

backstitch





Editorial

Dear Readers,

Season's Greetings!

On behalf of the ARCH family, I extend my warm wishes for the New Year. I look forward to this year being an eventful, inspiring and blessed one for all of us.

Year 2018, too, was quite eventful. With our continuous effort, we have formally put in place a Bachelor of Design (B.Des) Degree through the University of Rajasthan. ARCH is the first institution in Rajasthan to introduce not only a B.Des but a Bachelors (B.Voc) & a Masters (M.Voc) Degree which are vocational courses in Design and Entrepreneurship with the Rajasthan ILD Skills University (RISU).

2018 has again been a great year for the startup in India. India is amongst the top five countries in the world in terms of startups. The Business Incubator at ARCH-Hub- In runs bootcamps, hackathons and most importantly 3-month long Accelerator Programmes, where we invite experts, mentors and investors so that students can get real world exposure.

In our mission to develop collaborations with advanced educational foreign institutions to raise the bar and provide quality design education in the country, we signed agreements with leading institutions EcoleBoulle, Paris and Edinburgh Napier University, Scotland.

ARCH would be hosting the Fashion Colloquia, in January 2020 in association with the University of the Arts London. The Colloquia is a core network of 4 institutions, connected by their residence and involvement in the four big 'Fashion weeks' across the globe.

Our design students produce spell-binding, award-winning work year on year. This year too, our student Khushboo Soni has won the third prize at the prestigious JAS (Jewellers Association Show), Jaipur. Not to be left behind, design thinkers at ARCH won the Diamond Prize at FOAID (Festival of Architecture & Interior Design).

The Design Dhara initiative by ARCH works towards spreading awareness about critical and strategic design thinking and building research-based higher education pathways to raise employable skills amongst youth. This year too, students from renowned schools of Jaipur visited ARCH as a part of Design Dhara.

The year ended with the Semester Jury, which gave budding designers a chance to showcase their ideas and interact and learn from eminent industry experts.

With various design engagements and explorations across the globe ARCH is a creative space where innovative minds meet, explore and learn new facets of design.

I look forward to your views and feedback on the year gone by at ARCH!

Wishing you all once again a happy and prosperous New Year!

Happy Reading!

Ms. Archana Surana Editor-in-chief

Letter to The Editor

Backstitch reflects the various events in the Design Industry. It also covers the activities and events conducted at Arch college and makes us aware about the happenings at college.

Meena Sharma, Parent

It provides a platform to students to express and share their work with a large audience.

Rishabh Jain, Graphic Design Student

The articles and stories covered in Backstitch are very informative. Latest trends and updates of the industry are interestingly covered with the use of beautiful pictures.

Richa Jaiswal, Fashion Design Student

I love the designs and pictures used in Backstitch. They clearly portray the essence of the content written and convey messages beautifully.

Vartika Agarwal, Design Aspirant

UPCOMING EVENTS

AIEED SCHOLARSHIP APTITUDE TEST

15-30 January 2019

RAJASTHAN SKILLS SUMMIT BY FICCI

23 January 2019 | Jaipur

INDIA ART FAIR

31 January-03 February 2019 | New Delhi

A leading platform to discover modern and contemporary art from South Asia and a portal to the region's cultural landscape.

INDIA INTERNATIONAL JEWELLERY SHOW

08-11 February 2019 | Mumbai



ZEE JAIPUR LITERATURE FESTIVAL

24-28 January 2019 | Jaipur

Described as the 'greatest literary show on Earth', the ZEE Jaipur Literature Festival is a sumptuous feast of ideas.



Katla AnanTaya
26-27th Jan, 2019

AnanTaya presents the **Katla @ AnanTaya Pop-up** at the upcoming Jaipur hotspot - The RRAP Hub during the 'Malangs & The Masters'



Craft Stories
25-28th Jan, 2019

Craft Stories Under the Mango Tree is a curated festival that celebrates hand crafted living heritage and showcases Indian crafts & folk arts

Fashion Show
25th Jan, JKK
Jawahar Kala Kendra



Vital Voices Lead fellow and Flag bearer, Archana Surana is the founder of the Women Mentors Forum, and since year 2011 has been organizing the Vital Voices Global Mentoring Walk in New Delhi, Jaipur and Udaipur.

New Delhi 8th March | Jaipur 9th March | Udaipur and Bhilwara on 10th March 2019 respectively.

Visual The Vocabulary of Design Lexicon

Interiors

Hutch

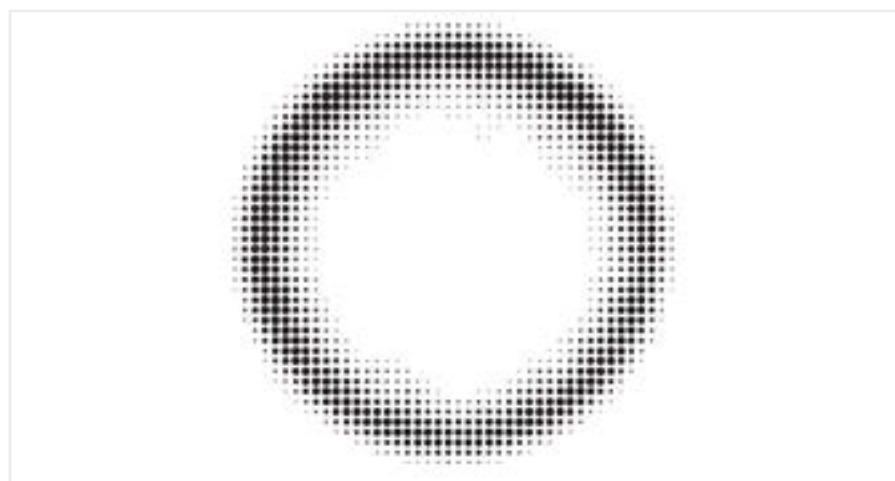
Enclosed cupboard with shelves resting on a solid base such as a buffet or desk. Hutches are often seen in the form of desks, dining room, or kitchen furniture. They are frequently referred to by furniture aficionados as a hutch dresser.



Graphics

Halo Effect

A vague shadow or the spreading of ink that sometimes expands a halftone dot as it's printed. Also called halation. The halo itself is called a fringe. To eliminate a halo, a higher quality paper can be used.



Fashion

Havelock Cap

usually with a visor, that has a piece of fabric that extends from the back edge of the cap to the base of the neck. This cap was developed originally as part of the uniform of soldiers stationed in parts of the world where the sun was very intense. With recent concerns about the dangers of prolonged sun exposure, this cap has been adopted by civilians for sportswear and outdoor use.



Jewellery

Hallmark

This is a stamped mark applied to items of jewellery and silverware by the Assay Offices of Britain as a guarantee of authenticity. The mark consists of four components: The sponsor (or manufacturer) mark; the standard mark, which denotes the precious metal content of the item; the Assay Office Mark (Assay Offices are found in London, Birmingham, Sheffield and Edinburgh) and the date letter which shows the year in which the article was hallmarked.

Product

Human Factors

A phrase largely interchangeable with 'ergonomics', human factors relates to consideration of human users in the design of a product and environment. Some people make a distinction that ergonomics more specifically relates to the physical association between people and products.



Design Quest

Interaction with young eager minds!



Prof. Benoy Thoompunkal

Director International - Partnerships, Research & Innovation

As a practicing Design Consultant and Academician for over 32 years, he has worked in multiple fields of design, ranging from Heritage Conservation & Product Design to Interiors, Space & Structure, Lighting, Exhibitions & Display, Clock Design and Photography. He has also executed various national and international projects.

STAY AGILE & OPEN...

Q. I am a student of Class 12th and interested in courses in the field of design. Could you please suggest the right course for me? Suhani Lodha, Jodhpur

A. Pleased to know, that you aspire to Design as a career. Towards checking on your aesthetic sensibility, creativity & design sensitivity and other abilities that include logical reasoning & problem-solving, we conduct an Aptitude exam (AIEED). The test also helps a student to choose the right course in the various fields of design. Various undergraduate courses are available in Fashion, Interior, Product, Jewellery, Graphic Design and Business. You can take personalized counseling or visit our website www.archedu.org.

Q. Can you please explain what AIEED is about, its paper pattern and what are the eligibility criterion? Vasant Kaushal, New Delhi

A. ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective admission seekers, the exam is conducted in two modes – online and offline (centre based). Both versions evaluate the design related thinking, awareness and abilities of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitudes of the student. Students who have appeared for/cleared Class 10+2 are eligible to write AIEED Exam. For more information, I would suggest that you to go through our website. Do send your queries on www.archedu.org.

Q. Do we get any international exposure in ARCH and how does the Pearson Certification help get the opportunity in the overseas market, as your brochures show the affiliation with so many international colleges? Ritika Chawla, Ludhiana

A. ARCH, in strategic partnership with Pearson, is accredited to deliver Six BTEC Level 5 HND qualifications in Art and Design. Pearson is the largest awarding body in the UK for academic, vocational and work-related qualifications, and the largest education company worldwide. The BTEC Level 5 HND qualifications are embedded in the first 3 years of these courses, and includes a Foundation in Art & Design. After successful completion of the Level 5 HND in 3 years at ARCH, our students, can progress in the 4th year directly into the graduation

year of a BA course abroad and gain a Level 6 'top up' degree in one year, from any of more than 100 Pearson listed universities around the world in the US, Canada, South Africa, Mauritius and institutions in the UK and Europe as well as with global Universities and Colleges who have an agreement with ARCH. After completing a B.A Degree students can further progress to an M.A Degree too, and complete it in 1 Year.

