CELEBRATING 22 GLORIOUS YEARS

ARCH
Design • Business • Research

ARCH ki **Taaza khabar**

ANNUAL NEWSLETTER 2021

#MESSAGE
DIRECTOR'S DESK

To be a designer is to empathise with the need of the community and go about solving simple to complex issues. When the 2nd Corona wave brought the world to a standstill, ARCH used it as an opportunity: an opportunity to go about removing the obstacles and bring a trickle-down effect based on our theme for 2021: **New Technologies and New Paradigms**.

Keeping academics at the core, new pedagogical reforms were introduced which resulted in initiatives such as "Open Days Virtual Exhibition" 2021, #MasterClasses, #DesignAbility, #LearningSeries amongst others. Over 40 online sessions were conducted around the year.

2021 was also the year to lay the foundation for the **Institute For Studies In Advanced Design, Research & Innovation (ISADRI)** which shall infuse Design Culture and Designability as a way of life in aspiring learners and the **Centre For Sustainable Practices & Entrepreneurship** to engage a diverse set of stakeholders to tackle critical equality, diversity and sustainability challenges in the context of entrepreneurship and innovation.

While 2020 was all about keeping our head above water and 2021 was about getting our footing and adjusting to New Technologies and New Paradigm, 2022 is about strengthening our roots and coming up with solutions for global challenges, thus our theme for 2022: **"SUSTAINABLE PRACTICES FOR A SHARED FUTURE".**

With the pledge of taking care of fundamentals of environmental sustainability, I wish that 2022 endows us with opulence and prosperity and ARCH continues to touch your lives in meaningful forms!

Archana Surana
Mentor & Design Leader
Vital Voices Lead Fellow
www.archanasurana.com

#AWARDS & ACHIEVEMENT

In the Year 2021, ARCH College of Design & Business, Jaipur has been awarded with: The **Rajasthan Education Leadership Award** by the Asian Confederation of Businesses and the **Most Innovative Design College in Research and Business** at the 22nd World Education Summit organised by the Elets Technomedia - Asia & Middle East's premiere media, technology & content consultancy organisation.

On the other hand our Graphic Design student Akshita Raj was the finalist for the **CII Young Designer's Awards 2021**. Akshita has designed and developed a concept of an App for ZOOs. Fashion Design Department students assisted ace designers and professionals at the **FDCI's India Couture Week 2021.**

#RISE PROJECT

Responsibility and Innovation via Sustainable and Social Entrepreneurship (RISE)

Erasmus+

With the aim to promote people to people contacts in participating universities via staff mobility and student mobility, the **RISE project** network is formed between esteemed **Global Higher Education Institute (HEIs)**. The project aims to strengthen work-life oriented learning through cooperation between project partner universities and participants.

#DESIGN DIALOGUE SERIES

DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022

DIALOGUE SERIES

WATCH NOW

For the benefit of aspiring design students, practitioners and educators, we have commenced a series of online dialogues called the **"Design Culture Dialogues"** with the intention of spreading a deeper sensitivity and understanding of design culture and hoping thereby to nurture them towards design leadership, management and governance. The Design Culture Dialogue Series under broad theme of **FORM REFORM TRANSFORM** had eminent speakers like Prof. Pradyumna Vyas- Former Director, NID; Eija Salmi- Secretary General Cumulus, Srini Srinivasan- Chairperson, World Design Organisation, Manish Jain- Cofounder Swaraj University, Alok Nandi- Creative Director, Satish Gokhale- Director Industrial Design, Rajesh Jain- Senior Director Programs, Kavita Choudhary- Designer & Brand Philosopher, Jaipur Rugs, Amitabh Shah- YUVA unstoppable, Sandeep Sethi- Director Education, The City Palace, Pramod Sharma- Vice President, Genesis Global School.

