

Arch backstitch

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Travelling
Exhibition

Arch Design धारा २०१४ 



Greetings !

Our Fresh 2014 Batch of students have joined in with renewed energy and swelling spirits. These young intelligent students have unlearnt their old learning to imbibe new learning. We are sharing some of their experiences. This issue has information about the exciting Inter School Competitions organized by the ARCH Academy of Design and Business Plan Competition by TIE Rajasthan. The ARCH Design Dhara, our exhibition on wheels that moved around Rajasthan for 50 days and that was flagged by our dynamic Chief Minister Ms. Vasundhara Raje has generated an overwhelming curiosity to know more about Design Education in the interior parts of the State.

The ARCH - FIAPO Design and Photography Competition for Animal Protection and the classroom projects for our foundation students will be displayed during the International Conference for Animal Protection to be held in the forthcoming month of September. Renowned Animal Lover 'Ace' Bourke will present Trophies and Certificates to the Winners of the Competition and Interact with the Designers of the Academy. InQuestions are addressed in nearly every feature and this issue is no exception. Through this issue, I invite all new 2014 entrants to share their insights and writings and be a part of the "BACKSTITCH" editorial team.

We invite you to share your views about this issue by writing to us at editor.backstitch@archedu.org.

Happy Reading!!!

Archana Surana
Editor-in-Chief

Letters to the Editor

Dear Editor,

I look forward to every issue of Backstitch. The articles on Inside-Outside and Planning from the June issue were highly informative and inspirational for me being an Interior Design Student. I learnt a lot and would like to be a part of the magazine by doing some creative stuff. I wish the Backstitch Team all the very Best for future endeavors.

Tanu Aggarwal
III Semester, Interior Design

Dear Editor,

I found Backstitch to be a treasure of information combined with innovation. The article Intelligence v/s Creativity cleared out my many queries and I must say the idea behind budding brains is phenomenal. I would suggest some crosswords on design terms to make Backstitch more interesting.

Priyanshi Arora
Foundation batch

Dear Editor,

Being a regular reader of Backstitch, I sincerely appreciate the quality of the magazine. I am a student of Class 12 and aspire to take Design Education; One of my favourite pages is Visual Lexicon. This information is helping me to build my Design Vocabulary. I am sure this knowledge will help me a lot in my future. Thanks a lot.

Prachi Jain
St. Anslem's School, Jaipur

Dear Editor,

After joining this college, it was the first edition of backstitch that I read. I honestly feel that the magazine provides a good platform to showcase the presentation made by our seniors and the amount of hard work they have done. I even got to know about lifestyle design.

Suhani Jain
Foundation



Up-coming Events

**ROUND TABLE
WOMEN EMPOWERMENT**
4th September 2014, Jaipur

Round Table Discussion on Women Empowerment with Select Women Leaders in the presence of U.S. Ambassador Charge 'd' Affairs Kathleen Stephens

**INTER SCHOOL COMPETITION
FOR ANIMAL PROTECTION '14**
9th September 2014, Jaipur

ARCH Academy of Design in association with India For Animals (IFA 2014) & (FIAPO) is organizing an InterSchool Competition towards celebrating the animal protection movement in India.

**INDIA FOR
ANIMALS CONFERENCE 2014**
12th-14th September 2014,
Hotel Clarks Amer, Jaipur

IFA 2014 will bring national and international leaders of animal protection to a single platform for discussions & workshos panels and small-group breakouts on strategies to protect animals.

CHARCHA
17th September
ARCH Academy of Design

Discussion on proposed "Rajasthan Design Policy"
An evening of sharing ideas & concepts with each other over a cup of tea & snacks.

2014 IAF DESIGNER AWARDS
30th SEPTEMBER, 2014, Medellin,
Colombia

International Apparel Federation (IAF) in cooperation with IFFTI in the 2014 edition of the Designer Awards to be held during the 30th IAF World Fashion Convention in Medellin, Colombia on Sep 30th - Oct 1st 2014.

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

DESIGNERS Visual Lexicon

Fashion Design

Knife Pleat

A sharp, narrow fold, Knife Pleats are used basically for gathering purposes, and form a smooth line rather than springing away from the seam they have

been gathered to.

The pleats have a 3:1 ratio—three inches of fabric will create one inch of finished pleat.

Knife pleats can be recognized by the way that they overlap in the seam. The knife pleat was popularised by Issey Miyake in the late Eighties, not to mention being immortalised in the fashion world by tuxedo bib shirts.



Graphic Design

Kerning

space between two specific characters
KERNING

Kerning is the adjustment of space between two specific characters. While there usually are hundreds of kern pairs built into a font, sometimes you have to make manual kern adjustments -- mostly to display type -- to balance out the negative spaces between some letter combinations.

The goal of kerning, as well as proper letterfit in general, is to create even color, texture, and balance between all characters. All character pairs should theoretically have the same negative space between them.

Another way to look at it is to imagine pouring sand in-between each pair of characters: every space should have roughly the same volume of sand. This might sound simple, but in reality, it can be difficult to achieve due to the idiosyncrasies of the individual characters. The process is a combination of mathematics and visual.



Jewellery Design

Keshi pearls

Keshi pearls are small non-nucleated pearls typically formed as by-products of pearl cultivation. Because they have no nucleus, keshi pearls are composed entirely of nacre. A Japanese word also meaning

“poppy”, it is used in Japanese for all pearls that grew without a nucleus.

Originally, Keshi Pearls referred to those pearls formed when a bead nucleus was rejected.

More recently, Keshi has been used to refer to second harvest pearls and even to freshwater non-nucleated pearls. However the

later usage referring to freshwater pearls is considered erroneous by many leading gem

trade associations.



Interior Design

Klismos

A klismos (Greek: κλισμός) or klismos chair is a type of ancient Greek chair, familiar from depictions of ancient furniture on painted pottery and in bas-reliefs from the mid-fifth century BC onwards. In epic, klismos signifies an armchair, but no specific description is given of its form; in Iliad XXIV, after Priam's appeal, Achilles rises from his throne, raises the elder man to his feet, goes out to prepare Hector's body for decent funeral and returns, to take his place on his klismos.

The fall of the klismos might be due to a design flaw, the legs of the chair are bending outwards and without any further support the legs will spread out and break when sat upon.





Ms. Archana Surana
Educationist
Founder & Director
Arch Academy of Design

Design Education is the New Age Career Opportunity for Transformation & Change

QI am appearing for class 12 this year and interested in taking Design Education. Can I know the application process & eligibility criteria for same?

Riddhima Patel, Baroda

A ARCH conducts an All India Entrance Examination for Design (AIEED), for admission to its various Under Graduate courses. The students can appear for AIEED Examination in both online & centre based test format. In January 2011 the ARCH team constructed & conducted the first Online Entrance Examination for Design in India successfully and, to date the first and only design institution in the country doing so. The application forms will be available from 15th November 2014 onwards. Candidates who have appeared for or cleared 10 + 2 can apply.

QI want to go abroad for a degree in Design but find the cost too prohibitive. Is there a more cost effective equivalent option available to me?

Supriya Rao, Delhi

A Arch offers 8 BTEC programmes in Design & is the only approved Pearson Edexcel centre in India that offers & run these many. ARCH Academy of Design awards Edexcel BTEC (Business and Technical Educational Council) Level 5 Higher National Diploma in Art & Design qualifications allowing students to study at ARCH, and then if desired, take the opportunity for progression to a select International University and get an International Degree in only one year. This brings down the cost tremendously. Additionally you may progress to a degree in select Universities in India too and bring down your costs.