Q. Please do elaborate about the Bachelor of Design Programmes? Meghna Naidu, Kolkata

A. ARCH is the first in Rajasthan to introduce a Bachelor of Design (B.Des) degree, affiliated with the University of Rajasthan, a public and state university in Rajasthan. The 4 year Bachelor of Design degree offers specialisations in:

1. Fashion Design
2. Interior Design
3. Jewellery Design
4. Craft and Accessory Design

The Bachelor of Visual Arts (B.V.A), which is also four years in duration offers a specialisation in: Applied Arts (Graphic Design) In these programmes, we focus on creating a community of problem-solvers and thought leaders; prolific minds who made us what we are today. Our emphasis is not only on the quality of education but also on the development of necessary skills and the integration of entrepreneurship in our curriculum. The ARCH ecosystem provides its inhabitants with the freedom to experiment, to challenge, to debate, to think differently, while creating design professionals of the future, with the awareness to contribute towards society in a meaningful way.

Q. Can you please explain about various Postgraduate Programmes at ARCH and how they do focus on Entrepreneurship? Dileep Khaitan, Kathmandu

A. Initiative driven ARCH again happens to be the first in Rajasthan to introduce Master's in Vocational Studies (M.Voc) in Design Innovation and Entrepreneurship in affiliation with the Rajasthan ILD Skills University (RISU) in Fashion, Interior, Jewellery, Product, & Design Communication. At ARCH, our teaching and learning philosophy is centred on equipping students with "future ready" skills and knowledge. We value employability as a key constituent that prepares graduates to become creative entrepreneurial leaders who are engaged

members of society, demonstrating initiative and lifelong habits of learning and individual development. The 'Business Incubation Cell' at campus provides support to upcoming enterprises to develop a business model base for innovation in design and make it scalable for achieving commercial success through start-ups.

Q. Today in Design having international exposure is very important. How does ARCH support it students for same? Simran Gupta, Thane

A. The teaching pedagogy at ARCH involves activities like classroom projects with international institutions, like the "Buyer-Seller Projects" with Saxion University, Netherlands and joint classroom projects with Manchester Fashion Institute (MFI). Various collaboration agreements are in position that include unique industry internships and exchange for students and staff with premier institutions like École Boulle, and École Duperré in Paris. Other focus areas are skill transfer courses, development of curriculum and pedagogy in Design Education, visits by, and exchange of, staff and graduate students for research, teaching and discussions. Development of student progression pathways at undergraduate and postgraduate level is also carried out at ARCH. Various partner universities and colleges are:

- Middlesex University, London, UK
- UDEM Universidad de Monterrey, Mexico
- University of Northampton, UK
- Teesside University, UK
- Manchester Fashion Institute, UK
- Napier University, Edinburgh

For more details visit our website www.archedu.org or write me at director_international@archedu.org

"Seeing, experiencing, and living the world first hand is real learning. Excellent for designers. Brain and eyes stay agile & open.. see?!"
Prof. Benoy Thoompunkal



Edinburgh Napier University, Scotland

Design beyond Boundaries



Mr. Paul Homes, Academic Lead, International, Edinburgh Napier University, Scotland with ARCH Director

The last few weeks at the Campus were buzzing with International Guests from various universities and institutions. New developments took place and we signed MoU towards collaboration. ARCH has always aimed to bring the best expertise and opportunities to students through International collaborations and partnerships with renowned design institutions of the world. International exposure introduces students to new technology, knowledge and ideas and helps them in their growth.

In the same direction, a MoU was signed between **Edinburgh Napier University**, a renowned public university in Edinburgh, Scotland and ARCH College of Design and Business. Edinburgh Napier University was represented by Mr. Paul Homes, Academic Lead, International, and Ms. Archana Surana, Founder and Director, signed on behalf of ARCH.

Under the MoU, pathways of progression to Edinburgh Napier University are envisaged for ARCH students for completing Graduate and Post Graduate degrees in various streams of design. Apart from this the exploration of student exchange, study tours, summer schools, faculty exchange and collaborative research and joint projects are included as part of the MoU.



Ms. Evelyn Eijkelenkamp, Exchange Coordinator at Saxion University of Applied Sciences, Netherlands with students

We hosted, Ms. Evelyn Eijkelenkamp, Exchange Coordinator at Saxion University of Applied Sciences, Netherlands along with Dr. Pramod Agarwal, Founder, Agrawal Eco-labs, Netherlands. Fashion Design students at ARCH College & Saxion University are working together on a Buyer-Seller Project, and have created a new retail organisation named 'XO'.

An MoU was also signed with **École Boule, Paris**, a 122 year old premier institution of France specializing in Jewellery Design and Product Design. Jewellery Design Undergraduate students from both the institutions will participate in the 5 Weeks Student Exchange Programme and postgraduates will get a 3- month industry internship opportunity in Paris.

Our students **Raghav Agarwal** and **Rashika Bhati** from Jewellery Design are going to Ecole Boule and Fashion Design students, **Mitali Modi** and **Kamya Jain** to Ecole Duperre for a 40 day exchange program.



L to R Dr. Neena Jaju Pingaley, Archana Surana, Darja Richter, Richa Srivastav at ARCH Campus

The **Institute Francais** with the support of the French Embassy, launched a Textile Lab in Jaipur, India, in October 2018. The Institute Francais organized a stakeholders meet in Jaipur, from the textile domain from both France and India to build values like empowerment, education, research and innovation in design and textiles.

Our Founder and Director, Ms. Archana Surana along with Prof. Benoy Thoompunkal, Director, International Partnership along with other eminent participants like Sameera Chukkapalli, Founder, Needlab; Florence Ferrari, Author, Journalist and Trainer, New York Designer, Peter D'Ascoli and Dr. Lalit K. Panwar, Vice-Chancellor, RISU participated in the boot camp.

Participants like Darja Richter, Senior Professor, ENSAD, Paris and Richa Srivastav, Managing Partner, Maker's Asylum, visited ARCH Campus & interacted with the students.



Directors Annie Toulzat from École Duperré, & Josiane Giammarinaro from École Boule, Paris with ARCH Director, Archana Surana



Design Blu Jaipur Blue

‘We shall succeed jointly’, rather than ‘I shall succeed solely’, has always held her in high esteem in the hearts of her co-artisans, well-wishers as well as the Indian and foreign print media who have spoken volumes on her.



Ms. Leela Bordia, National Awardee, Jaipur Blue Pottery with ARCH Interior Design Students who worked on the project for Neerja International



Ms. Leela Bordia working closely with Artisans



Blue Pottery is widely recognized as a traditional craft of Jaipur, though it is Turko-Persian in origin. The name ‘blue pottery’ comes from the eye-catching cobalt blue dye used to color the pottery.

Jaipur blue pottery, made out of a similar frit material to Egyptian faience, is glazed and low-fired. Some of this pottery is semi-transparent and mostly decorated with bird and other animal motifs. Being fired at very low temperature makes them fragile. The range of items is primarily decorative, such as ashtrays, vases, coasters, small bowls and boxes for trinkets.

An eminent name working towards the promotion of this art form is Ms. Leela Bordia and her firm Neerja International. She has not only reinstated this intricate craft back to its lost glory of the yesteryears but has also been the originator of innumerable new and innovative Blue Pottery articles.

Her policy of ‘We shall succeed jointly’, rather than ‘I shall succeed solely’ has always held her in high esteem in the hearts of her co-artisans, well-wishers as well as the Indian and foreign print media who have spoken volumes on her.

Our students from the Interior Design Department, got a chance to work under the guidance of Ms. Bordia and did the Exhibition Space Design Project for Neerja International at the IHGF Delhi Fair organized by EPCH in India Expo Center and Mart, Noida.

Vaibhav Gurjar, Ayushi Jain, Nishal Makhija, Kajol Agrawal and Ilya Gupta

were the students who worked on designing the exhibition space under the guidance of faculty members Dr. Neena Jaju and Ar. Ronak Dhagra.

Ayushi Jain feels, “we got a chance to turn designs we think of into reality”.

It took 8 days for our students to analyze products, understand the client’s requirements and design settings in a way that customers get inspired to interact more. Podiums, stools, racks and stairs were used to facilitate the display. The main task was to design the front wall. Students went to Neerja International’s office at Jaipur to accomplish the task. The designs and installations were later moved to the Delhi based venue.

Vaibhav Gurjar said, “We got to work at a professional level and learn technical and practical aspects of exhibition space”.

Branding of the company and promotion of the craft was an imperative part of the project. The display was created showcasing the product range with all available sizes to provide customers with all available options. Plates and mirrors designed with blue pottery were the best selling products.

It was a good learning experience for the students who learnt to work in a given time frame and come up with designs in spite of limitations. Dealing and coordinating with clients and vendors was also a part of student’s learning experience. Students received appreciation certificates too from Ms. Bordia.



Silent Selling Visual Merchandising



Imagine going to the mall on a bright spring day in search of that perfect outfit for a special occasion. As you stroll pass numerous stores, you stop to take a glimpse at three mannequins in a window with a color scheme running throughout the presentation with each mannequin wearing a well-coordinated outfit, layered with matching merchandise. The window presentation seems to tell a vivid story of how all three outfits can be interchanged.

Every section of the store presents a small vignette that includes fixtures, mannequins and displays, presenting complete, well-coordinated collections that could be mixed and matched to create a striking ensemble.

ARCH organized a three-day workshop for its students to understand "Visual Merchandising" by Anuraag Singhal, a renowned Visual Merchandiser in the country with twenty-four years of experience in VM and Designing, and Founder, Pencilbox. He has written the first book on Visual Merchandising in India. He defines VM as "an ongoing process that is never ending." According to him, "if a display does not sell, it's not VM".

Anuraag summed up his 3-day workshop in five basic keywords: **VM is common sense, combination of Art and Science, silent selling, basic hygiene and a tool to achieve sales and targets.** He said that Visual Merchandising was an inherent part of retail. A **Marshmallow Challenge** activity was organized where students were asked to make free standing towers using spaghetti, marshmallows and strings in a few minutes' time. The activity made students realize the importance of team work, proper work distribution, effective planning of processes and prototyping.

The workshop helped students to learn about retail strategy that maximizes the aesthetics of a product with the intent to increase sales. Visual merchandising can also play a role in the look, feel and culture of a brand. Done well, it can create awareness while simultaneously increasing brand loyalty. Most importantly, it can draw customers in and close the sale – all based on the aesthetic quality of the retail display.



