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INSTITUTE OF DESIGN

ADMISSIONS OPEN
AN INITIATIVE OF THE JK ORGANIZATION





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ABOUT US

MENTORING DREAMS

Founded in 2011, we are a university known for intellectual honesty and commitment to excellence.

Honesty and trust form the epicentre of our ideology that

makes us the preferred choice for learning.

Our core and advanced study programs in Engineering, Management, and Design are exclusively student-centric to

allow seamless progression creating a skill-oriented future.



MESSAGE FROM *THE* DIRECTOR

Dear Aspirant,

We are delighted to see your interest in the Institute of Design at JKLU in Jaipur!

We are delighted that our distinctive range of programs, tailored to meet the demands of contemporary industry roles, have captured your interest.

If your goal is to become a creative genius, rest assured that our dedicated faculty members will guide you through the process, shaping you into a genuinely creative professional. Your aspirations align with ours, and a visit to our campus will reveal a supportive environment where faculty members, on a first-name basis, are committed to assisting you in navigating the program.

Recognizing the initial confusion that can arise, we provide you with the opportunity to select your specialization after completing the foundational year of study. By then, our faculty will have a keen understanding of your strengths and guide you toward the specialization that suits you best.

We prioritize your well-being and offer regular mentoring sessions on campus, addressing student dreams without judgment. The admission process involves a multiple-choice paper and a visual presentation, ensuring a friendly review process that alleviates any apprehensions about personal meetings.

Take note that our students have benefited from mentorship through professional projects undertaken for industry leaders such as JK Paper, Wipro Lighting, and Delhi Metro. Equipped with unique offerings, exceptional faculty, and ambitious students reaching for the stars, we invite you to join us if your ideas and dreams align with our commitment to excellence.

Feel free to reach out personally if needed; we are just a call away.

Best wishes,
Prof. A. Balasubramaniam
Director
Institute of Design
JKLU

ABOUT THE DIRECTOR



Prof. A. Balasubramaniam
Director
Institute of Design
JKLU

His involvement as a member of the Academic Board for various design institutes, such as SPA, New Delhi, and Nirma University, underscores his commitment to advancing design education.

As a Design Consultant at Oxfam, Bala played a pivotal role in assisting Indian artisans in developing products tailored for the European market. Additionally, he spearheaded the establishment of the Prototype Initiative for Design Excellence (PRIDE), the design division at NSIC as part of the Government of India Initiative. Notably, Bala possesses the distinctive experience of pioneering one of the initial programs in Design based on digital delivery. His creative endeavors extend to designing market-leading products ranging from tractors to torches for reputable brands like Eveready, Eicher, Usha, Hero Motors, Bajaj, NIF, and UNDP.

A seasoned professional, Bala frequently serves as a jury member at esteemed institutions such as NID and NIFT. Beyond his practical contributions, he shares his insights on the subject of design through writings published in leading magazines, newspapers, and on his blog.

Prof. A. Balasubramaniam, fondly known as Bala is an alumnus of NID, Ahmedabad. He has imparted his expertise at renowned design institutes across the country, including NID, NIFT, and the School of Planning & Architecture (SPA), New Delhi. Serving as the founding Director of the Institute of Design at JKLU, *Bala also holds the prestigious position of President of ADI (Association of Designers of India) for the term 2022-24.* During his tenure as the Dean of the IILM School of Design in Gurgaon from 2007 to 2010, Bala significantly contributed to the academic landscape.

OUR MENTORS



Mahendra Patel

Type Designer
Founding Faculty, NID,
Ahmedabad
Recipient of the 18th Gutenberg
Award



Gaurav Juyal

Learning Experience Designer
Former Host of Art Attack India
Alumni of NID, Ahmedabad



Chandni Rajendran

Alumnus of IIT Bombay
Lead Product Designer, Aspire
Founder, Tactopus



Dr. Lakshmi Murthy

Founder Member and Additional Director,
Jatan Sansthan, Udaipur,
Innovator of Uger Cloth Sanitary Pads,
Founder Design Studio, Vikalpdesign,
Udaipur, Rajasthan



Chandrashekhar Bheda

Textile Designer, Alumni of NID,
Ahmedabad
Creative Head and Principal
Designer of Spider Design



Andreas Schneider

German interaction designer;
International Institute of
Interaction Design, One of the
Founding partners of the Institute
for Information Design, Japan



Shailan Parker

Alumni - NID, Ahmedabad
Partner, Photo Design
Visiting Faculty - NID, NIF



Vipul Sangoi

Alumni of NID, Ahmedabad
Communication Designer,
Rain Design, London
Member of Kalpavriksh



Amaltas Khan

Head of Product Design
Department, NID,
Vijaywada



Neeraj Kumar

Co-Founder, Crimson Healthcare
Bio-Design Expert & MedTech
Entrepreneur with 7 International
Patents Fellowship at Stanford India
Bio design Fellowship at Judge
Business School, University of
Cambridge



Soumya Menon

Alumni NID Ahmedabad
Awarded best film, Character
Design, at Kol.Katha '09, animation
film festival, Kolkata, India, 2009.