QI am looking for a course in Graphic Design. Are research opportunities there too?

Kalpana Sharma, Pune

A Supported by a state of the art infrastructure including an Apple Mac Lab an important benchmark for industry based learning, the teaching methodology at Arch is research oriented. ARCH offers a 4 Year UG course in Graphic Design and a 2 Year professional course in Design Communication both Edexcel BTEC. International exposure & research opportunity is provided to the students through its linkages with IFFTI (International Foundation of Fashion Technology Institutes) and ICSID (International Council of Societies of Industrial Design) where you can get a chance to present research based papers.

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

Deepak Tiwari, Guwahati

A It depends on your inclination; Design courses offered at post graduate level in Design include a professional course in Design Communication and Lifestyle Accessories Design. These specialised courses in Design help you in building on your creative aptitude. Also, there is a 2 year course in Design Management (a relatively new area) with a strong foundation in Design coupled with an Edexcel BTEC Level 7 programme in Strategic Management and Leadership. Also available is a separate one year Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership. Both the above can progress to Post Graduate Degree (MBA) in 4 to 6 months at any UK University or in India.

QI am interested in taking Design as a Career but can not do long programs. Do you offer short professional courses?

Deeptashree Saha, Kolkata

A We offer vocational qualifications which are work-related and are suitable for a wide range of learners and is built to accommodate the needs of employers. These are more practical, real-world approach to learning alongside a key theoretical background. Majority of these programs are being certified by International bodies like Edexcel & LCCI International Qualifications from Pearson, which are among the best recognised and most highly regarded Art & Design and business-related qualifications in the world.

QI want to become a social entrepreneur. Can education in design help me become one?

Ajay Jain, Visakhapatnam

A Design education in today's world means more than just designing products. It is about transformation and change. Our full time 4 Year Programmes enable you to become Change makers & Thought leaders.

Design plays a vital role for any entrepreneurial venture including yours. Design Thinking connects the dots. The courses have inbuilt entrepreneur modules running at all the levels to nurture the spirit of enterprise lying within you.

**For queries write to
admission@archedu.org**



Design Aesthetics
RECYCLED

Fashion & Textile



The Semester end Jury is the time in the year when we showcase our work and get critical feedback from the Industry Experts. This year our Jury members were Mr. Rohit Kamra, Designer and FDCI Member, Ms. Sonal Chitranshi, Designer, FAB India, Ms. Gagan Khanna, Lecturer, Univ. of Rajasthan and Mr. Dinesh Anand, Garment Exporter, Mount Fashion.

The different collections showcased were based on Menswear, Evening wear and Indian Wear. The menswear collection was based on the theme "Perspective". The Indian wear collection was inspired from various folk dance forms like Kathak , Bharatnatayam , Giddha, Kalbeliya etc. The students also made a collection of Indo western garments. The Juries went off very smoothly and proved once again to be fruitful for our growth as designers.

Chaitali Verma
VI Semester, Fashion Design



Interior Design

There is no special difference between architecture and design, they are two different stages of invention.

This time the Interiors department displayed their entire quantum of work to the invited jury members. The senior students had to present the prototype of their plans along with the plan and elevation sheet work of their designs. The Jury members assessed their work. All their plans and layouts were scrutinised to the level of perfection. Besides analyzing their work, the jury members helped individuals to understand their strengths and weaknesses and guided them for further improvements.

Juhi Khandelwal,
3rd semester,
Interior Design (PG)



Jewellery Design

“If the students work closely with artisans such as in Kundan Meena or Diamond or Fashion jewellery projects, they should proudly exhibit the process documentation rather than keeping it inside their laptops or scrapbooks.”

In all design projects the jury was happy to see both CAD and handmade drawings alongside the manufactured pieces.

In Arch, examination of work by Jury has always been a strong contribution towards giving the students the best experience of real industry feedback, like in our Open Houses. This time our jury consisted of some very well known faces in the industry. Ms. Kokila, a Jewellery Designer dealing in Fine Diamond Jewellery From Jaipur; Ms. Geetanjali Kasliwal an Architect And Product Designer; and Ms. Shalini Chauhan, Alumna NIFT, a Jewellery Designer based in Gandhidham.

The jury was happy to see both CAD and handmade drawings alongside the manufactured pieces in all design projects. Illustration, Orthography and other product detail was also appreciated by the jury members. They said, “If the students work closely with artisans such as in Kundan Meena or Diamond or Fashion jewellery projects, they should proudly exhibit the process documentation rather than keeping it inside their laptops or scrapbooks.”

Senior batches took the jury of the juniors thus sharing their experiences.

Some of the best projects were done by students like Vishakha Jain, Sahil Khandelwal and Divya Soni who worked with brands like GRAFF and ACCESS.



Tanya Ajwaani with her Fashion Jewellery Collection for ACCESS



Jury Member Ms. Kokila interacting with Sahil Khandelwal



Jury Member Ms. Shalini Chauhan interacting with Tanya Ajwaani

Foundation Studies



Molten Egg Installation by Abhilasha, Deeptashree and Alka



Model by Alka

Final jury always means loads of nervousness and fun clubbed together. Its the moment, when jury members are going to give impartial feedback of work. It is a sort of reality check, because, your work gets evaluated by an established personality of your genre. You come to know where your designs stand.

Prof. Yunus Khimani, director of the City Palace Museum and Jaigarh Fort, Jaipur, also an artist and academician; and Architect Geetanjali Kasliwal, the owner of Anantaya consisted the jury board. They appreciated the amateur-crisp work of the foundation student. They helped the students understand the areas they were weak in and they sincerely encouraged the students to work more and take forward their design thinking, so that we understand that our work and its value in professional world.

Deeptashree Saha
3RD Semester, UG Interior Design



Spiral-Stocking Installation by Nagma, Ankita



to Learning...

KEEP EDUCATING YOURSELF

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.

The ARCH Academy of Design is a premier Pearson Edexcel BTEC centre. It offers eight BTEC Level 5 HND qualifications in Art & Design & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study and is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) programmes. One constant endeavor of Arch Academy is to keep its staff abreast with the latest training and teaching methodology. Towards this, a two days interactive training program on Edexcel was arranged for the Arch Faculty. Dr. Anamica Kamra, Ms. Richa Lakwal, Mr. Indrajit Das & Mr. Bhuwan Bhatnagar were selected to attend the course which was conducted by Ms. Sally Jewers at Ghaziabad.

The training acquainted the trainees with the terminology of Edexcel and primarily focused on the process of writing the assignments for Edexcel verifications. The program highlighted BTEC philosophy and how it can be used to solve problems easily. Session on applicable strategy for vocational training was clarified and explanations provided as to how assignments work as beacon lights adorned with scenario & illustration.

An Objective of a portfolio is to provide us with demonstration of work for assessment. It could be any physical evidence which is related to the area of study.

Ms. Jewers explained how objectives of a portfolio are set and how the process of portfolio building is done



ARCH Team with the Edexcel Assured Verifier from U.K at the ARCH Campus

She further clarified how the steps are broken down into units by substantiating it with an example. It can start with identifying the area of study, clarifying its purpose, and building on it brick by brick. Relevant portfolio Identification and subsequent submission was also dealt with in detail. Motivation by faculty to achieve objectives of the unit is essential & assessment on the basis of predefined standards can be done easily. She emphasized that tasks must be open ended because an Internal Verifier looks at the completeness of a portfolio.

Ms. Jewers stressed on the importance of BTEC work security in terms of electronic backup etc. The program included several activity based tools and one such session was based on thumb rules for assignment making. She did ice breaking activities

and explained grading criteria & tools to the Arch faculty.