Anuraag Singhal
Founder, Pencilbox



"Visual merchandising strategy is the art and science of enlightening your target consumers through creative nonverbal communication."

Paul J. Russell,
author of Field Visual Merchandising Strategy





Sacred Geometry

From cells of honeycomb, to the shape of snail's shells to the neural networks of our brains, all of life is composed of intricate patterns. Ancient cultures, including Christians, Hindus, Greeks and Egyptians, recognized that certain patterns or geometric shapes are repeated throughout nature. Sacred geometry involves the use of geometric patterns in designs most often in sacred architecture and art.

Based on experimental data generated by science and various spiritual beliefs and symbols a set of original geometric ideas addressing dimensional concepts and theories in the field of mathematics, physics, chemistry and cosmology are created. This sheds new light on scientific findings, which fits perfectly over a spiritual backdrop of ancient wisdom. As a consequence, the study of sacred geometry helps to contribute to a brighter future, bringing greater logical analysis to religions, and more spiritual awareness to the sciences. ARCH College of Design and Business organized a three-day workshop on "Sacred Geometry". The journey was guided by Dr. Heike Bielek, Metaphysicist and Founder, In 2 Infinity, Mr. Colin Power, Metaphysicist and Co- Creator, In 2 Infinity and by Mr. Sunil Jakhar, Geometrician and Metaphysicist.

The workshop provided budding designers with an introduction to Sacred Geometry, aimed at inspiring thought towards the metaphysical view of consciousness. It was centered around understanding the nature of reality and experience by considering evidence presented through scientific experimentation and spiritual teachings.



Mr. Colin Power, Metaphysicist & Co- Creator, In 2 Infinity



Dr. Heike Bielek, Metaphysicist and Founder, In 2 Infinity



THINKING to CREATING IMPACT



ARCH faculty Ar. Ronak Dhagra & Interior Design final year students receiving the award

There are numerous issues that are plaguing humanity at large, such as deforestation, scarcity of water, waste disposal, air pollution etc. The problems have escalated to such a massive scale that they seem overwhelming and thus end up in the back of our minds, never to be pondered upon. On the surface, we only see our individual concerns. Ignoring these problems has led to unpredictable climate change, for example. Now, it's high time we reflect and intervene directly in these issues that demand our immediate attention. Collectively, we must all take action for a better future.

Design thinkers of ARCH College of Design and Business participated at FOAID (Festival of Architecture & Interior Design). FOAID is an annual festival where creative minds meet & discuss new facets of design.

8 colleges were selected to install their concept in Delhi at EXPRESSIONS- A Student Installation Design Competition organized by FOAID. This was open to work of crafted designs, handmade objects, installations and functional sculptures by students of architecture and interior design faculties, design and arts departments, and other art, craft and design oriented institutions in the creative industry nationwide. The Theme for FOAID 2018 was "Time to Reimagine..."

The ARCH students' installation was based on a concept called "Look Beyond". "Look Beyond" is an idea, expressing concern to bring our attention towards the issues of our environment. We human beings tend to be self-absorbed and often forget to 'look beyond' ourselves. But in today's time, can we even afford to do that? At the cost of the planet we inhabit?

The event was organised on the 21st and 22nd of September, 2018. A jury of 5 eminent members from the field were asked to judge the concepts. There were 3 winners- silver winner - gold winner - diamond winner. The Diamond winner was to further go to Mumbai to display his or her installation and a Platinum winner would be chosen as the winner of the EXPRESSIONS competition. Arch College of Design & Business was awarded Diamond winner at this nation-wide competition.

CONCEPT

The structure was composed of Tetrahedrons and Octahedrons, signifying our environmental problems which are piling up, heaping upon each other, soon to be beyond our control. The surface was composed of flattened tin cans which reflected the image of the person in front of it showing the self-absorbent human. There were five openings in the structure, inside which the environmental issues were brought to light with a bamboo torch. With each problem, we had a badge uniquely signifying the issue at large. To engage the visitors, we had badges for them to take away, to wear them as support for the cause and to adhere in the individual the responsibility to take actions, even the smallest ones, for our environment.

MATERIAL CONCEPT

SCRAP ALUMINUM TIN CANS

The reflective surface of the tin cans symbolised the threshold between the conscious and the unconscious. We reused disposed tin cans as they were reflective, low cost, light-weight and ductile.

BAMBOO TORCH

Through the torch, we were literally trying to bring light upon the reality of our surroundings. Bamboo is a sustainable, cost-efficient and a durable material.

CHARCOAL

Creating darkness through coal defines how we push major global concerns into the back of our minds and never contemplate on them. Coal is a natural and an organic substitute of the colour black.

CARDBOARD

We used waste cardboard sheets for the complete structure. It is a recyclable and an inexpensive medium, due to being lightweight, it is also easily transportable.

JUTE ROPE

Jute is an organic and environment-friendly material which we used to hang the tags identifying the problems.

"I have been coming to FOAID for many years & it's looking more & more interesting. I think the collaboration that takes place right from the senior architects to the young architects & students has been a great experience.

The theme is very apt, as we have been unconditioned many years ago but to put that into perspective is a good idea."

Niranjan Hiranandani
Co-Founder and Managing Director,
Hiranandani Group

"Look Beyond" is an idea, expressing concern to bring our attention towards the issues of our environment. We human beings tend to be self absorbed and often forget to 'look beyond' ourselves. But in today's time, can we even afford to do that? At the cost of the place that we inhabit?

Ar. Ronak Dhagra
Faculty, Interior Design at ARCH

Design, conceived as a problem solving activity and profession has evolved into a strategic thought process currently influencing most domains of knowledge and practice. While knowledge domains related to arts, science, technology and management have a structured established framework for research, design by virtue of its nature and purpose has been evolving its approaches contextually. Design Research plays a major role in the field of design. The goal of design-research is to find inspiration for design. Designers focus on people and the uniquenesses and peculiarities in their interaction with the world around in achieving a certain goal. Design research activity creates multiple triggers in the human brain that lead to interesting new design ideas.

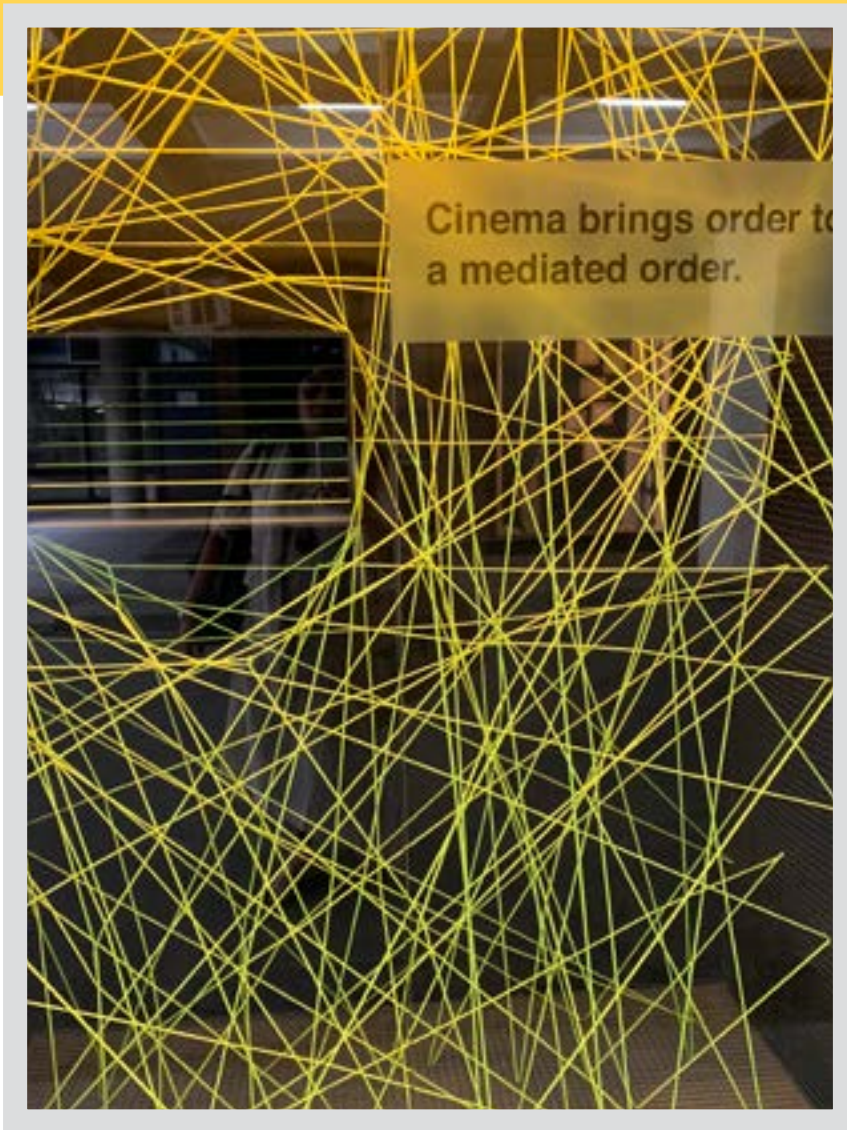
Can animation help in learning? Do we need a different designing approach when it comes to senior citizens? How can colors tell a tale? Why is design important for evoking emotions in urban space?

Understanding the importance of Research in Design, The Design research symposium 'Insight 2018' on 1st and 2nd November 2018 at National Institute of Design(NID) answered these questions and more over its course of two days.

A gathering of hundreds of global thinkers, design leaders and design practitioners working for social impact from all across the world made the event successful. Senior Members of ARCH College of Design and Business Ms. Archana Surana, Founder and Director; Dr. Neena Jaju Pingaley, Deputy Head Academics & Nokil Singh, Faculty attended the event to understand the process of global academic development to exchange, inform and move forward.

"It was an event where contemporary design research methods were discussed to understand the different interpretations of design research in various design domains which could help in developing unique customized approaches and models, and a visual representation of design research."