#DESIGN LEARNING SERIES

DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022

LEARNING SERIES

WATCH NOW

"Design Culture Learning Series" was hosted by ARCH with an intention of spreading a deeper sensitivity and understanding of design. It is a step towards popularising Design Culture among the aspirants of the creative and innovation domain for a better future in this world which today is vulnerable, uncertain, complex and ambiguous. This would enable learners to become future innovators, creators, design leaders and managers. In 16 conversations we have had Design Veterans of the country talk on **Creativity, Society, Harmonious Liveability & Design Leadership.**

#RESPONSIBLE FASHION INSTA SERIES

ARCHANA SURANA
Founder & DIrector,
ARCH College of Design & Business.

PROF. IAN KING
Prof. of Aesthetics & Management
Coordinator, Responsible
Fashion Series.

PROF. ANNICK SCHRAMME
Professor of Fashion Management
at University of Antwerp

DR. DIRK REYNDERS
Director, Amsterdam Fashion
Institute (AMFI)

ARCH hosted and organised the **Responsible Fashion Series**, which originated at Jaipur in January 2020, followed by the declaration of the **Jaipur Fashion Manifesto on Responsible Fashion**, is part of the Fashion Colloquia series of events focusing on fashion and its transition in the environmental context. In this series, we spoke on **New Ways of Culture** with Dr. Dirk Reynders, Director, Amsterdam Fashion Institute (AMFI), Prof. Annick Schramme, Professor of Fashion Management, the University of Antwerp, Former President, ENCATC & Prof. Ian King, Prof. of Aesthetic & Management, University of the Arts, London. Our Director, Ms Archana Surana was part of the Scientific Committee of Responsible Fashion Series hosted by the University of Antwerp.

#CHR-CHA

design chr-cha
CREATIVITY MEET AT ARCH

The **"Pink City Design Charcha"** is a creativity meet and a knowledge exchange platform where Designers, Academicians, Scholars, Practitioners and Enthusiasts in the field of Art, Technology and Creation, come together to voice opinions on things that matter. Eminent personalities from different industries visited ARCH campus and shared their journey. Students interacted with these designers and got some tips and tricks to be a good designer. Anuradha Bhasin- Director Nila House, Pallavi Jaipur- Fashion Designer, Influencer Marcela, Ayush & Riddhima Baid- Elementary, Himanshi Singh & Shipra Chanchal- Jaipur Rugs and Mr. Raj Jani shared their thinking as designers and entrepreneurs.

#DESIGNABILITY

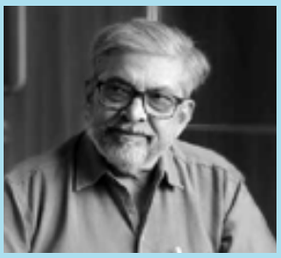
In consonance with the emerging needs of society, and moving proactively, towards design awareness, ARCH organised online Design Dialogue Series with Educators from the School System. This conference aims to figure out the need and the possible ways for introducing **Design Thinking & building Design Ability** at an early stage amongst educators and learners. Topics like: **Why Design, Design Thinking & Driving Innovation** were focused on.

#MASTERCLASS

"Creativity & Creative Life" by Artist Wajid Khan.

"Isolation is for Creation" by Anuraag.S.

"Fast Track International Education" by Nathalie Evans



"New Age Digital Tools " by Prof. Yunus Khimani.

"Visual Merchandising in New Era" by Khem Raj Kala.

"Entrepreneurship Environment in New Normal" by Dilnawaz Khan.

"Intellectual Property Rights (IPR)" by Tarun Misra.

"Gender Sensitisation & Cyber Safety" by Marissa Borges.

Master Class is a **pedagogical initiative by ARCH** where **subject connoiseurs** are invited to talk to the students on relevant topics and fields. Critical topics discussed this year: Creativity & Creative Life, Visual Merchandising in New Era, Intellectual Property Rights(IPR), Gender Sensitisation, Fast Track International Education etc.

#OPENDAYS'21

OPEN DAYS 2021

artsteps

CLICK HERE to view & experiance our **3D EXHIBITION**

Focussed on organising, exhibiting and working collaboratively with others, the **Open Days Virtual Exhibition 2021** was a platform for celebrating the **undeniable creativity of #ARCHERS** and a chance to witness how a truly holistic approach to design education can create bright innovators.