Trisha Mishra

Head of Experience Design,
Philips, India



Kshitiz Anand

UI/UX Head, 1 MG
Design Leader and Educator



Somya Hastekar

Product Design Manager,
Microsoft



Raj Gopal Menon

M.Des. in Industrial Design,
IIT Bombay
B.Tech. in Mechanical
Engineering, Calicut University



Suranjana Satwalekar

Exhibition Designer
Senior Faculty - NID, Ahmedabad
Founder - Satwalekar Design Studio
Alumni - NID, Ahmedabad, St.
Stephens, Delhi University



Aastha Gohil

B.Des., NID, Ahmedabad
Post Graduate, Edinburgh
Napier University
Best Film Award Winner,
Twilight Film Festival



Anirudha Biswas

Industrial Designer & Product
Designer, Reddot Award Winner



Binil Mohan

Design management professional
CSIP Research Fellow
Sahapedia-UNESCO Fellow



Pritam Singh

B. Des., Interaction Design,
NIFT, New Delhi
M.Des. NID, Gandhinagar



Renu Bhagwat

Adjunct Associate Professor
B.Arch from KITS, Nagpur
M.Planning (Housing)
from CEPT University,
Ahmedabad



Abhishek Meena

Furniture design,
Industrial design; B.Des.
from NID, Ahmedabad
Founder - Sacca Design



**Amitanshu R.
Shrivastav**

B.Des. in Product Design, IICD,
Jaipur, Founder & Designer
at Amitansh Thinking Studio



Swapnil Saxena

Visual Designer
B.Des. from NID,
Ahmedabad,
M.Des. from University of
Northumbria, England



Yash Bahadur Raizada

Graphic Design, Branding,
Media Management,
Data Visualization

FACULTY ACHIEVEMENTS



Anirudha Biswas

Red Dot Award 2023
for UI/UX Concept

TRAN EKA TRAN (2008)



DURATION 19 MIN | CATEGORY DOCUMENTARY | LANGUAGE GUJARATI
GUIDE ARUN GUPTA

TRAN EKA TRAN (three ones a three) is a documentary film about a teacher, a nurse and a young girl. The film shows each one of them pursuing their personal dreams and ambitions. It's about three people living in a locality and how their lives and dreams cross each other's.

Various social issues of the community are part of the film interwoven as incidents of their daily life without being in the highlight. There is no attempt to show or portray any moral, message or lesson through the film. Though through various incidents one understands some important values, meaning and teachings of life in a very subtle way.



DIRECTOR
Aastha Gohil
Aastha finished her UG-Diploma course in Film & Video Communication at the National Institute of Design

in 2009. She is currently working with NID as a Teaching Associate in Film & Video Department. Having endeavored in various mediums such as fine arts, design and communication, she feels most comfortable in the film and video medium to express herself. She is interested in and excited by the storytelling, transparency and capturing life aspects of filmmaking. As part of her course at NID, she has made ad spots, short fiction films and documentary films.

CAMERA
Aishwarya
Arunbakkam

PRODUCER
National Institute
of Design,
Ahmedabad

EDITING
Aastha Gohil,
Ujjwal Utkarsh

SOUND
Sarah DaCosta



**TWILIGHT FILM
FESTIVAL** | New
Delhi, India | *Best
Film Award*

**MIFF, 11TH MUMBAI INTERNATIONAL
FILM FESTIVAL** | Mumbai | 2010 | *Screened
film*

**IAWRT, 6TH ASIAN WOMEN'S FILM
FESTIVAL 2010** | Delhi | 2010 | *Screened
film*



Aastha Gohil
Best Film Award at
Twilight International Film Festival
IAWRT, 6th Asian Women's Film Festival 2010
Screened Film

PROGRAMS

PRODUCT DESIGN



The Product Design curriculum at JKLU stands out for its distinctive blend of strategic and tactical competencies, guiding students from idea conception to commercialization, encompassing the entire product creation process.

Through this program, students acquire and apply systematic methodologies to conceptualize and assess ideas, transforming them into

tangible innovation and market-ready products.

The course integrates art, science, and technology, empowering students to innovate and craft products that cater to user needs.

INTERACTION DESIGN



The Interaction Design program delves into the core principles of design with a specific focus on user interactions with products, services, devices, and each other.

With a spotlight on enhancing usability and user experience, students explore the intricacies of designing for various platforms, including computers, home appliances, mobile devices, and apps.

The ultimate objective of interaction design is to streamline user interactions, making them as simple and efficient as possible in achieving their goals.

This skill set is highly coveted in today's technology-driven global businesses.

INTERDISCIPLINARY DESIGN

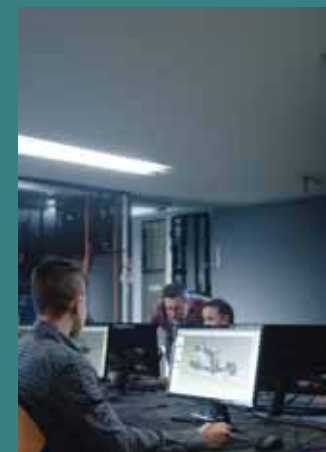


The Interdisciplinary Design program offers students a unique opportunity to grasp the expansive realm of design and explore its diverse facets.

Providing considerable flexibility in course selection, this program

allows students to tailor their academic journey. Graduates can choose to specialize in areas of personal interest or become versatile generalists capable of addressing a wide array of problems and scenarios.

INTEGRATED COMMUNICATION DESIGN



Integrated Communication Design involves the planning and shaping of messages in terms of content, form, and delivery.

Communication designers within this discipline focuses on creating effective and expressive means to convey ideas, employing an approach that emphasizes both on problem-solving and

persuasion. This program equips students with the skills to navigate the dynamic landscape of visual communication and strategic messaging.