By Nokil Singh, Sr. Faculty, Product Design at ARCH



Window Installation at NID Campus

INSIGHT 2018 was majorly based on Design Research in various disciplines like Academic Practice, Professional Practice, Innovations in Design Research Methods, Contemporary & Evolving Models of Design Research, Research as Design and Design as Research. Preeti Vyas, Founder, VGC shared her insights of Design and Communication as one of the key note speakers. From making economic sense with design as a management tool, to business and marketing strategy, Preeti has infused them all with the essence of intelligent design thinking.



Ms. Archana Surana, Ms. Preeti Vyas key note speaker and Dr. Neena Jaju Pingaley



Dr. Pradyumna Vyas, Director, NID addressing the conference delegates



L to R Nokil Singh, Dr. Neena Jaju Pingaley, Sr. Design Educator Prof. Dinesh Korjan & Ms. Archana Surana

DESIGN CONVERSATION

At Rajasthan Heritage Week 2018, students of Arch got an opportunity to speak to renowned designer Ajai Vir Singh, Founder and President, Colombo Fashion Week and Winner of Global Effie. He is a visionary who has fathered the fashion movement in Sri Lanka.

Arch students asked a few questions to understand the challenges and journey of Ajai as a designer.



Being the Founder and President of Colombo Fashion Week, what would you say are the opportunities for young designers in Sri Lanka?

Fashion was started in Sri Lanka 15 years ago. That was 5 years after India Fashion Week. One of the key things that we have always done is that we have made a conscious effort of working with Universities because I feel the supply chain for designers comes from the Universities. We have done programs like Emerging Designer Showcase and have put efforts in impacting the curriculum as well. The curriculum at Universities is set, while when you are in fashion industry changes keep happening all the time. So how do you include that? So we do something called Days at the University once in 3 months, where we talk about new trends and changes which are happening in the industry. These the young/student designers can include in their collection even as we think and hope that they will get ready to be part of the Emerging Designer Showcase where they find a lot of opportunities, especially the sustainable aspect of it.

Can you elaborate more on sustainable fashion?

As designers, we have a huge amount of power to reduce waste. But everyone blames the people involved in manufacturing for all the issues-pollution, unfair wages etc., who are only following the instructions of the designers. So that is where your design thinking starts. As designers we only think about the 'final nice piece', and not the impact of the process involved in its making.

What should be the focus of any design student during his/her course of study?

Philippe Starck is the most revered and most popular designer in the world. He is from Paris. I was on a panel with him last week and I loved what he spoke about, as it is also connected to what I believe in. I wrote it last week in a story and it is very important that we hear him. He said that as a designer designs, the focus should be on the solution and not the problem. The designer should look at design itself as a solution and not a problem.

According to you, what is the value and impact of traditional textiles in the global arena?

Good storytelling in fashion is very important because that is what people buy. And traditional art and craft is good storytelling. We haven't used it much in our stories and have only touched it from far. It can be mixed with modern designs very easily. It is all about design thinking. The way you think it, interpret it and put it.

One mistake that the designer should not make during his/her journey?

Making mistakes is good because that's how you learn. But don't repeat the mistake. Making a mistake is a good thing, repeating it is stupid. So, don't repeat it, learn fast from it and then the journey begins.

How important is inspiration for a designer?

Inspiration is a good thing, but you need to really be inspired. Sometimes I find that in young students, they get inspired by what their friend gets inspired by or even the friend's friend. If I put you in this garden alone, just looking around, can you create a collection? That is what the challenge should be. My inspiration can be sitting in a room and looking at a wall and still creating a collection. So, inspiration should be your own.



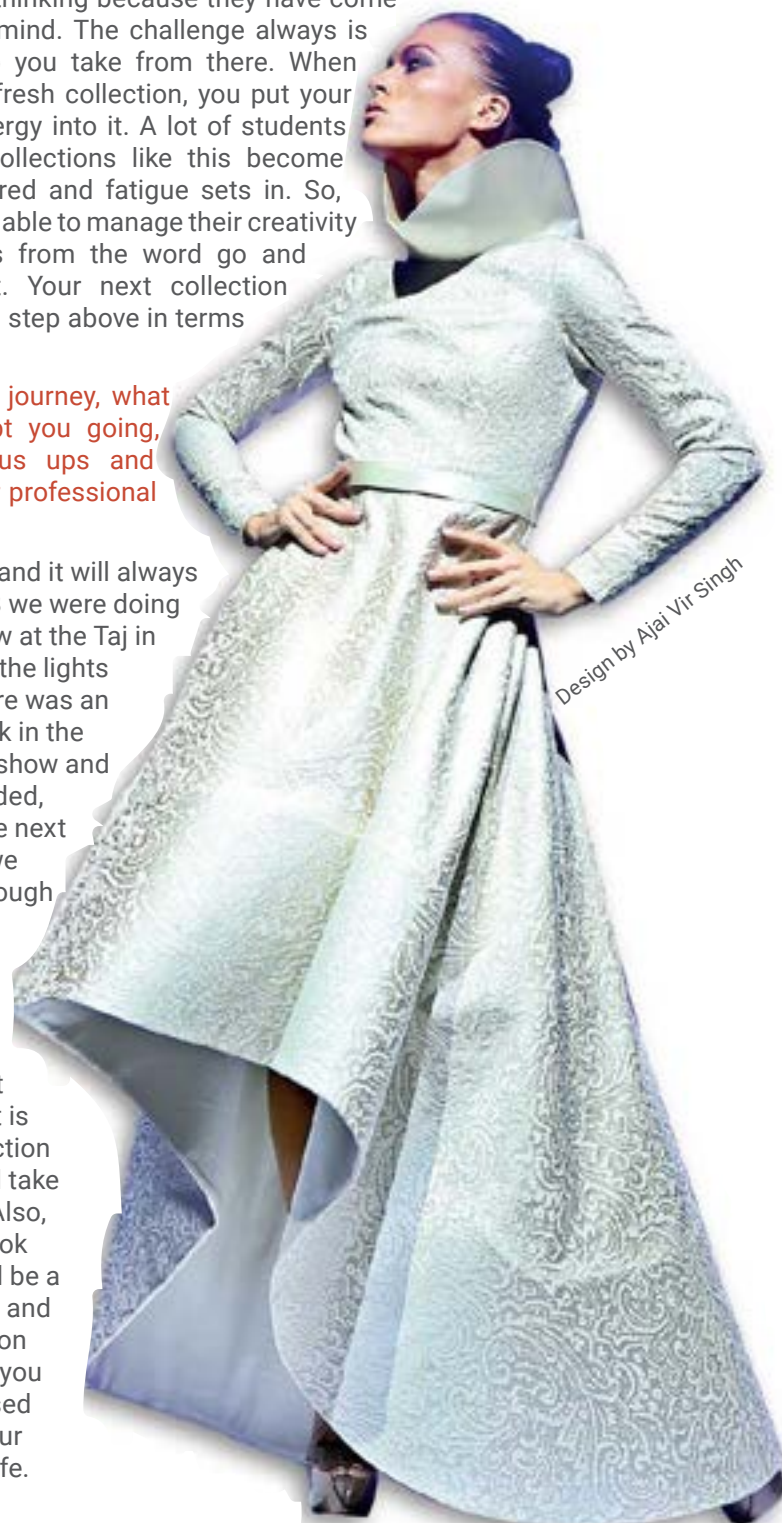
Fashion designer Ajai Vir Singh with ARCH students at ARCH Stall Display at Rajasthan Heritage Week 2018

Kindly give your feedback on Surkhiya-The Arch Shop, a collection by ARCH students. Any advice you would like to give them?

The collection is interesting. So, when I look at these collections, they are very fresh in their thinking because they have come from a fresh mind. The challenge always is the next step you take from there. When you create a fresh collection, you put your emotional energy into it. A lot of students after doing collections like this become emotionally tired and fatigue sets in. So, one should be able to manage their creativity and emotions from the word go and maintain that. Your next collection should be one step above in terms of creativity.

In your entire journey, what is it that kept you going, despite various ups and downs in your professional life?

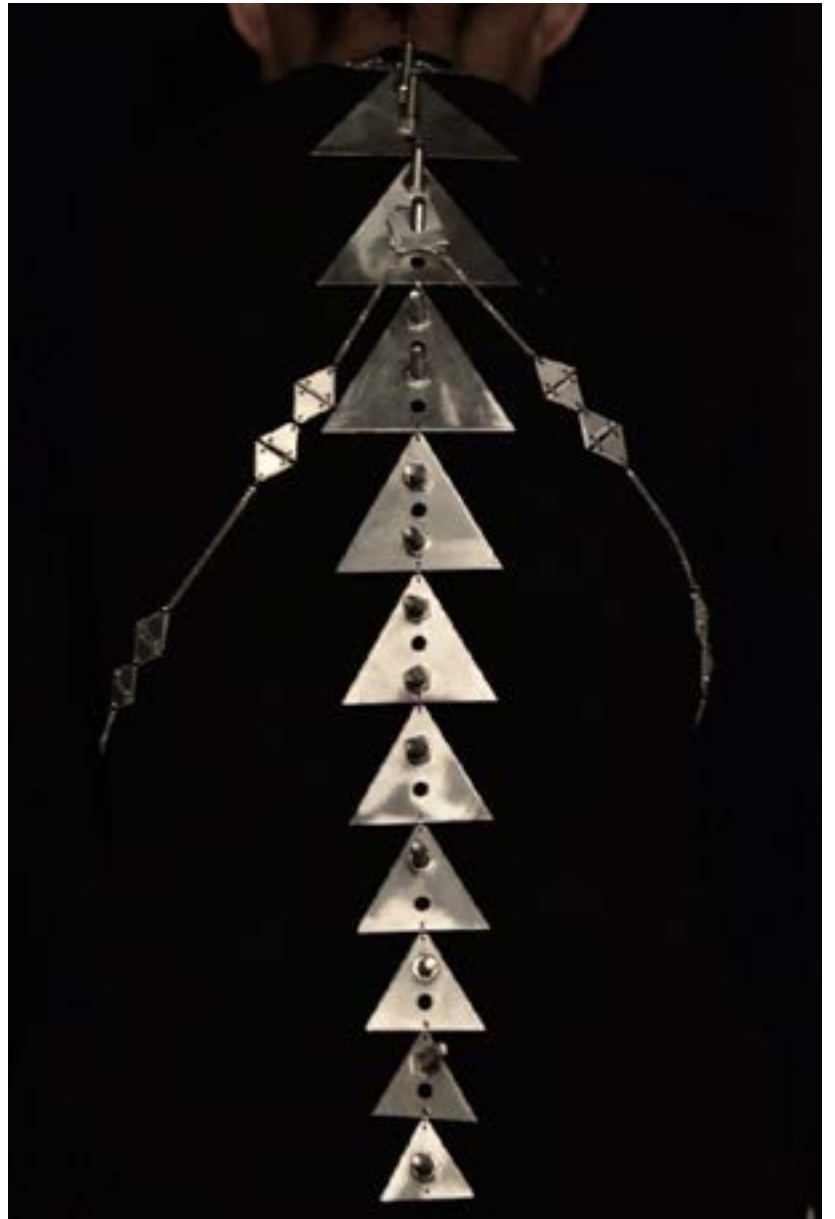
"God is good, and it will always work". In 2008 we were doing a fashion show at the Taj in Colombo and the lights went out. There was an LTTE air attack in the middle of the show and a bomb exploded, probably in the next building. So, we have gone through all that and if you can take a fashion week through that journey you can take it through any. It is just the conviction in you that will take you forward. Also, you need to look inside you and be a design thinker and keep working on solutions and you will be unphased throughout your professional life.





