

CELEBRATING
23
GLORIOUS YEARS

 **ARCH**
COLLEGE
DESIGN · BUSINESS · RESEARCH

STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN

#ADESIGNTHINKER

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

**Design creates culture.
Culture shapes values.
Values determine the future.**

Jaipur

THE PINK CITY | UNESCO WORLD CRAFT CITY,
MOST CREATIVE CITY & HERITAGE SITE | IT & STARTUP HUB



Jaipur, the capital of the marvelous state of Rajasthan, is one of the well-planned cities of its time. Jaipur was established by the then Maharaja, Sawai Jai Singh in the year 1727. The graceful architecture of the City that runs across in pink colour has earned Jaipur the title of “The Pink City”.

Jaipur is predominantly Known for its musicians, artisans and craftsmen. The masses flock to it for its fine silver and gold jewelry, precious and semi-precious stones, beads, and sumptuous cuisine. The most sought-after famous handicrafts include blue pottery products, carpets, varied textiles, and leather products.

The cultural heritage, craft, and industry of ‘Pink City, Jaipur’ acts as catalyst in the study of design. The research - led, interdisciplinary learning practiced in the ambiance of this **WORLD CRAFT CITY** has attracted pluralistic identities & cultural contexts. Design students, researchers, teachers, and practitioners come here from across the planet to explore and contribute to the growing ecosystem.

Further, the burgeoning IT sector within the city has opened up new avenues for the rapid growth of start-up ecosystems. Based on the strength of startup ecosystem Jaipur ranks 8 in India and 234 globally.

Jaipur is a destination of craft, for anyone to experience the uniqueness and innovative strength and skills of craftsmen, and the range of beautiful handcrafted products they produce. It is the talent of the craftsmen of Jaipur and the crucial role played by them in evolving the art and craft of the city supported by Royal Patronage in bygone time, that makes the city a must visit destination for all. It is no wonder that it is a place of choice for organizing and hosting international events, one of which is the perennial and famous Jaipur Literature Festival, the largest literary event in the world. Adding to the image and shine of Jaipur, the highly successful Fashion Colloquium 2020 organized and hosted by ARCH last year, increased its visibility multifold in the eyes of the international Design Fraternity that visited the city to participate. Jaipur remains alive in their memories and the experiences they carried back, and many wish to come back to spend more time here...

BLUE POTTERY | LAC BANGLES | METAL JEWELRY | GEMSTONE JEWELRY | BANDHEJ - LEHERIYA & MOTHDA | GOTA PATTI | MINIATURE PAINTINGS | WOODEN CARVING | MARBLE CARVING | SANAGANERI BLOCK PRINTING | BAGRU PRINTING | NATURAL DYEING | PUPPETS | JOOTIS RUGS AND CARPET MAKING | QUILT MAKING | TARKASHI CARVING | THATHERA METAL CRAFT ENAMELLING | MEENAKARI

INDUSTRY ECOSYSTEM

300+
Garment
Exporters

250+
Handicraft
Exporters

500+
Jewellery
Exporters

300+
Interior
Designers &
Architects

150+
Design
Studios



TWO DECADES IN THE CREATIVE CITY

Arch, with its legacy of two decades contributes to the creative industries of the UNESCO rated most creative city & world heritage site Jaipur, the Pink City. Arch is just 7 minutes from the Airport and 20 minutes from railway station.

MOST ENJOYABLE SCREENING FOR ADMISSIONS EXAM

AIEED - All India Entrance Examination in Design is the FIRST Online Entrance Screening in Design in the country and now the ONLY developed, functioning and RELEVANT Screening to help sort CREATIVE Design Aspirants from the masses.

IDEATION LABS

Excellently equipped labs and workshops within a compact and inspirational campus, to ensure efficient manifestation of the products and prototypes of ideation.

GREATEST AVAILABLE CHOICE of PATHWAYS in DESIGN

ARCH is a Centre of Excellence for Design and is the only institution in India offering 7 Undergraduate Degree Pathways as well as a Masters Degree in Design & Entrepreneurship in 5 Design subjects.

COST EFFECTIVE PROGRESSION TO STUDY ABROAD

ARCH is also the only design institution in India offering a Fast Track Study Abroad Programme with the first two years of an International Degree Programme in India. In this highly cost effective format, only ARCH offers a choice of 6 subject pathways and with Multiple International Progression Routes to international B.A/ M.A degree/s.

PLACEMENT INITIATIVES

The CAMPUS to COMPANY initiative at ARCH facilitates mentor shadowing and eventual placements with suitable employers.

OPPORTUNITIES FOR INTERNATIONAL EXCHANGE & EXPOSURE

ARCH presently has MoU's with 15 international institutions, covering collaborations ranging from Progression, Student and Staff Exchanges and actual 3-month to 6 month Semester Exchange with Industry Internships abroad.

PARTICIPATION IN PRESTIGIOUS INTERNATIONAL FORUMS & EVENTS

ARCH is a full voting member of the World Design Organization (WDO), CUMULUS, and the International Foundation of Fashion Technology Institutes (IFFTI). ARCH is also a member of the Fashion Design Council of India (FDCI) and the Indian Institute of Interior Designers (IIID)

DESIGN BUSINESS INCUBATOR - FOSTERING CREATIVE ENTREPRENEURSHIP

The Design Business Incubator HubIN at ARCH facilitates the necessary Industry mentoring and networking connections required to help foster the development of scalable business models and Research Led Community Development Projects.

DC - DESIGN COMMUNICATION PORTAL

The British Council funded Design Communication portal in India displaying and sharing the inspirations, design thinking and processes of student work from ARCH as well as the world.

CREATIVE LEARNING ENVIRONMENT

'Chrcha'-creativity meets, Design Dhara Workshops, Open Days, Master Classes, Mindfulness sessions are conceived, designed and conducted at ARCH, to bring together creative minds of different fields for inspirational sharing and debate. Backstitch is a bimonthly Design magazine brought out by ARCH where students get opportunities to contribute and communicate their thoughts, ideas and interesting research covering all aspects of design and forms of creative activity.

MONTHLY ONLINE NEWSLETTER

ARCH KI TAAZA KHABAR is a monthly communication channel focused on design affairs among the stakeholders.

IMPORTANT ARCH INITIATIVES

Fashion Colloquium, and the DESIGN CULTURE Pink City Design Confluence, and setting up the Centre for Sustainable Design Practice & Entrepreneurship (CSE), in India.



design LEADERSHIP

ARCHANA SURANA

Founder & Director, ARCH College of Design & Business
 Mentor - Fashion, Jewelry & Entrepreneurship
 Chairperson, Design Culture - Pink City Design Confluence
 Vice President, CUMULUS Executive Board
 Member of the CII National Committee on Design
 Member of CBSE Committee on Skill Development
 Former Dean, Fashion Design, Rajasthan ILD Skills University
 Member of International Forums - IFFTI, WDO, CUMULUS
 Member of Industry Bodies - FICCI-Flo, FDCCI, IIID, IGBC, TPE, TIE Rajasthan
 Founder & Chairperson, Women Mentors Forum
 Lead Fellow Vital Voices Global Partnerships
 US State Department Alumnus
 Fortune & Global Ambassadors Program Mentee
 Proprietor ARCH Apparel Exports

ARCH College of Design & Business has been disseminating quality Design Education with an Individual Centric Focus for 22 years now, and it continues to do so! ARCH's mandate is to nurture a culture of design and social entrepreneurship, with a holistic, multi-disciplinary approach; and to create design professionals who can keep reinventing themselves and position design more strategically as an integrator of aesthetics, business, technologies and sociological concerns.

Through design education ARCH endeavours to empower students with the knowledge, skills, values and attitudes to address the many interconnected global challenges faced today. Climate change, environmental degradation, loss of biodiversity, poverty and inequality. Thus, our theme for 2023 is: "SUSTAINABLE PRACTICES FOR A SHARED FUTURE".

Sharing other exciting developments - ARCH is a part of the Co-Life project with European higher educational institutions (HEIs) to create innovative measures in sustainable and social entrepreneurship for HEIs via solid networking between India and the EU. In addition, we are in the process of completing a proposal to apply for Erasmus Plus funding towards developing an appropriate and helpful curriculum for a course in Social and Sustainable Entrepreneurship. As a natural extension to this exercise, we propose to set up a Centre for Sustainable Design Practices and Entrepreneurship (CSE), in India.

We have started the planning towards setting up an Institute for Studies in Advanced Design, Research & Innovation for encouraging developmental work towards attaining and supporting sustainable Design goals and improving the quality of life around us.



















Being in the executive board of CUMULUS, I look forward to bringing my design involvement, contribution and experience, to the institution and together we will be able to create a result, which is nurturing, creating, collaborating and contributing. The Arch focus on Transformative Design Leadership is a mindset which is inculcated through a design lead thinking process. It has a component of design process and another, of Leadership attribute. These combinations helps a learner to accomplish Creative Confidence, irrespective of the area in Creative industries one gets into.

