

CELEBRATING  
**23**  
GLORIOUS YEARS

 **ARCH**  
COLLEGE  
DESIGN · BUSINESS · RESEARCH

# STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN

#**ADESIGN**THINKER

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 (CSDE), in India.



# design LEADERSHIP

## ARCHANA SURANA

Founder & Director, ARCH College of Design & Business  
 Mentor - Fashion, Jewelry & Entrepreneurship  
 Chairperson, Design Culture - Pink City Design Confluence  
 CUMULUS Executive Board Member 2022-25  
 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 2022 is: "SUSTAINABLE PRACTICES FOR A SHARED FUTURE".

Sharing other exciting developments - ARCH is a part of the RISE 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 (CSDE), 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

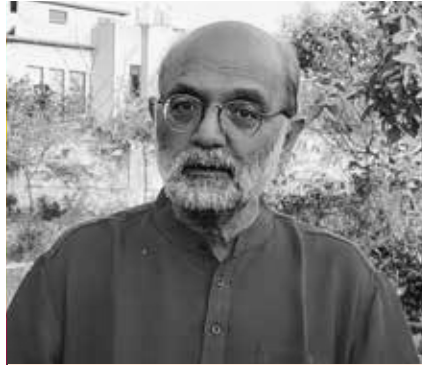


**PROF. BENOY THOOMPUNKAL**  
*Director International, Partnerships*  
*Mentor - Interior Design & Photography*

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*  
*Pink City Design Confluence, 2022*  
*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.



**PROF. ANAND JAMES DEV**  
*Dean Academics, International Relations*  
*& Strategic Communication*  
*Mentor - Communication & Digital Design*

Design thinking and design process being the backbone of the profile of a new age professional, 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 and business leaders who are transformative in their career and life.

The creative economy is recognized worldwide as a substantial contributor to the gross domestic product in national level. Major players in creative industries being Design, Fashion, Films, which covers main product design areas, attain an important role worldwide. This demand creates to an academicians to look forward not only to create new horizons for design and business education, but to contribute to the creative economy itself.

Arch philosophy on academics based on design process is additionally complemented with a focus on the society and culture.

# 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*



**Punit Singhvi**

*Advocate, High Court of  
Rajasthan*



**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*



**Dr. Biljana Jovic**

*Department of Landscape  
Architecture and  
Horticulture,  
University of Belgrade,  
Serbia*



**Dr. Sachin Jhavar**

*Director, Apex Hospitals,  
Laparaoscopic and  
Bariatric Surgeon*



**Amitabh Shah**

*Chief Inspiration Officer,  
YUVA Unstoppable*



**Krishan Jagota**

*Product Design Head,  
Sideways*

# advisory BOARD

# 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

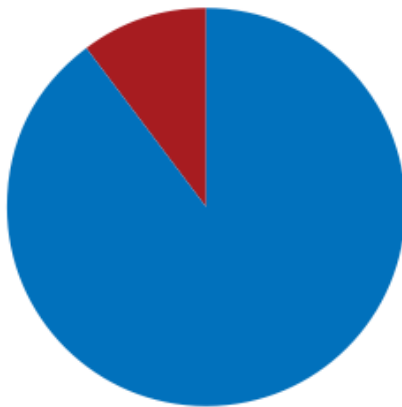
Design Disciplines	Designers (in %)
Architectural Design <sup>1</sup>	89.83
Interior Design + Landscape Architecture + Furniture Design <sup>2</sup>	10.17

Table 2

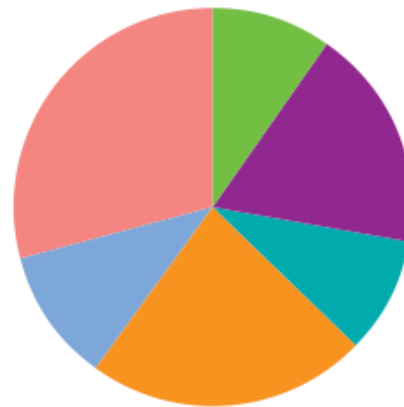
Design Disciplines	Designers (in %)
Fashion + Textile + Jewellery + Leather Design <sup>3</sup>	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer Interaction (HCI) <sup>4</sup>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