#MENTORING DIALOGUE SERIES

Women Mentors Forum
Jaipur.INDIA

Archana Surana
Founder & Director,
ARCH College of Design & Business,
Founder & Chairperson Women
Mentors Forum, Jaipur & Udaipur

Dr. Jayshree Periwal
Owner & Chairperson,
Jayshree Periwal Group of
Institutions

Leele Bordia
Vice -President, FORHEX,
Founder, Neerja International

Sunita Shekhawat
Founder,
House of Sunita Shekhawat

Elsa Marie D'Silva
Founder,
Red Dot Foundation

Under the Mentoring Dialouge Series hosted by Women Mentors Forum & ARCH College - **Face to Face sessions with the High Performance Women Entrepreneurs** were organised. Entrepreneurs like Sunita Shekhawat, Jayshree Periwal, Leela Bordia, Elsa Marie D'Silva interacted with Archana Surana and shared their journey and learnings. These session provided a platform to understand challenges, business practices and markets.

#GLOBAL MENTORING WALK

VITAL VOICES
GLOBAL
MENTORING
WALK

ARCHANA SURANA
Founder & Director,
ARCH College of Design & Business
Flag Bearer, Vital Voices
Global Mentoring Walk

ANJALI SINGH
Managing Director,
Decutsche Bank
National President
Wicci Banking & Credit Council

VINAY MATHEWS
Founder & COO,
Faircent

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VITAL VOICES
GLOBAL PARTNERSHIP

Women Mentors Forum
Jaipur.INDIA

Connecting women leaders around the world through mentorship, Vital Voices organises Global Mentoring Walks. In the year 2021, over 80 Global Mentoring Walks were organised to celebrate I**nternational Women's Day. Ms. Archana Surana, a Vital Voices Lead Fellow,** Founding Chairperson Women Mentors Forum, organised a Virtual Event on Funding Made Easy in coversation with Ms. Anjali Singh, Managing Director- Deutsche Bank and Mr. Vinay Mathews, Founder & COO- Faircent to mark the International Women's Day. Through the Vital Voices Global Mentoring Walk, mentors and mentees come together to walk in their communities, sharing challenges and solutions and forming supportive bonds that foster growth, confidence and leadership.

#CHANGINGROOM

'The Changing Room' Installation - A representation of Want and Need by the ARCHERS
It is a trial room, a concept feeding on Neophilia, accelerating fast fashion and trendsetting catalysing the constant feud between need and want. Ms. Archana Surana's vision has taken shape from the question of how the waste introduced in Design and specifically fashion education in the form of patterns and test fits, can be better dealt with. The changing room- thus stands as a representation of the society to keep changing itself according to the visual relevance in terms of fashion and its seasons. The **25ft garment**, an art installation that is a mighty suggestion of the creative approach of Ms Surana, department faculty, mentors, guides and the students, was translated into reality with the aid and grit of the ARCHERS. A research paper on the same was presented at the Responsible Fashion Series, Antwerp.

#CAMPUS TO COMPANY

Q & A

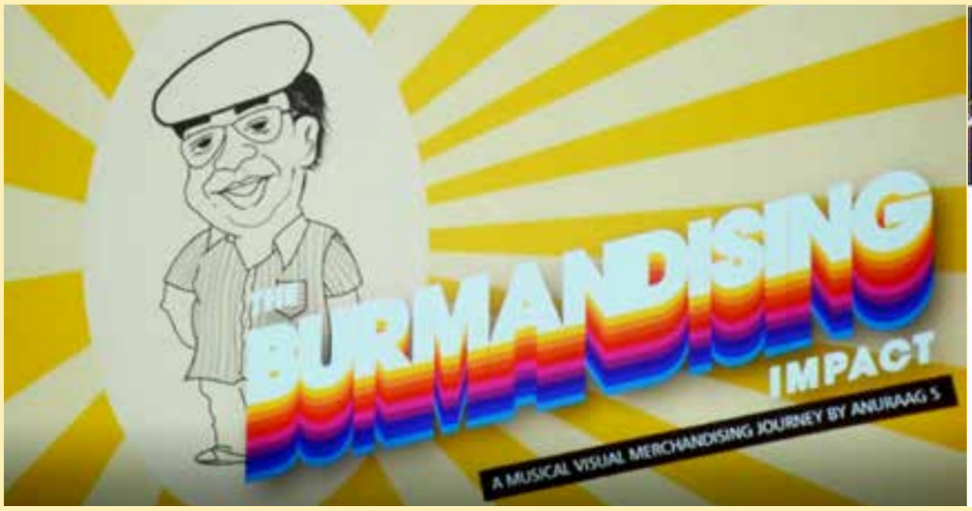
Interactive esession with ARCH ALUMNI LIVE

