Global DMU Visit of UK students to ARCH Jaipur in the month of November 2015. [Middlesex University, London](#) progression available for Fashion, Graphics and Interior Design. International Visiting Faculty for Portfolio Development are options open for students opting for edexcel BTEC qualifications. [University of Huddersfield](#), an IFFTI Member Institution will provide progression to Fashion students. [University of The Creative Arts \(UCA\) Farnham](#) is open for progression of ARCH students in Jewellery Design, Design Crafts and 3D Design. [Perth College, UHI, Scotland](#) will give progression to Level 6 degree year to students opting for Design Communication and Graphic Design and a Summer School option in the month of June 2015.



ARCH Director Ms. Archana Surana and Director Academics Benoy Thumpoonkal with Senior Academecians at University of Salford, UK.



WOMEN CHANGING THE WORLD



CREATIVITY MEET AT ARCH



Chr-cha in the month of February held on Thursday, 12th Feb 2015, at Arch Academy of Design. This time Chr-cha was moderated by Ms. Archana Surana, Director of Arch Academy. The attendees were women of all walks of life from Doctors, to Charter

Accountant, to Jewellery Designers, to Teachers to Dieticians, Dr. Archana Jain, Jyoti Rana, Ritu Joshi, Reeta Nyati, Sonal Sawansukha, Geetanjali Kasliwal, Shivali Singh, Dr. Anita Bhandari, Nivedita Sarada, Sumeeti Mittal, Rimmi Shikawat, Poonam Mehra, Dr. Anju Mathur and many other active women.

This was a women special session of Chr-Cha. The topic of this session was "Mentoring Walk". Ms. Archana Surana welcomed the audience with the power needed- "Today's Chr-Cha is fascinating because it is all about women and ain't women fascinating? When women stand up they stand up with full courage and they make people rock. Men are being shaken by the women to become successful. Today all women are being shaken by strong women like me."

Recalling the previous events of Mentoring walk, Ms. Archana Surana addressed the women sharing her experience of last goal setting of Mentoring walk held in Uganda and she has been a lead fellow since last 2 years and this year as well. It is a huge network of women across the globe which has increased from 25 countries to 55 countries. When one is connected with Vital Voices, then she is connecting to the International Women Leaders across the planet.

The main concerns of the session were- what this Mentoring contains? How the event would be organised on International Women's Day?

Vital Voices work on three areas- Women Trafficking, Women Empowerment, and Domestic Violence. Being an Entrepreneur Ms. Archana Surana is working on WOMEN EMPOWERMENT. Mentoring gets alive with Mentors. Mentoring is not simple because we have to give ourselves. It is much easier to give away money, it is much easier to give away gifts, it is much easier to give away cloths but it is not easy to give time and time is what the women need right now. Ms. Archana Surana started her journey with Vital Voices in 2007 where her mentor was Geraldine Laybourne in International Women Leaders Mentoring Programme in Manhattan, NYC.

The idea again is to believe and rediscover the power of women to transform. The concept of mentoring has been picked up in the left hand world with lot of strength but here in Indian families because of big family structure and rich bonding we realise that mentoring will happen within the family as the number of people in the family is large whereas in the western world they have nuclear families and they are available to lots of people, getting themselves involved in counselling and connecting with other families. In the changing world, now we see that women moving out of their households. We see that women themselves face lot of challenges. So, strengthening the women is an important task to do. Women only come in the way of women. This is true because sometimes women are not aware of themselves and such mentoring forums can open them up and opening up the other women can actually open them up. There are a lot of women who are now into profession also say that they want to do something that they do not know other than what they are doing.