<sup>1,2,3,4</sup> based on secondary data collected on 36337 designers in India)

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



- Architectural Design, 89.83%
- Interior Design + Landscape Architecture + Furniture Design, 10.17%



- Fashion + Textile + Jewellery + Leather Design, 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%
- HCI, 29%

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 <sup>5</sup>	46	54	0
Interior Design + Landscape Architecture + Furniture Design <sup>6</sup>	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

<sup>5, 6</sup> based on secondary data collected on 36337 designers in India)

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



World Gold Council  
Jewellery Design Award



*jas18*  
JAIPUR

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





# 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.

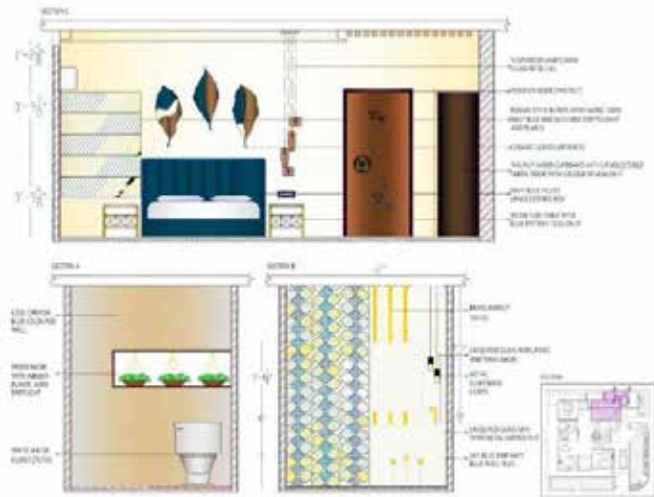
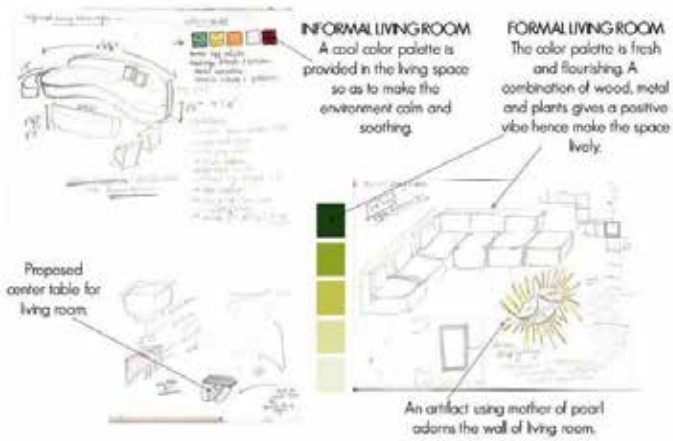
ARCH student Shruti Vinayak's garment 'Mink Mean Sky' under the theme Meenakari was selected and showcased by models on the ramp at the IFFTI conference at MMU, Manchester, UK.



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.



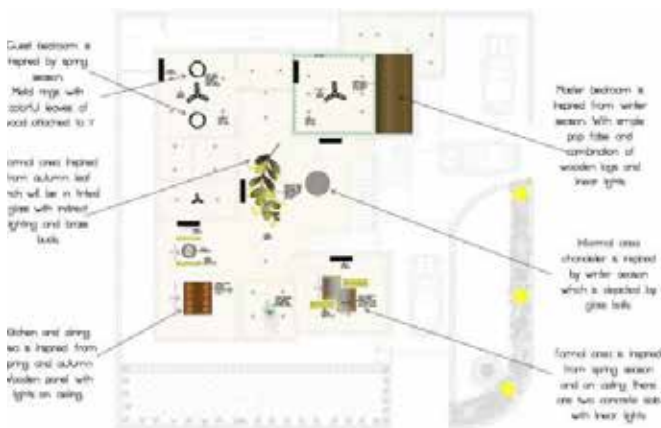
# interior

## 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 Process - Product Design

AIM: To design an 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 make this product highly rich.