It was very useful for all of us to attend the two days interactive training session. We also got the opportunity to network & exchange notes with other eminent professors & lecturers who had come from various part of India. to us.

**Live as if you were to die tomorrow.
Learn as if you were to live forever.'**
- Mahatma Gandhi

Design and Management faculty at the Edexcel Training Program in New Delhi



ARCH faculty with other participants during the Training program



Orientation **Unlearning to Learn..**



Orientation Week at ARCH - 21-28 July 2014!

With new hopes new dreams, my first day at ARCH was nothing short of a life-time experience. To be in an institution of repute was already a pleasure and it was heightened several times more by the realization that I was actually studying in Jaipur, the famous "Pink city" of India, the capital of the erstwhile princely state of Rajasthan.

Though I was born and brought up in Kota (industrial city and coaching hub of India) and was familiar with the rich culture of Rajasthan, it was really a pleasant surprise when entering my college, I and my fellow newbies - the new batch of 2014 - were warmly welcomed by my seniors as well as my teachers and other college staff. The reputation of Arch as a key national player in the field of design education was no new knowledge but after entering the college I certainly got to know that it also is a college with important international links.

At the end of the first orientation day I realized that this college was truly not confined only to Rajasthan. Students from other countries and from different states of India were here to develop and enrich their designing skills. It was a pleasure to interact with international faculty and students during the orientation week.

The orientation week was full of knowledge - the sharing of experiences, the experiencing of the new. Coming back to the first day of orientation, the address by the **Founder Director Ms. Archana Surana** was very inspiring and exciting. This was followed by a warm welcome by the **COO Mr. Sharad Kamra** who also gave us information about the rules and regulations of college, expected conduct and discipline during our college life, the culture of the city and of our college etc. I found during my interaction with faculty members and seniors here in this college that the focus would

be on the wholistic development of the student. Next day was a movie day, a very motivating and a career building thoughts day, watching the movies DREAMER and OCTOBER SKY. After watching these movies my thoughts are more firmly cemented with my dreams to be a good fashion designer.

I found also that I was trying to collect and savour every experience during these initial days of my college. Each day was a new day lit with the hope that again I will collect new information, learn new things. Sometimes I felt that the information was more than my capacity to keep with me but it was fine! I was asked to participate in Yoga classes an ancient science of Indian Vedic culture. We were told that it also increases the power of patience which is one of the very important qualities that a designer must have. Alongside, I enjoyed playing friendly games. Friendly games were the only thing that got me new friends, rather, I should say, a bunch of friends with lots of different qualities.

and read about Jaipur city so that I could share my thoughts with my batch mates. We had been given the task of recording everything through photographs, and I woke up early in the morning and got ready with my touring kit containing some snacks, digital camera etc. We started our journey from college at 9 am. by bus along with our teachers. It was indeed a great learning experience to visit places like City Palace, the Jantar Mantar, Jal Mahal, Amber Fort etc. The heritage culture is still known in the city and state. The visit to City Palace was very informative because I gained a lot of knowledge about dresses, their up-keep, peoples dressing sense, the historical variations in style & detail etc. I enjoyed each and every moment of the JAIPUR DARSHAN.

I am thankful to my parents who have given me this opportunity to be a part of this college. I aspire to be a graduate from this college and to be a world class designer with the support and guidance of my teachers who are going to hold my hand for the next 4 years of my journey and even later on!



We also got our first taste of Design Thinking through a very enjoyable workshop conducted by our Director Academics, Mr. Benoy Thoompunkal. It was a thought provoking awesome experience.

I congratulate each and every student of this college for being a part of ARCH and wish them good luck and success in all their endeavours.

I was informed in advance that on 26th July we all would go on a JAIPUR DARSHAN trip round Jaipur. I was very enthusiastic about the next morning

Shrishti Chaturvedi
Foundation Student, Fashion Design, 4 yrs



Orientation Session for students and parents.



City Tour for New Students

Arch Design धारा 2014

THE TRAVELLING EXHIBITION

A yellow bus. No, not just another yellow bus! A specially made & decorated yellow bus! An exciting welcome sight for sore eyes, and the addition of another feather to Arch's Bedazzled Cap!

The "Design Dhara 2014", the first design travel exhibition of Rajasthan began its soulful & adventurous journey across Rajasthan after being flagged off from the CM's residence by Smt. Vasundhara Raje Scindia, the Honourable Chief Minister of Rajasthan on 16th June 2014.

Driven by ARCH, this TRAVELLING EXHIBITION travelled the length and breadth of Rajasthan for 30 days promoting Design Education & Design Awareness and Strategic Management & Leadership qualities amongst the youth of Rajasthan and India.

In my opinion as a student, I feel that Arch stands tall alongside other pioneers in design education, leading the fraternity with new vision by providing platforms like the Design Dhara. The Flag Off ceremony was a simple yet splendid affair magnified by Smt. Vasundhara Raje's interest, enthusiasm and motivation. She was delighted to see the Craft work, skills and creativity of Arch students which were reflected in each and every object exhibited within the bus.

The occasion was made additionally memorable with the presentation, as a token of thanks to the Chief Minister of Rajasthan, of a natural dye multicolored chiffon sari, a naturally dyed scarf and an exquisite ring, all specially prepared in our own labs by our students.

The journey started from the Design Capital of Rajasthan, the 'Pink City' Jaipur, and progressed through Ajmer, Bhilwara, Kota, Udaipur, Falna, Jalore, Balotra, Barmer, Jodhpur, Bikaner, Ganganagar, Hanumangarh, Sardarshahar. A microcosm of design on wheels, this bus not only showcased the rich cultural heritage that Rajasthan possesses through the variety of objects displayed but also represented contextual & contemporary samples of design in Jewellery, Fashion, Interiors, Accessories & much more, leaving enough space for imagination to take over. It was created as a small but very important part of a larger vision of transforming Jaipur into the design capital of India.

The Jaipur Metro Project collection stood proud amongst the other art & design work displayed in the bus. The state of Rajasthan has a rich heritage of Textile, Clothing, Jewellery, Furniture and Craft Accessories with great development of industries around these fields that depend upon design inputs for existence and sustenance. These industries provide great opportunities for employment and entrepreneurial activities.

Our Director & Founder, Archana Surana, greatly emphasises the spreading of critical & strategic Design thinking amongst the youth to raise employable skills,



Smt. Raje seeing the exhibits

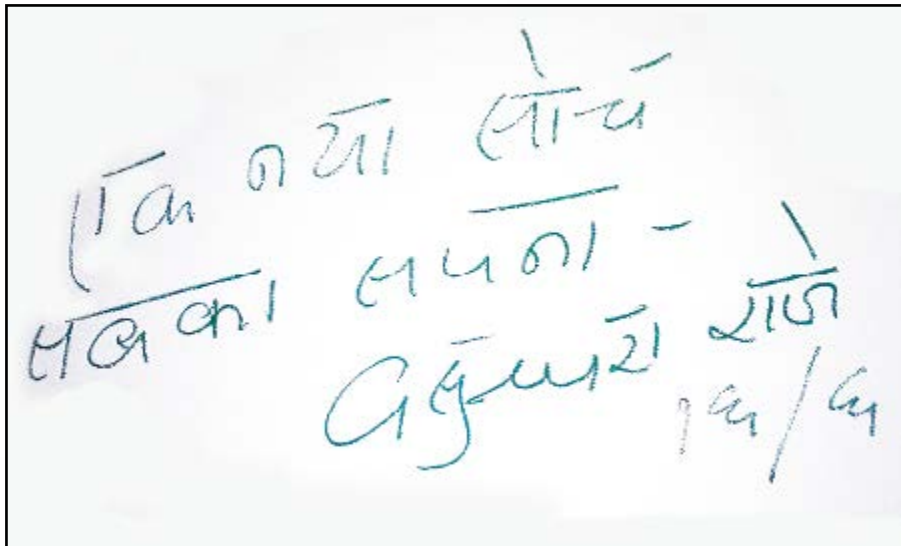


CM sharing her experience about Design Dhara with Media persons.

well as to empower women through vocational training in art, craft & design.

