



**STUDENT TALENT CAMP 2023**  
30 OCT - 4 NOV | JAIPUR • INDIA



Host & Venue: [ARCH College of Design & Business, Jaipur, India](#)

Theme: **(DID) Design Identity Direction, Cumulus Student Talent Camp**

Date: **OCTOBER 30 - NOVEMBER 04, 2023**

Cumulus Student Talent Camps are special student programs offered by [the Cumulus Association](#) to enrich the Cumulusian community and advance the mission and values of the association by offering new possibilities to students.

These Camps create inspiring exceptional learning environments that foster engagement, networking, collaboration, and knowledge exchange under the umbrella of art, media, design education and research in an open and friendly atmosphere that celebrates the increasingly diverse and global nature of the Cumulus “family.” Each edition of the Camp is hosted and organized by a selected local host from among the Cumulus member institutions worldwide.

## **INTRODUCTION:**

In 2023, ARCH College of Design & Business, Jaipur, India, shall host and conduct the first edition of the Cumulus Student Talent Camp on the theme ‘**Design Identity Direction**’ focusing on Learning from Living Traditions and working towards SDGs (4,7,8,9,11,12,17) in a regional and global context.

The creative industries are an essential part of all economies. They offer many kinds of opportunities for young people and students in the creative fields to explore their creativity and develop their skills.

India is a fascinating country with a rich heritage and glorious history. Integrated with diverse cultures, and a variety of unique experiences to offer, it is the 5th largest economy on the planet and has a great demographic dividend globally. Jaipur is the capital city of Rajasthan, the largest state in the country. Other than being an architectural marvel and a home to royalty, the city nurtures strong cultural and indigenous practices contributing immensely to the global creative industry in sectors like fashion & textiles, gems & jewellery, and handicrafts. With numerous GI (Geographical Indication) registrations from the region it is also a technology hub boasting of unicorns and a booming startup entrepreneurial ecosystem.

## **INTENT:**

An enriching, design immersive and participative experience for 50-60 students of art, design, architecture and media, from 10-12 Cumulus Member universities/ colleges will be enabled by the ARCH College of Design and Business and its stakeholders in the Pink City, Jaipur, Rajasthan - the UNESCO declared 'creative world craft city' and World Heritage Site. Tutors and academics are welcome as well to register and accompany their students.

The Camp intends the initiation of opportunities to explore aspects of Creativity, Society and Harmonious Livability and to gain awareness and insights into collaborative design intercession and engagement.

Additionally, the Camp will enable participants to gain valuable understanding and skills that should aid them in the empathetic discovery of direction and the acknowledgment of identities –one's own and that of others. This experience should prove useful in other geographical and cultural contexts too.

As an example, an interesting way may involve site visits to craft sectors, artisanal communities and industrial clusters within the city and the creation of a sensorial map for the region with insights and observations covering livelihood contexts. This should give the student real life, empathetic experiences and opportunities to engage in socio-cultural activities which in turn will extend opportunities to observe, study, document, and discover design challenges. This could further lead to an examination of possibilities for evolving collaborative design engagements and action to originate possible solutions through empathetic, design intercessions, where feasible in the given time, and sharing new pathways for sustainable development.

The expected duration of the talent camp is five days. A sixth day (4th Nov) will be available for exploration tours to interesting sites in Jaipur. This will be specially arranged for participants who book this at the time of Registration.

Participants will engage in workshops, community experiences, master sessions, industry interactions, ideation, prototyping, documentation, and peer learning and sharing.

## **OBJECTIVES:**

The main objectives of the Student Talent Camp are:

1. To help students explore their creative potential and develop their design sensitivity, observation and understanding of the challenges of living traditions.
2. To evoke a deeper passion towards circular and sustainable design goals and to develop collaborative design initiatives within communities while learning, sharing and working with all stakeholders.
3. To help students in the design process to understand the importance of identity & culture - their own and that of others, and to provide them with practical skills and experience that will help them succeed in the creative domain, globally.