Jewellery

The entire range turned out to be true evidence of the concept and inspiration. The idea struck home when the student approached this new-age collection from the perspective of creating adornments inspired by Biomimetics and the Human Spine. It also features the movement and flexibility of the human spine while tessellating geometric shapes like the square, triangles and rectangles connecting other body parts as our spine does.



Ideas & Design Concepts Developed at ARCH

Students are the backbone of carrying forward tradition and cultural heritage through inspiration in creative pursuits such as design. Such was the environ at ARCH Campus when our students from various departments showcased their creativity for their end-semester Jury.

Eminent experts in the field of Jewellery, Neeru Jain, and Abhishek Sharma and Apoorva Agarwal, in the field of Industrial Design and Product Design, Sonal Shreeshreemal and Vipul Mathur in Interiors, Artists Shwet Goel and Sheetal Chitlangia in Design Communication and in Fashion Design, Swati Jain, Avishek Mandal, Gagan Khanna and Aparna Yadav evaluated the students & their work in terms of efficiency and accuracy and gave them tips to gear themselves up as per latest trends and different styles of design. Students were also given conceptual knowledge to enable them to transform themselves to suit the changing needs of the industry. Valuable feedback from the Jury members made it an insightful experience for the students.



Designer: Raghav Agarwal & Riya Soni
Undergraduate Programme in Jewellery Design
Collection: AI collection
Model: Vanshika Singh Rajawat

Fashion

The 4 layered garment is a reflection of banjara tribe, their crafts and how a Design student relates to them. The garment is developed by taking unique elements from their lifestyle like the "Ghunghat" interpreted as a hoodie in a shirt which adds an element of mystery. The fabric used is a fusion of strong and durable leather and Kota Doriya.

The leather craft of Rajasthan has been integrated along with beadwork, knotting, leather on leather patch work. Embellishments on leather depicts the Pushkar fair of Rajasthan. The use of material in its raw form portrays the natural character of the Banjara community.



Designer & Model: Vanshika Singh Rajawat
Undergraduate Programme in Fashion Design (4 Year)
Collection Banjara- A Collection Inspired from treasures of Indian Cultural Heritage

Foundation Studies in Art & Design

Dual Persona

Ishita Bhattacharya, Foundation, B.Des Fashion Design

Based on the task to modify an area of Jawahar Kala Kendra the student created an idea to convert the amphitheater into a swimming pool divided into different segments possessing different depth and features to be used according to the required age and purpose. The pool can be used as a place to learn and practice swimming in the day time and at night time the pool can be used for pool partying and community gatherings.

This dual feature of the swimming pool was incorporated into a box which when viewed from a certain angle will show the disciplined day time and when viewed from a certain angle will show the exciting night time. The particular box represents the dual personality of the swimming pool.



Water lily

Gulsheen Kaur, Foundation, B.Des Interior Design

Being a nature lover and her fascination for Water lily, the student came up with the idea of making a lamp. Taking inspiration from a lotus flower and its striking character and proportion she experimented with innovative forms and textures by folding and cutting, thus creating layers. By using a pink color sheet and miura folds a serene looking flower shape was created. Yellow fairy lights were added to enhance the appeal and application of the concept.

Window Display of Christoph Niemann by Anushka Chowdhary, Foundation student



Window Display inspired from Zaha Hadid by Foundation students Charu Nahata, Mahi Jain, Srishti Daga



Interior Product Design

Chiffonier

Vanshika Sharma, UG in Interior Design

Beautiful wooden shelf inspired from combination of geometric shapes -triangle and hexagon with smoothened edges. It can be used for keeping aesthetic items like photo frames, showpieces and books.



Mr. Pea Buddy

Sagar Seth, UG in Interior Design

The product is a dog-shaped table lamp with the combination of geometric figures like triangle, rectangle, square, cylinder and semicircle. It can be used in study rooms, offices and as a side lamp too.



Murphy Seat

Shubhi Agarwal, UG in Interior Design

The concept and inspiration of the product is taken from "French Fries" which is the most popular snack in a get together, family gathering or a party. Having French fries with friends and family is synonyms to fun and relaxing moments which is clearly depicted by creating a relaxing chair.



Carpace Beacon

Muskaan Lakhota, UG in Interior Design

A wooden product inspired from sea-shell showcasing jewellery, valuable items with a focus light on it.



Design Communication

Photo manipulation by Chinmay Hegde, Post Graduate Programme in Design Communication

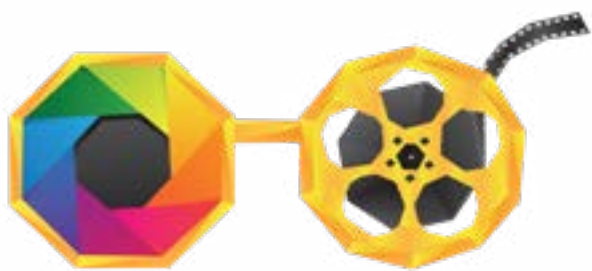
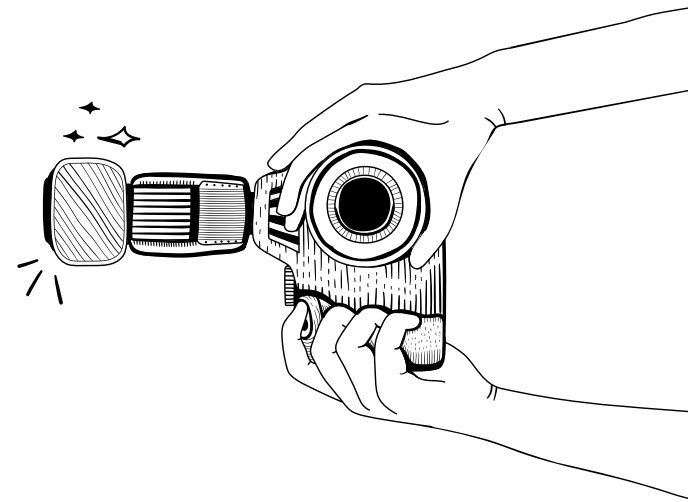


Photography on theme Colours by Urvashi Jain, Bachelor of Visual Arts



DESIGN STORY '18

TOUCH • MOVE • INSPIRE



AWARDS

Ist prize: DSLR

IInd Prize: Point & Shoot Camera

IIIrd Prize: Instant Camera

Annual Backstitch Magazine subscription for top 25 entries

Viewer's Choice Award: Android Phone

Certificates & acknowledgment schools trophy, certificate and award picture published on social media, ARCH website, backstitch magazine, calendar etc.

Design Story- a Photo Video Competition by ARCH College, was themed this year to examine the world around and see Design in action. The aim of the competition was to gauge the effect & impact of Design, that it has on people around us.

Through this competition, we wanted to increase awareness of Design in our environment and perceive how objects & spaces impact us.

As the aim of the competition was to develop sensitivity and observation skills towards one's surroundings as well as design that literally supports every aspect of life in visible and invisible ways, the criteria was based on:

Originality

Perspective (point of view)

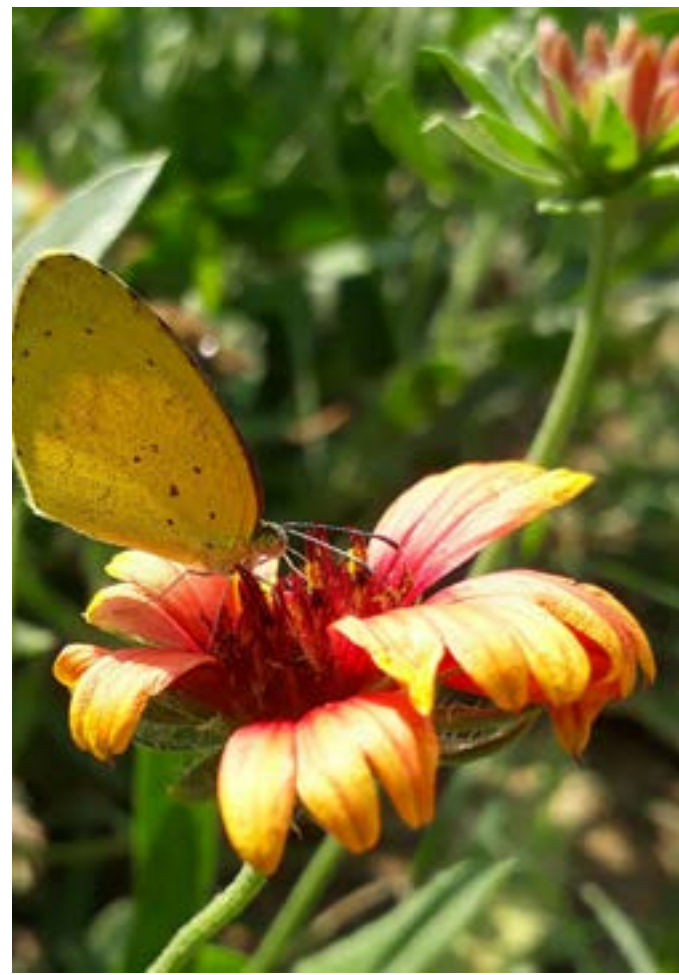
Clear (max. 30 words) explanation of the entry

Our Jury consisted of eminent people from Photography, Design, Culture and Aesthetics. Here are some of the selected entries from the competition.