PHILOSOPHY OF PEDAGOGY

Innovative Pedagogy
Redefining Mentorship

Novel and innovative pedagogical techniques, coupled with a result-oriented teaching methodology, make classroom learning an ongoing process of enrichment at JKLU. World-class facilities and resources enable you to learn, think, communicate, and introspect more. 'Learning at JKLU,' our redefined curriculum model, offers you a holistic learning environment to become future-ready professionals and global leaders.

Reimagining Education

Diverse learning methodologies that foster endless opportunities.

Multidisciplinary Approach

Develop perspective and awareness through discussions and seminars on economics, politics, history, social science, development, and more.

Experiential and Tech-Driven Learning

Learn by doing. Apply

classroom concepts to real-world challenges.

No Boundaries

Learn from the best facilitators, practitioners, and teaching assistants on campus.

Industry Interactions

Benefit from a close and sustained dialogue with the industry. Leverage the advantages of mentorship, counselling, and work opportunities.

Autonomy and Flexibility

Choose what you want to study. Take charge of your learning. Enjoy the freedom to follow your curiosity and pursue interests.

Out-of-Classroom Learning

Explore JKLU Centres of Excellence for unique learning experiences.



ADMISSIONS

B. Des. and M. Des. Admissions Calendar for Session 2024

Components	Round 1	Round 2	Round 3	Final Call
Application Form Deadline	30 January, 2024	15 April, 2024	8 May, 2024	30 June, 2024
JK-DET	3 February, 2024	20 April, 2024	11 May, 2024	
Exam Result Declaration	10 February, 2024	27 April, 2024	19 May, 2024	
Portfolio Round	17 February, 2024	4 May, 2024	25 May, 2024	
Selection/Offer	20 February, 2024	7 May, 2024	28 May, 2024	
Registration on Campus	8 July, 2024			
Classes Commencement	29 July, 2024			
Admission Closing	14 August, 2024			

Eligibility Criteria

- A minimum of 60% aggregate marks in Class XII in English and three subjects of the applicant's choice but subjects with internal marks of 50 percent or higher will not be counted
- Students in their final examination of class XII may apply; however, admission will be provisional, subject to achieving the minimum marks
- Applicants are required to appear for JK-DET as their entrance exam for qualifying for admission to JKLU
- Marks awarded by a recognized Central/State Board/University Examination in India or any foreign country recognized as equivalent to the 10+2 system by the Association of Indian Universities (AIU) will be considered
- Foreign Nationals/Persons of Indian Origin/Non-Resident of Indian candidates can be considered for admission based on their marks in 10+2 or equivalent examination only

Fee Structure

Program	Duration	Fee Structure (in INR) for Academic Year 2024-25				
		Academic Fee	Technology Fee	Admission Fee	Caution Deposit (Refundable)	Total Fee
B. Des.	4	3,00,000	30,000	5000	10,000	3,45,000

- University reserves the right to increase academic fees by a maximum of 10% annually
- The above-mentioned fee is applicable to citizens of India and SAARC countries

Scholarships

For the Bachelor of Design program (B. Des.), the scholarship will be determined based on three criterias

Criteria 1	Criteria 2	Criteria 3
12th (25% Scholarship)	JK-DET (25% Scholarship)	Portfolio (25% Scholarship)
90% or above	90 percentile or higher (Top 10%)	4+ score on a scale of 0-5

Additional Scholarship

Moreover, there is a fee reduction initiative for certain student categories, capped at a maximum of 100 percent. A 25% reduction in academic fees is applied to the following individuals:

- Wards of a staff member of JKLU or any entity associated with JKO
- Sibling of a student (both receive a fee reduction)
- Sibling of an alumna/alumnus
- An alumnus pursuing a second degree

Exceptional Performance in Extracurricular and Co-curricular Activities

If an applicant demonstrates outstanding performance in sports (such as representing the state in national-level sports), Olympiad (reaching the Training Camp level), or any other area, a special committee will assess the application and recommend additional scholarships.

Women Scholarships

- All women students will receive a scholarship equivalent to 10 percent of the academic fee if they are ineligible for any above-mentioned scholarships
- This award is granted annually, subject to the conditions outlined in the rules for continuation

Special Category Scholarships

Students falling into the following categories will be entitled to a scholarship equivalent to 10 percent of the academic fee in the first year if they do not qualify for any above-mentioned scholarships. This is applicable only for the initial year of studies:

- Wards of defense personnel
- SC/ST students
- Differently-abled students
- Students from North-eastern states (domicile based on the school's address in the 12th class, and for open school, the address of the exam center in the 12th class)
- Students from all Union Territories (except Delhi), with domicile determined by the same rule as above
- Students from JKO schools

Early Bird Scholarships

In addition to the existing scholarships, including women scholarships and special category scholarships (subject to a maximum of 100 percent), JKLU offers Early Bird Scholarships.

- In Round 1, an extra 15 percent scholarship will be granted
- In Round 2, an additional 10 percent scholarship will be provided
- In Round 3, an extra 5 percent scholarship will be awarded

All scholarships are expressed as a percentage of Academic Fees exclusively. No scholarship covers Technology Fees, Hostel, Transport, and Mess charges.

For more details, please refer to the website jklu.edu.in

RECRUITERS, INTERNSHIPS & PROJECTS

Janki | Dhun | Sanskardham | Vicharak | Illumine | MasterG | Aakaar, Ujjan | Aame Aritisan Producer Co Ltd | Rhizome | Twin Ideas & Innovations | Howl | Patterned Studio | Creative TR | Designwise | Samarth Life Sciences Pvt. Ltd. and many more.



