



# STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN



## What Design is...

Design is an innovative solution that places the planet at the center, seamlessly integrating sustainability with craftsmanship while being empathetic to environmental needs. In today's world, design goes beyond aesthetics; it drives meaningful change by transforming industries, addressing societal challenges, and creating opportunities that foster deeper human connections. As a powerful tool for change, design contributes to social, environmental, and economic development.

### Diverse Design Disciplines

Design has the power to shape the world around us, blending emotions, creativity, and functionality to transform products, services, and experiences. It spans multiple disciplines, each contributing unique perspectives and expertise to solve problems and create opportunities. **Fashion Design** emphasizes sustainability and eco-conscious, ethical practices, addressing the growing demand for responsible fashion. **Jewellery Design** focuses on emotional connections, crafting pieces that tell personal stories and reflect cultural heritage. **Interior Design** integrates service design to craft spaces that merge functionality with enhanced user experiences. **Communication Design** bridges the gap between brands and their users, enhancing engagement and interaction through technology in the digital era. **Creative Entrepreneurship** empowers designers to lead and innovate, driving change and growth across industries. These interconnected fields foster innovation, combining diverse expertise to transform industries and improve the quality of life for users.

### Design Thinking

Design influences nearly every aspect of our lives, from nature to human creations. It shapes our surroundings, experiences, and self-expression. At the core of design thinking is empathy—toward the user, the system, and the environment. This approach allows designers to create solutions that are impactful, sustainable, and responsible.

Today, design is increasingly interdisciplinary, combining insights from fields like technology, psychology, and engineering to solve complex challenges. Universal design ensures that products, services, and environments are accessible to all, promoting inclusivity and enhancing the user experience for people of all abilities and backgrounds. Together, these principles drive innovative, inclusive solutions that improve lives and shape a more sustainable future.

### Purpose Meets Creativity

At ARCH, we harness global resources to engage students in experiential learning that breaks traditional boundaries and fosters innovation. We believe design is a transformative tool, combining creativity, functionality, and empathy to develop meaningful, sustainable solutions. Our goal is to empower students to lead with purpose, shaping visionary designs that promote responsibility, sustainability, and impactful change.



Design Leadership is a mind set which is inculcated through a deep understanding of the Design Thinking process. This enhances the creative confidence of the Designer and with a leadership mind set, would be in a commanding position to offer effective solutions to complex Design challenges.

**Archana Surana**

Founder & Director, ARCH  
Vice President, CUMULUS Executive Board



The effect and effectiveness of Design Education can be gauged by the products and services they would build and consume along with the sensitivity built into its user interface. This could help people appreciate design holistically, sensitizing both users and designers, thereby elevating the overall Design Quotient.

**Benoy Thoompunkal**

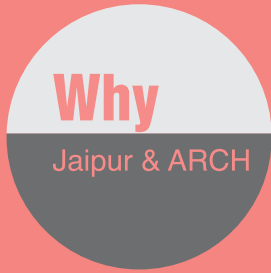
Director International  
Relationship & Partnerships



Design education thrives when aligned with real-world projects, creating confident professionals capable of driving global impact. Curated exposure to global perspectives bridges theory with practice, shaping designers ready to lead transformative innovation and fostering entrepreneurial growth to drive future success.

**AR. Sonia Maheshwari**

Campus Administration & Projects



# Jaipur

## The Pink City | UNESCO World Craft City, Most Creativity City & Heritage Site, IT & Startup Hub

Jaipur, renowned for its rich craftsmanship, is a hub for jewellery and gems, architecture, textiles, blue pottery, and leather goods and many more. The city's vibrant cultural heritage and diverse industries create a unique backdrop for design education. As a World Craft City, Jaipur nurtures creativity through interdisciplinary approach, research-led learning, attracting students and professionals from around the world.

With its growing IT sector and thriving start-up ecosystem, ranked 8th in India, Jaipur offers exciting opportunities for innovation and entrepreneurship. Major events like the Jaipur Literature Festival and ARCH's Fashion Colloquium and Pink City Design Confluence 2022 further highlight the city's dynamic blend of tradition and modernity. This fusion continues to shape the future of design and creativity, making Jaipur an ideal destination for aspiring designers.