## ACTIVITIES:

The Student Talent Camp will consist of a range of activities that will help the students to achieve the objectives outlined above. These activities will include:

1. **Introduction:** A preliminary, preparatory induction and online mini project shall be initiated and conducted on 18<sup>th</sup> & 19<sup>th</sup> October, with all registered participants prior to their arrival in India. This will involve approximately 3 hours of online group interaction conducted by ARCH.
2. **The Design Camp Sessions:** These sessions will cover the social, economic, product, service and circular design realms. This would help students to be sensitized towards identifying their own design challenges. Students will have the opportunity to learn about different design approaches and methodologies which they can apply to their own cultural ecosphere through evolving possible design initiatives and intervention strategies.
3. **Identity:** Students will explore their own approach and identity towards problem solving through a range of activities. This would include self-reflection group discussions, meetings and conversing with other 'creatives' in the field, enabling them to understand the importance of their own identity in the design process and how it can influence the community. Students from different nationalities and cultural backgrounds will come together to nurture and foster camaraderie and exchange ideas to explore design possibilities for the future.
4. **Industry Interaction:** Professionals from the creative industries will interact with students about their experiences and share their knowledge with valuable insights into the industry to help them understand what it takes to be effective and successful.
5. **Ideation:** The design challenges identified by the students in the realm of social/ service /product/communication design would be investigated & ideated upon, giving them a chance to apply the practical experience, knowledge and skills gained along the way toward prototyping solutions.
6. **Documentation & Representation:** Students will design, develop & define the entire process using different media, which will reflect their experiences, learning and insights, all assimilated into a presentable form with representation of thinking patterns and approaches to problem solving for effective collaborative design engagement.
7. **Presentation & Sharing:** Students will present and share their achievements in the form of an Exhibition. The Presentation format may include moving media, installations and other communication methods.
8. **Evaluation and Feedback:** response will be invited from all participants after the camp.

## EXPECTED OUTCOMES:

By the end of the Student Talent Camp, the outcomes will be in the form of:

1) **Visual representation:** This will involve creating storyboards, scripting, recording and filming towards a plan or a road map to offer possible solutions or creation of new opportunities and how they can be applied in the creative context of a variety of industries and communities.

or

**Prototypes:** Developed of the product or service, to help showcase its features and benefits. This could be a physical prototype, a demo video or a digital mockup.

or

**Developed plan:** A system or a business plan to outline their goals, processes, target market, marketing strategy and financial projections, if any.

2) **Final Presentation and Exhibition:** Group presentations will be made to learn from each other's experiences. Stakeholders will be invited in the final presentations and exhibits that will include prototype / digital mockup / film.

It is expected that students will have:

1. a better understanding of the design approach in a broader sense, and how it can be applied in the creative context of a variety of industries,
2. discovered a personal Design, Identity and Direction and understood the importance of these in the design process and creative contribution,
3. experienced an immersive and empathetic experience of the entrepreneurship challenges of socio-economic factors linked to livelihood,
4. gained valuable skills and practical experience that will help them succeed in the creative industries,
5. built a portfolio of work that they can use to showcase their skills and experience to potential employers.

## Focus Areas for Sustainable Development Goals:

GOAL 4: Quality Education

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 17: Partnerships to achieve the Goal

GOAL DID: Learning from Living Heritage Traditions and Collaboration

## CONCLUSION:

The Student Talent Camp for the Creative Industries on the theme "Design Identity Direction" will provide students with a unique opportunity to gain valuable experience in the design field. The Camp will enable new learnings and understandings of design application in diverse contexts. Students will get a better perception of the creative industries in other geographical locations which should contribute to the growth and development of the creative industries as a whole, giving direction to their identities as creative professionals.