LIVE PROJECTS WITH INDUSTRY

Lighting Design Project with

Spanning nearly two months, from February 20th, 2023, to April 14th, 2023, few shortlisted students actively participated in an Industrial Live Project focused on modern workspaces

in collaboration with Wipro, under the mentorship of the Wipro Design Team and their faculty Anirudha Biswas. The assignment provided the students with a valuable

learning opportunity and allowed them to make a meaningful impact through their contributions.

Anchita Sohni,
Batch 2020 - 24, B.Des.
(Interdisciplinary Design)

Himangi Puri,
Batch 2020 - 24, B.Des.
(Product Design)

Soumya Birla,
Batch 2020 - 24, B.Des.
(Interdisciplinary Design)

Siddhant Baveja,
Batch 2020 - 24, B.Des.
(Product Design)

Jaipur to Edinburgh

Through the collaboration of JKLU and Edinburgh Napier University, the first M.Des. student of JKLU,

Ayush Shrivastava, started studying at Edinburgh Napier University with the help of JKLU after receiving his PG Diploma

in Design.He is also elected as the program representative for his batch at ENU.

System Design Project with



and



JKLU's final year's students of interaction design, product design and interdisciplinary design got together in their penultimate semester for a systems design project with JK Papers (Batch 2019-23) and DMRC (Batch 2020-24) who were planning to collaborate with Institute of Design on the topic of Design Thinking.

The students went to various locations of the company where they first understood the mega system and the company was first understood by the students, who then recorded the processes, highlighted the areas

for design intervention, and mapped the complex parts and their interactions through observation and conversations with all the system's stakeholders.

The opportunities that were found covered a wide spectrum. The students had a plethora of ideas that are significant, original, and feasible, from providing strategic and operational suggestions for handling waste to designing multipurpose identity cards, to developing better signage systems for visually impaired people.

Our Students had an opportunity to present all of their ideas to the top management who were very happy with the output and would be implementing them.

This project was a perfect example to show that today, design is crucial in numerous ways. From the design of artefacts to the design of social good, it is evolving. And we at JKLU teach our students to be system thinkers.



STUDENT ACHIEVEMENTS



**HIMANGI
PURI**

Batch 2020-24,
B.Des. (Interdisciplinary Design)
*Mentored by Anirudha Biswas,
Faculty, Institute of Design*

Under the mentorship of Mr. Anirudha Biswas, Himangi's academic aspirations transformed into notable achievements. Demonstrating ingenuity and creativity, she secured the second position nationwide in a VGL (Vaibhav

Global Limited) organized hackathon. Their accomplishment lies in designing a women's safety device, showcasing their adeptness in addressing challenges from various perspectives. It is noteworthy

that the device is currently undergoing the patenting process, marking a significant milestone in their academic and innovative journey under Mr. Anirudha Biswas's guidance.



**ALIND
AGARWAL**

Batch 2022 – 24,
M.Des. (Interaction Design)

Alind Agarwal's creative brilliance shines through his globally recognized content creation, securing the first position worldwide for his logo design. Crafted with a strategic vision, the logo captures Ayodhya's cultural essence, spirituality, and future

aspirations, featuring diverse colors symbolizing the land's richness. Centered around Lord Rama's bow and arrow, symbolizing strength, and the iconic Ram Jan Maha Bhoomi Temple, the design reflects Alind's meticulous strategy. Inspired by Goddess Devkali's

Lotus, the logo garnered praise for its cultural significance. Alind's design journey, sparked by his mother's recommendation, commenced with unwavering focus and three days of relentless iterations, showcasing the profound impact his designs can have on people.



**VAIBHAV
SHARMA**

Batch 2020-24,
B.Des. (Interdisciplinary Design)

Vaibhav Sharma and Khushi Garg with two more team members, rising stars from our institution, achieved global recognition at the NASA Space Apps Challenge. Amongst 31,500+ participants globally, their project, 'Space Search,' secured a position among the Top 35 #GlobalFinalists and stood as the Top 2 from India.

Addressing the challenge 'Turning STEM into STEAM,' their interactive application blends science, technology, engineering, arts, and math to communicate cosmic exploration to diverse audiences. The journey was no easy feat, with team dynamics, repeated restructuring, and the looming pressure of success. Despite challenges, their



**KHUSHI
GARG**

Batch 2019-23,
B.Des. (Interdisciplinary Design)

perseverance and innovative spirit have not only made an impact but also exemplify our commitment to excellence in interdisciplinary achievements.

EVENTS

Jaipur Design Week

Jaipur Design Week, hosted by the Institute of Design at JKLU, is a leading Design Festival in India embodying excellence, experiential learning, and insightful exploration within the realm of design.

This flagship event serves the crucial purpose of establishing a vibrant and engaged design

community in the country through panel discussions, workshops, and competitions, uniting diverse participants.

Highlights include Design Masterclass, Designathon for advanced practices, ThoughtSpot for inspiring narratives, and open workshops on various trending topics.

A signature panel discussion explores 'Jaipur Beyond Crafts,' emphasizing design and entrepreneurship innovations. The below Exhibit D showcases top student work, while Design Haat offers student-crafted merchandise.



This exemplary week-long event encapsulates experiential learning, creativity, and collaboration, contributing significantly to India's design landscape.