The word "Rajasthan" evokes thoughts of brightly coloured turbans, snake charmers, Maharaja style architecture and dune filled deserts. Located on the north western part of Indian, sharing its borders with Punjab, Haryana, Uttar Pradesh, Gujarat, Madhya Pradesh and Pakistan the deeply etched culture and its embellishments in the day to day life of the Rajasthani traditional arts & architecture make this Indian state mesmerising and adds to a feeling of nostalgia.

Flowing along with the Design Dhara, we experienced this majestically enchanted land in all its glory. Encompassing within its territory the Thar Desert and Aravalli



Every corner of Rajasthan is loaded with a variety of cultural and architectural dimensions which forms a designer's delight.

ranges, Rajasthan is the land of colours and ethnicity, the land which is a picture of heritage and tradition. The deserts, forts, palaces, wildlife sanctuaries, bazaars, textiles, folk dances and the easy communication facilities all welcome people from

appreciated ARCH's effort to spread design awareness to the distinct corners of Rajasthan through this travel exhibition.



Design Dhara at Birla School, Pilani

Radio Jockeys from Radio City 94.3 MY FM covered the entire event as well & provided a great boost of support by engaging the onlookers and visitors in small talks, asking them to give their opinion on design and the exhibition.

Among the great number of visitors, were the Artans Academy of Kota and 300 students from Noble senior secondary school in Falna when the exhibition visited their cities, and they took the full opportunity to increase their knowledge about design education and how it was one of the most rewarding career options available today. They came to know a lot more about the richness of the cultural treasures and old and dying art forms that Rajasthan has been offering to the world for ages as the design state of India.

One constant feedback that echoed from all over Rajasthan was the demand of people for more exhibitions like Design Dhara. People of Rajasthan are expecting ARCH to bring design education and art into their lives and integrate the same into their being and eagerly await the next edition of the Design Dhara!



distant places.

Every corner of Rajasthan is loaded with a variety of cultural and architectural dimensions which form a designer's delight. The journey on road was fun-filled but physically demanding as the summer sun splashed us with scorching heat during the day as we rolled from one destination to the other. Curious eyes distinctive of their age and profession would follow us to have their questions answered. Once having entered the exhibition, the visitors were



awestruck and amazed to see the flamboyance of this microcosm of design on wheels. Each product displayed was handcrafted with different techniques of design, whether a piece of jewellery or a beautiful bag, a fancy overcoat, varieties of textile prints and naturally dyed fabrics or the sample representational display of the Uniforms created by ARCH for the Jaipur Metro as their official Consultant Designers.

Ms Amita Badhel, Member of the Legislative Assembly (MLA) of Ajmer visited the exhibition and was kind enough to humble us by her words of distinctive appreciation. As a previous interior designer and a boutique owner, she



TRANSFORMING JAIPUR



CREATIVITY MEET AT ARCH

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.

Faculty with Arch Academy, Mr. Yashpal Dagur, CAD Designer & Faculty at ARCH, Ms. Richa Lakwal, Fashion Design Faculty Member, Mr. Manan, School Student interested in photography, Mr. Kapil Sharma, Professional Engineer, Ms. Anjelina Puri, Yoga Therapist & running 22 Yoga Divya Mandir Centres, Mr. Anish Puri, Garment Engineer, Mr. Ashok, Photographer of Rapriya Balam, Mr. Madhavan, Engineering Student from Arya College, Ms. Jyoti, Principal of Ryan International School, Ms. Gayatri, Trainer, Ms. Aparna Yadav, Fashion Design Faculty, and others.



These wonderful people collected together to talk about transforming and promoting Jaipur through the language of design. At the outset, Chrcha began with a welcome speech by Ms. Archana Surana. She sparked off the agenda by sharing the new possibilities that could arise with a series of such Chrcha discussions leading to a pool of opinions from the renowned guests. This gathering of intellects would eventually be highly instrumental in transforming Jaipur, she said.

Mr. Kasliwal showed photographs of the 'IKKA' (the two wheeled horse carriage which was a mode of transportation during the early part of the previous century). Photographs of a show which was held on December 1930, showing the stages of development of the Hawa Mahal were also shared.

Old photographs of the Jantar Mantar, Sanskrit School, the Chogan, the Albert Hall Museum, the Tripolia market and the Johri Bazaar were also shown, accompanied by interesting facts and anecdotes.



Mr. Sudhir Kasliwal shared a selection from his rich collection of photographs from the early part of the previous century as well as recent times. An avid photographer, he showcased photographs of various monuments like Jai Garh, Nahargarh, Amber, Galta, Sisodia Rani ka Bagh, Hawa Mahal etc. He spoke about the growth of Jaipur in the last decade in particular and reminisced on how the Pink City stood undeveloped since its inception till 1940. He even proposed to display Jaipur through photographs of ancient times. Mr. Kasliwal not only discussed his concerns about maintenance of the cultural heritage of Rajasthan but also questioned the efforts required to preserve this rich heritage. He raised issues like re-painting & the results of supposed "restoration & Conservation" of the monuments.

Another interesting historical tidbit showcased was the photograph in which 'Welcome' was written on the hills for welcoming the Prince of Wales. (a la HOLLYWOOD!) Enchanted discussion on history of 'Ghat Ki Guni' also took place. Mr. Kasliwal also showed many old photographs of Surya Mandir, Galta, City Palace & Badi Chaupar.

Chr-cha raised several points to think about especially giving serious thought to formulating a Design Policy for restoration & preservation of the design & heritage of ancient Jaipur. This is our city, this is our Rajasthan, we need to transform it in a positive manner by securing its heritage which can only be done through Visual Communication and creating awareness in people about the rich heritage of Jaipur and making efforts to keep it alive.

The theme of Chrcha 'Transforming Jaipur' was held on 28th June, 2014. It showcased various eminent guests from different walks of life who made their gracious presence felt and enriched the knowledge base of participants at the Arch Academy of Design.

His 'before and after' photographs of ancient paintings of the golden era clearly depicted how these paintings had lost their originality and how the details had been mortally distorted & made obscure by the repeated attention of supposed "restorers". They had lost all accuracy of detail in the reproduction of the painting style of the ancient period. He also discussed how the floods in the year 1981 affected the cultural heritage and how the water seepage through minor cracks in these monuments also affected the paintings and the photographs. He emphasized that in order to protect the heritage and rich culture of Jaipur, A Design Policy should be made. Mr. Yunus Khimani shared with us an interesting description of a small book written by John Marshal in which the entire history of Jaipur is explained, & which today, is being used as a policy guide. He emphasised that efforts should be initiated to create alternative sources to know and understand the history of Jaipur without being dependant only on this book.

This Chr-cha ended with a quick screening of a video of the 'Design Dhara' Travelling Design Exhibition to spread Design Awareness, being flagged off by the honorable Chief Minister of Rajasthan, Vasundhara Raje. This highly successful exhibition on wheels went on to cover 17 cities of Rajasthan over a period of 30 days!