## ELIGIBILITY & NUMBER OF PARTICIPANTS:

- The course/ camp is open for undergraduate (2nd year and above) and postgraduate students in Design, Art, Architecture, media studies and research.
- Participants must be an enrolled undergraduate as of September 2021 onwards, only from accredited college / universities that are Cumulus members. Please check the Cumulus Association's [website](#) for reference.
- Must be at least 18 years old as of 2022.
- Hold valid travel documents, mainly passport valid for at least 6 months after the course.
- Must be able to attend courses and give presentations in English.
- Focused and free to attend all the program activities over 5 days from 30 Oct to 03 Nov 2023. The optional 6th day, 04 Nov, is meant for City Tour/ site and museum visits.
- Number of participants limited to 50-60 available seats.

## THE APPLICATION PROCESS

- Registrations will be accepted on a first come, first served basis.
- Group applications are possible. Unified payment is acceptable.
- To support the planning process, the Cumulus member institutions are encouraged to send their **Expression of Interest** for the participation of their students **before 15 Aug 2023**.
- The home institutions are responsible for selecting their students as per the eligibility criteria shared.
- An online Application form is to be filled and submitted and the Registration payments made before **15 Sep 2023**.
- Program applicants must read the **Declarations and Terms & Conditions** and check the corresponding box in the online application to guarantee their declarations, and that the terms and conditions of the Program are understood and accepted.
- Registration fee is waived for CEB members accompanying their students. Additionally, the registration payment of 1 accompanying teacher is also waived if 10 or more students from an institution are registered. (10 students or more = one teacher free!)  
The Tour on the last day however is chargeable for both teachers and students if they book ahead and choose to participate.

Find the DETAILS below:

1. The fee for Registration per person is **300 € (Euro)**

The optional 6th day (Nov 04) City Tour/Museums/Visits costs **30 € (Euro)** per person. If chosen, this amount may be added to the total for payment.

2..Students who wish to participate can visit the ARCH Website <https://www.archedu.org/CumulusStudentTalentCampDID/> and fill and submit the **Cumulus Student Talent Camp Application Form** using the 'Application Open' button there.

OR they can use the link <https://forms.gle/sEvPJy7EYd9QJQru5> to access the form. The application forms can be filled for individuals as well as for a Group of Individuals.

Last date 15<sup>th</sup>Sep 2023.

Immediately after completing and submitting individual/ group Application Forms, the Registration payments should be made with Credit Card/ Debit Card (activated for international transactions) using the Payment Link <https://forms.eduqfix.com/archinternational/add> on page 2 of the form. This will complete Registration and secure each applicants place/places in the Student Talent Camp.

The link can also be used independently to make payments after the Application Form is submitted. Make sure that all payments are completed by 15 Sep 2023 to ensure a place in the Camp. If in doubt please communicate with [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org)

3. There are TWO MODES of PAYMENT possible:-

**A.** With Credit Card/ Debit Card (activated for international transactions) applicants using the Registration Payment Gateway link above (<https://forms.eduqfix.com/archinternational/add>) through which applicants can make payments for themselves (Individual) or Group Payments (Unified payment for more individuals together)

*Please Note: The Payment Gateway ONLY allows payments with Credit or Debit Cards. Make sure the **Cards are activated for international transactions.** Payments are possible in GBP, AUD, USD, EUR, and INR.*

**B.** BANK TRANSFER - If an Institution prefers this mode to make an institutional joint payment for an entire group of its students they can do so. However all the students have to first fill and submit the Application Form/s. They will have to check/ tick the box for the Bank Transfer option in the Application Form. *They should not use the Payment Gateway link button.* The institution must follow this up by confirming their preference for this payment mode by addressing a request to [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org) Institutions can request an invoice if required to enable this.

Find below our Bank Details to be used only for Bank Transfers.

Name: Arch Educational Society  
A/c No: 50100384692990  
Bank: HDFC Bank Ltd.  
Branch: Bapu Nagar,  
Jaipur 302015  
IFSC Code: HDFC0002838  
Swift Code: HDFCINBBXXX

For queries mail to [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org), if required. We would be most happy to help.