### Industry Ecosystem in India by 2030 (in Bn US\$)

<b>350</b> Product Design	<b>250</b> Graphic Design	<b>110</b> Fashion Design	<b>100</b> Jewellery Design	<b>51.4</b> Interior Design
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### Industry Ecosystem in Jaipur

<b>300+</b> Garment Exporters	<b>250+</b> Handicraft Expoters	<b>500+</b> Jewellery Expoters	<b>300+</b> Interior Designers & Architects	<b>150+</b> Design Studios
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# Know ARCH

ARCH College of Design & Business has been imparting quality Design Education with an individual centric Focus for 25 years now, and it continues to do so! ARCH's mandate is to nurture a design culture and creative entrepreneurship, with a holistic, multidisciplinary approach; and to create design professionals who can enhance design thinking and execute their perception more strategically as innovators, an integrator of aesthetics, and business for technological and sociological advancement.

Spread across 1 lac sq feet in the heart of the Pink City-Jaipur, ARCH is equipped with cutting edge technologies and infrastructure to offer students premium education and hands-on learning experiences!

The industry-oriented emphasis on learning at ARCH provides students with the means to grow as empathetic, creative designers and practitioners of craft with clear goals to contribute towards Indian culture and society through synergizing traditional knowledge and skills with contemporary methodologies.

To promote Creative entrepreneurship and employability, ARCH's set up Design Business Incubator (HubIN) and started the CampusToCompany initiative which provides support to students to find the right professional opportunities.

ARCH enables global mentoring, regional hands-on learning, and industry networking required to help foster the development of scalable and sustainable business models based on transformational designs and innovative thinking to achieve commercial success through 'start-up' enterprises.



# What

## Career Pathways

Central to every profession, design serves as the bridge that translates knowledge into meaningful outcomes through creativity and design thinking. As technology continues to advance, design plays an essential role in ensuring that these innovations are accessible, user-friendly, and impactful. From products to services, industries across the globe depend on design to innovate, solve problems, and enhance experiences.

Virtually every field, whether technology, healthcare, business, or entertainment, thrives with the touch of design, making it indispensable in shaping the future of our world.

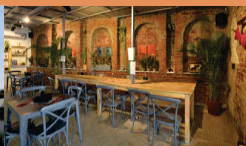
Exciting career opportunities in design are available across various industries, including automobiles, jewellery, fashion, apparel, gaming, toys, education, film, animation, leather, crafts, user interface, communication, media, design firms, multinational corporations, and event management, among others.

User Interface (UI) design and User Experience (UX) continue to be in high demand, with emerging fields like drone experience design, AI, VR, and AR offering new opportunities for designers to explore innovative creative services.

## Spaces within ARCH



Hostel



Café & Mess



Innovation Labs



Auditorium

# affiliations & ACCREDITATIONS

## FACULTY OF DESIGN, BUSINESS & RESEARCH



Affiliated to  
University of Rajasthan

### UG / PG

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

#### Courses

B.Des Interior Design  
B.Des Fashion Design  
B.Des Communication  
Design  
B.Des Jewellery Design  
Bachelor of Business  
Administration (B.B.A)  
Masters in  
Journalism & Mass  
Communication

#### Awards

Affiliated to  
**University of Rajasthan**

Duration: 4 years  
Bachelor of Design

Duration: 3 years

Duration: 2 years

## FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP



Affiliated to  
Vishwakarma Skills University

### PG

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

#### Courses

M.Voc in Design  
Entrepreneurship  
Specialization in-  
Interior Design  
Product Design  
Fashion Design  
Jewellery Design  
Design Communication

#### Awards

Affiliated to Vishwakarma  
Skills University, Jaipur

Duration: 2 years

## FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN



**Pearson**  
BTEC

Accredited to PEARSON for  
BTEC HND Qualifications

### UG

Duration: 2+1+1 Years  
Eligibility: 12th (Any Stream)  
Degree Programme  
International Degree Study Abroad  
Selection Criteria: AIEED

#### Courses

B.A/M.A Interior Design  
B.A/M.A Fashion Design  
B.A/M.A Digital Design  
B.A/M.A Product Design  
B.A/M.A Photography

#### Awards

Pearson BTEC HND Level 5  
after 2<sup>nd</sup> Year at ARCH  
B.A/M.A Degree Awarded by  
International University  
on Progression to 3<sup>rd</sup> Year of  
study abroad and its  
completion  
M.A Degree in 4<sup>th</sup> Year

