



Archana Surana

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DESIGNATION

President - ARCH Educational Society, Jaipur
Founder & Director - ARCH College of Design & Business
Founder & Chairperson – Women Mentor’s Forum
Proprietor- ARCH Apparel Exports
Owner & Editor-in-Chief – Backstitch, ARCH Design magazine

Member of CII National Committee on Design India 2021-22
Member of CBSE Committee on Skill Development 2021-22
Former Dean of Fashion Design Faculty &
Academic Council Member of Rajasthan ILD Skills University (RISU)
2020-2022
Chairperson- Committee of Honorary Doctorate Degree Awards of RISU
Chairperson – Pink City Design Confluence 2022, Jaipur, India
Chairperson - Fashion Colloquia 2020, Jaipur, India
Member of International Art and Design bodies, IFFTI, WDO, CUMULUS
Member of Industry bodies TIE Rajasthan, CII, FICCI-Flo, FDCI, IIID, IGBC

Inaugural Lead Fellow 2013, Vital Voices Global Partnerships
Fortune Mentee 2007
Vital Voices Global Ambassadors Program Mentee, 2012
US State Department & Fortune Mentee 2007
Rotary Foundation Alumnus, Group Study Exchange 2005

INTERNATIONAL REPRESENTATION

RESEARCH INITIATIVES

2022, As Chairperson hosted & organised, Design Culture **Pink City Design Confluence**, Jaipur
2020, Hosted & Organised an International Research **Fashion Colloquia 2020 in Jaipur, India** on
Heritage, Stories of Change, Our Shared Future, opening the series on Responsible Fashion

2019, Member of the **Scientific Committee Fashion Colloquia 2019 at ROME**, hosted by Academia di
Moda

2018, **Co-authored chapter in a book** published in 2019 by **Palgrave Macmillan** “**Cultural Governance
in Global Context**”

2017, Hosted **International Cultural Governance workshop in New Delhi** as a part of a 9 country tour in April 2017
2017, Invitee Panelist on "**Global Conversation in Cultural Management & Policy**" at **Brussels -Belgium** during the 25th ENCATC Congress.
2016, **Keynote speaker at the University of Antwerp, Belgium** for the "Non-Western Fashion Conference".
2013, Presented a Project proposal at the "**Fashion Colloquia**" in **2013 at the London College of Fashion (LCF), University of Arts London (UAL)**

INSTITUTIONAL MEMBERSHIPS

She has represented institution in various International & National forums like the **International Foundation of Fashion Technology Institutes (IFFTI), CUMULUS, the World Design Organisation (WDO)** to explore opportunities for possible collaborations with other member institutions towards student & faculty exchanges & progression for higher studies.

ARCH is a full member of IFFTI and is on the Education Industry Sub Committee as well as the Membership Sub Committee. She has attended **IFFTI conferences from 2012** in Manchester, UK, China, Netherlands, Italy, Japan & India

ARCH is a full member of **CUMULUS**, she has attended conferences in Finland, France, Denmark & India
Member of Industry bodies like **Fashion Design council of India (FDCI), Institute of Indian Interior Designers (IIID) & Indian Green Building Council (IGBC)**

LEADERSHIP ROLES

ARCH Educational Society-President

2000- till date, Founder & Director **ARCH College of Design & Business**

2004-2008, Set up four **Arch Affiliate Learning Center at Varanasi, Agra, Meerut**

DESIGN EDUCATOR & ADMINISTRATOR

2000-2022 Archana has championed the spread of Design Education in India by creation the ARCH College of Design and Business, which is now one of India's premier Design institution. Set up in the year 2000, has nurtured 6000 plus professional designers and entrepreneurs. More notably, she has played a pivotal role in the articulation and mainstreaming of Degree courses in Design with the **State Universities of Rajasthan**. ARCH imparts specialized and industrially relevant education in the field of Interior, Product, Graphic, Fashion & Jewellery Design.

A widely travelled and noted speaker, she represents the institution in various International & National forums.

ARCH is affiliated to the **University of Rajasthan** for Bachelor of Design Degree (B.Des)

Affiliated to **Rajasthan ILD Skills University (RISU)** for Bachelor and Master's in Vocational studies.

Strategic partnership with **Pearson**, accredited to deliver **BTEC Level 5 HND** qualifications in Art & Design to study abroad for International degree.

2000, Teaching at Apparel Training & Design Centre, Ministry of Textiles, Govt. of India, Jaipur

1996-99, Established & managed as Director of Deepshikha College of Fashion Technology, Jaipur.

1995-96, Faculty Member for Fashion Design at the JD Institute of Fashion Technology (Jaipur Center)

1994, Faculty Member for Fashion Design at the South Delhi Polytechnic for Women, New Delhi

BUSINESS

2017, Re-started the **ARCH Apparel Export** (Established in year 2005) business at Apparel Park, Jaipur, (Designing and manufacturing for domestic and international markets).