Transformative Design Leadership is a mindset and heartset which is inculcated through a design led thinking process. It has a component of design process and another, of Leadership attribute. This combination helps a learner to accomplish Creative Confidence, irrespective of the area one gets into.

Design thinking and design process being the backbone of this mindset, the additional component of Leadership adds to a transformative mindset and heartset which is initiated through interactions with leaders, projects, spiritual development and a society and culture rooted learning. Arch college of Design and Business, with a legacy of 22 years believes in an academic philosophy in nurturing design leaders who are transformative in their career and life.

As the head of the ARCH family, I look forward to welcoming you to this dynamic and incredible journey of 'creative learning' and wish you a delightful student life at ARCH!

OUR INITIATIVES & PARTNERSHIPS

academic LEADERSHIP

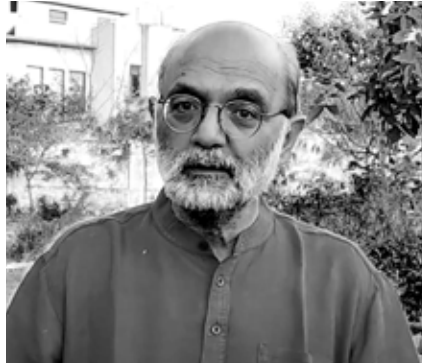


PROF. BENOY THOOMPUNKAL
Director International, Partnerships
Mentor - Interior Design & Photography

The effect and effectiveness of Design Education can be gauged by the products and services we build and consume, and the sensitivity built into the interface of use. Today it may be possible for most people to see design in a wholistic enough manner, to understand the vast range of thought processes and activities aimed at the 'solving of problems' – be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living etc.

ARCH continues to establish agreements with advanced foreign Higher Education institutions; to maintain & improve upon globally recognized and accepted benchmarks in the quality and delivery of Design education. The most recent agreement signed is with the Sapienza University, Rome, Italy, for student exchange between our institutions for up to 2 semesters, free of tuition expenses.

ARCH is a voting Member and participant of extraordinary forums national and international bodies that include the World Design Organization (WDO), the International Foundation of Fashion Technology Institutes (IFFTI), Interaction Design Association (IxDA), CUMULUS, Fashion Design Council of India (FDCI), the Indian Institute of Indian Interior Designers (IIID) and Association of Designers of India (ADI) These memberships offer valuable opportunities for students to participate in International Competitions, Research papers and project presentations, as well as for attending module courses in member institutions, among many other collaborative possibilities.



PROF. BHARGAV MISTRY
Dean - Design Culture
Mentor - Product Design

The education ecosystem at ARCH familiarises the fundamental essence of Design like – Design Sense, Design Sensitivity and Design Sensibility during the student's formative stage of intellectual growth. This makes the education much more meaningful in the present complex and unpredictable scenario preparing both the tutors and students with a deeper understanding of future opportunities and challenges. This way, the holistic skill of 'Designability' is infused into students.

At Arch, Design is a culture – a way of life. Design Culture encompasses aspects of design thinking, design methods and design skills that enable a person to innovate empathetically by understanding actual needs in order to create products or systems that fulfil those needs in a satisfying and pleasing manner. For successful innovators, design culture becomes a way of life.

As a part of the Design Culture drive and making learning more effective and fun, ARCH has initiated a series of dialogues and presentations by way of Design Culture Dialogues, Design Culture Learning Series, and the Design Charcha series. Prominent professionals from fields of design and other domains are invited to share their experience and knowledge for the benefit of students.



RAJ KUMAR JANI
Head Projects & Incubation,
Center for Sustainable Practices
& Entrepreneurship (CSE)

New businesses have a unique set of challenges and needs in their early stages of growth. These could pertain to mismatch between product and its demand in the market, lack of business planning skill-sets, need for pre-seed or seed funding and so on. Business Incubators have a big role to play in shaping up these start-ups into businesses that can stand on their own and grow.

When this role of mentoring and coaching is performed in a design-thinking centric way which goes beyond stereotypes and emphasize on ingenuity and creativity, ARCH Design Business Incubator is born. With a key focus on Entrepreneurship along with Design Education ADBI nurtures young and creative brains from different walks of life experience a brand-new way to deal with problems and solutions away from traditional pitch-decks, blending Innovation & Creativity with original Ideas, Catering to different segments of the Industry.

management BOARD



JC Toshniwal

*Director, Bestronix,
Jaipur*



Rajeev Surana

*Surana & Law Chambers,
Sr. Advocate
Rajasthan High Court*



CA Sanjay Shah

Sanjay Shah & Associates



Archana Surana

*Founder & Director,
ARCH College*



Anubhav Chandel

Advocate, Tax Consultant



Neelofar Singh

Social Entrepreneur



Megha Jain

*Head - Marcomm &
Business Development*



Manan Surana

*Assistant Director,
Product Designer*



Pradyumna Vyas

*Senior Advisor- CII,
Board Member- WDO,
Immediate Past Director-
National Institute of
Design.*



Manish Jain

*Chief Beaver, Shikshantar
& Co Founder Swaraj
University*



Mahavir Sharma

*Chair, TiE India Angels,
Trustee at TiE Global,
Founder and Chairman of
Rajasthan Angels (RAIN)*



Prof. Ian W. King

*Co-ordinator, Responsible
Fashion Series, Former
Professor, University of
the Arts London, UK*



Kiran Gera

*Past National President
of FICCI Ladies
Organisation (FLO)
Director, Aqua Agri Green
Tech Pvt. Ltd.*



Dr. Sachin Jhawar

*Director, Apex Hospitals,
Laparooscopic and
Bariatric Surgeon*



Amitabh Shah

*Chief Inspiration Officer,
YUVA Unstoppable*



Krishan Jagota

*President, Association
of Designers of India,
Mumbai Chapter
Product Design Head,
Sideways*

advisory BOARD

archers SPEAK

ARCH is dedicated to helping students and alumni succeed in their chosen fields. The office for career and alumni success prepares students and alumni to become industry leaders in the creative industries, with personalized advisory sessions, and professional development support with resources, workshops and career opportunities.

We specialize in preparing students for outstanding creative careers. Our alumni have gone on to work for some very well known companies; great clients and undoubtedly some of the most influential names in their industries.

For any inquiries please contact our student placement cell at placements@archedu.org



AKANSHA KUMARI
B.Des Jewellery Design

"The ARCH College has opened a world of opportunity for me. I've showcased my jewellery at a variety of fashion shows, representing the college at Jaipur Jewellery Show, as well as taking part in Semester exchange program at Ecole Boule, Paris through bagging Charpak Scholarship. It was a huge exposure for me, to know the perspective of the international brands and their designing style and process."



PIYUSH DEWANGAN
BA (Hons.) Graphic Design

"Pursuing an international degree from ARCH was an amazing learning experience. Continuing with progression studies from the UK is a fresh experience carrying forward the Design Journey started 2 years back."



alumni SPEAK



APPORV SAXENA
(2013 - 2016)
Creative Director & Decor
stylist, Urose Entertainment

"My thinking skills were enhanced as a result of working in the professional & creative environment at ARCH."



SHRADDHA BAJAJ
Jewellery Designer,
Rosentique

"My success & growth in the Jewellery industry is fully attributable to the superb transformation & translation of my creative skills at ARCH, through the terrific practice opportunities made available to me."





SHASHANK BHATT
B.Des Interior Design

"ARCH is not offering just a course, but also excellent industry exposure opportunities along with creative entrepreneurship which are really important for my journey as a designer. This quality education and opportunities will help me excel in my career."



ANANYA BHAGCHANDANI
Masters Fashion Design

"The fashion department of Arch college is quite nice. The faculties are highly trained, very supportive and helpful. I am really grateful for the kind of training I am receiving."



RADHIKA SHIVHARE
BA (Hons.) Interior Design

"It was an exciting and challenging experience to progress to the UK for completing a degree in Interior design. The 2 years of Design education at ARCH was a blissful journey with a lot of learnings from hand-on-skills to industry exposure along with International Curriculum. The immense support from the entire college has really helped me to bag a scholarship."



RITEE PATTNAIK
B.Des Jewellery Design

"It is important to have a good learning experience and an education that prepares you for a successful career. Arch has nurtured my interest and helped me find my passion for creating inspiring work. Arch faculty inspired me and guided me during Exchange programme at Paris."



AKSHAY SIKHWAL
(2010 -2013)
Denim Innovation Designer,
Jack & Jones

"ARCH continues to ensure that every student develops the creative thought processes, skills and attributes which have proven to be invaluable to us in our chosen career in the world"



VIPIN SHARMA
(2014-2016)
Product designer, UX
Zomato

"ARCH has provided me the platform for an international exposure to understand and use opportunities, to transform my dreams and goals into a satisfactory reality."





World Gold Council
Jewellery Design Award



Won various awards in JAS



SWAROVSKI

Finalist for the 'Swarovski
Elements Jewellery Design
Award 2012' with the submitted
piece 'Medusa'



To add value to the Indian Gems and Jewellery industry through quality education; to set new benchmarks for worldwide recognition. To create knowledge, skill and professional competence in jewellery design with the practice of creativity, innovation, research, and quality consciousness in both fabrication and business.

Endeavour to encourage creativity and the innovative exploration of the application of traditional Indian craft techniques in jewellery in tandem with cutting edge technology.

To ensure sustainable practices and the retention of emotional value through Design intervention, industry & academia collaborations, and the building of learning communities globally.

jewellery DESIGN



fashion

DESIGN

To educate people around the globe about our textile heritage and clothing, and bring forth new age sensibilities through the power of unparalleled storytelling. Use the journey of iconic brands, to inspire creative minds to innovate with new technologies integrated with indigenous knowledge and techniques.

Develop scientific methods and the temperament to keep evolving and updating design curriculum and the pedagogy of design education with innovative tools, methods & platforms with the flexibility to suit the times and changing needs and the demands of humankind (new normal); at the same time, leading the way to establish socially and environmentally conscious business ethics.



'THE BLUE MARBLE'

The Blue Marble is a Collection developed by the students of the Fashion Department. A fight for peace among nations for saving the earth and sustainability. "All the nations in the color blue". The only way to save the earth!



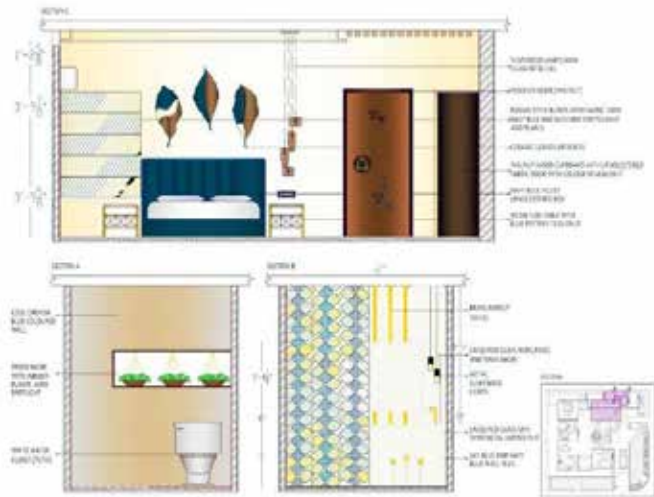
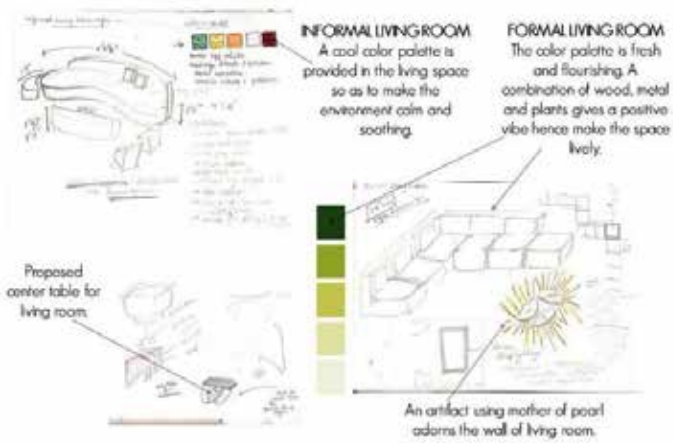
ARCH student entries were selected for the Poster Design Competition "The Power of Fashion" in Japan.

ARCH student Shruti Vinayak's garment 'Mink Mean Sky' under the theme Meenakari was selected and showcased by models on the ramp at the IFFTI conference at MMU, Manchester, UK.



ARCH Students have been selected as 'volunteers' for the Fashion Week every season.

Chinmay Hegde's work was selected for the #FDCIWallOfFrames, a one of its kind initiative by FDCI to give special recognition to those behind the lens.



DESIGN BOARD FOR MASTER BEDROOM



MASTER BEDROOM AND BATHROOM

Master bedroom and bathroom is inspired from the WINTER SEASON with a earthy and neutral cool color palette which provides a delicate and minimal look with brass, blue pottery, pearls, ceramics and wood.

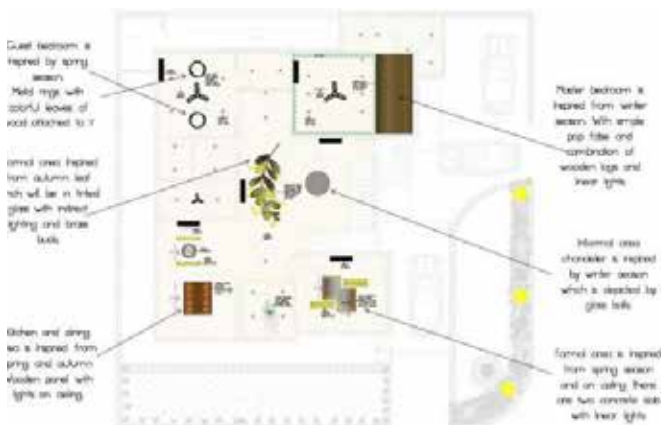
interior

DESIGN

To nurture design professionals and inspiring them to acquire the requisite in-depth knowledge to re-define interior spaces and to establish an effective global presence along the way.

To inculcate sensitivity among young professionals towards user experience and innovation in space aesthetics and utility factors benchmarked at a global level.

To ensure standardised and thought provoking design knowledge delivery, with the least tolerance for errors, and maintaining and building on international benchmarks. To promote creative expression & original work through a structured curriculum that balances art & technology, creativity & logic and theory & practice, all patterned together in a viable and usable manner.





Furniture- Chess-inspired Chairs : Playfully interpreting traditional chess pieces into a series of chairs.



Designing a range of Lighting Products for the White Teak Company, inspired by geometric shapes.



A customizable and extendable backpack made out of canvas. The bag can be transformed into a collapsible back pack with zippers detailed as per user convenience.



Desktop Accessory: Visiting Card Holder in Metal Casting. Inspiration taken from the Musical instruments & the cultural heritage & Architecture of Jaipur City.

VISARAAK by Muskaan Lakhota Interior Design Design Process - Product Design

AIM: To design a interior space product which is inspired from the culture of two states.

ABSTRACT: The product, a candle oil diffuser is designed to show the heritage of two culturally distinct states of India i.e. Crafts of Rajasthan and the spiritual elements of Sikkim. The basic shape of the diffuser is that of a signing bowl and the base has a movement of a prayer wheel of Sikkim and prayer embossed on the metal body. The intricacy of the Jaali work, elephant motifs and the stepwell oil container are the Rajasthan elements which makes this product highly rich.



Institutional membership & Inter-Collegiate Competition of IID



First prize DIAMOND AWARD Winner



ARCH won 4th position in the prestigious competition of "French Luxury 2074" .



ARCH won the FIRST PRIZE in BEST INSTITUTIONAL STALL DESIGN & DISPLAY at the prestigious Garment Fair-Vastra-2017



Foam Casting



3D Printed Protein Shaker

product DESIGN

To upskill the new generation towards developing universal products embracing our Indian craft roots, and incorporating creativity, innovation and the myriad methods of generating new ideas. To explore new digital tools and techniques and incorporate UI, UX and AI in the education system of the students. To collaborate with Traditional Craft and Digital Crafts of India and create innovative, cutting edge designs for the global market. To set a high level of professional competence for the Product design Industry and maintain international benchmarks in developing creative solutions.



Token Dispenser which dispenses tokens with just one touch. It dispenses token when the user turns the handle on the side. This device is operated by pressing the button manually. The entire product is created using only recycled materials.



Communication DESIGN

To nurture responsible communication design capabilities combining indigenous aesthetic sensibilities with global awareness using new media in a local context. To enable learners to create Design ideas with respect to new digital technological possibilities.

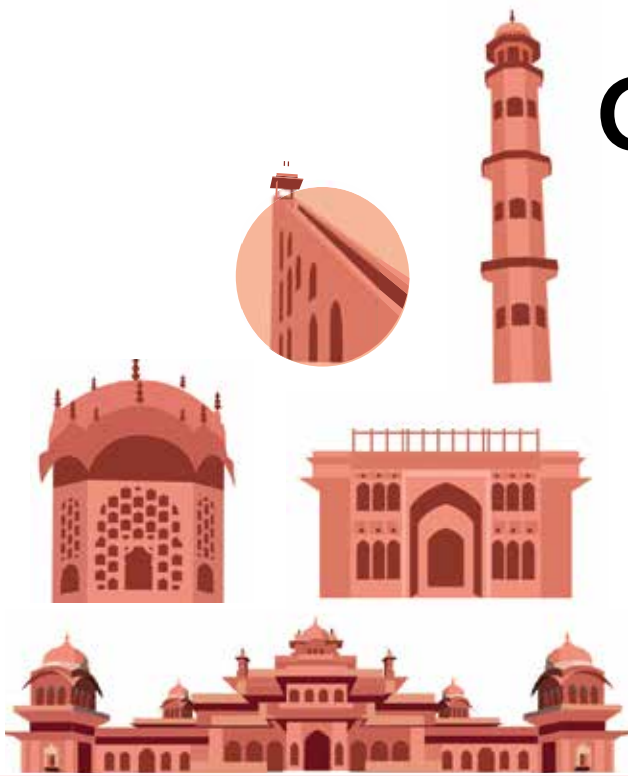
DC Design Communication

Portal developed under the UKIERI Grant for institutional Capacity Building



Confederation of Indian Industry
Won Symbol Design Competition hosted by (CII)

This map developed by the students of the Graphic Design department depicts the World Heritage & Craft City, Jaipur, and some of the pockets to explore - the sweet and savory treats served in the city and the Heritage sites.



THE CULTURAL MAP OF JAIPUR

PINK CITY

EATERIES

- 1 SARAOGI MANSION
- 2 SAHU CHAI WALA
- 3 LAXMI MISHAN BHANDAR
- 4 LASSIWALA
- 5 SHREE NATH
- 6 SAMBRAT KI KACHORI
- 7 MAHAVIR RABRI BHANDAR

CRAFTS

- 1 TURBAN MAKING
- 2 BAJ KHATA
- 3 LEATHER BAGS & FOOTWEAR
- 4 LAC BANGLES
- 5 VARKH MAKING
- 6 METAL WORK
- 7 LEHARIA
- 8 BLOCK PRINTING
- 9 GOTTA PATTI
- 10 BLUE POTTERY

HERITAGE SITES

- SARGA SULTAN TOWER
- CITY PALACE
- JANTAR MANTAR
- BANGA POLI GATE
- JAL MAHAL
- HAWA MAHAL
- SURAJ POLI GATE
- ALBERT HALL
- GHAT GATE
- NEW GATE
- AIJMERI GATE
- SINGHI POLI GATE
- CHAND POLI GATE

HERITAGE SITES

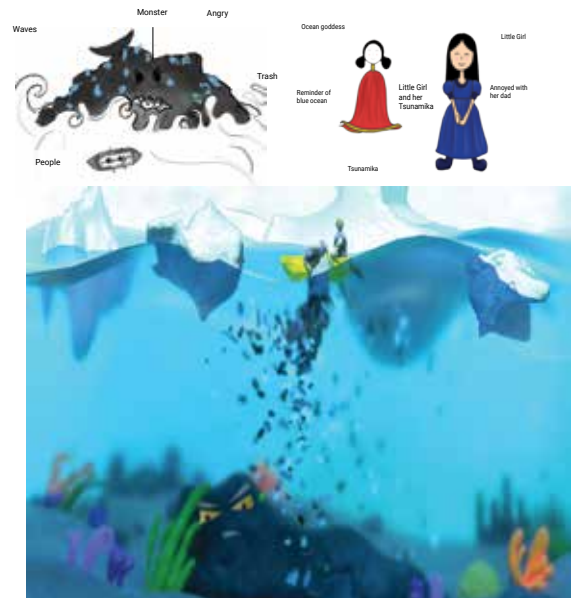
- AMBER FORT
- NAHARGARH FORT
- NAHARGARH NAKA
- BRAMHAPURI
- GOPIALBARI
- HATHORI
- STATUE CIRCLE
- BIRLA PLANETARIUM
- CIVIL LINES
- INDUSTRIAL AREA
- JYOTI NAGAR
- SANSI STADIUM
- SAPU NAGAR
- BAJAJ NAGAR
- GANDHI NAGAR
- MAHAVIR NAGAR
- DURGAPURA
- CHAINPURA
- RAHIBAGH PALACE
- PROJEE MANSION
- GANESHJI
- MOJI DUNERI POSE
- TIJAK NAGAR
- UNIVERSITY CAMPUS
- SHALANA
- MALVIYA INDUSTRIAL AREA
- MALVIYA NAGAR
- STAFF COLONY
- JAGATPURA
- AIRPORT

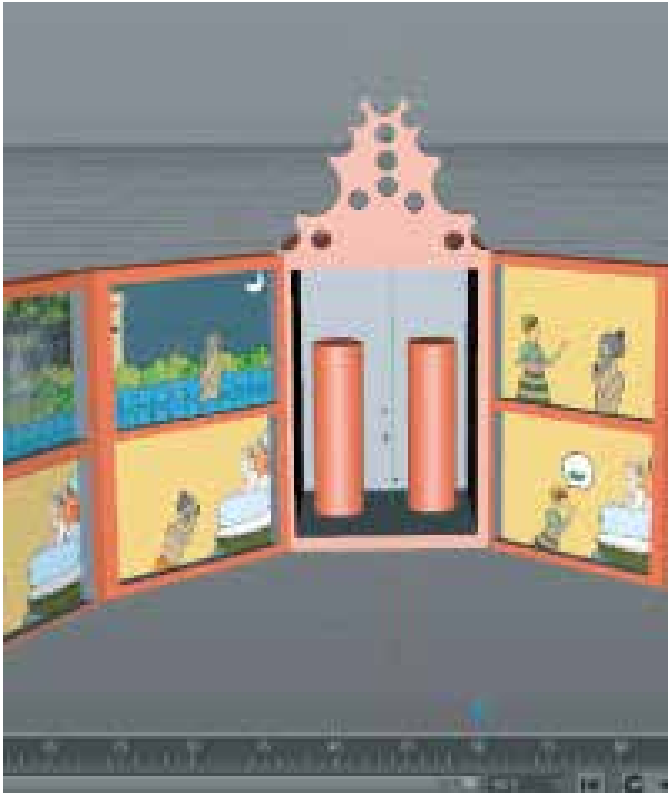
THE CULTURAL MAP OF JAIPUR
Designed by Design Communication Students Year 3 - ARCH © 2020



TSUNAMIKA FILM

Tsunami Project for Upasana design studio is an animation project based on how human actions affect the world around us.



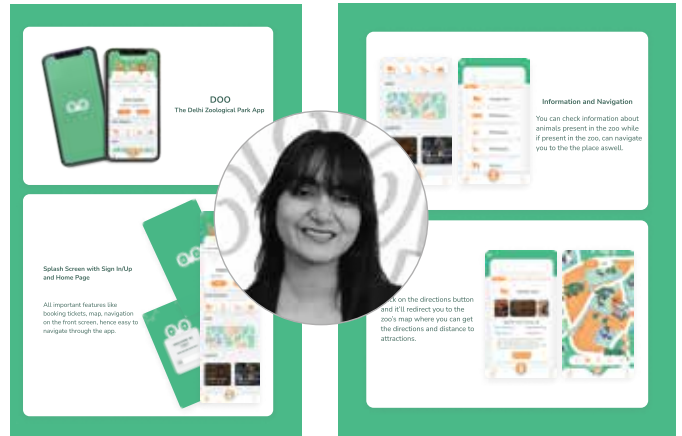


The Story of "Birbal ki Khichdi" narrated in the form of a Digital Kavadi Box. The panels have Animation in them. This aids the Kavadi in telling the story.

photo graphy



digital DESIGN



The Design Project by the student involved the creation of an App for the Delhi Zoo named as "DOO". The public can use this App to get a whole new experience of the zoo. Included in the project were the creation of a Wireframe, User Flow, UX/UI and Visual Design.



DESIGN
STORY'22
TOUCH • MOVE • INSPIRE

affiliations & ACCREDITATIONS

FACULTY OF DESIGN, BUSINESS & RESEARCH



Affiliated to
University of Rajasthan

UG

12th or Equivalent with minimum
50% in any stream
Undergraduate Degree Programme
Selection Criteria: AIEED

Courses

Awards

B.Des Jewellery Design	Duration: 4 years Bachelor of Design
B.Des Fashion Design	
B.Des Interior Design	
B.Des Product Design	
B.Des Communication Design	
Bachelor of Business Administration (B.B.A)	Duration: 3 years

FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP



Affiliated to
Rajasthan ILD Skills University

PG

Duration: 2 Years
Eligibility: Graduation (any stream)
Postgraduate Degree
Selection Criteria: AIEED

Courses

Awards

Masters in Design Entrepreneurship	Duration: 2 years
Specialization in - Jewellery Design	
Fashion Design	
Interior Design	
Product Design	
Design Communication	

FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN



Accredited to
PEARSON for BTEC HND Qualifications

UG

Duration: 2+1+1 Years
Eligibility: 12th (any stream)
Degree Programme
International Degree Study Abroad
Course
Selection Criteria: AIEED

Courses

Awards

B.A/M.A Interior Design	Pearson BTEC HND Level 5 after 2 nd Year at ARCH
B.A/M.A Fashion Design	ARCH Diploma
B.A/M.A Product Design	B.A/M.A Degree Awarded by International University on Progression to 3 rd Year of study abroad and its completion
B.A/M.A Graphic Design	
B.A/M.A Digital Design	
B.A/M.A Photography	M.A Degree in 4 th Year

PRO

ARCH Professional
Development
Certificate Courses

Courses

Awards

Fashion Design	Duration: 1/3/6/12 Weeks/Months
Interior Design	
Graphic Design	
Jewellery Design	
Basic/ Advanced Music Production	
Art of DJing	

linkages & PARTNERSHIPS



PEARSON LINKED PROGRESSION FOR BTEC STUDENT FOR INTERNATIONAL STUDIES ABROAD



- > Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression.
- > Opportunities for students of each institution to participate in summer courses to introduce them to each other's culture, art and design.
- > Consultancy project to assist ARCH with Curriculum Design.



STUDENT EXCHANGE

- > Development of teaching & research resources
- > Exchange of Staff & Students
- > Joint Research Activities
- > Participation in Seminars
- > Exchange of pedagogical and scientific documents
- > Exploration of advanced standing in meeting Degree completion requirement
- > Joint Publications



ACADEMIC engagements with -



INSTITUTIONAL & INDUSTRY Alliances with -



The University of Rajasthan is a NAAC Accredited University and is the oldest and largest institution of higher learning in Rajasthan (in terms of enrollments). Founded on January 8th, 1947, the University currently operates 37 PhD courses, 20 M.Phil. courses, 48 Master's Degree courses, and 14 Bachelor's degree courses. UGC has recognised the University of Rajasthan amongst the top 15 Indian Universities with Potential for Excellence (UPE) in 2012.



RISU is the first Skills University of India in the Government sector and is established in Jaipur.

RISU's UG and PG programmes aspire to integrate vocational training with mainstream education, using National Skills Qualification Framework and strong industry linkages.



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.

After successful completion of the course students can 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 College of Design & Business.

facilities

INFRASTRUCTURE

23
Years of
Academic Excellence

500+
Years of
Teaching Experience

50+
National/Internation
Faculty Members

08
Well Equipped Labs

50+
Industry Machineries

2500+
Digital Books

08+
Research Projects

15+
International Exchange
MOUs

07
International
Projects

10+
Consultancy
Projects



PHOTOGRAPHY LAB



SEWING LAB



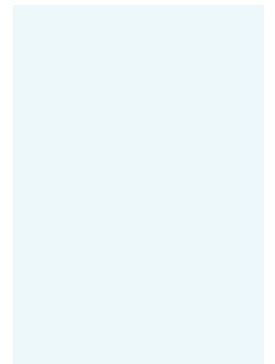
PATTERN MAKING LAB



3D DESIGN MAC LAB



LASER CUTTING & 3D PRINTING LAB



WOODWORK & FURNITURE LAB



JEWELLERY MODEL MAKING LAB



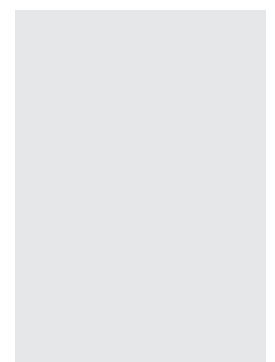
METAL CASTING LAB

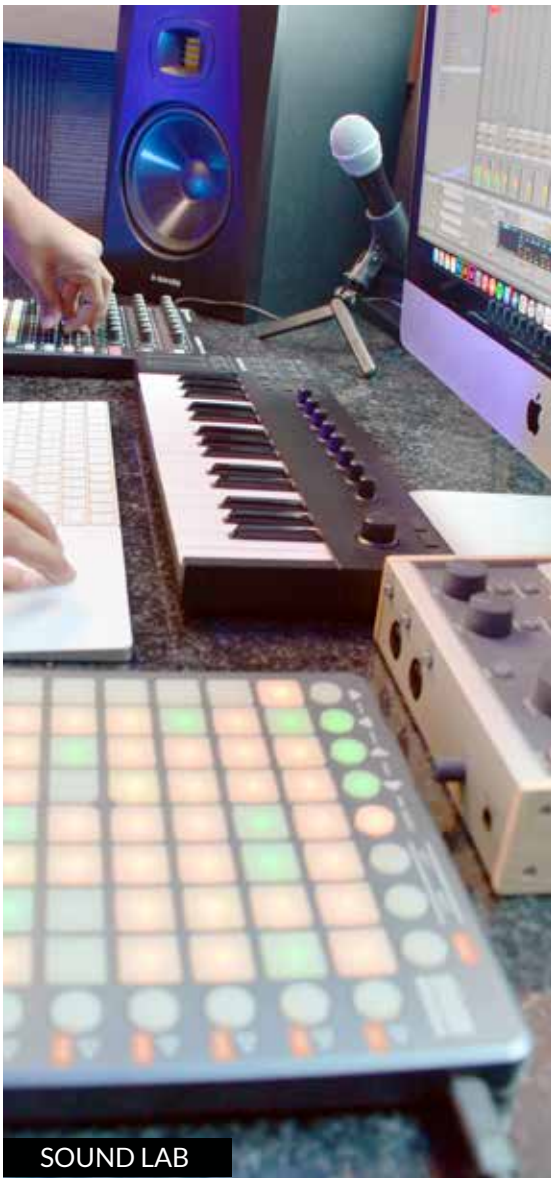


DIGITAL PLOTTER FOR PATTERN MAKING



TERRACOTTA & CLAY LAB





SOUND LAB



WEAVING LAB



CAFE



EXHIBITION HALL



HOSTEL ROOM



HOSTEL BUILDING



CONFERENCE HALL

projects



JAIPUR METRO

JAIPUR METRO RAIL CORPORATION LIMITED

The Jaipur Metro Rail Corporation Ltd. (JMRCL) invited proposals from Fashion and Uniform Design firms to Participate in a "Uniform Design Contest " to design the uniforms for the employees of the Jaipur Metro. ARCH College of Design and Business bid for the project with its proposal, which was executed very meticulously under the guidance of the Director, Ms Archana Surana. The entire design team of ARCH College comprising of Project Manager, Textile & Fashion Design faculty, Technical experts and students kept to the strict timeline and terms of the uniform design contest and conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRCL. An independent Jury comprising seven members judged the uniforms designed & developed by ARCH as the best and declared ARCH the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & contemporary style. ARCH completed and delivered the project's main phase successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRCL. Another proud feather in the cap for ARCH!

Fashion Dept. Faculty: Richa Lakwal

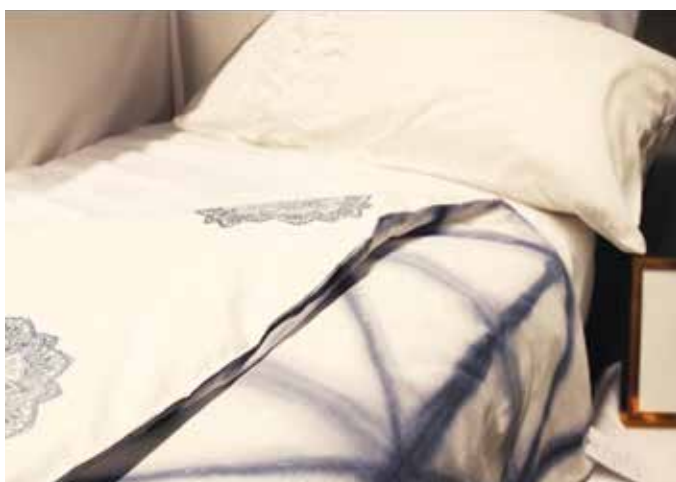
Students: Sujit Kumar, Chaitali Verma

Alumni: Nagendra Gupta, Deepa Bhati, Harshad Jain



"I would take this opportunity to say that the quality of service offered by ARCH College of Design & Business to the Jaipur Metro Uniform Design Project has been imposing. Congratulations to ARCH for completing the designing of Jaipur Metro Staff Uniform in a true professional sense."

Nihal Chand Goel
CMD, Jaipur Metro



International Collaborative Projects Buyer-Seller Project with Saxion University, Netherlands

ARCH students & faculty, in collaboration with Saxion University of Applied Sciences, entered into a buyer-seller agreement wherein Saxion students created a new retail organisation named 'XO'. The pilot store showcased, along with other products, actual products designed by ARCH students. The objective of this project was to allow the students of both universities to learn how to work on a buying plan, improve their communication skills and allow them to gain international exposure. The project involved preparing prototypes for Fashion accessories for women, bridal wear for women and men, 'bedroom' Interiors and other household accessories concluded with a film from Saxion students who displayed the final products designed by ARCH faculty and students.