## FACULTY OF PROFESSIONAL DEVELOPMENT & ENTREPRENEURSHIP

### PRO

ARCH Professional  
Development  
Certificate Courses  
Selection Criteria: Personal  
Interaction

#### ARCH Courses

Fashion Design  
Interior Design  
Product Design  
Graphic Design  
Digital Design  
Jewellery Design  
Entrepreneurship

#### Awards

ARCH Certificate

Duration:  
3/6/12 Months

## Notes

### Product Design



B.A / M.A Product Design

2+1+1 Years

Masters in Design & Entrepreneurship (Product)

2 Years

Professional Certificate

3, 6 & 12 Months

### Digital Design



B.A / M.A Digital Design

2+1+1 Years

Professional Certificate

3, 6 & 12 Months

### Communication Design



B. Des Communication Design

4 Years

Masters in Design & Entrepreneurship (Design Communication)

2 Years

### Photography



B.A / M.A Photography

2+1+1 Years



## Interior Design



B. Des Interior Design	4 Years
B.A / M.A Interior Design	2+1+1 Years
Masters in Design & Entrepreneurship (Interior)	2 Years
Professional Certificate	3, 6 & 12 Months

## Fashion Design



B. Des Fashion Design	4 Years
B.A / M.A Fashion Design	2+1+1 Years
Masters in Design & Entrepreneurship (Fashion)	2 Years
Professional Certificate	3, 6 & 12 Months

## Jewellery Design



B. Des Jewellery Design	4 Years
Masters in Design & Entrepreneurship (Jewellery)	2 Years
Professional Certificate	3, 6 & 12 Months

## Business Administration



Business Administration B.B.A	3 Years
Mass Comm. & Journalism	2 Years

# archers SPEAK

**Where**  
Your Dream  
Company



**SHAURYA MUGDAL**  
B.A. (Hons.) Digital Design  
MMU, UK

*"The B.A. Digital Design program at ARCH enhanced my skills through workshops, industry interactions, and guest speakers, while the international study abroad program offered a transformative cultural and design experience."*



**KRITI VYAS**  
B.Des Fashion Design

*"At ARCH, industry visits, and volunteering at Lakmé Fashion Week and with Anita Dongre's foundation at their fashion helped me understand Fashion industry and its trends."*



**TANU BOHRA**  
B.Des Jewellery Design

*"Representing ARCH in a five-week jewellery design exchange at École Boule, Paris, immersed me in French culture, emphasizing craftsmanship, and provided hands-on learning, offering invaluable insights and inspiration."*



**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."*



**ASHISH MANGWANI (2010-2013)**  
Creative Director & Decor  
Stylist, Urose Entertainment

*"ARCH ensures that every student develops creative thought processes, skills, and attributes that have proven invaluable in our careers."*



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ZARA

ANITA DONGRE

benetton



ARMANI  
JUNIOR

Nutcrackers

VÖYLLA  
FASHION JEWELRY



Amrapali

raymond



K2

LIVSPACE

asianpaints

Kunal Rawal

रॉ मॅगो

# industry SPEAK



*"I was extremely pleased to see the work of ARCH students at Rajasthan Heritage Week. ARCH truly supports craft revival and brings attention to India's handloom heritage."*

**Ritu Kumar**  
Renowned Fashion Designer  
Label Ritu Kumar(2019)



*"ARCH students' remarkable skills reflect the confidence and passion of Ms. Surana, who built this institution and delivers world-class design education."*

**Sanjoy Roy**  
Managing Director, Teamworks India  
Producer, Jaipur Literature Festival  
(2020)



*"Industry needs sincere and hardworking youth. Along with appreciable skills, ARCH seems to instil these attributes, very successfully in their students."*

**Ar Anshuman Sharma**  
IIID Education Convener  
Principal Designer The Design Inc.  
Jaipur(2021)



*"I think that ARCH Graduates are a wealth to the Gems and Jewellery industry. They have performed excellently and have made a niche for themselves."*

**Rajeev Arora**  
Co-Founder of International  
Jewellery Brand AMRAPALI JEWELS  
(2004)



*"I find ARCH students very promising and enterprising. The international course curriculum at the institution empowers individuals to make a mark in world fashion."*

**Bibi Russell**  
International Fashion Designer (2007)



## alumni SPEAK



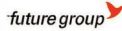
**AKSHITA AIRAN (2019-2023)**  
Fashion Designer & Entrepreneur  
Co-founder - Organic brand  
'Kalmic'

*"Making meaningful changes in the world of fashion. Inspiring the generation to adapt sustainable clothing and changing one perspective at a time."*



**VIPIN SHARMA (2014-2016)**  
Head of Product Designer,  
UX Life Style  
Ex-Zomato, Cult.fit

*"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."*



# placement

Placements drive career advancement and professional growth. Through industry visits, experiential projects, and internships, students gain real-world exposure and opportunities to cultivate practical skills, preparing them for success in their careers.