MENTORING

Founder & Chairperson – Women Mentor’s Forum, Jaipur (established in 2014)

The Women Mentors Forum (WMF) is a network of 500+ Women Entrepreneurs and Professionals who believe in inclusive growth. An active Mentor of Women Mentor’s Forum she organizes 3-4 mentoring activities in Jaipur & Udaipur, every month aiming to engage professional Women in ‘Paying it Forward’. She is the **Flag Bearer for Vital Voices Global Mentoring Walk** from 2011 -2022 organized by her in New Delhi, Jaipur, Udaipur & Bhilwara. She is a Mentor for TIE Rajasthan & Start up Oasis.

INCUBATION

She set up a **Design Business Incubator – ‘HUBin’** at the ARCH Campus in 2017 to provide necessary resources, services, coaching, mentoring & networking connections to develop business models based on design innovations. Organised Designathon for schools & colleges.

HONOURS

2022 Speaker at **TEDx** Heritage Girls School on “Power of Extempore”
2022 Chairperson, Design Culture, Pink City Design Confluence
2022 Speaker & Moderator at **JLF, Jaipur Literature Festival 2022** on “Form Design & Function: Leadership & Society”
2021, **Scientific Committee Member** Responsible Fashion Series, AMS, University of Antwerp
2020, **Scientific Committee Member** Responsible Fashion Series, JAIPUR, India
2020 Speaker & Moderator at **JLF, Jaipur Literature Festival 2020** on “Textile Heritage, Stories of Change”
2019, **Scientific Committee Member**, Fashion Colloquia, ROME
2019, **Prerna Saman** by **Sh. Jain Swetamber Terapanth Mahila Mandal, Jaipur**
2016, **Zee Rajasthan Women Empowerment Award** by Chief Minister of Rajasthan Smt. Vasundhara Raje
2013, **Unstoppable District Officer Award**, Interact Chair for Interact Clubs Distt. 3050
2012, **Change Maker Award** as **President, Rotary Club Jaipur South**, Rotary International Distt. 3050
2011, **Yuva Icon Award** by YUVA Unstoppable, Former President of India, late Dr. APJ Abdul Kalam
2007, **Marg Drishti Award** on its 40th Convocation Ceremony by South Delhi Polytechnic, New Delhi.
2005, **Indira Gandhi Priyadarshini Award** for contribution in the field of design education.
2004, **Young Entrepreneur Award** by the Vyashya Bandhu Organization.
2000, **Women Entrepreneur Award** by International Jain & Vyashya Organization.

ACHIEVEMENTS

2022, **Flag Bearer** Vital Voices Global Mentoring Walk from 2011 -2022
2022, Speaker at Essential Education for **Accelerating Creative Career by ADOBE**
2022 Innovations in Fashion by **BE INSPIRED BY TEAMWORK**
2022 Speaker at the 21st CII INDIA DESIGN SUMMIT, on the **Role of Design Education in Circularity**
2020, Speaker at International Conference on **KHADI** by Govt. of Rajasthan
2019, Appointed as **Academic Council Member** of India’s first Rajasthan ILD Skills University (RISU) & **Chairperson- Committee of Honorary Doctorate Degree Awards of RISU**
2019-07 Invitee Member, **State Council of Confederation of India Industry, CII Rajasthan & Co convener Panel of Technical Education for two years**
2019 Jury Member for **Ashoka Youth Venture Awards**, Bangalore
2018 Jury Member, **Jewellery Association Show (JAS)**

2018 Jury Member, **VASTRA - An International Textile and Apparel Fair**" by Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO)
2014, Founder & Chairperson of **Women Mentors Forum**, Jaipur & Udaipur Chapter
2014, Chairman, **TIE Young Entrepreneurs (TYE) Business Plan Competition**
2014, Conceived a **Travelling Exhibition- Design Dhaara 2014**, the first Design Travel Exhibition of Rajasthan. Flag off by **Smt. Vasundhara Raje Scindia, Chief Minister** of Rajasthan
2014, Team Leader **Rotary Friendship Exchange Programme** to Rotary International District 6880 Alabama USA
2013, Vital Voices Global Partnership **Inaugural LEAD Fellow**
2010, Awarded with the **Vital Voices Exxon Mobile Challenge Grant for Vital Arch Women Leadership Program** to develop business and entrepreneurial skills amongst women
2010, **Multiple Paul Harris Fellow** (MPHF) of the Rotary Foundation (2005)
2009, Selected for an Exchange Program between **Sweden Entrepreneur Centre and FICCI Ladies Organisation (FLO)**
2008, Covered by **Leading Ladies coffee table book** published by Dainik Bhaskar Group.
2007, sponsored by AVON GLOBAL for the **FORTUNE Most Powerful Women Summit**, Laguna Niguel, California.
2007, On invitation attended **FORTUNE Global Forum** at New Delhi.
2007, A US State Department Alumnus, she participated in a 4 weeks programme in the **International Women Leaders Mentoring Partnership Program** launched by the U.S. State Department, Vital Voices and FORTUNE Magazine at Washington DC & New York, USA.
2005, **Jury member, Ministry of Tourism** on Gangaur Festival
2005, Selected as a **Group Study Exchange (GSE)** Member, by the **Rotary International** to visit Switzerland for 5 weeks. 2004, Acknowledged on Teacher's Day by **Lions Club**;
2003, Young Achiever Award by **Jaycees Club**
2001, Awarded for her contribution in the field of Design by the **International Jain & Vyashya Organization**
1988, **Head girl** of the school cabinet, St. Thomas Sr. Sec. School, Mandir Marg, New Delhi.