## THE APPLICATION FORMAT:

- The following additional files are required to be sent by applicant students in a digital format (preferably PDF), to [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org) by **15 Sep 2023**
  - a) a 150-word **Statement of Purpose (SoP)** explaining the reason for choosing to participate in the program along with some information of their interest areas,
  - b) A **CV**.
  - c) A **Portfolio** representing some of their work done to date.
- A copy of the relevant pages of their Passports will required to be emailed to [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org) by **15 Sep 2023** to enable INVITATION LETTERS to be sent to all registered participants towards their Visa applications.
- All Cumulus member institutions are requested to support their student applicants with a **Note of Intent (NOI)** on institutional letterhead listing their students who have registered and paid, or have been paid for institutionally and affirming that the applying students are still enrolled in their institution. (This may enable exploration and activation of funding options open to them as well as enable the application of their institutional insurance policies for their students. It may additionally enable the final award of credits as per individual institutional regulation). The NOI should be shared with the host institution ARCH at [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org) by **15 Sep 2023**, This should include the names of accompanying teachers, if any.
- For any questions, please contact: [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org)

## THE CAMP FEE PAYMENT:

- The Registration Course fee is **300 € (Euro)** and is to be paid at the time of registration.
- The optional 6th day (Nov 04) City Tour/Museums/Visits costs **30 € (Euro)** per person. If chosen, this amount may be added to the total for payment
- Payment can be made either with

### a) CREDIT/ DEBIT CARDS

Using the PaymentGateway link <https://forms.eduqfix.com/archinternational/add> integrated in the application form.

### b) BANK TRANSFER

Relevant Bank details of the Host Institution is shared below to enable this mode of payment.

Name: Arch Educational Society  
A/c No: 50100384692990  
Bank: HDFC Bank Ltd.  
Branch: Bapu Nagar,  
Jaipur 302015  
IFSC Code: HDFC0002838  
Swift Code: HDFCINBBXXX

## THE STUDENT TALENT CAMP REGISTRATION FEE INFORMATION:

- The fee for each registration and participation is **300 € (Euro)**.
- The deadline for registration and payments is **15 Sep 2023**  
The optional City Tour/ Museums/ Visits costs **30 € (Euro)**. Participation is voluntary and should be confirmed and paid by the student participant at the same time as the main Talent Camp Registration or as a separate transaction by the last date **15 Sep 2023**.
  
- The following is included in the above fee:
  - registration and Camp cost,
  - the use of the equipment, facilities and workshops available at the Host institution with any materials required for presentations or prototypes,
  - Master Classes Instructions and tutorials,
  - experiences & activities on site,
  - host will provide Hi-Tea & vegetarian lunch for all, on campus days and dinner for select evenings on the first and last day of the camp.
  
- The following is NOT included in the above fee:
  - flight costs, both international and local,
  - visa costs,
  - travel and health insurance for the period which will need to be arranged by student on their own/ clubbed with their home institution coverage, if applicable,
  - accommodation costs,
  - travel to and from the accommodation to the course venue over the period,
  - the optional 6<sup>th</sup> day activities that include a City Tour.

## CANCELLATION AND REFUND POLICY:

If a participant withdraws from the Program, the following refund policy and cancellation (point's a-d) will be applied:

- a) 25% refund if cancellations are received up to 30 Sep (4 weeks prior) to the Program start date.
- b) No refund for cancellations beyond the period mentioned above.
- c) Before refunds are processed, any processing fees/ bank charges etc. incurred will be deducted from the balance of refunds.
- d) No refunds will be given for costs covering any pre booked services.

The following cases are deemed as cancellation:

- i) If required documents are not sent by the designated date.
- ii) If required payment is not made by the designated date.
- iii) If the applicant does not respond by a given deadline to requests sent by ARCH College.
- iv) If ARCH College finds that there is falsehood or grave omission in an applicant's documents.