Internships, starting in April, bridge academic learning with industry experience, enabling professional development. Our Placement Cell, partnered with over 300 industry leaders, drives career opportunities, with placement drives beginning in January.

Industry jurors evaluate student projects, and alumni sessions offer career insights. Company tours to ARCH facilitate valuable networking opportunities, ensuring our graduates are well-prepared for success in the global market.



**15+**  
MOU's

**50+**  
Enterprises

**200+**  
Recruiters

**100%**  
Placement

**7000+**  
Alumni

Highest CTC

Highest Turnover

JEWELLERY

**18 LPA**

FASHION

**13 LPA**

GRAPHICS

**14.5 LPA**

INTERIOR

**15 LPA**

JEWELLERY

**1.2 CR**

FASHION

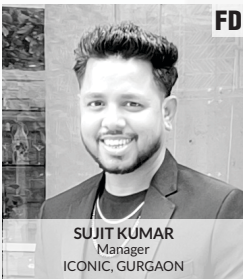
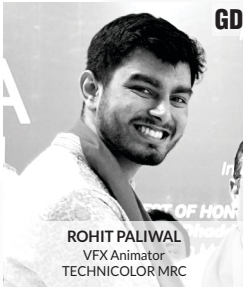
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GRAPHICS

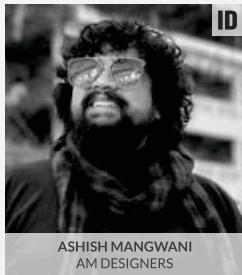
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INTERIOR

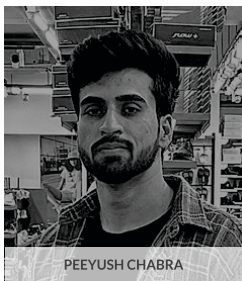
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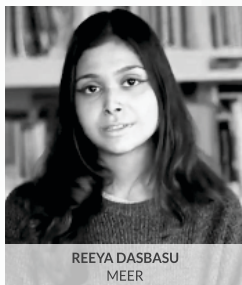
# Entrepreneurs



# Influencers



# Incubatees



# Why

students have  
chosen ARCH

## Uniqueness about ARCH

- ARCH's 25-year legacy of excellence ensures a strong foundation for our success.
- The ARCH Design Business Incubator, nurturing entrepreneurship and innovation.
- ARCH provides us with a network of 7000+ alumni and innovators making their mark globally in the design industry.
- ARCH pioneered India's first online design entrance exam, AIEED, since 2010.
- ARCH has membership with:
  - o Cumulus Association
  - o IFFTI (International Foundation of Fashion Industrial Design).
  - o FDCI (Fashion Design Council of India).
  - o WDO (World Design Organization).

## ARCH has impacted on the lives of design students over the past 25 years

- The Design Culture Co-Create initiative at ARCH shaped us into #ADesignThinkers.
- Its International exchange programs provide us global exposure, enriching our learning.
- The Design Dhara initiative, a 30-day traveling exhibition with live workshops, enhanced our design skills and collaboration with craftsman.
- At the 'Pink City Design Confluence, we showcased research papers on design leadership across various fields.
- We contributed to designing uniforms for Jaipur Metro Rail Corporation Ltd (JMRC), gaining valuable real-world experience.

## Benefits of ARCH's Fast Track International UG & PG Degree in Design (2+1+1)

- Collaborative projects with foreign universities expanded our global perspective.
- A cost-effective degree from top universities ensures a strong global foundation.
- Integrated learning through lectures, workshops, and studio practices by international faculty enhanced our skills.
- International summer school opportunities in the UK and Europe gave us valuable exposure.
- In the 4th year, we could pursue a master's degree, elevating our career prospects.