Mr. Sudhir Kasliwal was invited as a Special Guest. The Chrcha also included Ms. Kanupriya Sachdeva, Professor of Physics at MNIT, Jaipur, Mr. Benoy Thoompunkal, Director Academics at ARCH, Mr. Yunus Khimani, Director of City Palace Museum, Ms. Sadhana Garg, Senior Media person, Ms. Nandita Devraj, Garment Manufacturer & partner in the '90 Degrees' life style accessories store, Ms. Camilla Ponten, Principal, Tillskärarakademi, Sweden, Mr. Bhavani Shankar Sharma, eminent artist & former Dean of Banasthali, Mr. Sharad Kamra, passionate entrepreneur, educationist & presently working as COO of ARCH, Mr. Arpan Sharma, Director of FIAPPO, Ms. Erica, Non-verbal Communications Expert, Ms. Dinah Costa, Brazilian Graphic Design Faculty Intern at Arch, Mrs. Leela Bhargava, Interior Design





Ms. Archana Surana honoring famous Interior Designer Ms. Lipika Sood

Chrcha on the beauty and grace inherent in Indian Crafts elucidating their tremendous scope for design education.

The 2nd Chrch of the series of Chrchas planned for **'Transforming Jaipur'** was conducted on 9th July 2014, Wednesday. The theme of this discussion was 'Reviving our Heritage'. Ms. Lipika Sud, eminent Interior Designer was the chief guest. She has played an important role in introducing our Indian Crafts into Interiors projects in European countries like Germany, France and Italy to name a few.

Other eminent members present in the session were Mr. Sudhir Kasliwal Jeweller & Photographer, Ms. Dinah Costa Faculty Intern from Brazil, Mr. Anshuman Sharma, Architect & Secretary of IIID, Ms. Sadhana Garg, Senior Journalist, Mr. Bhavani Shankar Sharma, eminent artist, Ms. Geetanjali Kasliwal, architect, Mr. Ayush Kasliwal, Furniture Designer, Ms. Kavita Jain, Heritage Restoration Architect and Ms. Rachna (Forhex), Mithi a design student at Parsons in the US. All faculty members of Arch Academy also graced the occasion.

Ms. Archana Surana revisited her intent of conducting a series of Chrch by explaining why the common pool of shared views of people from all walks of life was important. It is because everyone hails from a design fraternity and can contribute to a great cause like reviving the old charm of their own city. Recalling the earlier Chrch presided over by Sudhir Kasliwalji and praising his work, she yet again emphasized on utilizing this platform for those who have empathy to transform the city they live in by contributing their ideas to improve Jaipur. Ms. Sadhana Garg, a Senior Journalist and an active Chrch member was also appreciated for her articulation of work of the last Chrch.

Ms. Archana Surana's address was followed by a presentation enumerating the steps taken by the present government and the Honorable Chief Minister Smt. Vasundhara Raje for transforming Jaipur. Mr. Anshuman Sharma, Secretary of IIID Rajasthan made his observations on efforts made to rebuild the cultural heritage of Rajasthan.

Ms. Lipika Sud interacted with the members of the Chrch on the beauty and grace inherent in

Indian Crafts elucidating their tremendous scope for design education. She shared her stories and experiences that effortlessly imparted education in design and proudly promoted Indian craft overseas & later urged media persons, professionals & industrialists to spread their indigenous knowledge to the modern world.

She also emphasized the importance of social entrepreneurship in craft & design, not only in earning profit but also in catering to the livelihood of artisans, in linking designers to end buyers & to expand market linkages. She dwelt on her entrepreneurial thought process in identifying Crafts and artisans in various parts of the country with a vision to transform their present condition and make their existence more meaningful as a result of her contributions. She reiterated that it could be made possible with the support of the Government. A presentation on the best artifacts of crafts such as Sanjhi, Madhubani, Bastar and Marble work, depicted perfect blend of Indian craft. The innovative use of Madhubani paintings as table tops, the use of techniques of Bastar for various purposes, the process of Parchina Kari, Sanganeri, and Blue Pottery etc were shown. Ms. Sud expressed her deep concern over China becoming a larger producer of Banarasi Sarees. She urged all to take an initiative towards saving livelihood of Artisans & creating abounding opportunities for them.

The focus from the presentations shifted to the implementations as the discussions revolved around the key issues on 'the next steps to transform Jaipur'. In this regard, Ms. Kavita Jain suggested that there

is a dire need of communication, education and training modules to be imparted to the skilled craftsmen of India to help them fathom the demands of present times and deliver goods in tune with the changing trends. Ms. Rachna suggested that Gurukul training is required to promote craft while Ms. Mithi shared her experiences of promoting design art like Mehndi making in the USA. Mr. Yashpal Dagur suggested assigning a column for publishing the news of the latest developments in Craft. It can be promoted through T.V. commercials, painted celebrity walls etc he said.

Ms. Archana Surana summed up the discussions with her belief that design policy outcomes could be included and implemented to provide protection and promote the crafts. Bhavani Shankarji suggested that students must visit local fairs of Rajasthan e.g. Chaksu, Pushkar etc. to understand the crafts of India. Ms. Geetanjali Kasliwal spoke about the creation of Social entrepreneurship in the crafts sector to promote crafts and increase its share in India's GDP & economy. Mr. Indrajeet Das emphasized the importance of 'the promotion with collaboration' aspect of crafts, citing the Silicon Valley and the MIT as examples to replicate the promotion of Jaipur's best craft like Kundan Meena, and Amrapali as proud Jaipur's producer of craft.

Mr. Sudhir Kasliwal suggested that we should work on a regional level to promote craft which were the closing lines for Ms. Lipika Sud also. She summed up by adding that awareness needs to be created on local ground & then spread gradually all over the world.



Distinguished guests with the speaker.



ANTHONY 'Ace' Bourke is a well known art curator in Australia. But he is more commonly known as the Owner of Christian, the Lion. His love for the lion that

he reared for one year along with his friend John Rendall was vividly captured in their reunion video in 1971. This video became an international sensation through the medium of internet in 2007.

The Lion was originally purchased from Harrods department store of London, England. Christian was returned to Africa and successfully rehabilitated by George Adamson of Born Free fame. One year after Adamson released Christian to the wild, his former owners decided to go looking for him to see whether Christian would remember them. He did, and with him were two lionesses who accepted the men as well. Ever since then, Ace Bourke is devoting more time to advocating for the rights and welfare of animals.

Anthony 'Ace' Bourke's primary interest has been in the field of Aboriginal art, and he has staged exhibitions nationally and internationally. He



I will be talking about Christian the Lion of course, but I will be wearing my Working for Animals hat. I always love visiting India and I will report back! Life in India can be challenging in many respects for humans and animals, but both seem to be intimately woven together in the rich tapestry of India.

staged an exhibition of Aboriginal Art from Central Australia at the Lalit Kala Akademi in New Delhi in 1987, and facilitated a cultural exchange between indigenous Australian and tribal Indian artists on behalf of the Indian and Australian governments at the Crafts Museum, New Delhi in 1999.

More recently he has staged exhibitions at Australian museums which have examined his own family colonial history, and settler/indigenous relations.

REUNION - Love and excitement

"We had such a beautiful relationship with him," Bourke said. "There was such trust between us and such love. He ran toward us with such love and excitement in his eyes, and we felt exactly the same way.

We were just so excited to see him, looking so big and healthy. The story had just turned out so beautifully, when it could have had a very different ending."

Christian's former owners had been told the lion wouldn't recognize them. But the video shows the lion's obvious joy at being reunited with the two men.



FIAPO

Federation of Indian Animal Protection Organisations (FIAPO) is a collective of animal protection organisations in India to help, represent, connect up, and inform, animal protection organisations and activists across India registered under the Indian Trust Act 1882.

It also undertakes campaigns on which there is not significant work already going on in India and research on rights of animals.

It promotes **Five Basic Freedoms** specifically for animals and generally for all living beings. FIAPO promotes peace as an alternative solution to the notion held by any culture, custom or religion that animals are property of humanity which can be used by humanity as commodities, laborers or as natural, harvestable resources.

FIVE BASIC FREEDOM

1. Freedom from Hunger and Thirst: by Providing access to fresh water and a diet to maintain full health and vigour.
2. Freedom from Discomfort: by providing an appropriate shelter and resting area.
3. Freedom from Pain, Injury or Disease: by prevention or rapid diagnosis and treatment.
4. Freedom to Express Normal Behaviour: by providing sufficient space, proper facilities and company of the animal's own kind.
5. Freedom from Fear and Distress: by ensuring conditions and treatment which avoid mental suffering.

Shoot'em All & The Wild Collection



WINNING Designs:

1. The ARCH Academy of Design will award, certificates, trophies and cash Prizes of Rs. 3000/- Rs.2000/- and Rs. 1000/- respectively to the top three winners in each competition.
2. The same will be displayed during the IFA Conference 2014 at Hotel Clarks Amer from 12-14 Sept, 2014.
3. The select entries, work/display will be printed in the October 2014 issue of "Backstitch" - the ARCH Design Magazine.

ARCH Academy of Design in association with India for Animals (IFA 2014) & Federation of Indian Animal Protection Organisations (FIAPO) is organizing an Inter School Competition towards celebrating the animal protection movement in India.

India for Animals (IFA 2014) is a national conference organized by the Federation of Indian Animal Protection Organisations (FIAPO), in Jaipur from 12-14 September, and will bring National and International leaders of animal protection to a single platform, including Padma Shri Norma Alvares, Padma Bhushan D.R. Mehta, Dr. Chinny Krishna, world-renowned Anthony "Ace" Bourke, Clarissa Baldwin, Philip Lymbery, Les Ward, Christine Townend and many others.

To increase the awareness of young students and get them involved in this movement and for them to develop Compassion towards Animals, we are conducting 2 Interschool competitions. The competitions are open to ALL young creators from 12 years and above.

1. "Shoot 'em All" - Digital Photography Competition
2. "The Wild Collection" - Creating a Fashion Statement with existing stuff



The Wild Collection

We are looking at you recreating your existing stuff.

You could do this using any technique from painting, patchwork, sewing, dyeing, printing etc

The items you can reuse/recreate can include:

T-shirts/Shorts/Caps/Hats/Scarf's/Bags/Shoes/Belts/Wrist/Head-bands/Socks/ tights/Ties etc

HOW TO ENTER:

Stage 1

After making/ recreating, all creations need to be submitted to your school office. Complete all required fields, including name, email and other information about your submission.

Schools can submit as many entries as they wish and each student can create & submit more than one article of clothing/ accessory.

Stage 2

Each school will be asked to send 3 of their best participants for assembling the WILD Collections as coordinated outfits on mannequins / dummies at ARCH.

Shoot'em all

Your images should highlight:

- Portraits or activities of animals & birds in natural habitat [Wild, Pet or in Zoo]
- Relationship between people and animals and the world

HOW TO ENTER:

-All images should be emailed to competition@archedu.org with required fields, including name of participant, name of school, contact number and technical information about the photograph.

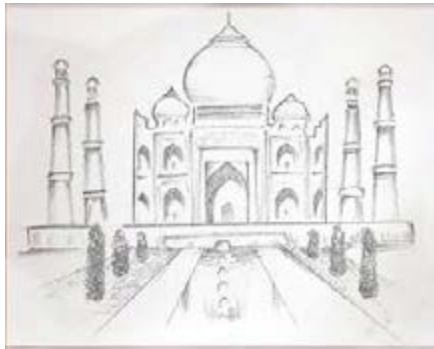
- Selected participants will be asked to reproduce their entries into hard copy for the special exhibition at the Conference (as per the required specifications mentioned in the leaflet).

Common Deadlines

2nd SEPT' 14 - Entries to be submitted.

6th SEPT' 14 - Selected Entries to be resubmitted as a hardcopy for the exhibition [during the IFA Conference]

Design Talent



TAJ Collection Designed for ANGARA.COM, USA



Indian Bridal Jewellery Design Collection Parineeta for Kalajee Jewellery of Jaipur



Blue Daffodil Ring

Blue Daffodil Ring from the WOW Bridal Collection for ANGARA.COM,USA

Timeless JEWELS from another ERA!

Jewellery is one of the most loved and celebrated luxuries of the world. Everybody wants to have it. Right from the kings of India to the youth icons of today, jewellery is one thing that one cannot do without.

Running his own jewellery label in the name of Indrajit Das Jewellery Design, he has showcased his Gold Jewellery Collection 'Chola' at Bacardi Hyderabad Fashion Week at the Park Hotel in Hyderabad. He launched the 'Twilight' Diamond jewellery collection on Bollywood diva Mandhira Thakur in September 2013. He has showcased 'The Essence of the Mughals' jewellery collection at the Rajasthan Fashion Week 2013 & did two seasons of Blenders Pride Jaipur



Show Stopper Paseley inspired Ring for ShopNBC, USA & Vaibhav Global Ltd.

INDRAJIT DAS Alumnus NIFT

Working with Arch Academy of Design as Course Leader for Jewellery and Accessories Design Department since 2008. Designing jewellery has always been a passion for me.

Elements of nature, historical monuments & different cultures inspire me. Design for me is spirit of creativity and fine craftsmanship.

I believe a jewellery design is the reflection of the wearer.



Surreal Santomini Earrings from Exotic Drops Collection Designed for ANGARA.COM, USA

International Fashion week with Fashion Designer Aruna Singh in 2010 and 2012.

Indrajit designed a range of jewellery collections while working with ANGARA.COM [A Rosy Blue Group Company based in LA] as Creative Head and Associate Vice President- Merchandising for its market in USA. He has designed for 'Adora's diamond studded 14k gold jewellery collection '4TEEN' for Valentine's Day. He also successfully conducted a two-day workshop on design, styling and trends for the 'Adora' counter sales staff. Some of his designs were Selected for '4TEEN' advertising campaigns over the year and were displayed in various exclusive and the franchise outlets [Shopper's Stop, Oysterbay, Akbarley's] of 'Adora' across the country.





MENSWEAR ICON

Q. What inspired you to become a Designer?

A. To be honest, I never realised that I wanted to be a designer. I didn't know how to draw or sketch. I understood though, that concepts and themes would be needed to become a designer.

Q. Do you have a professional degree in fashion design ?

A. Fabric speaks with me. I haven't had any formal education. It was somewhere hidden inside me. There are very different methods to get into this profession.

Q. What is design through your eyes ?

A. For me designing is something very satisfying and pleasurable.

Q. Do you travel for inspiration ?

A. Yes, for inspiration I like to travel. Inspiration is travel oriented. But it is not necessary always. People need to be aware of what is happening in their surroundings.

Q. What was your first theme about ?

A. The theme of my first collection was "The dawn of India". For this collection I got the inspiration from the poem "The Dawn of India" by Dr. Daimoku Ikeda. The showstopper was Tisca Chopra.

Q. How did you find arch student work ?

A. The work of the students was nice. Some of the students' work was very impressive. Wish them a bright future ahead.

Q. Why Eco System ?

A. Eco- friendliness is a topic of today's concern. I try to maintain it by not using pure leather although I like leather. Khadi and handloom are the things we can use.