- v) If ARCH College finds that an applicant is unsuitable or has an inappropriate attitude for the Program after his/her arrival in India.
- vi) Under any of the above conditions (i-v), the fee shall not be refunded.
- vii) For any force majeure linked cancellation – the risk is among the participants only and there is no guarantee that the course fee will be returned fully or partially.

## STUDENT ACCOMMODATION:

- Students can book their own accommodation online from the list of recommended options below:
  - [Hyatt Place, Jaipur \(1.5km\)](#)
  - [Clarks Inn Express \(3km\)](#)
  - [Clarks Amer \(3km\)](#),
  - [Red Fox \(2.1 km\)](#),
  - [Marriott \(4.9 km\)](#)
  - [The Lalit \(1.9 km\)](#)
- A twin sharing basis is recommended when booking rooms, in the interest of economy.
- Participants are free to book single occupancy accommodation, if they are willing to bear the higher cost.

## PREVENTIVE HEALTH REQUIREMENTS

- Preventive Vaccination for Covid is a personal decision. India has relaxed norms for international arrivals in view of declining Covid-19 trajectory in the country. Consultation in advance with the Indian embassy/ consulate in your country is still advised.
- Complete Life/ health insurance (individual/ institutional) is mandatory and should cover the program dates.
- Program participants are responsible for carrying any and all special medications and/or supplies that are regularly used by them.

Food Allergies are required to be communicated beforehand to the Cumulus Secretariat and the host institution.

## TRAVEL INSURANCE

Program participants are responsible for their own travel insurance for the complete program dates. The insurance should include the following coverages: medical expenses, emergency medical evacuation, repatriation coverage, and personal liability coverage.

## DISCLAIMERS

Program participants must read the attached **Declarations and Terms & Conditions below** and check the corresponding box in the online application to guarantee their declarations, and that the terms and conditions of the Program are understood and accepted.

### 1. Declarations

#### 1.1. Program Participant Declaration of Health and Disclaimer

I hereby certify that I am of good health for participating in the Program. I understand the risks involved in traveling to a foreign country and will take full responsibility for my own personal health and security.

## **1.2 Program Participant Declaration and Pledge**

As a program participant in the Program, I hereby pledge that:

- a) For the duration of the Program, I will conduct myself with the awareness that I am a program participant, follow the instructions given to me by the ARCH College faculty, staff, and the Program coordinator, and abide by local law.
- b) I understand the outline and aim of the Program and I will attend all of my designated classes and activities as scheduled except in the case of illness or emergency.
- c) I will abide by the rules and regulations of my residential facility.
- d) I understand that violation of any of the items a-c above is reason enough for dismissal from the Program.

## **2. Terms and Conditions**

### **2.1. Changes to or Cancellation of the Program (or Parts Thereof)**

ARCH College reserves the right to not offer a refund of program costs if the program is canceled due to circumstances beyond its control. Please also note that in such a case, ARCH College cannot be held responsible for expenses incurred as a result on hotel, travel or any other.

### **2.2 Privacy Policy**

ARCH College will not use your personal information for any purposes other than the Program. ARCH College will not share or sell your personal information to other agencies except for the necessary program procedures (e.g. arrangement of accommodation and activities).

### **2.3 Promotional Photography**

ARCH College reserves the right to photograph program participants and use these photos for future promotional purposes. Program participants who wish not to be photographed must inform program staff at the beginning of the Program.

### **2.4 Governing Law and Jurisdiction**

These terms and conditions shall be governed by, construed and enforced in accordance with the laws of India. Any and all disputes arising here from or in connection herewith shall be exclusively submitted to and finally resolved by competent Indian courts.

**\*\*Please refer to the FAQs below for more information.**

**For further queries or information, please contact (0)+91 7229800566**

**or write to us on [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org)**

**ARCH COLLEGE OF DESIGN & BUSINESS  
AWAITS YOUR ACTIVE PARTICIPATION**

**For the first ever...**



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