Envisaging to channelise the creative energies of the youth, **'Campus to Company'** is an initiative that focuses on creating dialogues within the Creative Industries, talking about Entrepreneurship & Career Opportunities after the Design Education and understanding industry trends & forecasts. In this series, we invite industry personnel's, academicians and ARCH Alumni to share about the industry, its need and opportunities.

#INDUSTRY VISITS

ARCH has established industry linkages and partnerships to provide **in-hand exposure** and **wide-ranging sources** of up-to-date information to its students. Students from respective courses visited **Gosil Exports, Cheer Sagar, Dileep Industries & Elementary, Sprydrams Creation Export House, Bhamashah Technohub** amongst others to delve into the craft and understand practical aspects of design.

#CREATIVITY WORKSHOP



'The Burmandising Impact' by Anuraag S, was an idiosyncratic session in cognizance with visual merchandising and his fandom of vintage Bollywood music, calling it **Visual Burmandising** and how RD Burman's genius roused a quirky way of looking at design thinking. He has also conducted workshops on **"Creativity".**

#DESIGN SCHOOL AWARDS

DESIGN CULTURE

DESIGN CULTURE
SCHOOL AWARDS '22

A unique initiative by ARCH to acknowledge the Schools who have provided **Innovative**, **Creative** and **Design Thinking** led learning environment to the students.

AWARD CATEGORIES

OUTSTANDING CREATIVE SCHOOL	**OUTSTANDING ART & DESIGN DEPARTMENT**
DESIGN LEADERSHIP AWARDS FOR PRINCIPALS	**INNOVATIVE TEACHER**

Prizes: 3 awards in each catergory worth **Rs. 100000/-**
Award Ceremony: **Pink City Design Confluence 2022**

Under a unique initiative by ARCH to acknowledge the Schools that have provided innovative, creative and design thinking led learning environments to the students, we are organising the **Design Culture School Awards 2022.** Due to the ongoing conditions, the date for participation has been extended till **15th February 2022.**

The ARCH Design Awards would recognise & honour schools that are driving excellence in education through design thinking. Moreover, the awards would be for academicians who are playing an important role in taking **Design Education and Design Thinking** amongst the student & society as a whole.

#DESIGN COMPETITION

DESIGN STORY'22

TOUCH • MOVE • INSPIRE

Submission Date

15 FEB'22

Reel Video) Up to 1 Minute	**Illustrations** In 300 dpi & PNG/JPG format	**Photography** 1-3 Pictures & max 8 MP

DESIGN CULTURE AWARDS '22

FORM. REFORM. TRANSFORM.

SUBMISSION CLOSED

DIGITAL DESIGN	**PHYGITAL DESIGN**	**INDUSTRIAL DESIGN**

Design Story - A Photo Video Competition
Dig deep through our stories of **FORM . REFORM . TRANSFORM** that have not only shaped our culture, thoughts, beliefs but US! It's time to narrate your version of the story which has **Touched, Moved and Inspired** You, or the effect it has on people around you. You can participate in Design Story by sending in interesting stories using the prescribed media and relating to the Theme & Sub Themes. Participate NOW!

Design Culture Awards'22
It is about designing innovative products or systems using a design process that helps one in revealing new ideas in the form of products. The design project document in the form of detailed conceptual drawings, illustrations, 3D modeling, or high-resolution photographs under 3 categories- **Digital Design, Phygital Design and Industrial Design.**

#DESIGN CULTURE

WATCH NOW

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

ARCH's DESIGN CULTURE INITIATIVE is a movement in the direction of bringing concepts of design thinking, design methods and design skills in our youth in their formative years, which would enable them to become innovators, creators and design leaders.