Q. Sir ! your Upcoming Highlights ?

A. In August my new collection is going to be released. First it is going to be released in Mumbai then in Delhi and then in Jaipur.

Q. What according to you is the importance of Design Education ?

A. Education is important. There should be some knowledge about design. Manifest your inner designer. Even if you don't have much knowledge about design, your perception and thoughts have to be ten times stronger. There should be power to visualise all kinds of combinations, if it will go or not.

Menswear Fashion Designer Rohit Kamra in conversation with Akshita Airan & Abhilasha Saikia student of II yr in Design Studies at ARCH



Designer Rohit Kamra is based out of the "Pink City" of Jaipur. With a strong ethnic base, Label "Rohit & Abhishek" creates a new look each season which inspires and influences the Indian fashion industry. Rohit is a keen Art Patron and a Promoter of Art and Culture.

A strong vision and a deep desire to promote Brand "India" by fusing a wearable ensemble with Indian Inspiration is the USP. The inherent signature style in various collections by Rohit epitomize the Indian Royalty and Glamour, which is apt for evening and ceremonial wear. Jodhpuri collars, Traditional Hour Glass Cuts and flamboyant Jodhpur Breeches accentuate the formal look. Jeweled Buttons, Brooches, Belt Buckles made of precious stones like rubies, emeralds and semi precious stones exude Regalia' in Menswear.

In brief it is the designer's signature style stirred well with Royal inspiration therein promoting the Rich Rajasthan culture. Rohit & Abhishek's vision is to highlight Jaipur on the International fashion map. Label "Rohit and Abhishek" showcased their collection "Regalia of the Chivalric" at the Van Heusen Men's Fashion week.

Based out of Jaipur, Rohit Kamra creates a collection inspired by Indian Regalia, epitomizing the true characteristics of blue blood. The metro sexual image of a man evolves into a fresh inculcation of traditional values and virtues of chivalry, courage, honor and integrity.

To repeat, a straightforward presentation of the designer's signature style stirred well with aristocratic inspiration !



TYE Inter School Business Plan Competition



HOW TO PARTICIPATE

Criteria

- Applications accepted from students of Grade 9, Grade 10, Grade 11, Grade 12
- 3-4 student team strength
- Idea/Business Plan to be fundable
- School to conduct a competition with TiE Judges to select winning teams
or School to send a Business plan to TiE Rajasthan for screening

Benefits

- Cash Prize for State Winners
1st Place Rs 10,000
2nd Place Rs.5,000
- State winner to participate at a national level competition and subsequent winner to participate at the International level competition
- Groom young individuals to become entrepreneurs

Timetable

- Team selection from school
- Mentoring Sessions (September '14)
- Business Plan Development (November '14)
- Preliminary Screening (December '14)
- State Competition (January '15)
- National Competition (April '15)
- TYE Global competition (June'15)

Program Overview (Venue: TiE Rajasthan)

Phase 1 – Mentoring Sessions
Phase 2 – Business Plan Development
Phase 3 - Business Plan Competition

PROGRAM PHASE 1

- Participant Team will be assigned a mentor to speak to and chisel their idea/ business plan
- Mentor would assist in making the plan feasible and productive
- Sessions could be conducted virtually

PROGRAM PHASE 2: BUSINESS PLAN DEVELOPMENT

- Students form teams of 2 – 4 students per team
- Teams to come up with one or more ideas by designated timeline of a fundable business plan
- Teams pitch their ideas to the organizers in private and receive guidance and feedback
- Each team is assigned a suitable mentor from TiE
Mentoring may take place virtually or conduct in-person meeting

PROGRAM PHASE 3: BUSINESS PLAN COMPETITION

- Teams must have the complete business plan of a fundable project
- Panel of 4 – 5 judges representing VC, legal, accounting/finance sector, entrepreneurs etc.
- Teams will present their plans privately and receive critique and positive feedback from judges
- Final Presentation time is 15 minutes and Q&A is 10-15 minutes
- Winner of the TYE Rajasthan level will be selected for the TYE Global Competition



The TiE Young Entrepreneurs Global Business Plan Competition 2015

Prizes/Investments worth \$10,000
up for grabs at the International Level

Inter School Competition
An energetic competition at 3 Stages

International Level

India Level

State Level

State Level Prize
Rs 10,000 and Runner Up Rs. 5,000

TiE Rajasthan is part of the global TiE (The Indus Entrepreneurs) group that is the largest not-for profit organization promoting entrepreneurship.

TiE-Rajasthan was formed in 2002 and is one of the most vibrant TiE chapters in India with its members representing industries such as IT & ITes, Gems & Jewellery, Handicrafts, Real Estate, Health, Education, Tourism & Hospitality, Trade & Logistics, Business advisory & Consultancy, Media & Advertising, Automobiles, Retail, Telecommunications etc.

With the mission to foster, encourage and support entrepreneurship in the state, TiE Rajasthan has some vibrant programs to educate, mentor, network and inspire entrepreneurs in our community.

TiE Rajasthan is inviting entries from school students across the state to participate in the TYE Business plan competition.

TYE is a global initiative designed to teach entrepreneurship and leadership skills and is dedicated to mentoring and conducting business plan competitions aimed at High School Students.

Strategic Management & Leadership

The pace of transformation in the global economy and unprecedented economic and technological challenges encountered by the business world has given rise to great opportunities for evolving of newer methodologies and innovative goals of knowledge-sharing in the field of management.

Any student could make an excellent career decision by choosing to pursue education in the field of management or business so that they may acquire knowledge and skill sets, that could make it possible for them to actively contribute to Indian business as well to hone their skills so as to propel the Indian economy. The pace of transformation in the global economy and unprecedented economic and technological challenges encountered by the business world has given rise to great opportunities for evolving of newer methodologies and innovative goals of knowledge-sharing in the field

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

- Paul Hawken

of management. With India Incorporated's growing awareness of emerging opportunities as well as potential competitive threats, they are increasingly looking for management alumni, who with their fresh insights and innovative ideas can develop strategies for sustainable growth and development never seen before .

The Management Department at Arch Academy is fully geared up to contribute to this challenging scenario by providing cutting edge knowledge to its students. Over the years, the Department of Management at Arch Academy Jaipur has been continuously evolving by pursuing and inculcating several innovative ways of teaching, learning and experience-sharing by demonstrating the accomplishment of time-bound Mission-oriented

goals. This has been made possible by creating an Intellectual capital of in-house Human resources of highly qualified, internationally trained and experienced Faculty members. Faculty Members, in the Department of Management, are poised to offer the very best in management education. You will begin with a solid foundation with good conceptual knowledge and acquire ability to apply it to actual business situations through problem solving, using creative thinking and an innovative mindset. The teaching methodology adopted is a mix of modernistic and traditional approaches including a wide variety of traditional teaching tools i.e. case studies, simulations, blogs, management games and audio visual inputs. On the modernistic front we believe in adopting the approach of flipped classroom where students are groomed enough to rise to any challenge of the corporate world and progress in their endeavors to solve problems creatively. The Vision of the Department of Management is to introduce learning by doing, so our students could have sufficient hands on experience within course context, so that they are ready to accept responsibilities of the job-life. We offer a stimulating environment right in the heart of the capital city of Rajasthan, through our faculty, a good mix of experienced professionals with relevant corporate experience and academic achievements. The department offers courses like B.Com, BBA with the affiliation of the University of Rajasthan and an International Program with Pearson Education - the 'Extended Diploma in Strategic Management & Leadership (An Edexcel Program)', which could help a scholar to get an International MBA degree in six months time after successful completion of the course. With the Department of Management at Arch Academy you may choose to pursue your dream to become a part of a multinational corporation doing business across the world both in developed and emerging economies or, you may choose to become an entrepreneur by identifying relevant business possibilities, strategically building the business and contributing by creating wealth for the country.