Institutional membership & Inter-Collegiate Competition of IIID



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.

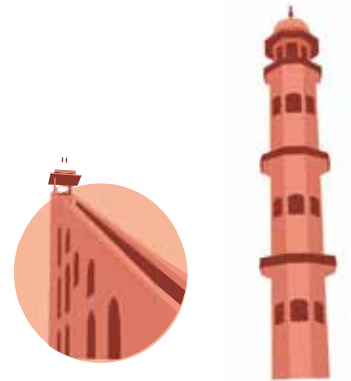
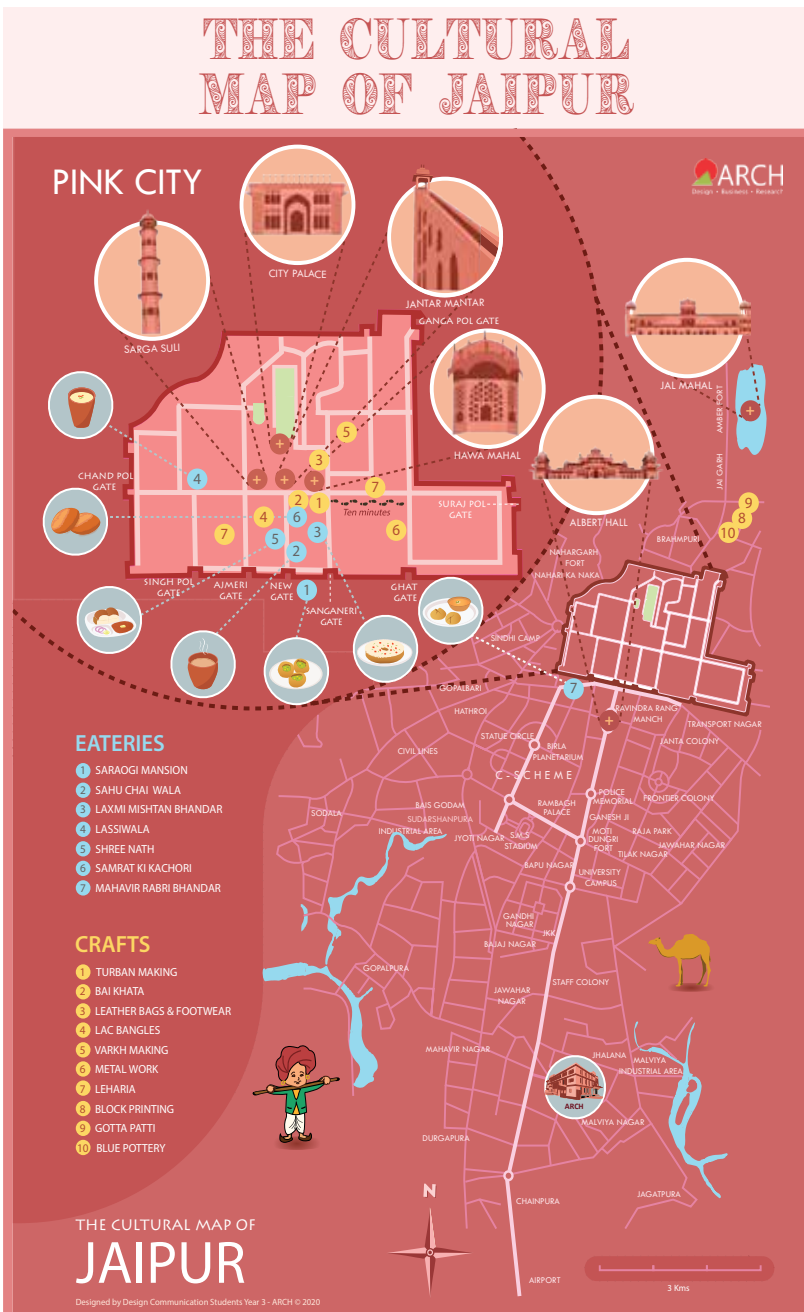
**DC** Design Communication