Design is no more a way to make things look pretty. It's meaning has evolved to offering creative solutions to myriads of challenges or activities that people undergo in day to day living, in a way that can be easily accepted and adapted to.

Familiarizing the students of intellectual growth with **Design Sense, Design Sensitivity and Design Sensibility,** can make the education journey much more meaningful. Design becomes more of a culture, a way of life, helping enormously in addressing complex design problems at different levels like society, governance, industry, education, healthcare, and other walks of life.

#INDIA DESIGN SUMMIT

21st CII India Design Summit | CII Confederation of Indian Industry | Partner Country JAPAN

Panel discussion on "Role of Design Education in Circularity".

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

WATCH NOW

ARCH College of Design & Business as **Knowledge Partner** with the Confederation of Indian Industry (CII) held the **21st CII India Design Summit**, on 8th-10th December 2021. Ms Archana Surana sat as the panelist discussing **"Role of Design Education in Circularity"** where she highlighted the role of Circular Thinking as philosophy and how Circularity is a mindset, outlining educational approaches and tools that institutes can use to accelerate the transition towards a circular economy. The other panelist members were **Mr. Deepankar Bhattacharya**- Head India & Asian Education, **Dr. Manisha Phadke**- Director, School of Design NMIMS, **Prof. Vanja Garaj**- Head of Design, Brunel university London and **Dr. Dhiraj Kumar**- Director, National Institute of Design Madhya Pradesh.

Prof. Bhargav Mistry conducted a Workshop on **FORM REFORM TRANSFORM** emphasizing Circular Design interventions to tackle global challenges.

#FAST TRACK INTERNATIONAL DEGREE

Baljit Singh
Regional Manager,
Pearson, India

Nathalie Evans
Sr. Lecturer,
Manchester Fashion Institute
Manchester Metropolitan
University MMU, UK

Prof. Pradyumna Vyas
Chief Advisor-
Academic Affairs &
Partnerships, ARCH College,
Board Member, WDO
Former Director, NID

Dr. Robert Burton
Associate Dean (Academic)
MIMA School of Art and Design,
Teesside University

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

Benoy Thoompunkal
Director International,
ARCH College of
Design & Business

Pearson BTEC | Manchester Metropolitan University | Teesside University

WATCH NOW

ARCH has been at the nucleus of innovative design-centric interactions and activities since its inception. To discuss the importance of International Degree pathways, the relevance of international education in today's world and how it can help in building a global perspective amongst students, ARCH hosted 2 sessions on **FAST TRACK INTERNATIONAL EDUCATION.** Ms Archana Surana, Founder & Director, ARCH and Prof. Benoy Thoompunkal, Director-International, ARCH were joined by **Dr. Robert Burton**, Associate Dean (Academic), MIMA School of Art and Design, Teesside University for the first session and **Ms Nathalie Evans**, Sr. Lecturer- Manchester Fashion Institute, MMU UK, **Prof. Pradyumna Vyas**, Chief-Advisor Academic Affairs & Partnership, ARCH and **Mr Baljit Singh**, Regional Manager- Pearson India for the second session.

#DESIGN CONFERENCE

Cumulus Association | IFFTI

Ms Archana Surana represented ARCH at the General Assembly hosted by CUMULUS - Global Association of Art & Design. The event consisted of an international conference on **"DESIGN CULTURE(s)"** hosted by the Sapienza University of Rome, Faculty of Architecture and School of Industrial Design, in June 2021. She also represented ARCH at the 23 Annual conferences by the International Foundation of Fashion Technology Institutes (IFFTI) themed **"Fashioning Resurgence: Our Time is Now".**

ARCH as a permanent member of **IFFTI** and **CUMULUS** provides a platform where academicians, policymakers, students, industry representatives and other leaders converge for insightful conversations and discussions and make actionable plans for the future of the global fashion industry and affiliated fields.