"When we are working then we get so much involved that we at times forget to unlearn and relearn lots of things and I feel Vital Voices platform has given me that space where I am able to see and reflect that the things I need to unlearn because I am changing, people are changing, situations are changing and we need to adapt to this change and I feel adapting the change is the new learning that you all need to get into." —Ms. Archana Surana

Ms. Shivali Singh, a Jewellery Business Owner, shares her experience of being a mentee. She says her mentor has been by her side for all the big decisions she has taken just by being herself. The mentor of Ms. Shivani guided her by saying mentoring is all about handing over. She has truly been an example of it. Her mentor gave her the empowerment from being a corporate to get into business. She is completely thankful to her mentor for making Ms. Shivani a successful business woman. If we teach a man we teach a man, but if we teach a woman we teach a family. A woman is multi-tasking. Women can do many tasks at the same time. This is a great strength the women have.

Major decisions in the planning of the event included mentor-mentee pairing, orientation of mentor and mentee, mentoring kit (T-shirts, caps, goal-setting worksheet and action plan) which took place on 19th Feb 2015. The walk will be sponsored by ARG group. It is a privilege that Princess Diya Kumari, MLA, Sawai Madhopur District, launched the poster of Mentoring walk on 7th March 2015. She said "I am very happy to know, through this programme, women of Jaipur are able to connect and are marching towards self-empowerment". In the end, Ms. Archana Surana acknowledged all the guests for their support.

Abhilasha Saikia and Priyanshi Arora





VITAL VOICES THE POWER OF WOMEN

“Emerging leaders need mentors to guide them, but they also need a network of peers to reassure them that they are not on the path alone.”

Alyse Nelson, CEO Vital Voices



To reach out the real meaning of Global Mentoring walk, all you need to focus and understand is:

Why Mentoring?

The idea of the mentors is to show the mentees that it is possible for them to make it to the top, with these spirits of mentoring:

- Highlight the importance of women’s leadership – Leadership is solving problems and mentoring walk not only solves the problem of aspiring mentee but also of the mentor. It focuses on women taking leadership in their respective fields.
- Accelerates the impact of women leaders through mentoring.
- Collaboration & networking- When mentor meets mentee there is exchange of thought which enriches the sweet bond of networking.
- Pay it forward- Mentoring believes in transferring the knowledge and giving the torch to lighten the world.

What is mentoring?

Mentoring is a unique relationship in which an experienced and successful person serves as a role model, and guides and facilitates another person to make progress in his/her professional and/or personal life

THE NEED FOR WOMEN MENTORS: The majority of women still believe that men make better mentors because they have stronger networks and are more successful. Women are mentored more often by junior (non-management) mentors than men. Men who are mentored are more likely to receive at least one promotion than women are mentored. 70% of

women still do not feel comfortable asking for a raise or promotion.

Benefits to the Mentee are increase in confidence, greater professional network and improved skill set. Benefits to the Mentor are opportunity to share personal experiences, strengthened coaching skills, gain insights from the younger generation.

The characteristics of a successful mentor should be listening skills, objectivity, patience, honesty, self-confidence, team oriented, openness, vision, common interests.

The characteristics of a successful mentee should be flexible, shares information, proactive, engaged, respectful of mentor, open to new ideas, manages expectations and the most important should have specific goals.

To facilitate successful mentoring relationship we need to be specific, measure success, create a work plan, agree to a timeline, establish role of mentor/mentee, develop an action plan, goal setting worksheet, action planning, mentoring agreement, guided questions and networking exercises.

“One of the most important benefits for young women to understand is that there are no boundaries and they can achieve anything they want to”. –Anna Wiland, mentor in the 2012 Global Mentoring Walk in Poland

Mentoring walk held on 8th March 2015 at Central Park proved to be a huge success.

Abhilasha Saikia and Priyanshi Arora



(Left to right) Mara Gordan, Geetanjali Kasliwal, Princess Diya Kumari, Archana Surana, Anju Mathur, Ritu Joshi

Fashion for Development: BIBI RUSSELL



“Great people exist to show us the world as beautifully as a window” And as she answered our questions one by one, gracefully and patiently, we were stunned by her positivity! Words prove to have fallen short, all we can say about her is that she is a true humanitarian at heart and someone so warm, welcoming and full of passion and affection. Bibi Russel, an international fashion designer “The Weaver of Coloured Dreams” as we would call her, graduated from “The London College of Fashion” early years of her career she worked as a model with top brands and has been the face of Claire and many more. She returned back to Bangladesh, and in the year 1995 launched her label Bibi Productions. The brand has provided work for thousands of weavers and artisans and also promotes the development of handloom fabrics with colours that are non-chemically produced. She has been awarded “UNESCO Special Envoy: Designer for Development” in 1999, UNESCO Artist for Peace in 2001, National Film Award (for Costume) in 2010, ICTA Design Award 2012 and many more...

Q Share an incident which took you to the Fashion World back in 1970's.

A I was born in Bengal. A place, culturally so rich and marks history in the field of textiles, muslin fabric. I grew up watching Tagore, Ravishankar. Everybody's childhood is very important. When you are born at a place, culturally so rich, it connects you to the design and creativity in every aspect of your life. “My childhood made me become this”.

Q We recognize you as an International Model for VOGUE, COSMOPOLITAN, ARMANI and on. So, how did Modeling and Designing get hand in hand?

A “Modeling was never my dream. It made me mature, made me travel and know the culture of different countries” quotes Bibi Rusell. The Designers I worked with, Issey Miyake, Armani, to name a few. They gave me 100% support which made me known to the world.

Q You have set up Bibi Productions in 1995. What role has your education played in the setup of the Bibi Productions?

A I started Bibi Productions in 1995. When I say 'Productions', it is fashion on the whole from clothing, accessory, culture to everything. Definitely, you need to have an organization. I work with completely different part of Bangladesh. Most of the Craftsmen are underprivileged. They are unique. People from all over the world come to see my team

and their work. My team is superb and everybody is self- sustained.

Q Do you remember your first Collection? What is “Fashion for Development”?

A In 1996, I launched my first Collection at the UNESCO Headquarters in Paris, a ready- to – wear collection titled “Weavers of Bangladesh”. It was a very big Platform. Big People from the Fashion World, Ambassadors, Head of State marked their presence where I created Fashion for Development.

Q Initially, what were your main sources of Investments?

A “My biggest Investment is absolutely my Knowledge”. Moreover, I have worked with almost anyone you can think of, as in, lots of Designers and Colleges and I knew they would be there for me and give me their support. In Bangladesh there are a number of NGO's which have also supported me in the setup. “Other than this Bibi Productions is setup on 100% of my Investment”, everything I earn I put it into BIBI PRODUCTIONS.

Q What impact do you aim to live with your Designs (Social or Commercial) ?

A “Of course at the end of the day my aim is Commercial”. But, I know my Targets. I know that I have to work for the progress of my Nation and towards its Culture due to which I use Fabrics like Khadi. I believe in saving the Crafts People and help revive their dreams.

Q What changes do you see in the Fashion scenario from 1970's to the present day?

A Fashion works like a cycle. ‘Fashion is an Atlas, it goes around’. Sometimes, the Fashion of 60's and 70's comes, sometimes it is the 50's style coming in. “Moreover the style keeps on changing, like sometimes it is a straight trouser, sometimes it is a flared one or A-line”. I also observe great differences in the lengths, colours used now to those used at that time.

Q What will be your role in promoting the Crafts and Craftsmen of Rajasthan?

A Currently I am focusing completely on the Crafts of Rajasthan. I know Rajasthan very well and there is no other state as rich cultured as Rajasthan. There is not even a single thread from Bangladesh or any other place that I am using in my garments for my present collection.

Q What are your expectations from the budding Designers?

A The young generation is the future. They have to keep observing and while using internet and media for entertainment they should not forget to observe what is going around the world. The Fashion students should keep themselves updated with colour trends ; style chart and other aspects. All I would say is that- they should keep inspiring themselves.

Q Do you have any message for the Women Entrepreneurs?

A Being a woman, I think every day is a Women's Day, because you can't just care for one day and forget her for the rest of the year .We can never forget our Mother to whom we are born. I believe in women rights and gender equality.

Q A Journey so long.. really matters. Anything significant you would want to share?