Portal developed under the UKIERI Grant for institutional Capacity Building



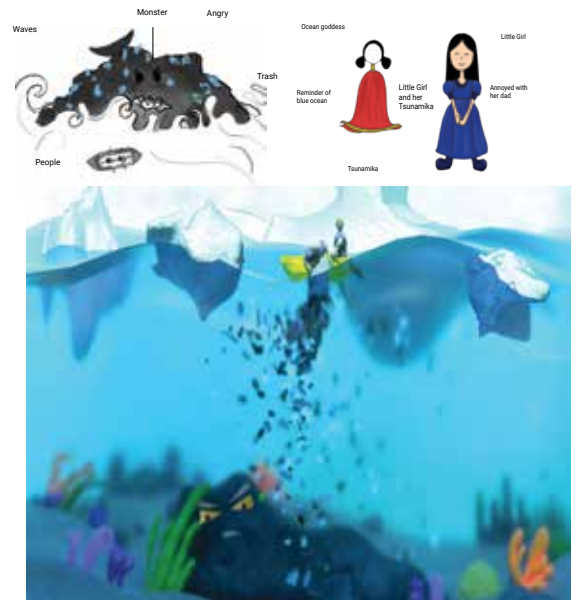
Confederation of Indian Industry  
Won Symbol Design Competition hosted by (CII)

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.

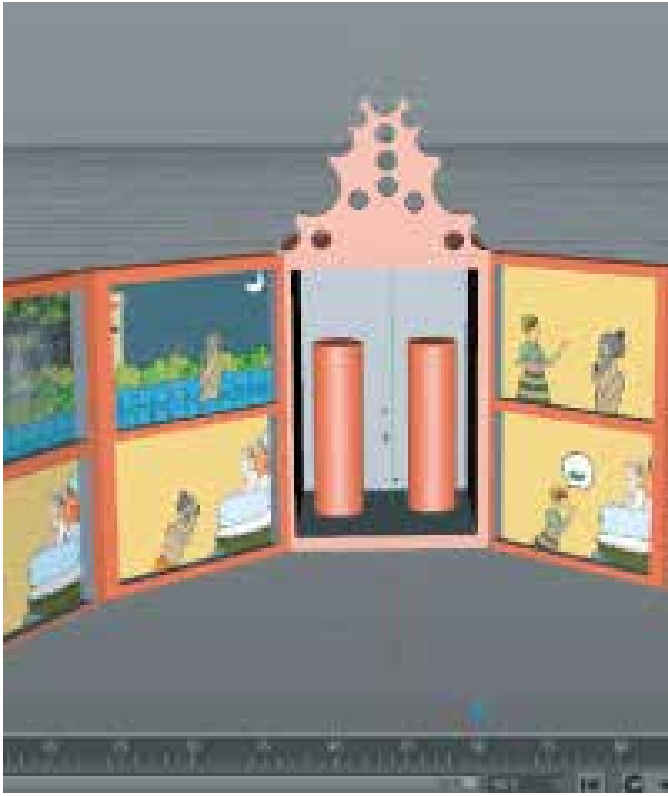


## TSUNAMIKA FILM

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

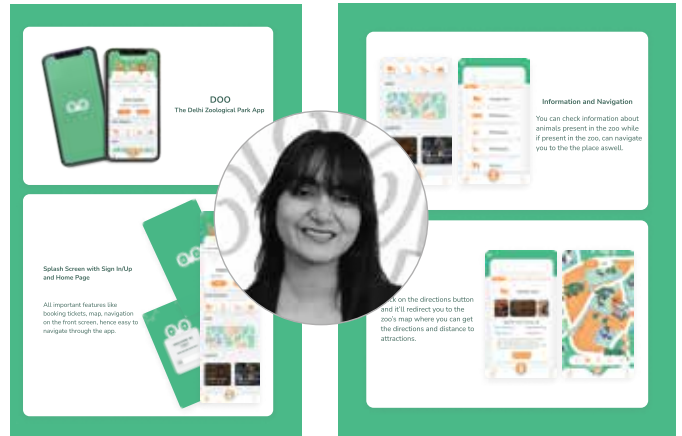


Front



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.