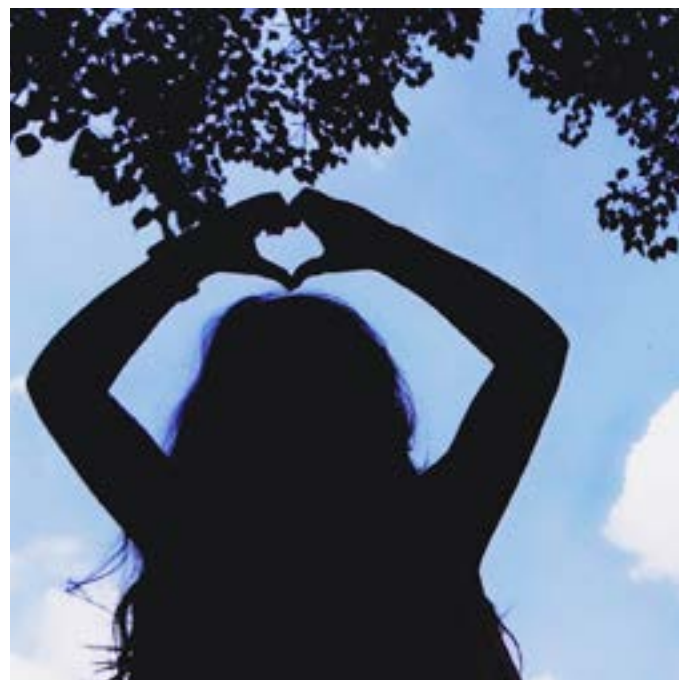
Naaz Hanif



Ahmad Khan



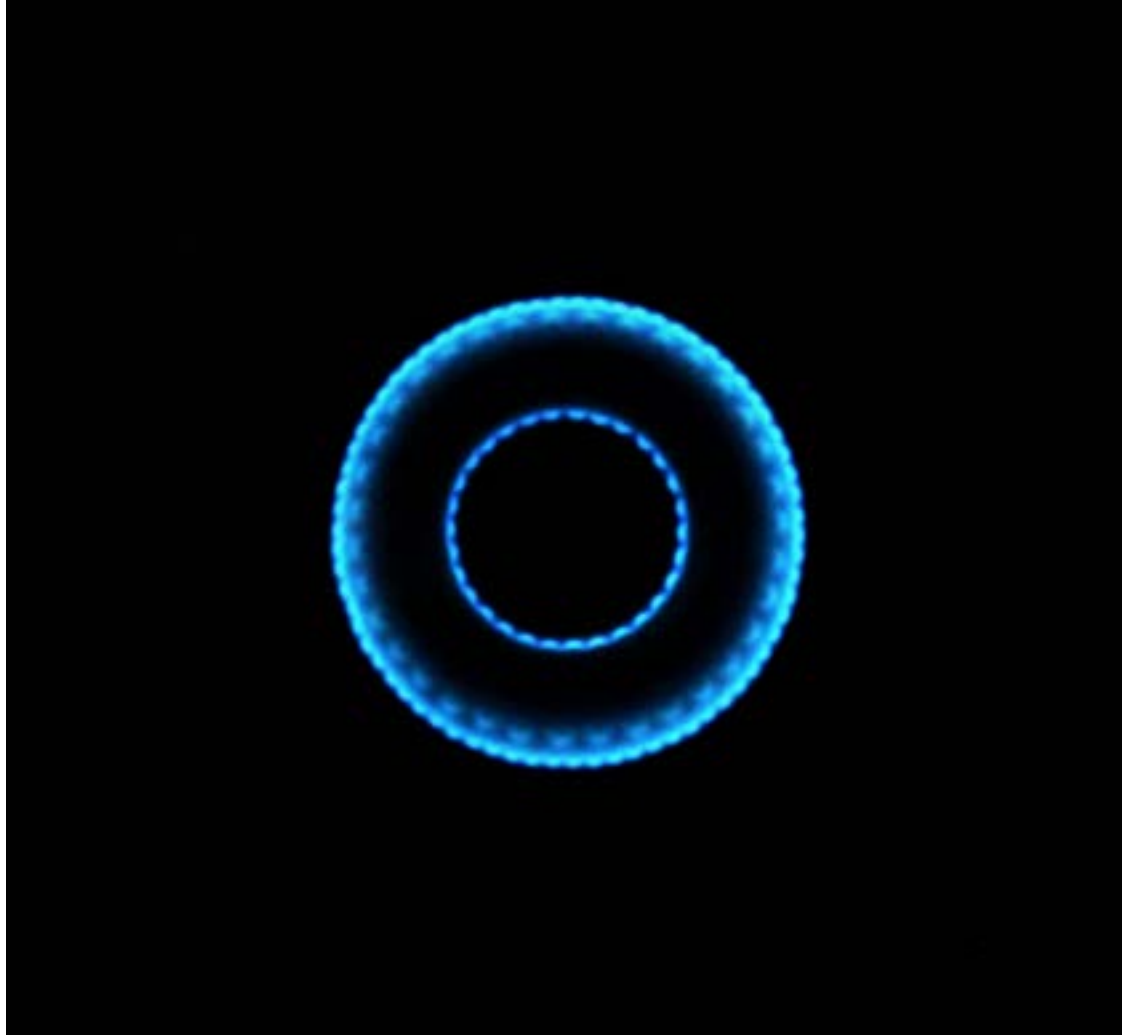
Amrita magar



Teena Thomas



Chetan Joshi



Harsh Sharma



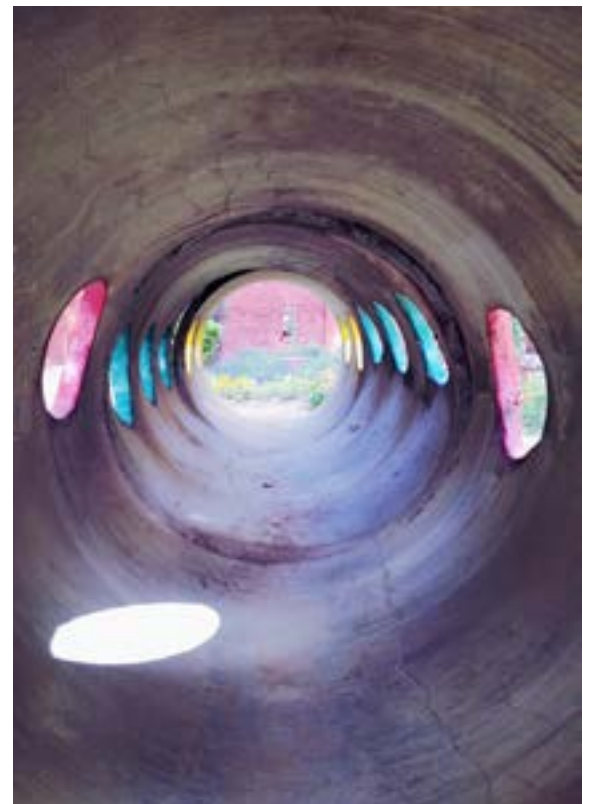
Nishant Saxena

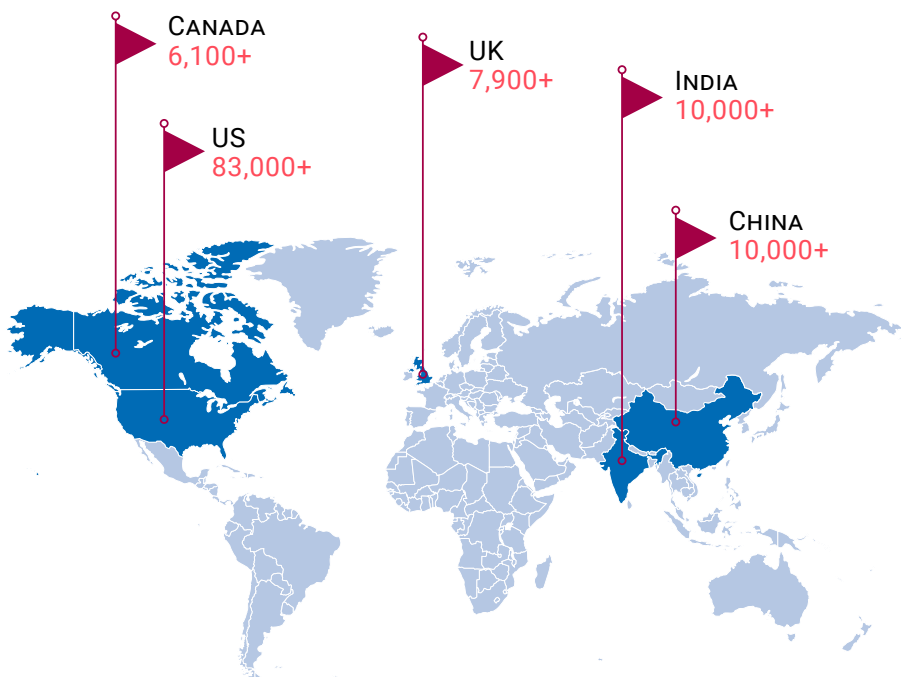


Rohit Kumar Gupta



Rohit Kumar Gupta





Source: Microsoft Ventures, Zinnov, NASSCOM Startup India report 2015

India is amongst the top five countries in the world in terms of startups. US ranks number one on the list with 83,000+ startups.