Design Guru Day

Every year, on November 9th, the Institute of Design at JK Lakshimpat University observes Design Guru Day, paying homage to Professor MP Ranjan, a prominent figure in India's design community. Professor Ranjan left

an indelible mark through his design contributions and the mentorship he provided to aspiring designers.

To uphold his legacy and commemorate his birthday, the

Institute of Design, JKLU annually honors individuals who, like him, have acted as mentors, guides, evangelists, designers, and educators, profoundly influencing the minds of young design enthusiasts.

Design Gurus recognized by Institute of Design over the years:



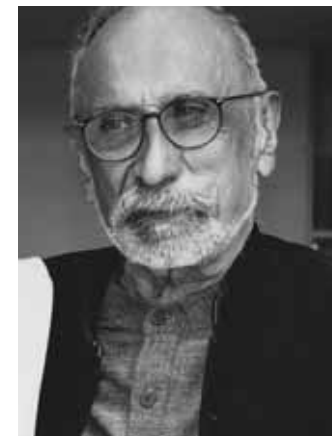
Vikas Satwalekar
2019



Don Norman
2020



Judy Frater
2021



Prof. Ashoke Chatterjee
2022

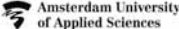


Prof. S Balaram
2023

ABOUT JK LAKSHMIPAT UNIVERSITY (JKLU)



ACADEMIC COLLABORATIONS

 UNIVERSITY of FLORIDA	 Edinburgh Napier UNIVERSITY	 INDRAPRASTHA INSTITUTE of INFORMATION TECHNOLOGY DELHI	 UNIVERSITY of BIRMINGHAM	 SZÉCHENYI ISTVÁN UNIVERSITY
 IIT BHILAI	 Amsterdam University of Applied Sciences	 AIMA	 IIT JAMMU	 ST. CLOUD STATE UNIVERSITY
 INTERNATIONAL INSTITUTE of INFORMATION TECHNOLOGY HYDRABAD	 한양대학교 HANYANG UNIVERSITY	 IIT Gandhinagar Indian Institute of Technology Gandhinagar		