Cultural Governance Workshop

ARCH hosted an International Cultural Governance workshop in India as a part of a 9-country tour with ENCATC under Prof. Annick Schramme & Prof. Ian King. The government of Rajasthan pitched in with ARCH, the organising host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in managing arts and cultural organisations in India and abroad, at New Delhi. It was finally published as a book "Cultural Governance in a Global Context: An International Perspective on Art Organizations (Palgrave Studies in Business, Arts and Humanities)



ACCESS DEVELOPMENT PROJECT

ACCESS, a not-for-profit company aiming to incubate new institutions towards attaining self-sufficiency and self-sustainability, entered into a joint initiative with the ARCH Project Cell to create a skilled workforce to address the increasing demand of the Jaipur Jewellery Industry. Two separate projects were supported by the DELL Foundation and The Bill & Melinda Gates Foundation.

The project's objective is directly equipping 725 Jewellery making artisans/micro enterprises (residing in urban/ semi-urban craft dense clusters of Jaipur city) with improved technical skills to enable them to enhance aspects of Design, productivity & quality of their products to compete with changing market demands and aspirations. Furthermore, through direct interaction with grassroots artisans, the project & its processes gave our Design students the rich experience and exposure to craft clusters and, at the same time, built a deeper understanding of the indigenous craft & cultures of the country.



Institutional Capacity Building Research Project by British Council:

UK India Education Research Initiative (UKIERI) started in April 2006 to enhance educational links between India & the UK. ARCH & Perth College, UHI, Scotland, received a 45,000 GBP

UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant-funded activities & planned implementation of a 2-year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries".



THE CO-LIFE PROJECT (Responsibility and Innovation via Sustainable and Social Entrepreneurship)

With the aim to create innovative measures in sustainable & social entrepreneurship education, the Co-Life project network is formed between Global Institutes from Finland, India, Belgium and Denmark. The project aims to fulfill educational, social and knowledge related needs, thus strengthening work-life oriented learning through exchanging experiences and good practices of HEI-level (Higher Education Institutions) education in sustainable and social entrepreneurship through India – EU networking in education. This shall result in promoting people to people contacts in participating universities via staff mobility during the Co-Life project and creating plans for student mobility in the future.



SKILL UP-GRADATION FOR ARTISAN

ARCH completed a 5 yr long Artisans Training Program, sanctioned & funded by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through Established Institutions Scheme.

The program's objective was to train 100 Artisans every year in the development of Fashion Accessories in Textile, Leather, Metal, & Terracotta Craft. Training comprised of Skills upgradation Courses for the artisans and the underprivileged in Fashion, Textile, Leather, Metal, and Wood & Terracotta Craft along with Workshops for Skill Mapping, Skill Identification, Product & Material Innovation, Exploration of Finishes & Surface Treatments and Development of Craft products.

design quotient







#INDIA DESIGN



ARCH College of Design & Business has been imparting quality design education for the last 23 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Ranveer Singh, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy etc have graced ARCH environs.



SUMMIT   Partner Country  JAPAN



Circularity* Prof Bhargav Mistry conducted a workshop on FORM, REFORM, TRANSFORM.



global quotient



FASHION COLLOQUIA
JAIPUR, INDIA 2020

PARTNERS IN PROGRESS





Introduction

Design is no more a way to make things look pretty but more of a culture and a way of life, helping enormously in addressing complex design problems at different levels of society, governance, industry, education, healthcare, and more. The Design Culture initiative by the ARCH College of Design & Business is working towards promoting & infusing the concept of Design and Design Thinking not just among school students but also society at large.

So far ARCH has conducted over 30 online design culture Learning sessions with the experts in the various fields, who shared their experiences, knowledge, case studies & other learning with the audience.

The Design Culture initiative is also active in schools where it conducts Design Ability workshops, Design Culture Innovation Center, Designathon and more for school leaders, educators and students.

Vision

The vision of the Design Culture initiative of Arch College of Design and Business is in transforming basic school knowledge towards innovation and creativity oriented learning which is necessary for the rapidly progressing design/make in India mission of our country, by way of nurturing design sensitised professionals of the future.

Mission

Building a better future for the individuals, state, nation and the world by nurturing design sensitivity for empathetic, innovative, competent, committed and thoughtful leaders for the future.



Pink City Design Confluence 2022 conceived, organised and hosted by ARCH College of Design & Business on the theme Form Reform Transform seeks to address all constituents that initiate transformations and the role of Design in bringing about these changes. The confluence seeks to create an interface between the education and industry sectors to debate on how Design-Technology education can be leveraged to support the emerging economies of the new world.



The Design Culture Collective is a community that will engage students in creative activities based on design thinking principles. It would help students to identify several design challenges both within the school and the surrounding physical and societal environment, which could include observable issues linked with public spaces, services, and healthcare etc. In consultation with ARCH College of Design & Business, the school can provide a specific space for carrying out the activities of DCIC.

Along with guidance, tasks, tools and material for prototyping and mentorship, collectives are advised to be mentored by teachers who have undergone **Designability Workshops** with Arch College. ARCH would play its role as a catalyst to encourage the activities to further progress the collective. ARCH students would spearhead this under the mentorship of the ARCH faculty. Overall, this activity would encourage creative and critical thinking and understanding how complex design challenges can be addressed with a strong sense of teamwork.

The objective of the programme is to give an opportunity for students to build empathetic understanding, develop techniques & innovative thinking to create a design centric approach for school by making them ambassadors and leaders and instill a creative confidence among students.

- Young Design Ambassadors: (class 6 to 9)
- Design Culture Leaders: Class 10-12
- DesignAbility Workshops for Teachers & Students

We welcome you to collaborate with us in spreading the culture of Design among the youth.

DESIGNABILITY

The intent of the DesignAbility Programme is to sharpen the observation skills of participants to understand Design challenges, immerse in creative thinking, imagination and logical thinking for problem solving.

This would help in cultivating the ability to connect knowledge with innovation and implementing Design fundamentals within the school and outside.



ARCH encourages participation from all member schools wherein best entries are awarded, based on certain criteria based on design related activities, training to students, DCIC activities, innovative teaching methods, school environment, infrastructure, etc. The competition can be annual or term/semester wise. The award would be awarded to schools that perform the best during the academic year.

Vision

To impart core values and nurture a culture of design to a wide range of aspirants, imbuing values of empowerment, co creation & evolution through the application of design thinking & practice.

Mission

Mentoring aspiring learners at all levels of professions for creativity, sensitivity, empathy and innovation towards being successful and efficient in infusing design culture and designability as a way of life and as profession in any domain.

About

The central theme of DCC Academy is to impart premium quality design knowledge with sense, sensitivity and sensibility, inducing within it, design as a way of life. Prominent designers of the country would take the courses which focuses on high pace immersion in the complex design challenges of the uncertain and ambiguous world of today.

It is designed to test design skills across multiple disciplines. The silo type education we are accustomed to is no more the norm for today. The need is trans disciplinary education, coupled with technological and scientific advancements of today. The nature and human value-driven design education is the need of the times we live in. The existing education programmes are complimented with educational diversity for sustainability across various disciplines. Design is considered as a Productive Science, Philosophy and Methodology for producing outputs that fulfil sustainable design requirements for today by using appropriate research and innovation.

Who should attend

This program is tailored to enhance the skills and understanding required in systemic approach to design for professionals and designers from all disciplines, architects, interior designers, town planners, teachers and mentors from design, architecture and interior design faculties.

Programme Highlights

- 3 months hybrid learning courses
- Certification from the institution
- Reputed faculty in the design field
- Case studies
- Project based learning
- Zero Session Online
- Immersion program at campus

HOW TO APPLY

To apply, working professionals can register at <https://www.archedu.org/designculture2022/> or mail at designculture@archedu.org

COURSES OFFERED

System Design Approach

System Design Approach is an attempt to understand the larger web of which most problems are a part of, with all its components and subcomponents that make up the system. The course is an attempt to understand a system by zooming in and out to see the micro and macro level problems to understand a bigger picture.

Social Design

Social design is the application of design methodologies in order to tackle complex human issues, placing the social issues as the priority. The course will help you be mindful of the designer's role and responsibility in society, and of the use of design processes to bring about social change.

Sustainable Design Practices

Sustainable design is a relatively new concept but becoming increasingly important in today's context. The course will help to learn more about sustainable design and its principles so that you can implement it in your own work to make your hobby or your brand eco-friendlier.

Emotional Design

The course offers understanding of the relationship between people and the things they use in their everyday lives and, more importantly, how to design new products and websites which elicit certain emotional responses.

Social Communication

Social communication is how and why we use language to interact with other people. This course helps adults who have difficulty with social communication by supporting communication with others in various places such as at home, at school, or at work.

Universal Design

This course explains the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.

Creative Entrepreneurship

The course approaches entrepreneurship as primarily a creative discipline and borrows from design thinking concepts, such as observing, developing a point of view, prototyping, and constant iteration, as a means of guiding you through the process of the entrepreneurial endeavor.