# 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.

# photo graphy



# 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

### UG

Duration: 3 Years  
12th or Equivalent with minimum  
50% in any stream  
Undergraduate Degree Programme

#### Courses

#### Awards

B.Voc Fashion Design	Duration: 3 Years
B.Voc Interior Design	

### 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 <sup>nd</sup> 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 <sup>rd</sup> 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 <sup>th</sup> Year

### PRO

ARCH Professional Development Certificate Courses

#### Courses

#### Awards

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



## 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



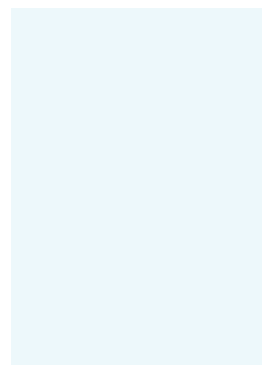
PATTERN MAKING LAB



3D DESIGN MAC LAB



LASER CUTTING & 3D PRINTING LAB



WOODWORK & FURNITURE LAB



JEWELLERY MODEL MAKING LAB



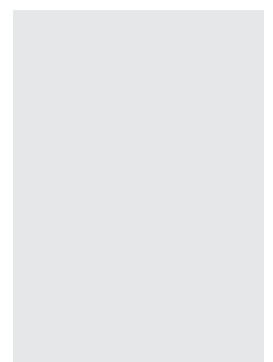
METAL CASTING LAB



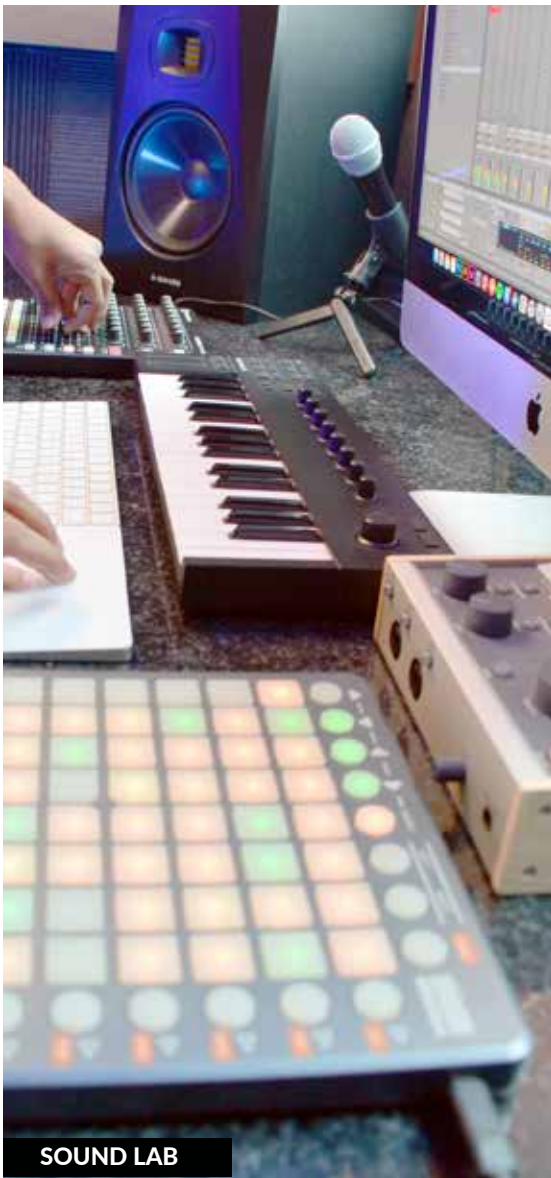
DIGITAL PLOTTER FOR PATTERN MAKING



TERRACOTTA & CLAY LAB







**SOUND LAB**



**WEAVING LAB**



**CAFE**



**EXHIBITION HALL**



**HOSTEL ROOM**



**HOSTEL BUILDING**



**CONFERENCE HALL**

# 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](mailto:placements@archedu.org)



**ANASTASIA TEMOPHYW**  
Ecole Boule, Paris

*"It was a great learning experience to explore the various Indian crafts - block printing, blue pottery and enamelling. I also travelled during my stay and was absolutely delighted to have experienced the Indian culture."*



**JUSTINE CAIROLI,**  
Ecole Boule, Paris

*"It was a great experience for me, it was very different from the way of study in France. I really liked being in Jaipur and experiencing the Indian culture. The activities we participated in were exciting and different from the crafts we learn."*



# 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."*



**SHUBHAM K RAJ**  
Design Head,  
Rohira by Sunita Shekhawat

*"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."*







**SANCHI PORWAL** (Jaipur, Rajasthan )  
B.Des Jewellery Design

*"We've recently been introduced to the virtual learning program after the Corona outbreak. I've been thoroughly enjoying the classes and I have become more self-reliant and disciplined as I have been exploring new materials and techniques."*



**ANUSHKA CHOUDHARY** (Jaipur, Rajasthan )  
B.Des Product 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 BHARGAVA** (Udaipur, Rajasthan)  
B.Des Fashion Design

*"It's been a tough time for all of us, staying home and not being able to go to college, but the interactive and innovative online classes have been helping us to catch-up. Online learning has enabled us to feel connected with our classmates and we have been making submissions online. It is a fun and convenient way to learn."*



**SUBHAM DUTTA** (Birbhum, West Bengal)  
B.A HND Graphic Design

*"Hello I am Subham Dutta, living life quite well in this pandemic situation, in a lockdown state all around! We all shifted from a physical classroom teaching & Learning process to a virtual medium. This was quite a thing to adapt to but the classes continue to be scheduled quite well with no space to experience creative blocks! Glad to tell you that we are back on campus now"*



**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."*



# projects



## 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 RISE PROJECT (Responsibility and Innovation via Sustainable and Social Entrepreneurship)

With the aim to create innovative measures in sustainable & social entrepreneurship education, the RISE 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 RISE 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.



#INDIA DESIGN



Panel discussion on "Role of Design Education in India"



design quotient



ARCH College of Design & Business has been imparting quality design education for the last 22 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy etc have graced ARCH environs.





SUMMIT

Circularity\*

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



global quotient



FASHION COLLOQUIA  
JAIPUR, INDIA 2020



PARTNERS IN PROGRESS





# DESIGN CULTURE

## 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. All the sessions are available on you tube channel for interested people to go through . For easy references these sessions are also available in a book format.

The Design Culture initiative is also active in schools where it conducts Design Ability workshops, Design Culture Innovation Center, Designathon and more

## DESIGN CULTURE INNOVATION CENTER - DCIC

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.

DESIGN  
ABILITY

DESIGN  
AWARDS

DESIGN  
STORY

LEARNING  
SERIES

DESIGNATHON

# DESIGN CULTURE

FORM. REFORM. TRANSFORM.