GLOBAL NETWORK OF ACADEMIC RELATIONSHIPS



INDUSTRY COLLABORATIONS

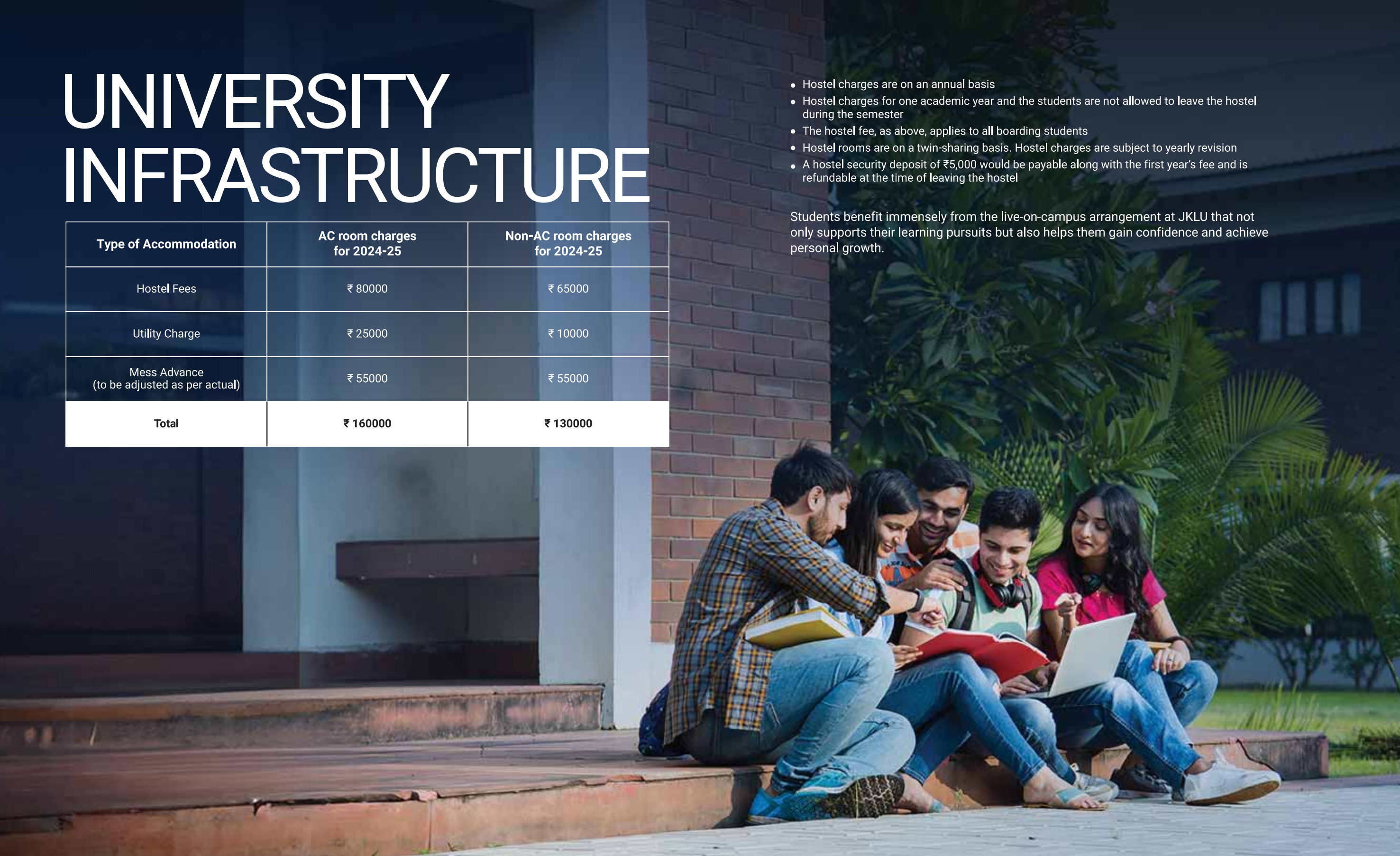


UNIVERSITY INFRASTRUCTURE

Type of Accommodation	AC room charges for 2024-25	Non-AC room charges for 2024-25
Hostel Fees	₹ 80000	₹ 65000
Utility Charge	₹ 25000	₹ 10000
Mess Advance (to be adjusted as per actual)	₹ 55000	₹ 55000
Total	₹ 160000	₹ 130000

- Hostel charges are on an annual basis
- Hostel charges for one academic year and the students are not allowed to leave the hostel during the semester
- The hostel fee, as above, applies to all boarding students
- Hostel rooms are on a twin-sharing basis. Hostel charges are subject to yearly revision
- A hostel security deposit of ₹5,000 would be payable along with the first year's fee and is refundable at the time of leaving the hostel

Students benefit immensely from the live-on-campus arrangement at JKLU that not only supports their learning pursuits but also helps them gain confidence and achieve personal growth.





MESS FACILITIES

Hygienic and healthy food is prepared in-house and served in a centrally located mess adjacent to the hostels. The mess is managed and run by a Mess Committee that has both students and faculty members.



TRANSPORT

AC Bus Facility | Rs. 45,000/- per year (Subject to change).

Applicable if the student wishes to avail of the JKLU transport facility from Jaipur City to the JKLU campus on specified routes. This is subject to yearly revision.



SPORTS

From inter-university sports competitions to intramural events, JKLU offers abundant outdoor and indoor activities throughout the year. The most cherished student experiences are out in the open. The university cricket and basketball teams regularly participate in inter-college sports events held on and off campus. The students also get to engage in several indoor sports activities like chess and table tennis.



FITNESS CENTRE

The fitness centre, strategically located within the hostel complex, allows students easy access to a well-equipped gym where they can work out at their own convenience. JKLU also endeavors to provide ample opportunities and facilities for sports and games activities for the holistic development of each student, and the range of sports activities provided on campus is a testimony to that.



HEALTH CARE

JKLU has a team of qualified doctors and healthcare staff at the university medical centre to provide round-the-clock medical assistance and healthcare to the students and staff. Our healthcare professionals conduct regular health checkups & follow ups along with a range of wellness services that help foster a healthy and happy JKLU community. In case of emergencies, 24x7 ambulance facility transport is also available on campus. Personnel managing the facility (doctors/ paramedics): Blue Circle Medi Services Pvt. Ltd.



CAFETERIA

Worried about those in-between hunger-pangs and munch-cravings? Head to the multi-cuisine cafeteria and grab your favourite snack on the go. Due to state government guidelines, the cafeteria could not be made operational following the pandemic. Restrictions were lifted on April 22 and we plan to make the cafeteria fully functional in the new academic year. So far, our mess vendor has been running the facility, but this year, we plan to go self-reliant where the cafeteria will be managed and operated by a team of our students and staff to give the inmates the feeling of a true home stay.

CAMPUS LIFE

Opting for JKLU means joining a vibrant and diverse community. Within our university, students, faculty, and staff create a self-sustaining ecosystem where learning is not just a process but an engaging experience, and living is a holistic journey. Our commitment is to offer a

safe and secure environment, forming the nucleus of comprehensive learning.

From well-appointed living spaces to a plethora of recreational activities, the JKLU environment is designed to provide numerous opportunities

for enjoyment, rejuvenation, and personal renewal.

Join us, and be a part of an enriching and supportive community that values both academic excellence and a wholesome living experience.



COMMUNITY AND CLUBS

Student clubs at JKLU aim to bring together student community and groups with similar interests and passion. Events encompassing a wide array of subjects and topics are periodically held on/ off campus to keep the students motivated to participate and engage in activities and help them to

develop their skills and enhance learning outcomes.

University environs offer excellent opportunities, resources, and support that allow students to make new connections, discover new hobbies, and hone their creativity abilities. At JKLU, there is a club

for everyone. Dull moments are rare on the vibrant campus with numerous events about technology, arts, culture, and social issues crucial for a broader understanding of the world being organized by the various student groups and clubs around the year.

Technical Clubs	Photography Club	Community Development Club
Robotics Club	Media Club	Entrepreneurial Clubs
Coding Club	Design Club	Business/ Finance Club
Competitive Programming Club	Quiz Club	Cultural Clubs
Knowledge Clubs	Literary Club	



FESTIVALS

The university's annual cultural festival, SABRANG, has been a celebrated event since its inception in 2011, providing students with a dynamic platform to showcase their creative potential and talents. The overwhelming response to SABRANG has made it a highly anticipated occasion each year.

This vibrant event serves as a convergence point for students hailing from various corners of the country, drawing

participants to engage in approximately 27 diverse events conducted on the campus. With a current student body of around 750 individuals, SABRANG has become an integral part of JKLU's cultural fabric.