ACCELERATOR to SUCCESS

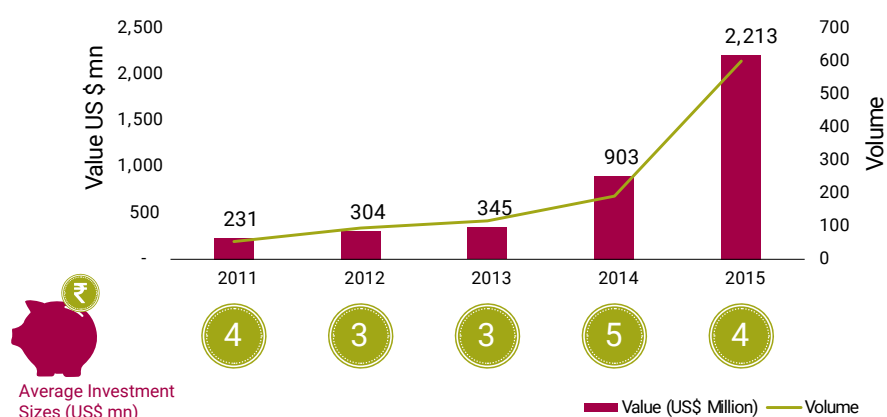
a Journey of Startup Ideas by ARCHians

The Design Business Incubation Cell – HUB In at ARCH was founded in March 2017. ARCH Incubator is working towards providing the necessary resources, services, coaching, mentoring & networking connections required for the support, and development of business models based on design innovations and making them scalable to achieve commercial success through 'start-up' enterprises.

"This programme is to motivate the students to become entrepreneurs citing the importance of disruptive innovations in present context."

Archana Surana Entrepreneur & Design Educator,
Founder & Director ARCH College

Startup investment round up



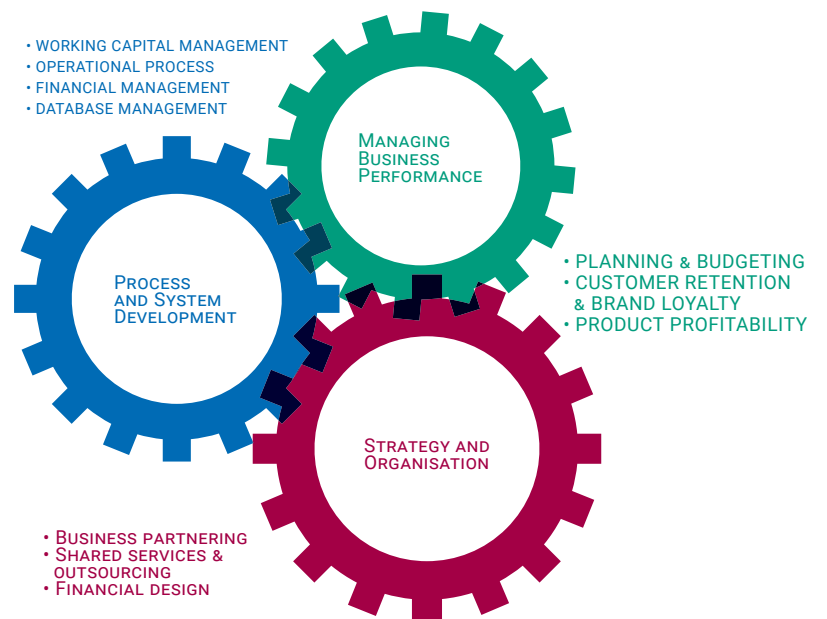
During 2011-13 (CAGR growth)

- Yearly growth of 22 percent in number of investment
- Yearly growth of 47 percent in total value of investment

During 2013-15 (CAGR growth)

- Yearly growth of 153 percent in number of investment
- Yearly growth of 127 percent in total value of investment

EFFECTIVE OPERATIONAL MANAGEMENT FOR STARTUPS




2018 has been again a great year for the startup in India. According to reports, Indian startups raised a total of \$12.68 billion in equity funding, plus \$1.14 billion in debt funding in 2018, across a total of 864 deals, surpassing 2017. As many as eight startups (Swiggy, Zomato, Paytm Mall, Udaan, PolicyBazaar, BYJU's, OYO and Freshworks) acquired 'unicorn' status in 2018 and the big boost came primarily from two deals in December: Swiggy's \$1 billion Series H round and BYJU's \$540 million.

Even in 2019, there is no turning back for the India Startup Ecosystem as there is a constant rise, both in the number of startups and number of deals in the ecosystem. With sectors like ecommerce and fintech becoming investors' favourites, sectors like Machine Learning, IOT, AR/VR, Design-led Innovation and others are catching up to become the hottest sector in 2019. The startup space is both dynamic and volatile and with the rapid change in the business world, is very important to integrate creative thinking with innovation and technology. People who understand technology and can also empathise with the end customer, turn out to be better entrepreneurs and can eventually create billion dollar companies.


ARCH has always believed in this philosophy and has been on the path of imbibing the right skills in students both from design and business point of views so that they can go out in the world and build their own startups. We run bootcamps, hackathons and most importantly 3-month long Accelerator Program where we invite experts, mentors and investors so that students can get real world exposure.

We believe that equipping them with the right skills and resources will help them solve real world problems in a much better and efficient way and drive them towards becoming successful entrepreneurs.


By : Dilnawaz Khan
Adviser, ARCH Incubator




140+
Incubator/Accelerators
(~40% YoY growth in 2016)



30+
New Incubators
established in 2016



Tier 2/Tier 3 cities seeing
traction, with **14** new
Incubators in 2016



Corporate Accelerators
growth
~35% YoY

Story - tellers of 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 her professional and/or personal life.

In this article we bring some of the success stories of mentor-mentee relationship between the members of Women Mentor Forum, Jaipur over last one year. WMF Executive Chair 2018 Advocate Nivedita Sarada worked closely with mentors and mentees and tracked down the success stories through the mentoring relationships developed over the period. WMF members shared in a session "Inspiring True Stories Around Us" on 14 December 2018 at ARCH Campus in which its members shared their success stories and how mentoring through WMF inspired them to aspire and achieve success in making their journey incredible. Here are some of the selected stories.



Ms. Archana Surana
Founder and Chairperson
Women Mentors Forum, WMF
Flag Bearer, Vital Voices
Global Mentoring Walk



Prof. Ranju Mehta
Executive Chair, 2019
WMF, Jaipur



Dr. Anita Bhandari
Executive Chair, WMF, Udaipur
Former Executive Chair
WMF, Jaipur, 2017

Creating new Perspective

Mentor: Nivedita Sarada **Narration by Mentee:** Amreen Ahmed

I joined WMF at a stage where I was working with the development sector from last 8 years. My reach to people was limited to the same sector. WMF gave me an opportunity to meet women working in different fields, women who are successful and doing brilliantly in their respective profiles. My mentor Nivedita has given me an opportunity to share my struggles personally and professionally. Nivedita is not only my mentor, she has partnered with me to acknowledge my own efforts and figure out new opportunities.

New Avenues

Mentor: Neha Pathak **Narration by Mentee:** Nidhi Bharti

I never got any appreciation or motivation throughout my life. I met my mentor Neha, wherein she recommended me to join WMF. I am a coffee artist and constant motivation by my mentor and other members of the Forum, I have had my paintings showcased at Kathmandu, Korea, Jaipur Art Fiesta 2018 and Indian art festival 2018, Mumbai.

Let's begin a new Success Story

Mentor: Alka Singhi **Narration by Mentee:** Anima Sharma

I came to Jaipur after spending almost 21 years in the Middle East when on an official trip to Riyadh, my husband met with a fatal accident and left us forever. I was broken-mentally, emotionally, physically. I was especially clueless about managing finances. Amidst all this, one day I received an invitation to join Women's Mentor Forum. Forum conducts meetings with eminent professionals from banking sector, financial advisors. which helped me. I am thankful to my Mentor Alka Singhi, for being my strength, my support in this empowering journey, by being my emotional anchor and healer, filling me with positivity and light.

Born to win

Mentor: Meeta Mathur **Narration by Mentee:** Kanika Gupta

I am an Interior designer and have my own enterprise "The Incredibles". I am a cancer survivor due to which my voice and communication ability was affected. At this juncture when I was in depression, I was introduced to the WMF in the month of July 2018. My mentor (now friend) Mrs. Meeta Mathur's professional demeanor and helping attitude instilled faith in me because of which my network increased exponentially. My communication and inter-personal skills have vastly improved. I have learnt to face each obstacle as a stepping stone towards success.





Vital Voices Lead fellow and Flag bearer, Archana Surana is the founder of the Women Mentors Forum, and since year 2011 has been organizing the Vital Voices Global Mentoring Walk in New Delhi, Jaipur and Udaipur. This year Bhilwara is an addition to the mentoring walks.

New Delhi 8th March | Jaipur 9th March | Udaipur and Bhilwara on 10th March 2019 respectively.

FASHION WEEK TO CELEBRATE DESIGN



Fashion-oriented events help in making India's youth aware of their rich heritage and encourages them to integrate traditional styles with their modern sensibilities. Two big fashion events which took place in last two months were the **Lotus Make- Up India Fashion Week & Rajasthan Heritage Week**.

The Fashion Design Council of India (FDCI) was set up with the aim to empower the design community and has been in this domain for the last two decades and has now over 400 members. Today FDCI has become an expansive organization and gives a bi-annual platform to ready-to-wear,



ARCH Stall Display at Rajasthan Heritage Week 2018



India Fashion Week (Spring-Summer and Autumn-Winter) along with the India Couture Week to a diverse set of professionals- models, makeup artists, designers, choreographers and craftsmen. This year the FDCI organized its 32nd edition of Lotus Make- Up India Fashion Week between 10-13th October 2018 at Jawaharlal Nehru Stadium, New Delhi. ARCH College, being a member institute of FDCI was invited for the same.

The design community of FDCI celebrated the historic judgement of Supreme Court in favor of the LGBT community this year and hence dedicated the grand finale for their symbol of expression, the rainbow theme. The designers showcased their collections around the theme and the show was appreciated amongst the design industry. ARCH students were selected as volunteers for the fashion show which proved to be a great learning experience for them. They had actually learnt how an international Fashion Week was organized and what effort goes into making the event a success by physically working for the show.

Another set of students visited JLN stadium to attend the show on 12th October'18 and attended 2 shows- the celebrity showstopper shows by the brands Architha Narayanam, Poshpride, Sanjukta and WNM at Tribes of the World.

On the other hand, Rajasthan Heritage Week showcases traditional textile arts of the state in integration with the most talented designers in India and abroad. India has many varieties of textiles and related art forms which need dedicated promotion. Such promotion is not bereft of marrying traditional forms of design with the modern.

The students of ARCH college of Design and Business displayed their exclusive range of spectacular garment design collections and products at Rajasthan Heritage Week 2018.

Many designers, models and personalities across the world visited **Surkhiyan-The Arch Shop** and ARCH's institutional stall. Among them were the renowned Ajai Vir Singh, Founder and President of Colombo Fashion Week and Prasad Bidapa, Fashion stylist. The gorgeous and stunning supermodel Noyonika Chatterjee also visited the stall. They were impressed by the stall showcase and their amazing collection. Prasad Bidapa specifically liked ARCH's jewellery and the FOAID installation at the stall. Other designers and guests of Jaipur and other parts of world also visited the stalls and praised the students for their creative contribution. **Good luck, fashion ARCHians!**



ARCH Fashion Department Students and Faculty at Lotus Fashion Week, New Delhi

The Future of Design Education in India

The British Council in India and India Design Council, collaborated and did a joint research to capture the changing landscape, trends, growth and critical developments across the design education sector in India. This article covers the key findings of this report.



GROWING IMPACT AND IMPORTANCE OF DESIGN EDUCATION

- 1** Design in India has matured over the years and is booming. By 2020, the potential market for design in India is expected to be INR 188.32 billion (GBP 1.43 billion). Only a fifth of the design market is currently tapped.
- 2** From a handful in 2010, the number of design institutions has grown to over 70 by 2016.
- 3** Given the positive demographics, rising educational aspirations, openness to pursue alternate careers, employment opportunities and increased affordability of higher education, the number of design aspirants is increasing every year. The number of designers required by 2020 in industrial, graphic, communication, packaging and other design domains will be 62,000, provided the design potential is fully realized. Currently there are approximately 7,000 qualified designers in the country and approximately 5,000 students in design education.

INTERNATIONAL COLLABORATION OPPORTUNITIES

- 4** The United Kingdom is followed by the United States of America, Italy and Netherlands as favoured countries for international collaboration for Indian institutions. USA followed by the UK, is the top destination for Indian design students to study abroad.

- 5** Greater opportunities for international collaboration are in the area of developing and delivering niche programmes in the emerging domains of design. Introducing more Masters programmes and Ph.D. programmes will further increase opportunities for international collaboration.

- 6** International collaborative programmes do not pose a big challenge for Indian design institutions. Students have shown an increasing interest in international mobility and other aspects of collaborative programmes, while legislative constraints have been reported to be only marginally challenging.

- 7** There exists a trend of forming international partnerships to initiate a new design institution. The success of these partnerships is an excellent benchmark for more such collaborations.

GOVERNMENT INTERVENTIONS

- 8** The Government of India has offered increased support for design education by announcing and implementing initiatives such as new national institutes of design, design innovation centers, Design Education Quality Mark and national aptitude test for design.

- 9** The Indian government acknowledges the role of foreign universities in achieving its mission of transforming India into an Asian higher education hub and there are positive signs of a major policy initiative in this direction coming through.

NEWS & Events



Live talk show "The NDTV Town Hall" by Sreenivasan Jain, Show Anchor & NDTV Managing Editor on elections 2018, Sachin Pilot, Deputy CM, Rajasthan

MEETING YOUNG MINDS

"Design Dhara" is an initiative by ARCH towards spreading awareness of critical & strategic design thinking & research based higher education pathways to raise employable skills amongst the youth.

The first 'DESIGN DHARA' was a travelling exhibition in a bus, touring through Rajasthan for 30 days; a unique initiative by ARCH to acquaint school and college students, & enthusiasts of art, craft and design, with the processes, techniques, career options, the industry & the world of design. It was flagged off by the former Chief Minister of Rajasthan, Smt. Vasundhara Raje.

The second 'Design Dhara' was a 3-day affair with several Artisans & Craftsmen displaying their skills related to Puppetry, Weaving, Pottery, Laser Cutting, along with designers interacting with students in live workshops. Our community at ARCH continues to build sensitivity and awareness and inspire people through similar initiatives to highlight Design.

This year in Design Dhara, workshops were organized for students of different schools to make them aware about critical and strategic design thinking and provide them knowledge about higher education opportunities in this industry for a successful future.

School students of various schools across Rajasthan from cities like Jaipur, Ajmer, Kota, Alwar participated in the same. Some of the schools were: Neerja Modi School, Saint Soldier Public School, St. Angela Sophia Senior Secondary School, Sanskar School and Delhi Public School, Maheshwari Public School etc. Students attended creative workshops to help them experience the concepts, process, and thinking of the design scenario beyond boundaries of specific subject-oriented classroom scenarios.

In a Live talk show "The NDTV Town Hall" by Sreenivasan Jain, Show Anchor & NDTV Managing Editor on elections 2018, Sachin Pilot (now Deputy CM, Rajasthan), shared, "Interaction between industry and academics is far needed." Added to it he said that we should not undermine the power of automation and technology. He said that they will create an ecosystem where people can get skill oriented jobs.

These interactions with students serve as a fantastic platform for learning and gaining awareness about the education scenario and potential career opportunities in the field of Design.



Neerja Modi School



St. Angela Sophia Senior Secondary School



Delhi Public School



Sanskar School

Arch Design धारा

AN EVENING DEDICATED TO NEW ENTRANTS- FRESHER'S PARTY' 2018



In high spirits senior students welcome the new batch with foot-thumping dance and music & freshers party was organized. Viraj Parmar and Anushka Sharma bagged the Mr. ARCH and Miss ARCH 2018 titles for the students.

EVENT ON "BETI BACHAO BETI PADHAO BY SHRI JAIN SWETAMBER TERAPANTH MAHILA MANDAL



Shri Jain Swetamber Terapanth Mahila Mandal, Jaipur, conducted a Masterclass at ARCH on "Challenges Faced by Girls & Women" to promote the "Beti Bachao Beti Padhao" campaign.

Ms. Madhu Shyamsukha, President, Terapanth Mahila Mandal, Jaipur explained the importance of the topic. Panelists on the topic were Dr. Teena Sawhney, Educationist and Regional Operations Director, India for CBA-CFA (Canada), Ms. Archana Surana, Founder & Director, ARCH College & Shobag Baid, Trustee - Akhil Bharatiya Terapanth Mahila Mandal.

RENOWNED VISUAL ARTISTS & PAINTERS AT ARCH CAMPUS



A delegation of renowned artists, Amit Dutt, Ravindra Verma, S.R Gohri, Prasanta Kalita, Prof. Bhawani Shanker Sharma and Vipul Kumar visited campus. The guests praised the work of students and college for its efforts to promote and support the Art & Design Education.



RESEARCH ON CHILDREN WITH SPECIAL ABILITY AT UMANG SCHOOL

As a part of research learning, ARCH students visited Umang School where they are developing a Research Paper on "Human Centered Design Approach". Students in different groups explored aspects around Umang connecting it to their specific field of Design. The study will improve the research skills and critical thinking and at the same time will create a huge community impact.

ASHOKA YOUTH VENTURE AWARDS



Ms. Archana Surana with Sana Sawhney, Raghav Khemka, Shubhendu Sharma, Yashveer Singh

Ashoka Innovators for the Public invited our Director, Ms. Archana Surana as the Jury member for Youth Venture selection panel held on November 16th-17th at Bangalore.

She shared the panel with people like IAS G. Rekha Rani, Special Commissioner R&R, Polavaram, Sonal Shah, Director, RK Group, Sana Sawhney, Co-Founder, The School Kit and Pair of Warmth and Shubhendu Sharma, Founder and Director, Afforest.

LADY DOCTORS FASHION SHOW



L to R: Dr. Sarita Sharma, Dr. Vinita Patni, President, Women's Wing, Jaipur Medical Association (JMA), Dr. Ritu Sharma

On 9 December 2018, JMA Women Doctors Wing organized a cultural programme "Glorious Glitters" for its members who are renowned women doctors at Indralok Auditorium. Various dances and singing performances were performed by the women doctors. The highlight of the event was the Fashion Show in which beautiful doctors walked on the ramp flaunting collections by the budding designers of ARCH. They wore beautiful apparels by Alka Yadav and Nagma Sharma, both Pearson BTEC Level 5 HND in Fashion and Textiles graduates from ARCH.

AIEED 2019
All India Entrance Examination for Design

ARCH
Design • Business • Research

#ADESIGNTHINKER

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Bachelor's of Design-B.Des

B.Des Interior Design

B.Des Fashion Design

B.Des Jewellery Design

B.Des Craft & Accessory Design

Bachelor of Visual Arts (B.V.A) Applied Arts



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01-15 Dec 2018

15-30 Jan 2019

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AIEED Exam consists of:

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Creative Aptitude Test (CAT),

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Batch Commencement

Foundation UG Courses:

24-Apr 2019

PG Courses:

12-Jul 2019

Eligibility Criteria:

UG: 10+2 in any Stream

PG: Graduation in any Stream

For More Information:

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Opp. Police Station,

Malviya Nagar, Jaipur-17



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