Interaction Design

The field of interaction design is concerned with all aspects of how an interactive product should function. The course explains principles of incorporating a product's overall design from the very beginning to optimize the product functionality portion of the user experience.

Design for Conscious capitalism

The term conscious capitalism refers to a socially responsible economic and political philosophy. The premise behind the course is that one should learn design principles which operate ethically while they fulfill a specific function.

DESIGN CULTURE LEARNING SERIES

CREATIVITY 5.0

In the current scenario, creativity itself needs to go creative! Especially because of the VUCA world we live in. With experts discussions and presentations on subjects like Design inspiration from Art movements; Nurturing the creativity process; What is creation and Hidden Complexities behind successful product design, the series gives a deep insight into the world of creativity.



DESIGN INSPIRATION FROM ART MOVEMENTS by
Yunus Khimani
Art & educator



THE PROCESS OF CREATIVITY by
Anuraag S
Creative Head, ARCH



WHAT IS CREATION by
Benoy Thoompunkal
Director International, ARCH



HIDDEN COMPLEXITIES BEHIND A SUCCESSFUL PRODUCT by
Satish Gokhale
Founder, Design Directions

SOCIETY 5.0

Society 5.0 is defined as human centric society to resolve socio economic issues by integrating the cyberspace and the physical space, involving enormous opportunities and challenges for the 21st century. The series discusses with experts subjects like: Community & Habitat; Re imagining Education; Design for a purpose and Creativity in medical science, giving remarkable insights into the new normal we face today.



COMMUNITY AND HABITAT by
Vikram Joshi
MD, Jaipur Bloc & Founder - Rangotri



RE-IMAGINING EDUCATION by
Jinan KB
Design Educator & Researcher



DESIGN FOR A PURPOSE by
Lakshmi Murthy
Founder - Vikalp Sansthan & Co-founder Jatan Sansthan (NGO)



CREATIVITY IN MEDICAL SCIENCE by
Dr. Vishal Rao
Chief of Head & Neck Surgical oncology & Robotic surgery at HCG Cancer Centre

HARMONIOUS LIVABILITY

This subject delves into the various aspects of an integrated lifestyle of the new normal that we live in today. Discussing subjects like 'DesignAbility'- a culture for effective learning; Empowering individuals with the I CAN mindset; Content of Content; and Designing for Social Welfare, a new insight is manifest for a better tomorrow.

DESIGN LEADERSHIP

In the final week of the series, the subject of Design Leadership for the future is discussed. Topics highlighted are Design Culture - Power to Transform; Sustainable entrepreneurship and conscious capitalism; Creative Leadership and India Design by experienced experts in the design leadership domain.



DESIGNABILITY: A CULTURE FOR EFFECTIVE LEARNING by

Bhargav Mistry
Dean,
Design Culture,
ARCH



EMPOWERING INDIVIDUALS WITH "I CAN" MINDSET by

Kiran Bir Sethi
Designer & Education Reformer
Founder-Riverdale School



CONTENT OF CONTENT by

Dinesh Korjan
Product Designer
Founder-
Studio Korjan



DESIGNING FOR SOCIETAL WELFARE by

Vanmala Jain
Ceramic designer & Social Entrepreneur



DESIGN CULTURE- POWER TO TRANSFORM by

Archana Surana
Founder & Director,
Arch College of Design & Business



SUSTAINABLE ENTREPRENEURSHIP & CONSCIOUS CAPITALISM by

Mahavir Sharma
Serial Entrepreneur
Former Chairman,
TIE Global Board of Trustees



CREATIVE LEADERSHIP: A DESIGNPRENEURSHIP JOURNEY by

Ashish Deshpande
Industrial designer
Co-founder-Elephant
Former President, ADI



INDIA DESIGN by

Pradyumna Vyas
Chief Advisor-
Academic Affairs & Partnerships,
ARCH College,
Board Member,
WDO

KEYNOTE ADDRESSES

 WATCH NOW



Prof. Lorenzo Imbesi

Full Professor, Sapienza University of Rome
Design PhD Chair, Cumulus Executive Board



Surya Vanka

Founder & Chief Designer, Authentic Design
Former Director of User Experience, Microsoft



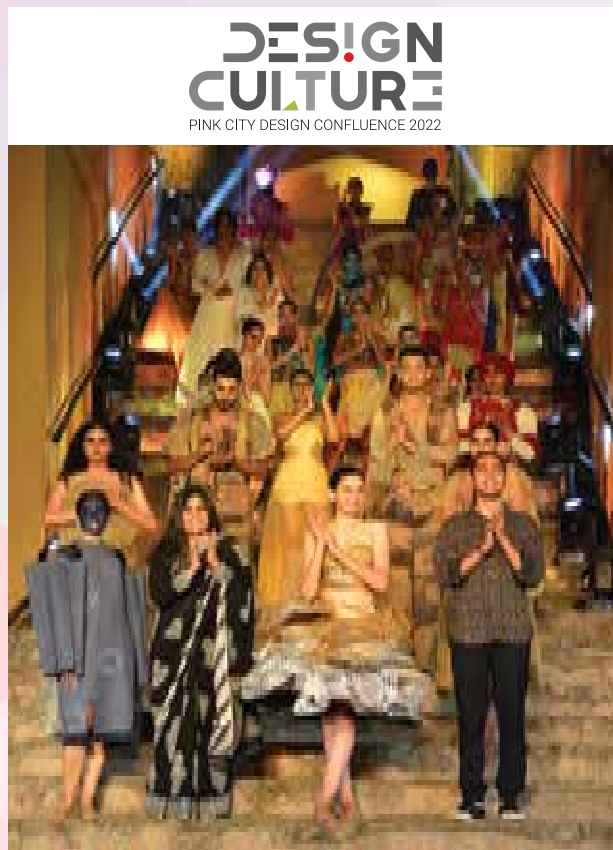
Srini Srinivasan

President, World Design Organisation
CEO of LUMIUM, Palo Alto, California

Citation conferred to



Mahaveer Sharma
Chair, TIE Angels & RAIN,
Trustee, TIE Global



DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022



Prof. Pradyumna Vyas,
Senior Advisor-CII,
Former Director- National Institute of Design



Princess Gauravi Kumari
General Secretary,
Princess Diya Kumari Foundation (PDKF)



Krishan Jagota
President, ADI, Mumbai Chapter
Head of Product Design, Sideways Consulting



Awards for School, Designathon & Design Story - Photo Video Competition



Panel Discussion with members of Indian Institute of Interior Designers (IIID)

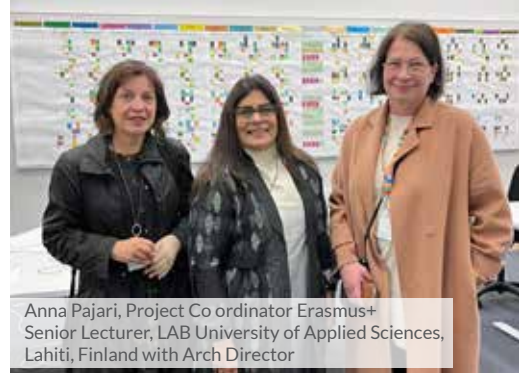


Launch of Design Culture Learning Series book at Jaipur Literature Festival (JLF)

initiatives



ARCH Design Business Incubator (ADBI) is firmly positioned to play the catalytic role for all kinds of new and existing new-age businesses, using Creativity as the key. We at ARCH strive to make ADBI as a Game-changer platform for new emerging sectors of growth to handhold the businesses and budding entrepreneurs both by preparing them to enter the new age reality with a combined tool of 3Is imagination, ingenuity and innovation!



Anna Pajari, Project Co ordinator Erasmus+ Senior Lecturer, LAB University of Applied Sciences, Lahiti, Finland with Arch Director



The Centre for Sustainable Design Practices & Entrepreneurship aims to create a circular society to provide practitioners with all knowledge and competencies required to set-up their own ventures in sustainable fashion, eco-friendly packaging and all those circular economy models which the need of the hour. The Co-Life project has been undertaken by CSE to promote sustainable and social entrepreneurship.

Student Awards & Recognition



Diamond Winner at FOAID



Awarded at Jaipur International Film Festival '23

Student Council



Student council members with social entrepreneurs

Members of the **Student Council** of ARCH College represent different clubs and undertake many initiatives in order to provide students experience in diverse fields of interests.

AIEED (All India Entrance Examination for Design) Screening for Design Studies

ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate and Postgraduate courses in Design.

Intent of Entrance Screening for Design

This 'examination' and its parts and stages are, exercises to enable aspirants to give A COMPLETE INTRODUCTION TO THEMSELVES, and in the process, help ARCH discover them - "ARCH wants to know WHO YOU ARE as against How good your skills are"

We are VERY INTERESTED about HOW you THINK. In your Perceptions, Attitude and Approach towards the world that surrounds you.

ELIGIBILITY

Undergraduate (UG) Level Courses

Students who have Appeared for/Cleared Class 10+2 (CBSE/ ICSE/IB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write the AIEED Exam.

For those wishing to take the International course towards progression to the U.K. Universities, the PTE/IELTS Exam (Academics) is to be cleared within 1 year of commencement of the course at ARCH.

Postgraduate (P.G.) Level Courses

Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course.

Getting started at ARCH

Applying to ARCH is a 1-2-3-4 steps experience.

Step 1. Fill out the request form, and we will contact you.

Step 2. Fill out the online application form, choose your preferable exam date

Step 3. Complete your AIEED Screening Process.

Step 4. On successfully passing the Entrance Screening for Design, Complete required formalities to book your seat for the preferred Design course.

SCHOLARSHIPS, STUDENTSHIPS, BURSARIES & AWARDS

Through the ARCH Co-Welfare Initiative, we seek to enable the future for design aspirants by providing Scholarships, Studentships, Bursaries & Endowments. The offer will be given to students on the basis of the following criteria:

SCHOLARSHIPS

- Cumulative Result of AIEED Exam (merit based)
- Performance in past qualification

STUDENTSHIP

- School Principal's Recommendation
- Directors Endowment & Bursary
- Children of Teachers
- Children of Defence Personnel, Artisans
- Children of Single Mothers, Non- Binary and Specially Abled

AWARDS

- Social Responsibility Award - for Community Projects Undertaken
- Creative Entrepreneurship Award - for Entrepreneurial Activities Undertaken
- Sports Award - for Sports achievement at State, National & International Level
- ARCH + Industry Sponsored Awards - for Extraordinary Ability and Achievements

ARCH BOARD SUPPORT GRANT

- Income of the family

When asked for by the institution, Documents supporting your eligibility/ bracket for the scholarship must be uploaded, along with the special application you are required to make, requesting such rebates. All Awards are disbursed on a first-come, first-served basis and will be valid for a set period of time. After these are claimed, students will not be considered for additional awards, even if they meet all requirements.

ARCH'S SCHOLARSHIP CRITERIA:



ARCH WELFARE INITIATIVE

- 1 AIEED Score
- 2 Domicile Scholarship
- 3 Principal Recommendation
- 4 Welfare Schemes
- 5 Defense Personnel Front Line & Educators
- 6 Sports Quota Scholarship
- 7 Wards of Artisans

indian design

INDUSTRY SCENARIO

Design companies across various areas of focus are growing in number as also there is scaling up in existing companies as well. There is a good trend of designers opting to start their own setup. The existing companies are scaling up further by adding more services to their portfolio within diverse design disciplines.

India is a large market for creative industries. The market demands vary in cultures, traditions, religions, customers, food, dressing, etc. At the same time the Indian consumer is becoming more demanding based on their awareness in design.

DESIGNERS IN VARIOUS DESIGN PROFESSIONALS DISTRIBUTION

Table 1

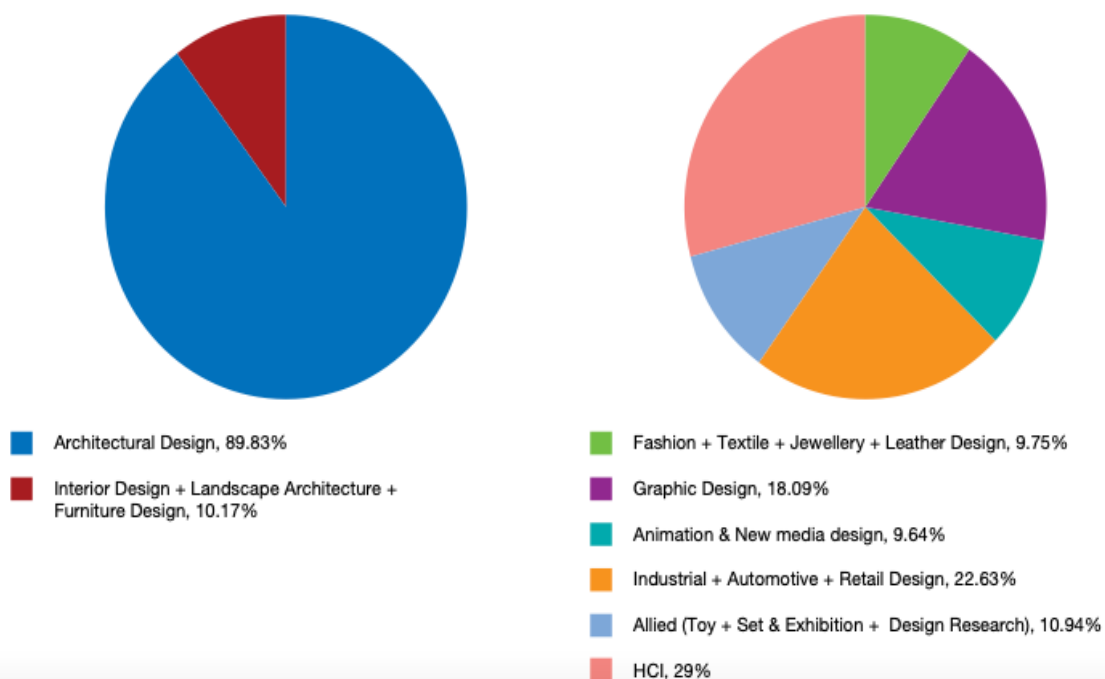
Design Disciplines	Designers (in %)
Architectural Design ¹	89.83
Interior Design + Landscape Architecture + Furniture Design ²	10.17

Table 2

Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design ³	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI) ⁴	29

(^{1,2,3,4} based on secondary data collected on 36337 designers in India)

(Remaining figures based on a sample size of 170 studios surveyed)



Source : India Design Report

Architecture being a domain has been well established makes it a leading area. Interior design being complementary to it, the discipline also gains a potentiation for further growth. Migration of graphic and industrial designers to experience design, user experience design (UX) and human computer interaction(HCI) makes these attain the status of growing industries.

BUSINESS OF DESIGN IN INDIA

Table 3

Design Area	Number of Companies (in%)*			
	less than Rs. 2,50,00,000	Rs. 2,50,00,000 - 4,99,50,000	Rs. 5,00,00,000 - 25,00,00,000	Rs. 25,00,00,000 +
Architectural Design	50	17	17	16
Interior Design + Landscape Architecture+ Furniture Design	47	10	26	17
Fashion + Textile + Jewellery + Leather Design	73	9	9	9
Graphic Design	64	12	15	9
Animation + New Media Design	53	0	20	27
Industrial + Automotive + Retail Design	55	5	24	16
Allied (Toy + Set & Exhibition + Design Research)	22	11	44	23
HCI	43	0	29	28

*Based on a sample size of 170 studios surveyed)

EMPLOYMENT DISTRIBUTION OF DESIGNERS

Many designers are employed in places other than the design industry. Many companies prefer to have in-house designers in addition to their sourcing of design services. Many companies totally rely on in-house design expertise.

With the changing character of the Indian industry, where it is producing more and more original products, the role of designers is also becoming more intensive. Till recently Indian industry, which was manufacturing focused, relied on designs from outside sources and would employ in-house designers to translate these designs as well as make some minor modifications.

There are no available figures of the exact split between designers working in the design industry vs in-house designers in other industries.

Table 7

Design Discipline	Independent (in%)	Employed (in%)	Unknown (in%)
Architectural Design ⁵	46	54	0
Interior Design + Landscape Architecture + Furniture Design ⁶	1	11	87
Fashion Design + Textile + Jewellery + Leather Design	10	35	55
Graphic Design	13	87	0
Animation + New Media Design	10	90	0
Industrial Design + Automotive & Retail Design	11	89	0
Allied (Toy Design + Set & Exhibition Design + Design Research)	12	88	0
Human Computer Interaction (HCI)	1	32	68

^{5,6} based on secondary data collected on 36337 designers in India)

(Remaining figures based on a sample size of 170 studios surveyed)



www.archedu.org

DESIGN FOR A CREATIVE ECONOMY

AIEED-SAT 2023
All India Entrance Examination for Design
Scholarship Aptitude Test

INTERIOR | PRODUCT | GRAPHIC | FASHION | JEWELLERY
PHOTOGRAPHY | DIGITAL DESIGN | DESIGN & ENTREPRENEURSHIP

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

Invites Applications for

Undergraduate (UG) & Postgraduate (PG) Degree in Design

INTERNATIONAL FASTRACK DEGREE (HND) | BACHELOR OF DESIGN (B.DES)

BACHELOR OF BUSINESS ADMINISTRATION (BBA) | MASTERS DEGREE



Come & Meet Us

Arch College of Design & Business
9, Govind Marg, Malviya Nagar
Malviya Nagar Inst. Area, Jaipur-17

Contact Us

www.archedu.org
www.aieed.com
admission@archedu.org

APPLY NOW

Get Connected



Call: +91 94140 70678
Whatsapp: +91 7229800544

FOLLOW US