There are several choices and each of the choices offer a tremendous potential today to a young achiever with a clear purpose. The Dictum of Arch Academy is, 'Empowering Individuals' and the Department of Management is committed to deliver value believing in the fundamental values of Arch Academy to the core. It will make full hearted efforts to truly deliver as well as ingrain in its students skills that will empower them. We truly believe in empowering individuals!



Sharad Kamra, COO, ARCH interacting with students

THE SEVEN C'S OF SUCCESS

by Brian Tracy

CLARITY

Eighty percent of success comes from being clear on who you are, what you believe in and what you want.

COMPETENCE

You can't climb to the next rung on the ladder until you are excellent at what you do now.

CONSTRAINTS

Eighty percent of all obstacles to success come from within. Find out what is constraining in you or your company and deal with it.

CONCENTRATION

The ability to focus on one thing single-mindedly and see it through until it's done takes more character than anything else.

CREATIVITY

Flood your life with ideas from many sources. Creativity needs to be exercised like a muscle; if you don't use it you'll lose it.

COURAGE

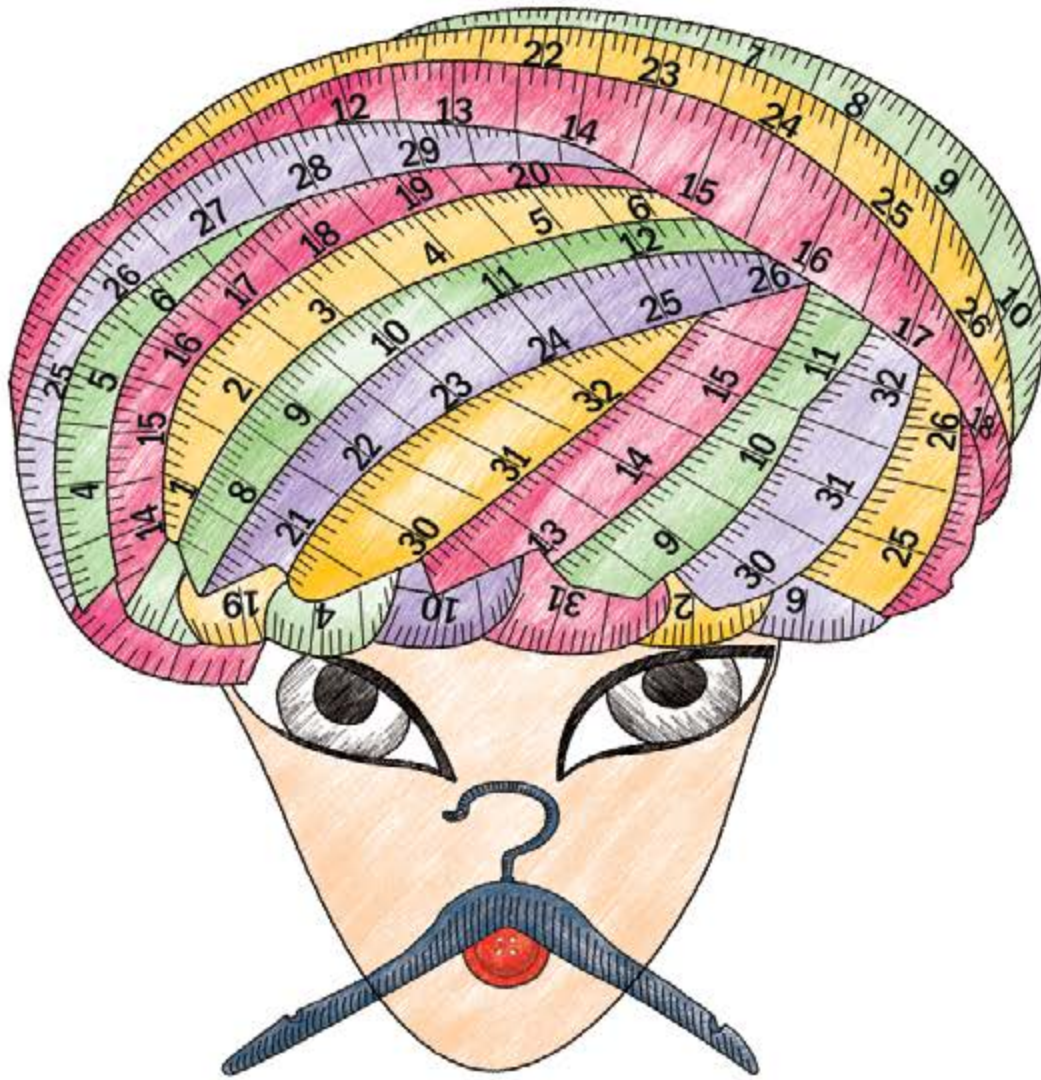
Most in demand and least in supply, courage is the willingness to do the things you know are right.

CONTINUOUS READING

Read, at the very least, one book a week on business to keep you miles ahead of the competition. And just as you eat and bathe, organize your time so you spend 30 minutes a day exploring email, sending messages, going through web-sites, because like exercise, it's the only way you can keep on top of technology. If you get away from it, you'll lose your edge...

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University of Rajasthan

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B.B.A

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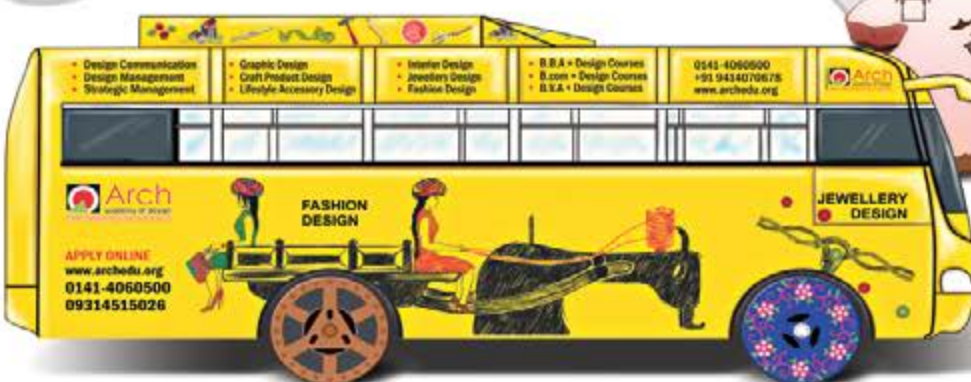
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- International Curriculum, Research Projects & Exchange Programs
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- In house Design Magazine BACKSTITCH for design advocacy
- Chr-cha Creativity Meet at ARCH
- Fully Equipped Manufacturing Labs for all disciplines
- First Successful Online Entrance Examination for Design AIEED in India

Arch Design धारा अभियान

The Chief Minister of Rajasthan, Honorable Vasundhara Raje flagged off this Arch Travelling Exhibition. The ARCH Academy of Design is honored to undertake the unique initiative of promotion of design awareness across Rajasthan. "Arch Design Dhara 2014" will tour through Rajasthan to affirm talents and present unique opportunities for exposure to all aspects of design skills. Join us in this campaign!



Academic Alliances



International Affiliations



Industry & Govt. Alliances



International Alliances



Bank Alliances



www.archedu.org

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