Spanning three exhilarating days, SABRANG warmly welcomes students from different educational institutions, fostering a spirited environment for their

participation. The event attracts over 2000 students, complemented by the presence of approximately 100 faculty and staff members from JKLU. It is truly a collaborative effort, with active involvement from various disciplines such as Management, Engineering, and Design, contributing to the organization, planning, and enthusiastic participation in this festive extravaganza.

ABOUT JAIPUR CITY

Jaipur, renowned as the Pink City, serves as the capital of the Indian state of Rajasthan. Founded in 1727 by Maharaja Sawai Jai Singh II, the city was meticulously planned with geometric precision. It later became the capital of the princely state of Jaipur.

Distinguished by its captivating architecture characterized by pink-hued buildings, Jaipur's cityscape originated from a gesture to welcome the Prince of Wales in 1876. This architectural marvel seamlessly blends Rajput, Mughal, and European styles. The city is segmented into six sectors, each dedicated to a specific trade or community, enclosed by protective walls and gates. For history enthusiasts, the

Hawa Mahal beckons, offering a unique five-story structure resembling a honeycomb, initially designed to allow royal ladies discreet observation of street festivals. Alternatively, those enchanted by regal allure can immerse themselves in the grandeur of the City Palace. This magnificent complex seamlessly integrates traditional Rajasthani and Mughal architectural elements, featuring museums, courtyards, and lush gardens.

Perched on a hilltop, the Amber Fort stands as a majestic fortress, providing sweeping views of the surrounding landscape. Adorned with intricate mirror work, artistic Hindu-style elements, and the breathtaking Sheesh Mahal

(Mirror Palace), the fort is a testament to architectural brilliance.

The Jal Mahal, situated with elegance amidst the waters of Man Sagar Lake, the Nahargarh Fort stands as a formidable guardian in the Aravalli Range, and various other landmarks together epitomize the grandeur of Jaipur. The city is marked by a seamless blend of history, culture, and architecture.

Not only is Jaipur an essential destination for those eager to experience India's royal legacy, but it also captivates the artistic soul with its abundant delights.



HISTORY & HERITAGE

*Pioneering a legacy, by building the nation
& inspiring futures for 125 years*

Our optimism for the future is guided by, and built on, the strong foundations of the past. The JK Organisation is one of India's most respected nation-builders and has a proud history of being committed to India's potential for growth and progress for nearly 125 years. It has successful businesses across a range of industries, including



JKLU is a proud member of this heritage, as a philanthropic initiative of the Lakshmipat Singhanian Education Foundation

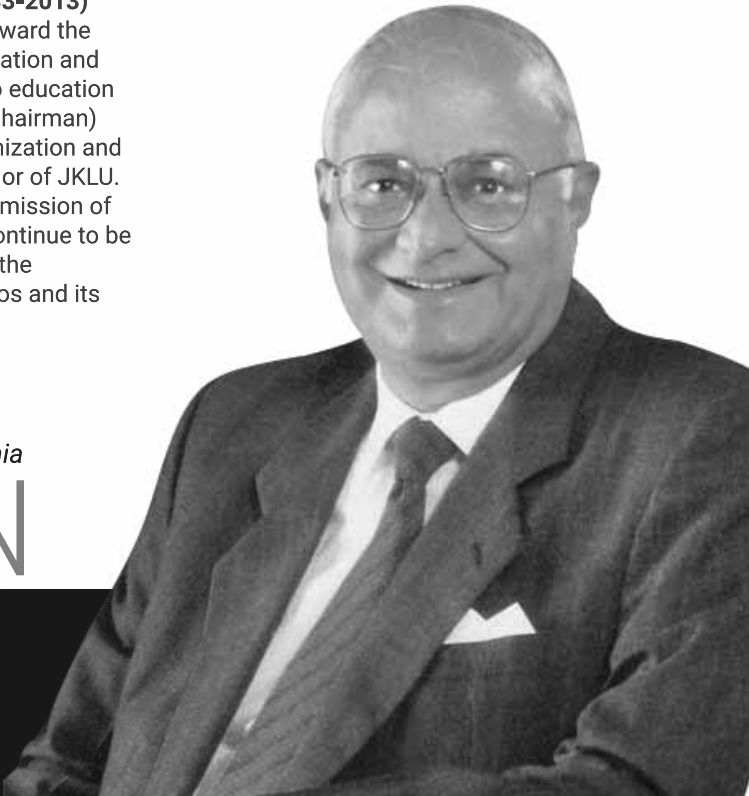
Led by its key architect, the Late Lala Lakshmipat Singhanian (1910-1976), who was inspired and driven to create India's intellectual capital, JK Organization has been at the forefront of philanthropic initiatives

in education & healthcare.

The Late Harishankar Singhanian (1933-2013) ably carried forward the legacy of inspiration and commitment to education as President (Chairman) of the JK Organization and as the Chancellor of JKLU. The vision and mission of the founders continue to be the bedrock of the university's ethos and its

promise to play a significant role as a nation builder.

OUR *Late Harishankar Singhanian*
INSPIRATION



ACADEMIC ADVISORY BODY

	Prof. Sunand Bhattacharya Associate Vice Provost, Design and Innovation Strategies, Boston College, USA Former Adjunct Professor, Olin College, USA
	Dr. Prabhu Aggarwal Vice-Chancellor of Bennett University Former Professor of Management and Assistant Dean at William & Mary University, USA President & Founder, Eduserv-Global LLC
	Dr. Vijay Kumar Dean, Penn Engineering Professor, University of Pennsylvania, USA
	Lt. Gen. Arun K Sahni Indian Army Strategic Analyst Defense Consultant

To enhance the academic environment at JKLU, we have established an Academic Advisory Board comprised of distinguished scholars. This board plays a crucial role in ensuring that the university's programs and curricula remain current and well-prepared for the future.

	Dr. Sartaj Sahni Distinguished Professor of Computer Science, University of Florida, USA Member of the European Academy of Sciences; Fellow of IEEE, ACM, AAAS, and Minnesota Supercomputer Institute, IIT Kanpur
	Dr. Amit Sheth Founding Director, Artificial Intelligence Institute, University of South Carolina Cofounder and Chief Advisor ezDI, LLC
	Mr. Nagaraju Srirama President and Director, JK Fenner (India) Limited

GOVERNING BODY



Shri Bharat Hari Singhania
Chancellor, JK Lakshmipat University
President, JK Organisation



Dr. R.P. Singhania
Pro-Chancellor, JK Lakshmipat University
Chairman & Managing Director,
JK Tyre & Industries Ltd



Shri H.P. Singhania
Pro-Chancellor,
JK Lakshmipat University
Vice-Chairman &
Managing Director, JK Paper Ltd



Dr. Pramath Raj Sinha
Founding Dean, ISB Hyderabad
Founder and Trustee, Ashoka University
Founder & Managing Director,
Nine Dot Nine Mediaworx



Shri Saurabh Srivastava
Co-Founder & Former Chairman,
NAASCOM (Padma Shri Awardee)



Shri S.K. Roongta
Chairman, Bharat Aluminium
Company Limited Former CMD,
Steel Authority of India



Dr. Dheeraj Sanghi
Vice-Chancellor, JKLU
Former Dean, Academic Affairs, IIT Delhi
Former Professor, IIT Kanpur
Former Director, LNMIIT, Jaipur & Punjab
Engineering College, Chandigarh



Smt. Vinita Singhania
Vice-Chairman & Managing Director,
JK Lakshmi Cement Ltd.



Shri Surendra Malhotra
Former MD, Orissa
Synthetics Limited,
Senior Management and
Engineering Professional



Shri Sanjay Jain
Former Managing Director,
Global Capability Network, Accenture



Shri Ajay Shankar
I.A.S., Former Secretary (Industry)
to the Government of India



Shri Prem Singh
President (Corporate HR),
JK Tyre & Industries Ltd.



Dr. S. Chouksey
Advisor, JK Lakshmi Cement Ltd.,
Delhi Former President of
Cement Manufacturers Association Former
Chairman, National Council for Cement
and Building Materials



Dr. Ashutosh Sharma
Institute Chair Professor & INAE Visvesvaraya Chair Professor & Coordinator,
DST Unit on Nanoscience & Centre for Environmental Science and
Engineering, Indian Institute of Technology, Kanpur, India Former Secretary,
Department of Science & Technology, Government of India, New Delhi



Shri Sunil Sharma
Commissioner, Department of
College Education, Govt. of Rajasthan.



Shri KK Maheswari
Officiating Registrar,
JK Lakshmipat University



Smt. Renu Sud Karnad
Managing Director HDFC Ltd.

FROM THE CHANCELLOR'S DESK

Shri Bharat Hari Singhania
Chancellor, JK Lakshmipat University
President, JK Organization

"We, as an industrial conglomerate, have been steadfastly committed to education and meritocracy in the country for more than 125 years. In the world of JK Lakshmipat University, your passion and talents are not only nurtured but also encouraged to blossom. It's a realm where you can cultivate lifelong relationships with mentors and peers who will guide and support you at every step. Education and meritocracy have been the driving forces for years in this world.

At JKL, we view higher education not merely as a means to a degree but as a journey of personal and professional growth. We challenge our students to explore new ideas and

perspectives, think critically and creatively, and embrace innovation and entrepreneurship. Constantly striving to improve and innovate, we push the boundaries of what is possible and create new opportunities for our students to succeed. Investing in cutting-edge research and technology, forging partnerships with industry leaders, and expanding our programs to meet the evolving needs of today's workforce are integral to our commitment."



MESSAGE FROM THE VICE-CHANCELLOR

"At JK Lakshmipat University (JKLU), we are committed to nurturing our students' dreams by mentoring them. Our institution has undergone a remarkable transformation, establishing itself among India's leading emerging universities. What sets JKLU apart is our steadfast dedication to delivering an exceptional educational experience, facilitated by a faculty comprising accomplished individuals from premier Indian and global institutions. Our meticulously designed programs encourage students to participate in cutting-edge, interdisciplinary projects, fostering valuable global collaborations. Internship opportunities with industry leaders such as DMRC, EY, Desmania, and many more, provide our students with real-world exposure, preparing them for successful careers.

Moreover, our global exchange program expands students' horizons, allowing them to explore diverse cultures and academic environments.

The university places a strong emphasis on cultivating critical thinking, communication, and problem-solving skills, ensuring our graduates are well-prepared for the unknown challenges of the future. To make our outstanding educational offerings accessible to a diverse range of individuals, we provide liberal scholarships for meritorious students.

At JKL, we take great pride in our role as mentors, who dream and aspire with our students and remain dedicated to excellence in education, upholding our students' aspirations at every step. We take our role as a mentor extremely seriously, making it a way of life for everyone in the institution."



Dr. Dheeraj Sanghi
Vice Chancellor, JK Lakshmipat University