A At the moment I am in Rajasthan, a state which boasts of its rich Culture and Heritage. It is known for its royal roots i.e. the Rajas, Maharajas and their royal and well designed lifestyle. Rajasthan is a state which I find really Creative.



Interviewed by Sukriti Banthia and Akshita Airan

EASY JOB..

Check your Managerial Ability

Shyam, a final assembly Production Operator was declared redundant when the factory installed a new collar turning M/c instead of retrenching him, the Personnel Manager had a discussion with the Production Manager and it was agreed that he would be transferred to the Cutting Section. Although he was not trained as a Cutter, they agreed that since the company's cutting process was automated, he should have no problem learning the new job.

When Shyam reported to the Cutting Section Mahesh, his new Supervisor, said to him "we're all rather busy now but I want you to stand around watch the other Cutters. Next Week, I'll assign a Cutting Machine to you and teach you how to do the work". On Monday, Mahesh assigned Shyam to a Band Knife Cutting Machine. It was very simple machine. All the operator needed to know was how to put a material into a Cutting Table. The cutting was done automatically, when the cutting had been made, and air blast automatically ejected the caution bundle on to a moving Conveyor Belt. "here" said Mahesh to Shyam, "watch me do this operation. It's very simple and even an idiot can do this job if he learns these three Stenos". Mahesh demonstrated the three steps very slowly to Shyam. As he did each steps. He explained what was happening. After he had repeated the operation

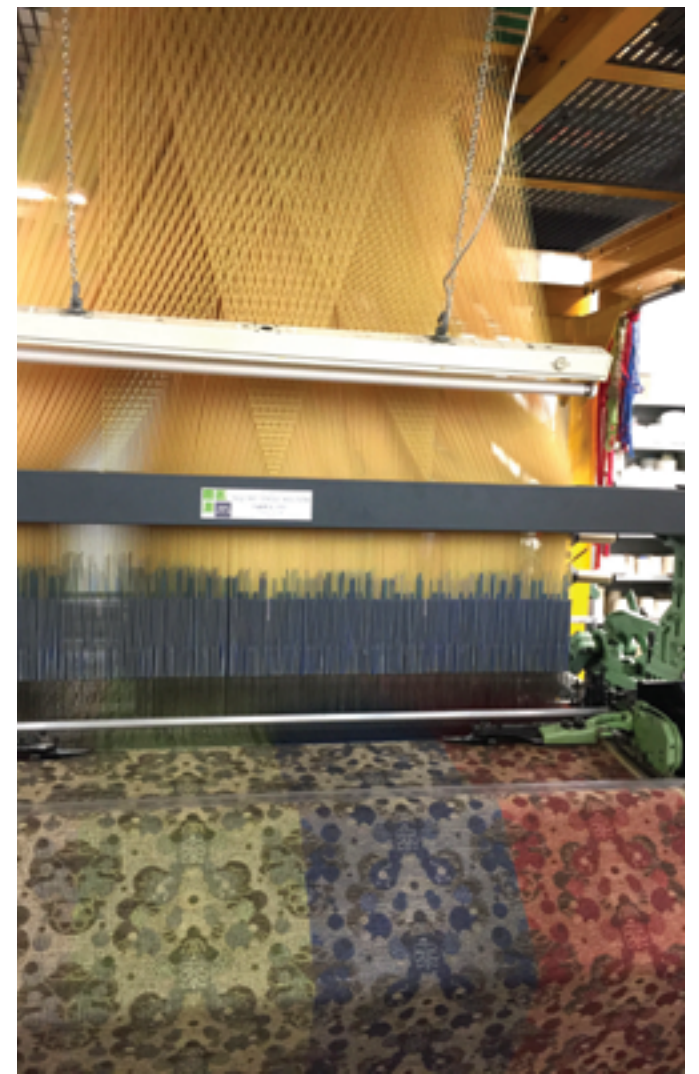
four time. He got up from the machine and said to Shyam, "now you try it". Shyam was able to do it right the first time he tries. With Mahesh watching he completed 10 bundles without any problem there" said Mahesh "I told you it was simple". That was the last time Shyam saw Mahesh until Friday.

Between Monday to Friday there things happen to Shyam. The air blast mechanism jumped twice and he had to as a co-worker to show him how to free it. He found that some of the bundles that came to him for cutting peared slightly smaller but since no one has said anything he just cut them like the rest and send them to the next operation. On Friday he was fixing a bundle into a machine a sharp corner of machine make a big and deep cut on his hand. That was when Mahesh found the time to talk Shyam again.

On the basis of following Case Study please answer the following:-

1. How do you thing Shyam feel's about his new job?
2. In what way were the incident that happened to Shyam related to his training?
3. What was wrong with the training?

Pramod Yadav
Director Administration & Projects





The Fair

The painting is a combination of construct and human forms treated with a sustained expressiveness and imaginative atmosphere, an open landscape stretching horizontally across the whole width of the panel. It explains the universal language of pose and gesture.

Communicating ART

Bhawani Shankar Sharma



“My aim is not to imitate the world but recreate the world I have seen and felt. My imagination and creative process play important role playing with potential forms and columns according to aesthetic forms and columns according to aesthetic need of the work”, quotes Prof. Bhawani Shankar Sharma. He is one of the well thought of Rajasthani Artists. He is a keen observer who looks upon the complex relationship between man, nature and the animal. He believes that the secret of man’s survival lies in owing the natural. His work depicts the indivisible bond between human and nature. Most of his work is influenced by the bird which refocuses to illuminate some specific metaphorical rather than complex real truth. It shields his introspective lonely self and his passion for art. His propinquity with nature has helped him bridge the gulf between the real and unseen world. He has mastered his skills in portraying his love of nature and animals in a simple subtle manner. Paintings, sketches and drawings he makes illustrate a series of interlocking and reciprocally explicative meditation. What makes selection difficult is his addition in every new painting which illuminates the whole. His paintings are analytical representation of areas, colors and sketch qualities of Rajasthan. It figures reality and abstract move in and out that one senses the real and unreal as unified.

Interviewed by: Sukriti Banthia
and Akshita Airan

Compiled by: Prachi Himmatramka



The Peacock

In this painting the divine beauty of peacock has been portrayed by Mr. Shankar. The picture depicts ‘even the king of the jungle is mesmerized by the pleasing beauty of the creature’.



FACULTY OF VISUAL ARTS

BACHELOR OF VISUAL ARTS (BVA)

4 YRS DEGREE PROGRAMME

COURSE INTENT

The programme of BVA is aimed at students who have a passion for Visual arts and want to carve a niche in the area of Visual Communication. The course provides an opportunity to the students to specialize in Applied Arts or Painting. The programme has one year of Foundation programme followed by three years of study in the specialization subject. The degree program will enable students to become successful visual art professionals.

COURSE CONTENT

YR 1 STUDY PROGRAMME- FOUNDATION STUDIES

Fundamentals of Visual Arts / Study / Composition / Design in Applied Art / 3D Design / Print Making

SPECIALIZATION SUBJECT: APPLIED ARTS

YR 2 STUDY PROGRAMME

- Advertising Art and Ideas -1
- History of Art and Design (Aesthetics)-1
- Graphic Design-1, Drawing, Photography and Reproduction Technique -1
- Computer Graphic-1

YR 3 STUDY PROGRAMME

- Advertising Art and Ideas -2
- History of Art and Design (Photography and Reproduction Technique)
- Graphic Design-2, Drawing-2
- Photography and Reproduction Technique -2, Computer Graphic-2

YR 4 STUDY PROGRAMME

- Advertising Art and Ideas -3, History of Art and Design (Postmodern Advertising)
- Graphic Design-3, Drawing-3
- Photography & Reproduction Technique -3
- Computer Graphic-3

SPECIALIZATION SUBJECT: PAINTING

YR 2 STUDY PROGRAMME

- History of Indian Art
- History of Western Art
- Portrait Study / Composition
- Still-Life
- Print Making

YR 3 STUDY PROGRAMME

- Indian & Western Aesthetics
- History of Western & Far Eastern
- Drawing.
- Composition
- Life-study
- Computer Graphic

YR 4 STUDY PROGRAMME

- Indian Modern and Contemporary Art
- Western Modern Art
- Drawing/ Composition/ Life –Study
- Print Making

SMART City

Taking Incredible India to Next Level

Tourism is a great enabler of economic growth and employment. We are happy to see that the government has rightly recognised the potential of Tourism and is taking efforts towards promoting cleanliness, easing visa hurdles, improving connectivity, and marketing Incredible India," said Dr. Jyotsna Suri, President, FICCI. She was speaking at the FICCI National Executive Committee Meeting (NECM) held in Jaipur. More than 80 members of the committee drawn from Pan India travelled to Jaipur to deliberate on "Taking Incredible India to Next Level" and "Smart Cities." A Non Government, Not for Profit Organisation FICCI since its inception in 1927 has come to be the voice of private sector in the country. It was unanimously felt that though the socio-economic road map of the Central Government had all the right mix of "Make in India", "Digital India", "Skill India", "Swachh Bharat", "Clean Ganga" and "Jan Dhan Yojana", foundation for long term growth and inclusive development can be attained only if it is coupled with ease of conducting business, improvement in labour laws and developing state of the art infrastructure. Captains of Industries were of the opinion that development of industrial corridors will be a catalyst in providing a push to manufacturing and achieving the desired economic growth.

"Smart cities will herald a new era where Information & Communication Technology infrastructure will be the key enabler. It is important that such cities attract investments and create appropriate economic infrastructure for employment opportunities for its citizens," said Mr. Harshvardhan Neotia, Sr. Vice President, FICCI.

FICCI has constituted a task force on Smart Cities and entrusted it the job of policy formulation and

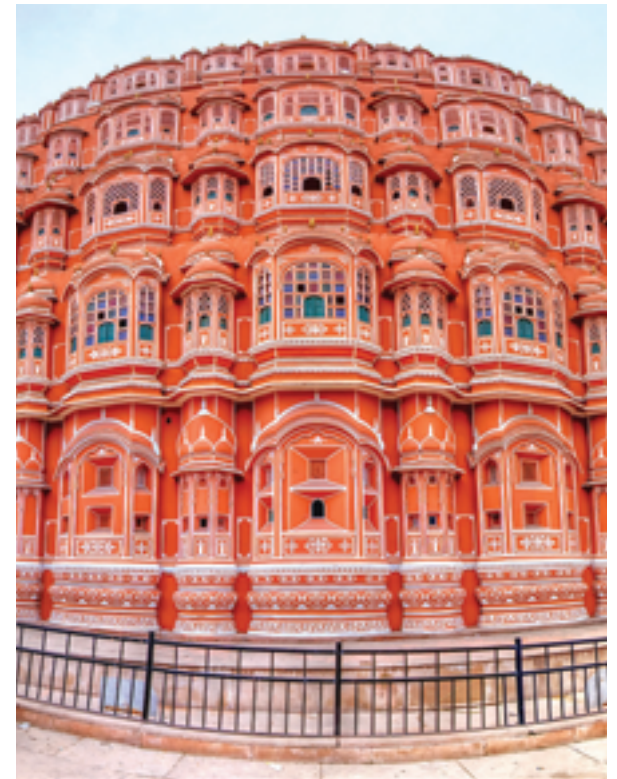
contracts to develop Smart Cities. Stress was laid on integrating different Government Departments, creating synergies within the administration by novel electronic and technological means for top line growth in Transport, Education, Energy and other sectors.

United States has recently agreed to develop Ajmer In Rajasthan, Visakhapatnam in Andhra Pradesh and Allahabad in Uttar Pradesh as Smart Cities.

During deliberations it was pointed out that emerging needs of a fast paced economy will put unprecedented pressure on urbanisation. The answer lies in Smart City solution. Sangeeta Prasad, CEO Mahindra Lifespaces, development of integrated cities and Industrial Clusters was of the opinion that Liveability, Livelihoods and Sustainability are critical features of a Smart City and highly attainable if innovative strategies of interacting with stakeholder and providing services are at the core of city planning.

Chief Minister Vasundhara Raje speaking at the brain storming session with the movers and shakers of the corporates said her Government recognises the multi disciplinary challenge it faces in creating Smart Cities but is "willing to step back" to let the PPP model work towards a holistic city model. Ms. Raje said her Government would use new Information and Communication Technologies for Service Integration and Mobility Management together ensuring greater ease of doing business. She cited the creation of 5 Bus Terminus the Metro and BRTS the creation of 360m wide ring road development corridor and 2km long heritage road and Ghat Ki Guni Tunnel with built Heritage on both sides. Amber and Sanganer as Heritage Conservation coupled with complex modern development.

Sadhana Garg



GO CAD !!!



Nitika Arya, another very sincere and punctual student of the 1 year Jewellery Design batch has been very consistent with her Designing and has produced good work in Designing Jewellery which ultimately fetched her 'Best Student Vocational Studies, Jewellery Design'.

Nitika was very good in Computer Aided Jewellery Design. Currently Nitika is working with Savio Jewellery Pvt. Ltd. as a Designer.



Indrajit Das



Deepika Jangir, a successful entrepreneur who is running her own company in Interiors in the name of Blackwood Design Inc. since 2013 came to ARCH to learn Auto CAD and 3Ds Max. At the ALUMNI MEET 2015, she was bestowed the "Best Student Vocational Studies, Interior Design" for her good work in Computer Aided Design. Currently her company provides Interior Design and consultancy services for Residential, Commercial, Hotel and Leisure projects. Some of the prestigious projects that Deepika has undertaken are The Woodsvilla Resort's Restaurant and Dance Hall, Woodsvilla Suites Hotel, Padampura Farmhouse, Renovation of Niwai Fort etc.



COME DESIGN !

ALL INDIA ENTRANCE EXAMINATION FOR DESIGN (AIEED)

AIEED 2015
All India Entrance Examination for Design

GUIDELINES

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline(Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '15 towards its UG & PG programmes for the Academic year 2015.

PROGRAMMES OFFERED

UNDERGRADUATE PROGRAM(UG)

1. Interior Design
2. Fashion Design
3. Jewellery Design
4. Graphic Design
5. Craft Product Design
6. Design Management(BBA)
7. BVA (Bachelor in Visual Arts)

POSTGRADUATE PROGRAM(PG)

- | |
|---|
| 1. Interior Design |
| 2. Fashion Design |
| 3 Jewellery Design |
| 4. Design Communication |
| 5. Lifestyle Accessories Design |
| 6. Strategic Design Management |
| 7. GPEM (Garment Production Export Management) |

FORMAT OF THE EXAM

1. Online Exam 2. Centre based Exam (Offline)

ADMISSION CALENDAR 2015

AIEED Exam is conducted in two phases: **SERIES 1 & SERIES 2**. The dates of **SERIES 2** are as follows:

IMPORTANT DATES:

Application forms available from	01 April 2015
SERIES 2 Online Exam	15 April - 15 June 2015
SERIES 2 Centre based Exam	24 May 2015
Result Declaration - Online Exam	within 7 working Days
Result Declaration - Centre Based Exam	05 June 2015
Interview Dates	20 - 25 May 2015 20 - 25 June 2015
Result Declaration - Final	Same date of the Interview
Commencement of College	4th Week of July

TYPE OF PAPER:

AIEED CREATIVE ABILITY TEST + GENERAL ABILITY TEST (CAT + GAT)

ELIGIBILITY CRITERIA FOR UNDERGRADUATE PROGRAMMES:

Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC).

Class 10+1 Students can also write AIEED 2014-15. Qualifying students will be eligible for admission in Academic year 2016. As per Pearson norms, all students 16 years and above can apply for the International Undergraduate level courses. Students applying for 4 yr Interior Design Programme with a valid NATA core/ AIEED Rank are exempted from giving the AIEED Exam and will be called directly for Interview.

ELIGIBILITY CRITERIA FOR POSTGRADUATE PROGRAMMES:

Graduates or students pursuing graduation in any discipline from a recognized university can apply for this programme. As per Pearson guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. MBA aspirants can apply for Strategic Design Management and Strategic Management and Leadership with their recent CAT/ MAT Scores. They will also have to clear the AIEED Exam and the Interview and submit their statement of purpose (SOP) prior to the Interview.

HOW TO APPLY - GENERAL INSTRUCTIONS

The application is available for INR 1500/- only. Please use one of the following options :

- a. Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of "Arch Educational Society" payable at Jaipur, & fill and submit the Form included in the package.
- b. Purchase prospectus from selected BOI Branches by Cash (list available on website) & fill and submit the Form included in the package.

OR

Visit ARCH website home page (www.archedu.org/www.aieed.com) and register your application. On successfully registering, an email and sms will be sent to the mobile number & email ID you have registered.

For more information Please visit our website **www.archedu.org**

For any further enquiries write at **admission@archedu.org** or call at Ph: **0141-4060500/02/03**, Mob: **09414070678**

DESIGN IS... A COMPETITION FOR SCHOLARSHIP

Illustrate, Sketch, Click Photographs,
Write an essay, Compose prose, Pen poetry,
or visually communicate!

**WE INVITE YOUR THOUGHTS & OPINIONS
ON DESIGN...**

Entries should be sent to the ARCH Academy of Design by 21st April 2015, either as an Original Copy or via email at competition@archedu.org

Results will be announced on ARCH Website www.archedu.org and winners will be informed via email. or Call us at +91-9414070678




backstitch
EARLY BIRD SUBSCRIPTION OFFER

The Monthly Design Magazine from ARCH
Rs. 400 for 12 Issues**

Name: _____
Mailing Address: _____
Email ID: _____ Phone/ Mobile: _____
Profession: _____ if student, college / School ID _____
Payment details: Cash _____ Cheque No. : _____ Bank: _____
Payable to : Backstitch

Add: 9, Govind Marg Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302017
Ph. : 0141-4060500/02/03, +91 9414070678

*Terms and Condition apply ** Student rate for 12 months within Jaipur

AIEED 2015

All India Entrance Examination for Design

Admission Notice 2015



DEGREE
B.B.A.

Bachelor of Business Administration

B.Com

Bachelor of Commerce

B.V.A.

Bachelor of Visual Arts

POSTGRADUATE DEGREE

PG GPEM

Garment Production & Export Management



Affiliated to
**UNIVERSITY OF
RAJASTHAN**

**Join Morning
& Evening College**

National and International Visiting Faculty

100% Placement record

International Tie-ups, Research Projects

Exchange programs for global exposure

Apple MAC Lab

Wi-Fi Campus

Hostel accommodation

Local Transportation Facility available



**Degree, Diploma
& Certificate Courses**

Fashion | Interior | Graphic | Jewellery

Textile Product | Craft Product Design

Lifestyle Product Design

Design Communication

Design Management

Strategic Management and Leadership

**Batch Starts
2nd May, 2015**



Affiliation & Authorization



ALWAYS LEARNING

PEARSON

College Campus: 9 Govind Marg, Malviya Nagar Inst Area, Opp IT Staff Colony, Calagry Road, Jaipur 302017

Ph: 4060500/02/03, +91-9414070678

Toll Free 180030 700626 www.archedu.org



Scan the QR Code and visit Arch Website

Email: admission@archedu.org

[facebook.com/archedu](https://www.facebook.com/archedu) [YouTube](https://www.youtube.com/channel/UC...)

Editor in chief: Archana Surana

Patron: Dharendra Jain

Editorial Advisor: Benoy Thoompunkal

Editorial: Indrajit Das, Megha Jain

Editorial Team: Abhilasha Saikia, Akshita Airan, Deeptashree Saha, Priyanshi Arora, Sukriti Banthia, Prachi Himmatramka

Design Team: Vipin Sharma, Vidisha Gupta

Production Manager: Sheetal Karamchandani