2023 THEMES: Creativity 6.0 | Society 6.0 | Harmonious Livability | Design Leadership

## DESIGN STORY '23

TOUCH • MOVE • INSPIRE

**Real (Video)**  
Up to 1 Minute

**Photography**  
1-8 Pictures &  
max 8 MP

**Illustrations**  
In 300 dpi &  
PNG/JPG format

LAST  
DATE  
**15**  
November

**CALL FOR ENTRIES**  
Students & Professionals



**CALL FOR ENTRIES**

LAST  
DATE  
**15**  
November

## DESIGN CULTURE AWARDS '23

School Awards



## DESIGN ATHON '23

THEME  
Social Design  
Gender Innovation  
Social Design

LAST  
DATE  
**15**  
November



# 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



**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



*Citation* conferred to

**Srini Srinivasan**

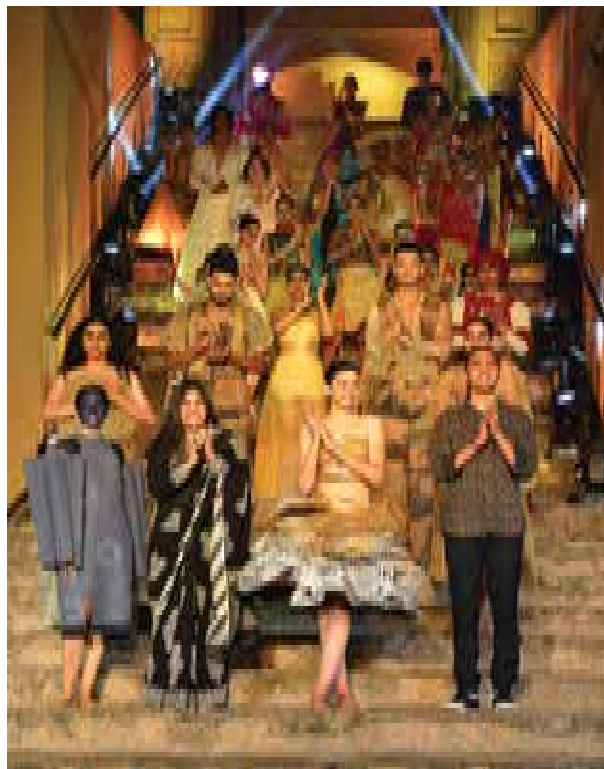
President, World Design Organisation  
CEO of LUMIUM, Palo Alto, California

WATCH NOW



## DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022



# AIEED 2022

ALL INDIA ENTRANCE EXAMINATION FOR DESIGN

## 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. Launched in 2010, ARCH conducts it every year to select the right students for their respective courses. 2011 saw the conversion of AIEED into an online screening which made it easily accessible for interested students to take from anywhere in the world. Designed to facilitate ease of use for students, and help assess abilities and the attitude to support aspirations for Design Careers, AIEED has interactive components and a random selection of questions from specially formulated question banks at its periphery.

### Intent of Entrance Screening for Design:

This 'examination' and its parts and stages are, in actuality, 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. Not so much in your knowledge by rote, but more in Openness to Learn, your Perseverance, Focus and

### SCHOLARSHIPS:

Scholarships act as an opportunity provider for people to earn an education. ARCH's Scholarship assistance supports students, handling a portion of the academic expenses which is immensely beneficial for students as they gradually progress through their academic lives and gradually transition into professional careers.

### ARCH'S SCHOLARSHIP CRITERIA:



Toughness to take on challenges in the process of Creative Problem Solving.

### 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. Admission results will be declared.

Step 4. On successfully passing the Entrance Screening for Design, the completion of required formalities to ensure the booking of a seat, if available, on the preferred Design course.

**AIEED-SAT 2022**  
All India Entrance Examination for Design Scholarship Aptitude Test  
Scholarship Aptitude Test

**New horizons for the  
Creative Industries and  
Design Culture.**

# AIEED 2023

ALL INDIA ENTRANCE EXAMINATION FOR DESIGN

## UG & PG DEGREE COURSES IN DESIGN

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

**YOUR  
MARKS  
DON'T  
DEFINE  
YOU.  
BUT YOUR  
PASSION FOR  
CREATIVITY  
DOES.**



### Campus

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

### Contact us

Call: +91 9414070678  
Whatsapp: 9587770225  
admission@archedu.org

### Get Connected

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[www.aieed.com](http://www.aieed.com)