## Hostel facilities at ARCH

At ARCH, we enjoy the convenience of in-house residential facilities for girls, located right next to the campus. With secure accommodation with 24/7 CCTV surveillance and management by a dedicated hostel warden. Residents enjoy freshly prepared, nutritious meals in a well-maintained environment.

## ARCH conducts different activities

- Expert-led workshops, sessions, and tours by industry leaders enhance our learning.
- We showcase our skills in design competitions, Exhibitions and Events and get opportunity to network with professionals.
- Conferences and symposiums give us access to cutting-edge discussions and trends.
- Classroom projects with industry, government, and international collaborators deepen our real-world experience.

# Progression Agreements



# Student Exchanges



# Academic Alliances



# Partners in Progress



# How

All India  
Entrance Examination  
for Design

## Important dates and deadlines for the AIEED exam

Application for AIEED will be open in November, with exams in December and the portfolio & interaction round in April. Visit [www.aieed.com](http://www.aieed.com) for details.

## 'Portfolio of Abilities' guidelines

The "Portfolio of Abilities" (PoA) video gives aspirants an opportunity to express and showcase **WHO YOU HAVE BEEN ALL YOUR LIFE UP UNTIL NOW**. This 'portfolio' you will create should reflect your **creative experience** and capabilities, presenting your work, interests, and abilities through a video recording with commentary. Ensure you highlight key examples in an engaging and captivating manner.

## AIEED exam structure

AIEED Exam is to select potentially introspective and thinking aspirants with the right spirit and attitude to take up Design as a responsible profession.

The Complete Process of Screening for Design Studies is aimed at examining:

1. 'ATTITUDE' as against the existing, overly measured, 'APTITUDE.'
2. COMPREHENSION & COMMUNICATION SKILL.

## Study materials or resources recommended for the design aptitude entrance exam

Sample test papers are available on the [www.aieed.com](http://www.aieed.com) for mock practice.

## Online Payment for Application Form

The Application Form fee is INR 3000/- only, which can be paid by choosing any of the following options-  
1. Debit/Credit Card; 2. Use our Online Payment Gateway if you wish to make an Online payment.

## Scholarships at ARCH

Through the ARCH Co-Welfare Initiative, they provide scholarships, studentships, bursaries, and endowments to support design aspirants.

For details visit: <https://www.archedu.org/scholarships.html>

## Campus Visit

To schedule a campus visit, please contact at +91 9414070678.

## Academic Session

The Academic session starts mid-July.



# AIEED 2025

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.

### 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.

### 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

## 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

### Studentships

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

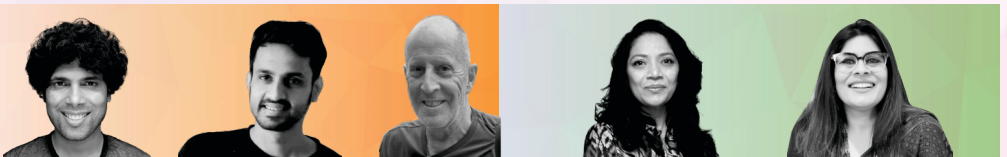
### Awards

- 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

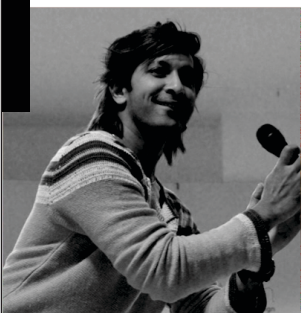
### ARCH Board Support Grant

- Income of the family

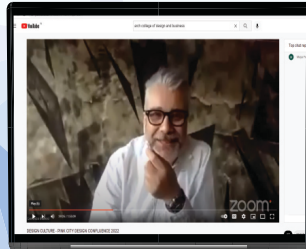
When asked for by the institution, Documents supporting your eligibility/ bracket for the scholarship must be uploaded, along with the special application you are required to make, requesting such rebates. All Awards are disbursed on a first-come, first-served basis and will be valid for a set period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



# Visionaries at ARCH



## Keynote Address at Design Culture Confluence



**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

## Invites Application for UG/PG Degree Courses in Design

S A L L V I N D I A S E N T R A N C E N E X A M I N A T I O N D  
A S C O L O R F U S I O N G K L S T R A T E G I C D E S I G N G  
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