PROFESSIONAL MEMBERSHIP

Invitee Member, CII, Rajasthan State Council 2007-2019
Charter Member of TIE, The Indus Entrepreneurs & **Executive Member** of TIE for two years Jaipur Chapter
2016-18, Member, **National Governing Board FICCI Ladies Organisation (FLO)**
2017-18, Core Member, **SAARC Chamber Women Entrepreneur Council (SCWEC)**
Founder Member of **FICCI Ladies Organization, FLO, Jaipur**
Founding member of **Terapanth Professional Forum (TPF)**, Jaipur Chapter
Convener, Career Counseling Camp by TPF in 2011
Patron Member **Jaipur Citizen Forum**
Member of State Level Project Committee, **Industries Department, Govt. of Raj.**
Member of **Apparel Export Promotion Council (AEPC), Jaipur**
Member of Governing Body of **Rajasthan State Productivity Council**
Member of **Rajasthan Chamber of Commerce and Industries**
Corporate and Education Council Member of **AIESEC (an International Youth Organization)**
Rotary International Distt.3050 Zonal Chairman 'Membership' (2013-14)
Zonal Chairman 'Partner in Service' (2012-13) Zone -17
Rotary Club Jaipur South **President** (2011-12)
Vice President (2008-09) & **Secretary** (2007-08) for R.I. District 3050
Club Trainer, Rotary Club Jaipur Elite & Interact Chair, R.I District 3052

ACADEMIC AND PROFESSIONAL QUALIFICATIONS

M.A. English Literature from **University of Rajasthan**

BA Degree from **Delhi University**

Two years Diploma in Fashion Design-Passed with Distinction from **South Delhi Polytechnic for Women**, New Delhi.

Professional course in Contour Fashion from **De Montfort University, Leicester, United Kingdom.**

Computer-Aided Fashion Illustration course from **National Institute of Fashion Technology (NIFT)**, Hauz Khas New Delhi.

Attended the Deutsche Gesellschaft für Internationale Zusammenarbeit (**GIZ**) GmbH, sponsored her for the CHANCE workshop on Strategic Planning and Financial Management of Businesswomen's Associations.

Attended design workshop on "Design for Persuasion: Creating Dynamic, Multi-Sensory Experiences for Customer Delight" at the **National Institute of Design, Ahmedabad.**

Attended an Executive Program on Growth & Entrepreneurship at the **Indian School of Business (ISB)**, Hyderabad.

Attended workshop on **ISO 9000-2000** certification, documentation & auditing.

Latest Techniques & Trends in **Visual Merchandising** by **Stefanie Dietrich- International Expert.**

Learned **Enamelling "Glass on Metal"** by Artist Kana Lomar

Certificate Course in **Fashion Merchandising with Distinction from the Apparel Training & Design Center**, Sponsored by Ministry of Textiles, Govt. of India.

Auto CAD Level-1, from Cad & Multimedia Institute, **AutoDesk Training Center, Jaipur.**

Attended various programmes by **Landmark Breakthrough Technologies Worldwide** like Landmark Forum, Advanced Programme, Self-Expression & Leadership program, Communication Programs, Team Management & Leadership Programme, Reinventing Sales Workshop by **Vanto.**

Various levels of courses in **Pranic Healing.**

PERSONAL INTERESTS


- **PLAY: GOLF**
- **TRAVEL:** Has travelled to more than 20+ countries
- **MEDITATION:** She has taken three, 10 days courses of Vipassana, one of India's most ancient techniques of meditation. She has also done seven days' course in Satipatthana meditation practice.
- 2016, Introduced "Anapana" meditation, at ARCH as a daily regime.
- **FASTING:** A firm believer in the Jain Terapanth religion, she has done full fasting (tapasaya) four times for 15 days each, twice for 8 days and one for 10 days.
- **MOTIVATIONAL TALKS & WORKSHOPS:** She has conducted workshops on professional practice, mentoring, entrepreneurship skills etc. at various government & private institutions

OFFICE ADDRESS

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