#CHANGE-MAKER

WATCH NOW

Ms Archana Surana, Founder & Director, ARCH College of Design & Business, was invited by the **Princess Diya Kumari Foundation Trust** for- **'Hamara Rajasthan, Saksham Rajasthan'** virtual platform, to share her journey, experiences, expertise, challenges, and guide the younger generation by answering their queries and concerns. A unique initiative where professionals from different fields are invited on the platform aims at bringing together the change-makers of society to make an impact on the youth.

Talking about **empowering youth** through the power of design, she stated that the youth of the country are its most important Human resource and the one who has passion and awareness towards his goal and keeps the duty towards the society in sync with the goal shall never be a failure in life.

#RESPONSIBLE FASHION

WATCH NOW

At the **Responsible Fashion Series** hosted by the **University of Antwerp** in 2021, ARCH Director, Ms Archana Surana was a member of the **Scientific Committee.** She also moderated a session where **Lucía Lopez Rodríguez** (Escuela Universitaria Centro de Diseño,Montevideo), **Karen Cross** (Robert Gordon University, Aberdeen) and **Savita Singh Das** (ISDI, Mumbai) presented their papers.

#JAIPUR JEWELLERY FESTIVAL

17th JJS JAIPUR JEWELLERY SHOW

Jaipur Jewellery Design Festival '21- India's Largest B2B & B2C Jewellery Show was organised at the Jaipur Exhibition & Convention Center(JECC), Jaipur in Dec"21. ARCH exhibited its Jewellery Department's work, providing ARCH's students and graduates the opportunity to showcase their work at such a Grand Platform. Jewellery Designers and ARCH Alumni Shrishti Bhardwaj, Label-Also and Riya Soni, Label-Inari too exhibited their work. **Prerna Makhariaa,** the First Jewellery Influencer of India was also spotted at JJS '21 rocking outfits designed by ARCH student Vijaya Lakshmi charan.

#WORLD EDUCATION SUMMIT

elets 22nd WORLD EDUCATION SUMMIT 2021 DELHI

Ms Archana Surana sat as a panellist to discuss the **National Education Policy 2020**: Changing the dynamic of Indian Higher Education & Institutional preparation at the **22nd World Education Summit 2021** : a premier global event on Innovation in Education. She was joined by other stalwarts of innovative education practices - **Dr Indrajit Bhattacharya**- Director NABET, **Prof. V Ramgopal Rao**- Director IIT Delhi, **Prof. Prem Vrat**- Chairman, Board of Governors IIT(ISM) and **Dr Mangesh Karad**- Executive President & Vice-Chancellor MIT-ADT University, Pune.

#DESIGNABILITY

Dr. Biswajit Saha, Director, Skills & Training, CBSE

WATCH NOW

ARCH College of Design & Business hosted a session on **"The Skill Education within the NEP"** with **CBSE and Princess Diya Kumari Foundation (PDKF),** for School Executives, towards building Skill Courses for Students from standard VI & above. **Dr Biswajit Saha, Director- Skills & Training, CBSE** talked about integrating skill education into the curriculum to be a part of the modern education system for class VI onwards. By merging skills-based projects into the system, students will be exposed to vocational education where they will get hands-on experience of important vocational crafts, such as carpentry, electric work, metalwork, handicrafts, gardening, pottery making, etc.

Virtual sessions on **"Design Thinking in Skill Education"** have been a huge success as over 50 School Principals have participated in them.

#RESEARCH AND DEVELOPMENT

Prof. Garvita Sharma
Faculty, Fashion Department

Prof. Nagendra Kumar Gupta
Coordinator, Fashion Department

Prof. Shovit Dasgupta
Faculty, Fashion Department

Prof. Anil Bose
Coordinator, Graphic Department

Indian Institute of Craft & Design(IICD) organised **Sangoshthi 2021**, the 3rd International Conference on **Recent Trends and Sustainability in Crafts and Design. Prof. Garvita Sharma**, Faculty Fashion Department, ARCH presented a paper on "Maker Community: Hidden Secret of Lepcha Hat-making of Sikkim: Sumok-thyaktuk". **Prof. Nagendra Kumar Gupta** and **Prof. Shovit Dasgupta** presented a Poster on "Changing Room-Change to reflect" and **Prof. Anil Bose,** Coordinator Graphic Department designed the logo for GAAMAC and presented a poster on the theme "Be Safe".

#FRESHERS' PARTY

Continuing with the proud tradition of ARCH, the college welcomed the foundation course students at the **FRESHERS' PARTY.** The event started with a Fashion Show on the theme- Formals with shimmer where freshers were seen walking in poise and style which culminated into **Dandiya Night**. Divyansh Lakshar and Riya Bindal were awarded Mr. and Miss Freshers respectively.

#ALUMNI-MEET

ARCH with a legacy of 22 years has an alumni base of over 7000 students. To show gratitude and add more sparkle to Diwali, students organised the **Alumni-Meet** and **Pre-Diwali Party** on 23rd Oct 21. **SURRR Music** by **Tanmay Surana** presented Folk Electronic Dub to enthrall the audience. Glimpse from the celebrations!

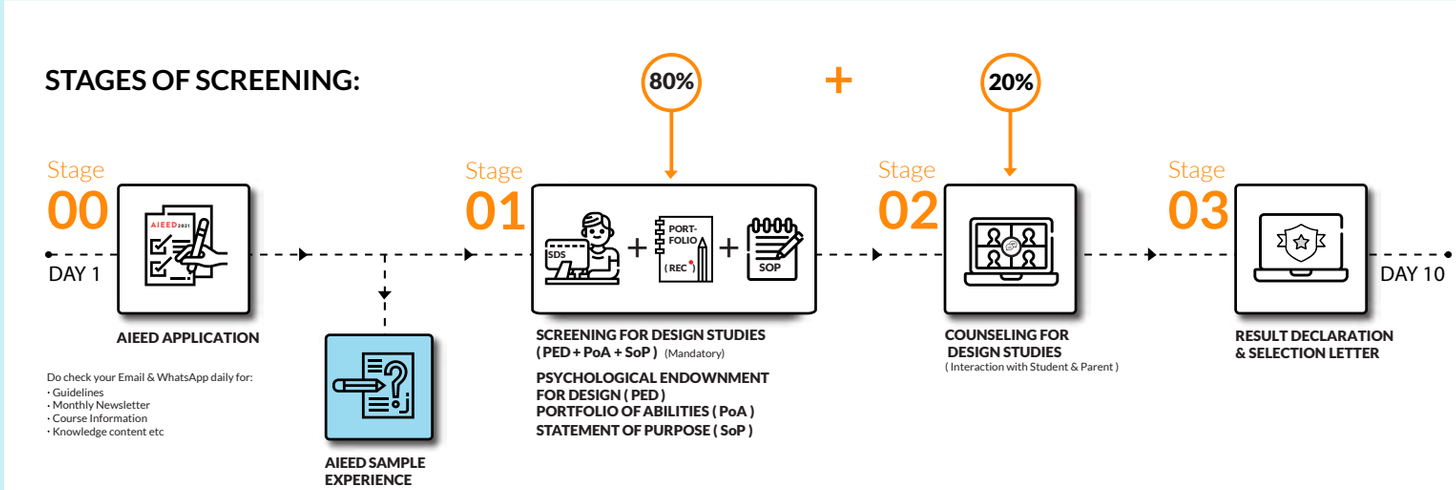
The effect and effectiveness of Design Education can be gauged by the products and services we build and consume, and the sensitivity built into the interface of use. Today it may be possible for most people to see design in a wholistic enough manner, to understand the vast range of thought processes 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.

In 2022, we shall further our design awareness initiative and international collaborations to bring the culture of design!

Benoy Thoompunkal
Director International
Partnerships & Innovation

#DESIGN ENTRANCE

AIEED 2022
ALL INDIA ENTRANCE EXAMINATION FOR DESIGN



APPLY NOW

With the goal to learn **"WHO YOU ARE, rather than what your grades are!"**, ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate and Postgraduate courses in Design since 2010. 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.

A potential candidate should be open-minded, reflective, and self-reflective, with the right attitude and spirit to take Design on as a responsible profession. In contrast to a school education or any other Entrance Screening, the Exam is EXPERIENTIAL, USEFULLY EDUCATIONAL and FUN.

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR