

GSD

MAKING OF AN
ENTREPRENEUR

AN INITIATIVE BY
RAGHAVENDRA RATHORE
IN PARTNERSHIP WITH
AMRAPALI JAIPUR



4 YEARS
INTEGRATED
DEGREE
PROGRAM

Discipline of Design
Design Marketing
Design Management
Gurukul Well-being

Entrance Exam
Format Included

Admission
Guidelines Included

Application Form
Included



GSD

THE GURUKUL SCHOOL OF DESIGN

Jaipur

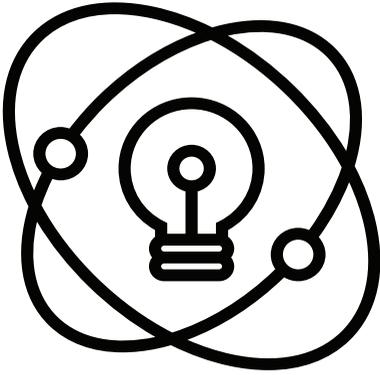
TABLE OF CONTENTS

	Your Future Lies Here	03
	Open The World Of Design	05
	About GSD	07
	Gurukul Concept	09
	GSD Campus	11
	4 In 1 Course	13
	Course Structure	15
	GSD Degree	17



	Global Exposure	19
	Corporate Mentorship	21
	GSD Board Members	23
	How To Apply	26
	GSD Admission Guidelines	27
	Entrance Exam	29
	Scholarship And Aid	31
	Genesis Of Gurukul	34
	Application Form	36

YOUR FUTURE LIES HERE



**WHETHER YOU ARE AN
ARTIST OR A DESIGNER-
WE AT GSD WILL HELP YOU
REALIZE YOUR HIDDEN
POTENTIAL**

**WE WELCOME STUDENTS WITH UNIQUE
CREATIVE ABILITIES AND NOT JUST
ARTISTIC SKILLS**

Learn the entrepreneurial
skills to establish your own
start-up after graduating

Is GSD for YOU?

Many students take decisions under pressure, as a result of which they end up pursuing subjects in college that may take them through an ungratifying journey. Eventually they realize their hidden talents and pursue their true calling by embarking on a career in lifestyle & design. In order to avoid this mistake, it is our endeavour at GSD to help you discover your talent at the onset of your career planning.

Take hold of your career journey by joining us on a path of design discovery through a meticulously planned curriculum that is imbued with gurukul values.

75%

**OF ALL GSD FACULTY
ARE SPECIALISTS
IN DISTINCT AREAS
AND HAVE BEEN
BROUGHT IN FROM
ACROSS THE GLOBE
AND SENSITISED
TO TEACH IN A NEW
LANGUAGE OF THE
GURUKUL SCHOOL
METHODOLOGY**

**INVEST IN YOURSELF
THROUGH THE GSD
4 YEAR PROGRAM
SPECIALLY CURATED
FOR THE EVERCHANGING
DESIGN LANDSCAPE**

A SPECIAL PROGRAM TO MAKE YOU A SUCCESSFUL PROFESSIONAL IN THE CREATIVE FIELD



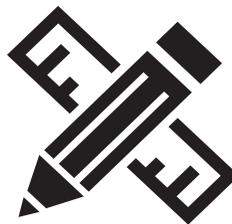
GSD will enable you to gauge your strengths vs your weaknesses and use that knowledge to channel it into skills.



GSD will give you an insight into the workings of a business and its yield whether personal, professional or commercial.



GSD will constantly guide you and give you the confidence to take things forward in keeping with your choices.



EMBARK ON A DYNAMIC JOURNEY WITH GSD

THE DESIGNER WEAR INDUSTRY IS GROWING
AT A COMPOUND ANNUAL GROWTH RATE OF

40%

OPEN THE WORLD OF DESIGN

ARTIST	VS	DESIGNER
<ul style="list-style-type: none">▷ An artist will often have to wait for the right opportunity for exposure and appreciation of their work, with no definitive time for this to turn into commercial viability.▷ Art is an individually driven career.▷ The individual artist is judged on the presented art, in his or her lifetime, with few exceptions.		<ul style="list-style-type: none">▷ A trained designer can often gain commercial viability within the first year and there on season after season.▷ Professional design, on the other hand can be a small or large part of any design environment.▷ A designer is judged on the success of the brand which often has the potential to outlive the designer.

Overview

The design industry in India is currently undergoing a radical revolution that is marked by a gradual change from a purely manufacturing approach to a more design oriented process. This repositioning and shift will definitely open up diverse opportunities for design students in the future.

The three core fields viz Fashion Design, Industrial Design and Communication Design are expected to grow at a meteoric rate, opening up ample career options for design aspirants, enthusiasts and budding visionaries. Besides Fashion Design, other fast-growing industry verticals are Interior Design and Gems & Jewellery Design. The future definitely holds immense promise for those who have a passion for design.

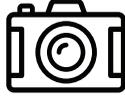
WHAT ALL CAN YOU BECOME?



DESIGNER



ARTIST



PHOTOGRAPHER



JOURNALIST



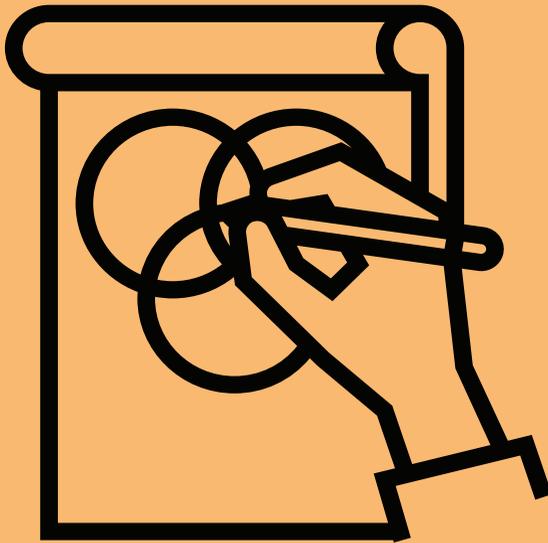
STYLIST



FILM MAKER



WRITER



INDIA WILL BE
THE 5TH LARGEST
EXPORTER OF
VISUAL ARTS IN
THE WORLD BY
2020

360° DESIGN APPROACH



IDEATION



CONCEPT CAPTURE



MODERN TOOLS



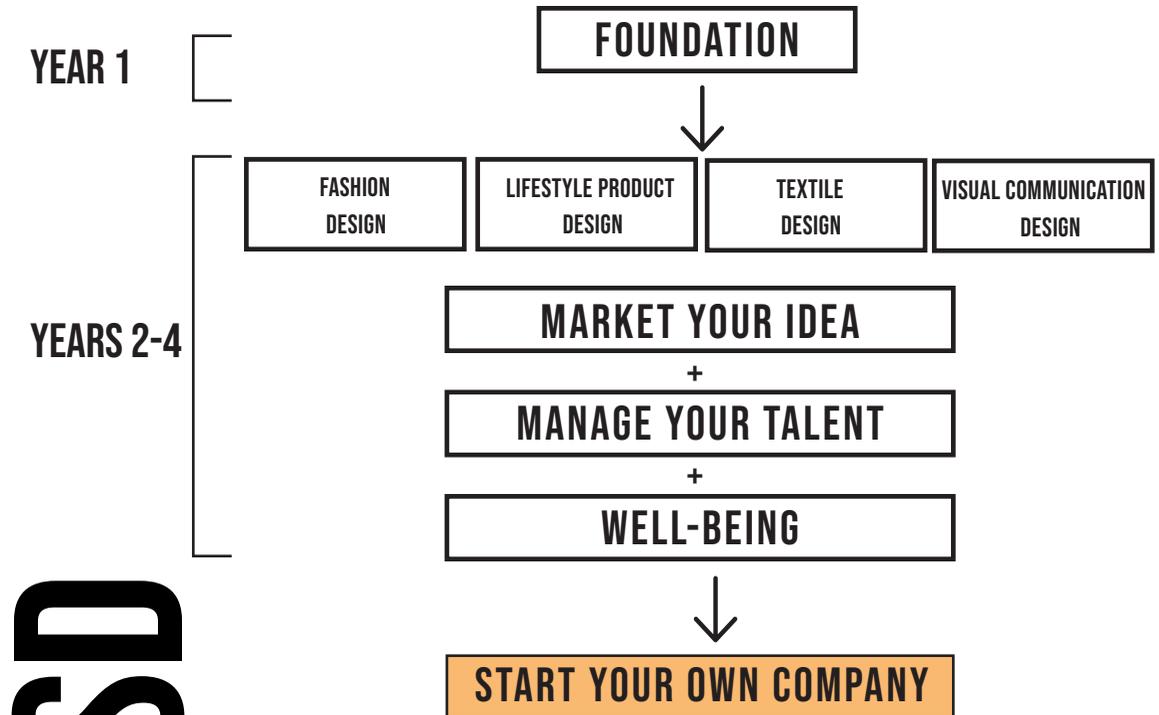
RESEARCH



DOCUMENTATION

LEARN TO LEAD

AT GSD OUR ATTEMPT IS TO ENSURE THAT STUDENTS, WHILE LEARNING, ACQUIRE SKILLS TO SOLVE MODERN DAY DESIGN PROBLEMS WHICH ARE ANALYZED AND IRONED OUT THROUGH INNOVATIVE TECHNIQUES IN A WELL PLANNED 4 YEARS INTEGRATED PROGRAM THAT ENCOURAGES STUDENTS TO IMBIBE BUSINESS ACUMEN AND HELPS THEM ARTICULATE THEIR IDEAS



ABOUT GSD

Learn Designing the Gurukul Way

Located in the vibrant and historic city of Jaipur, GSD offers a unique Fashion Design Program delivered by world-class International & Indian faculty. Embracing every aspect of Discipline of Design, Design Marketing and Design Management, this one of a kind program also includes courses in Gurukul Well-Being, making it a truly holistic learning experience.

Fusing learning with culture and power of the “Gurukul” spirit, this special educational program not only prepares you for setting up your own business or adding tremendous value to the existing design sphere, but also propels you to an international awakening with its detailed 4 year program.

GSD VALUE

New techniques of design.

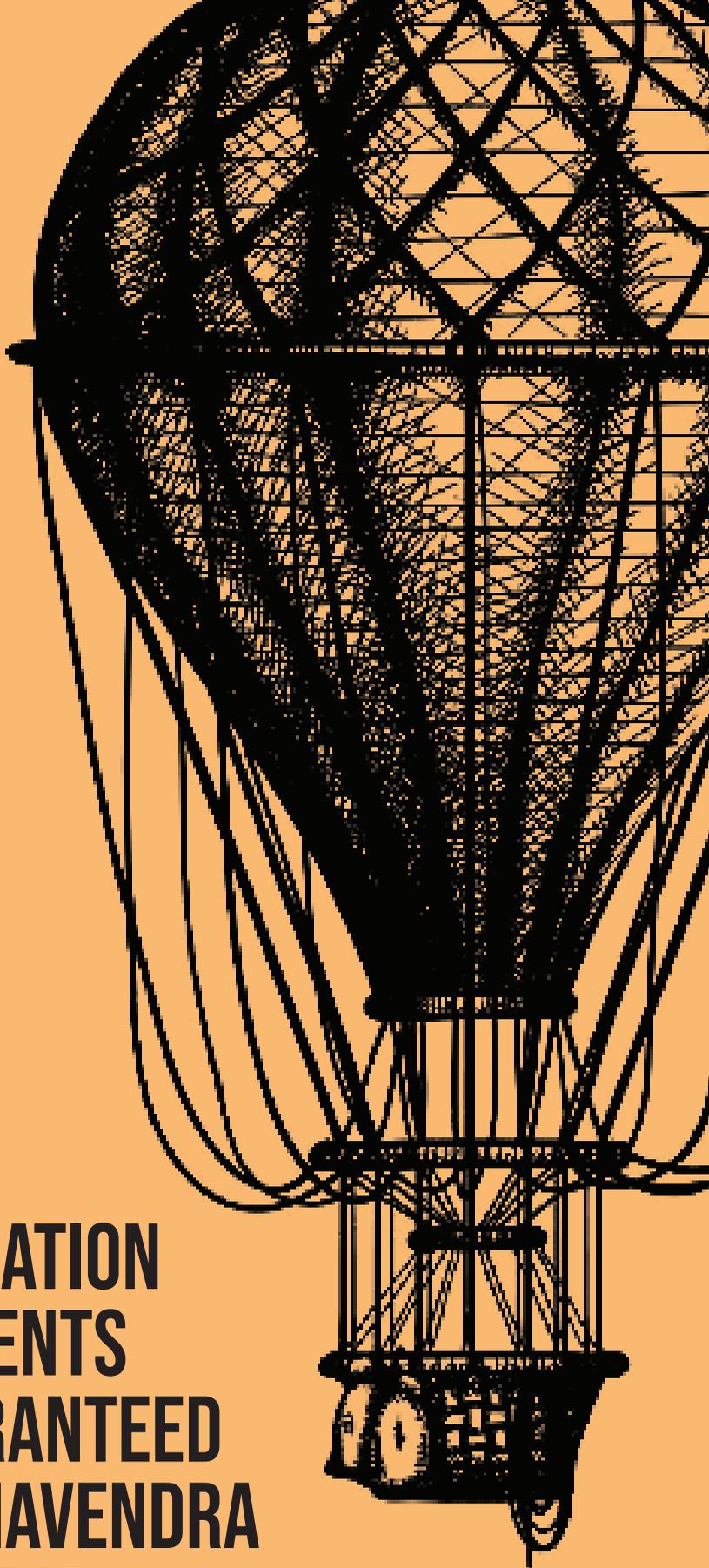
Solving design problems with modern applications.

Commercialising your talent.

Learn how to start your own business.



**AFTER GRADUATION
SELECT STUDENTS
WILL BE GUARANTEED
JOBS AT RAGHAVENDRA
RATHORE STUDIO**



“WHEN EDUCATING THE MINDS OF OUR YOUTH, WE MUST NOT FORGET TO EDUCATE THEIR HEARTS.” Dalai Lama



Making of an Entrepreneur

In today's world a successful entrepreneur is not only business savvy, but one who strives to be a better citizen. At GSD, our endeavour is to encourage an individual to think practically and utilise resources in accordance to global trends.

The aim of the GSD program is to inculcate values that a modern day entrepreneur needs to learn in order to keep up with the ever changing social landscape. An individual aiming to start their own business must understand how to best use resources, create value systems and constantly ideate so that the by-products of their efforts earn them a respectable place in society.

At GSD, the concept of ancient Gurukul is being adapted for modern times, wherein the attempt is for students to not only see with their minds but also their hearts. The idea is to inculcate the center of true creativity, where perception happens through intuition and not just through the senses. Hence, GSD is a place where one can evolve beyond traditional and conventional educational ideas, by being open and receptive to everything in the creative space. Eventually when this validation is felt, it will carry through into the workforce and set the stepping stones for the future.

**GURUKUL
CONCEPT**

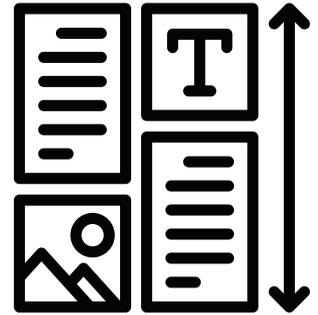
04 YEARS

A COURSE THAT WILL IN FOUR YEARS ENHANCE YOUR ENTREPRENEURIAL ABILITY AND PAVE THE WAY TO SETTING UP YOUR OWN START UP

THE COURSE IS NOT JUST A CUT, COPY, PASTE FROM ANOTHER CONVENTIONAL EDUCATIONAL SYSTEM, BUT ONE WHICH HAS BEEN DESIGNED WITH CONTEXT TO THE REALITY AND PRACTICALITY OF A DESIGN LANDSCAPE, ENABLING YOU TO ENTER THE REAL WORLD AND START YOUR OWN BUSINESS AS SEAMLESSLY AS POSSIBLE

365 DAYS

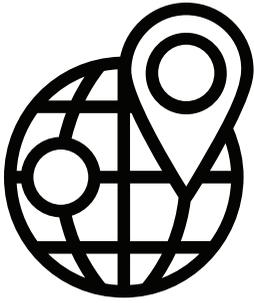
AT GSD EACH DAY IS ABOUT GROWTH AND NOT REMAINING WITHIN THE LIMIT OF CONVENTIONAL EDUCATION.



INVEST IN YOUR TALENT, WHATEVER IT MAY BE

LEARN TO HARNESS YOUR TALENT AND TRANSFORM IT INTO A SKILL THAT WILL CREATE THE BUILDING BLOCKS FOR YOUR FUTURE





JAIPUR THE INTERNATIONAL HUB



Artistic impression of GSD.



Artistic impression of GSD classroom.

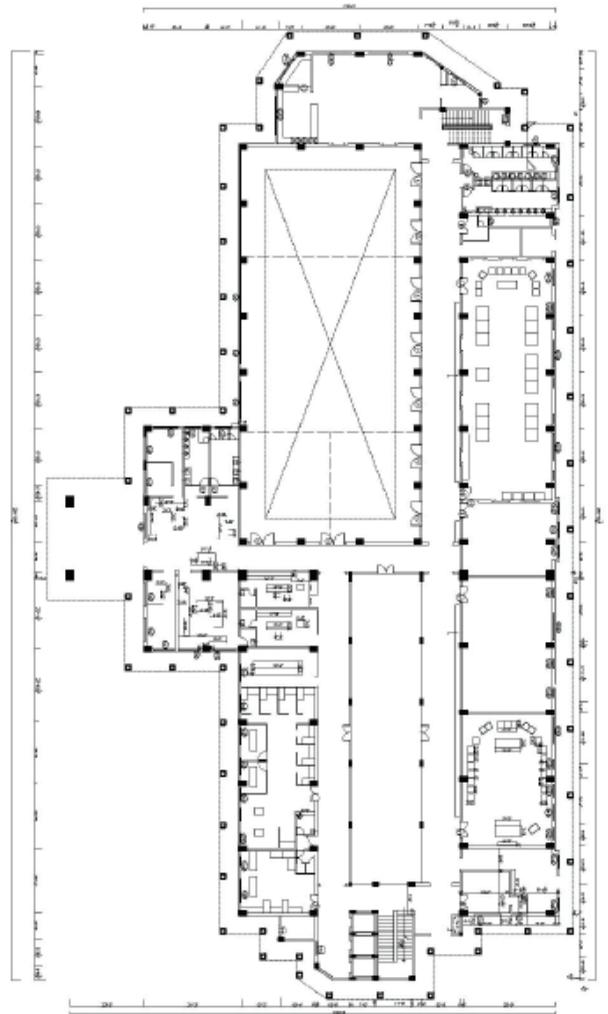


Artistic impression of GSD draping room.

GURUKUL STYLE OF DISSEMINATION

SAID TO BE THE NEXT EDUCATION CENTRE IN ASIA, JAIPUR OFFERS EXPOSURE TO MANY CREATIVE INDUSTRIES ALONG WITH A RICH HISTORY AND HERITAGE, THAT GIVES STUDENTS FROM ACROSS THE GLOBE ACCESS TO DIVERSE DESIGN RESOURCES.

- Sustainable design
- A new style of teaching
- Culture and homely atmosphere
- A healthy student faculty ratio



GSD CAMPUS

Study and live in the vibrant city of Jaipur

Strategically located in the heart of the nation and easily accessible, Jaipur, a vibrant hub for a variety of arts and crafts such as jewellery, handicrafts, block printing and tie & dye, serves as an ideal setting for GSD.

Known worldwide for its design vibrancy, Jaipur is an apt environment for young minds to let the spirit of learning come to the forefront while enveloping a cultural and heritage experience. All this comes together to create a canvas of inspiration that influences the constant design evolution for each individual.



01

Year 1:
Collective Knowledge : 360°

Design Principles 360°
Discovering New Skills
Understanding Communication
Connecting Well-being & the Creative Mind

02

Year 2:
Enrichment : Learn The Craft

Structure & Form Demystified
Expressive Illustration
Digital Design Language
Time management in the Creative Process

03

Year 3:
Experience : Master Your Talent

Fashion Marketing
Textile Knowledge
Fashion Business Management
Entrepreneurial Skillset
Work Life Balance as a Creative Professional

04

Year 4:
Apply : Global Individual

A+ Portfolio & Presentation
Brand Management
International Exposure
Entrepreneurial Approach to Design
Placement Opportunities

20%

**INTERNATIONAL
EXPOSURE IS AN
INTEGRAL PART
OF THE PROGRAM,
WHERE STUDENTS
WILL VISIT
MUSEUMS,
ATTEND DESIGN
WORKSHOPS
AND EXPERIENCE
OVERSEAS DESIGN
CULTURE**

**CORPORATE MENTORSHIP
PROGRAM**

**Learn the What, Why,
and How through
special tie-ups done
by GSD**

**“THE CURRICULUM IS SPECIALLY
DESIGNED FOR A NEW WAY OF
DESIGN EDUCATION”**

**DISCIPLINE OF DESIGN
+
DESIGN MARKETING
+
DESIGN MANAGEMENT
+
GURUKUL WELL-BEING**

4 IN 1 COURSE

What makes the Gurukul School of Design unique is its well thought out 4-in-1 program, which integrates everything that a design entrepreneur or aficionado needs to focus on in their field.

Taking into consideration the ever changing landscape of fashion and design, the aspiring designers of tomorrow must move from a uni-dimensional to a multi-dimensional outlook by mastering every aspect of this industry. The 4-in-1 program offers techniques and ways to project you in a completely different light onto a road of success and fulfilment.

B.DES (BACHELOR OF DESIGN)

PROGRAM BREAKUP

EXPLORE YOUR CREATIVE SIDE

COMMON FOUNDATION

Visual Studies & explorations
Art, Architecture, Textiles and Costumes research
Stories, Emotions & Experiences
Design Process and Challenges
Digital Design Language
Form, Function and Aesthetics
Character Design & Animation
Local Learning Experiences
Communication for Marketing and Design
Film & Music Appreciation

CHOOSE YOUR STRENGTH

COMMON STUDIES

Healthy Habits , Yoga & Meditation, Design Application, Brand Management & Merchandising, National Learning Experiences

SPECIALISATION

FASHION DESIGN

Women's Wear, Apparel Construction, Creativity & Draping

TEXTILE DESIGN

Surface Development & Manipulation, Dyeing & Printing Techniques, Prints & Patterns

LIFESTYLE PRODUCT DESIGN

Form & Function Demystified , Product Drawings & Detailing, Footwear & Bags

VISUAL COMMUNICATION DESIGN

Lettering & Image Manipulation, Graphics for Digital Communication

MASTER YOUR TALENT

COMMON STUDIES

Lifestyle Management, Retail & Visual Merchandising, Design House Exposure & Live Project, International Learning , Experiences

SPECIALISATION

FASHION DESIGN

Men's Wear, Bespoke Tailoring, Computer Aided Design, Fashion Design Projects

TEXTILE DESIGN

Weaves, Knits & Laces, Space Design & Furnishing, Textile Design Project

LIFESTYLE PRODUCT DESIGN

Jewelry Design, Products for Future, Lifestyle Product Design projects

VISUAL COMMUNICATION DESIGN

Lettering & Image Manipulation, Graphics for Digital Communication

SUMMARIZE YOUR JOURNEY

A+ Portfolio & Presentation

Luxury Brand creation and Design entrepreneurship

Professional Etiquettes for

SEMESTER STRUCTURE

GSD ACADEMIC CALENDAR COMPRISES OF 42 WEEKS PER YEAR.

DESCRIPTION	DURATION
Opening Semester of the Year	19 weeks
Closing Semester of the Year	19 weeks
Internship/Industry Assignment	04 weeks
TOTAL	42 weeks

Design 360 Program

Is a journey for students from the in-depth well-rounded foundation year which offers a deep dive into the next three years towards students choosing Fashion Design, Lifestyle Product Design, Visual Communication or Textile Design.

In the foundation year, emphasis will be given to create a strong base in general design knowledge, which will be disseminated through well structured and creative modules. Knowledge of art and design from the beginning will be researched & imparted to students for them to perceive the deeper context of design.

Year 2, 3 & 4 will have vigorous modules that will offer the students an understanding of what it takes to create a fashion brand, managing the back-end and the front-end of the business while maintaining discipline over one's personal work habits.

In Year 3 & 4, besides working on focused design assignments, the students will be encouraged to travel to design centric destinations to better understand international art and design perspectives. Several influential regions for design exposure will also be planned to keep students abreast with global methods and industry practices.

PROGRAM STRUCTURE





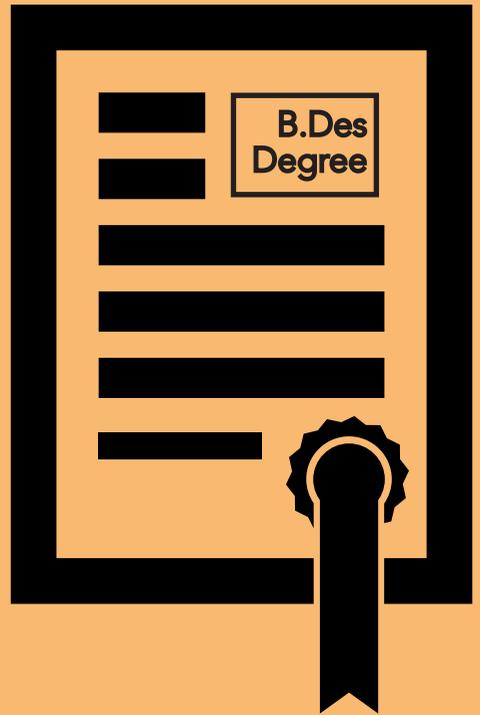
JECRC is the awarding
body for the Bachelor's
Degree program

GSD DEGREE

Bachelor's Degree in Design (B.Des)

Upon successful completion of four years, the degree will be awarded by Jaipur Engineering College and Research Centre, which is affiliated to UGC degree program and is nationally and internationally accepted.

The degree will signify a students' successful completion of their in-depth study of Fashion Design, Management and Marketing. Additionally all graduates will receive a Certificate in Fashion Design, Management and Marketing as an official acknowledgement of their four years of learning and training at the Gurukul School of Design. Students will leave GSD with the two valuable accreditations that will validate their journey towards a better understanding of the world of design.



HOLISTIC EDUCATION

THE EDUCATIONAL EXPERIENCE THAT STUDENTS WILL RECEIVE, RANGES FROM MANAGEMENT AND MARKETING TO COMMUNICATION AND STUDY OF ARTS. ENCOMPASSING ALL ASPECTS FOR A SUCCESSFUL CAREER PATH AND PREPARING THEM FOR AN INDEPENDENT JOURNEY OF GROWTH WHILE KEEPING THE GURUKUL WELL-BEING AT THE CENTER, GSD OFFERS A WELL ROUNDED EDUCATIONAL EXPERIENCE

100%
**PERSONALITY
GROWTH**

**UGC
APPROVED**

**GLOBALLY
RECOGNISED**

**ADDITIONAL
GSD DIPLOMA**

**VALUABLE
PLACEMENTS**



GLOBAL EXPOSURE

International Studies

While staying true to its philosophy of imparting the value of culture and heritage to the students through the interpretation of the Gurukul way of life, GSD also gives tremendous importance to global exposure. The special curriculum designed by local and international experts, focuses on an all-inclusive education that is multi-dimensional in every sense of the term.

The last two modules especially focus on acquainting the students with a more cosmopolitan outlook, encouraging them to travel to international destinations and discover the unique fashion landscape and design nuances of each place.

Students will be given the opportunity to globetrot to prominent design-centric destinations. This experience will help them in enhancing their perception of the design panorama.



In order to keep students apprised with international industry practices, special regions will be identified for them to visit over the period of the course.

At GSD, we believe students need to be acclimatized and made aware of design in every aspect of life and its commercial wisdom in order to understand its true value. We also plan to bring on board international luxury brands as partners and concentrate on an exchange program for a collaborative and truly cosmopolitan education.

**30
DAYS**

WILL OFFER YOU AN INSIGHT INTO THE FASCINATING WORLD OF DESIGN THROUGH DIFFERENT CULTURES ACROSS THE GLOBE, WHILE NOT ONLY EXPANDING YOUR KNOWLEDGE BUT ALSO BUILDING YOUR CHARACTER AND PERSONALITY



GSD BEYOND THE CLASSROOM

1

EXPOSURE

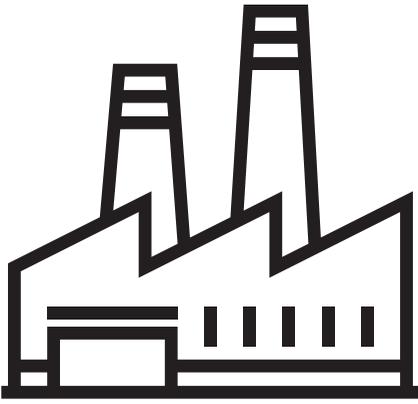
2

OPPORTUNITY

3

INSPIRATION

APART FROM FOCUSING ON INTENSIVE CLASSROOM TEACHING, GSD ALSO STRIVES TO WIDEN THE PERSPECTIVE OF THE STUDENTS BY EMPOWERING THEM WITH GLOBAL EDUCATION AND OUTLOOK. GSD COMBINES THE BEST OF BOTH WORLDS BY JUXTAPOSING THE GURUKUL WAY OF LEARNING WITH GLOBAL DESIGN SENSIBILITIES AND INDUSTRY PRACTICES



Custom tie-ups with eminent corporates will give design exposure and experience at an early stage to all students

CORPORATE MENTORSHIP

About the Program

GSD's Corporate Mentorship Program is designed to introduce the students to industry giants thereby helping them understand and hone their skills. With the help of industry specific mentors, they will have a platform to strengthen their foundation of design from an early stage. These special tie ups will give students the scope to work with eminent manufacturers and industry leaders to broaden their outlook while getting hands on experience.

The highly engaging entrepreneurial mentorship program puts emphasis on exposure to design labs for a deeper understanding of the trade.

The GSD curriculum not only focuses on design but also developing the business acumen for design aspirants thus nurturing them into brand-savvy marketeers equipped with a complete skill-set and a burning passion towards design.

CORPORATE MODULE

THE UNIQUE CORPORATE TIE-UPS OFFERED BY GSD WILL GIVE A STELLAR OPPORTUNITY TO STUDENTS WHERE THEY WILL GAIN EXPOSURE TO WORLD-CLASS DESIGN LABS. THIS WILL BE A GREAT INSIGHT-BUILDING EXERCISE, ACTING AS A GATEWAY TO LEARN FROM INDUSTRY EXPERTS WHILE INTRODUCING REAL LIFE DESIGN PROCESSES AT AN EARLY STAGE OF THEIR EDUCATION



Students will be encouraged to see the big picture and initiate contact with corporates



Ideas that the students work on, will be incorporated in various modules under the mentorship of the corporates



Opening up opportunities for the future will be encouraged through prototypes of product design under the guidance of the corporates

“LEARN HOW TO SEE.

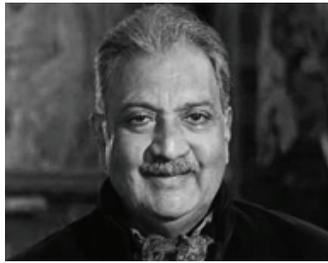
REALIZE THAT EVERYTHING

CONNECTS TO EVERYTHING

ELSE.”

Leonardo Da Vinci

GSD BOARD MEMBERS



**HIS HIGHNESS MAHARAJA
GAJ SINGH,
JODHPUR**

Honorary Board member



**HER HIGHNESS MAHARANI
PRIYADARSHINI RAJESHWARI
SCINDIA, GWALIOR**

Honorary Board member



**HIS HIGHNESS MAHARAJA
SAWAI PADHMANABH
SINGH, JAIPUR**

Honorary Board member



DIA MIRZA

Honorary Board member

Model, Actress & Producer



**T.V. MOHANDAS
PAI**

Honorary Board member

Chairman, Manipal Global Education



**ANAITA SHROFF
ADJANIA**

Advisory Board member

Fashion Editor, Vogue India



PRIYA PAUL

Advisory Board member

*Chairperson, Apeejay Surrendra
Park Hotels*



TIKKA SHATRUJIT SINGH

Advisory Board member

CEO, LVMH India



**RUDRA
CHATTERJEE**

Advisory Board member
Chairperson, Obeetee Group



**CHHAYA
MOMAYA**

Advisory Board member
Life Coach and Image Consultant



**PERNIA
QURESHI**

Advisory Board member
Founder, Pernia Pop-up Shop



RASEEL GUJRAL

Advisory Board member
Founder, Casaparadox



FRANCOIS ARPELS

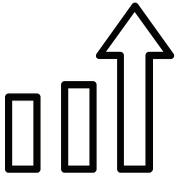
Advisory Board member
*Founder & Managing Partner,
IndEU Capital*



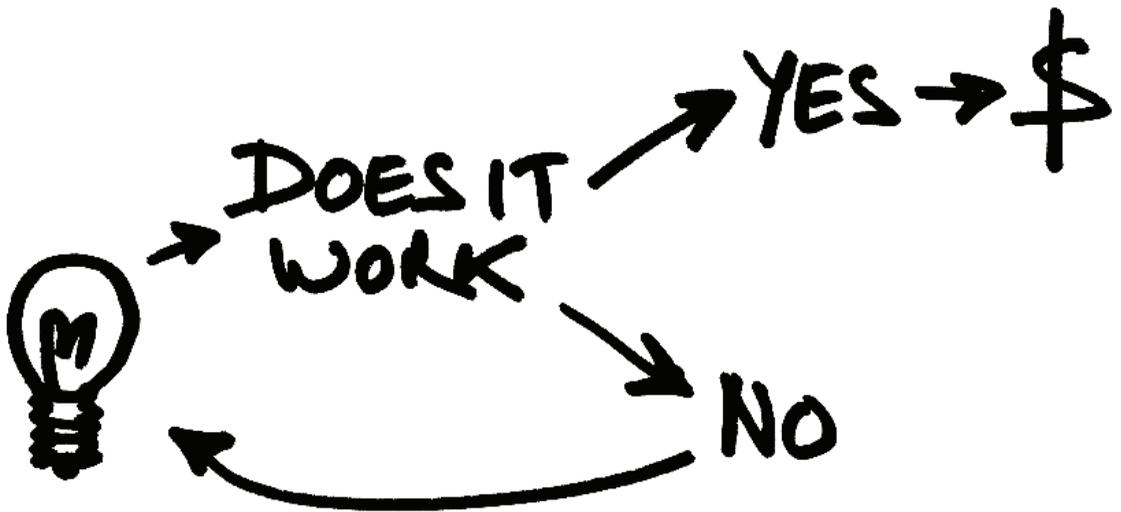
LUBNA ADAMS

Advisory Board member
Fashion Choreographer

**“SEEDING INVESTMENT IN
CULTURE, CRAFTS AND OUR
HERITAGE, THE GSD BOARD
MEMBERS WILL REMAIN AN
INSPIRATION FOR GSD AND
ITS MISSION.”**



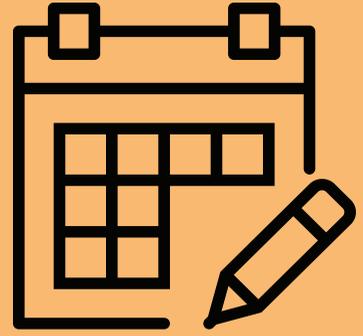
"The students will have the ability to self-govern through the Gurukul way and also add value to the social fabric of society." Raghavendra Rathore



**MANAGING TIME TO INCREASE
PRODUCTIVITY IS ONE OF THE
MOST IMPORTANT TEACHINGS
AT GSD.**

IMPORTANT DATES FOR PROSPECTIVE STUDENTS

PLEASE NOTE THE BELOW GIVEN DETAILS. INCASE OF ANY CHANGE THE SAME WILL BE MENTIONED AND PERIODICALLY UPDATED ON THE WEBSITE:
WWW.GURUKULSCHOOLOFDESIGN.COM



HOW TO APPLY

STEP 01

Application Form

1. Download the application form from the site www.gurukulschoolofdesign.com
2. Fill the form and send via post or scan and e-mail to admissions@gsod.in

STEP 02

Home Exam*

1. Creative self portrait in any medium (collage/ illustrations/3D interpretation or any other form of expression).
2. Creative Essay in about 600 words, about who you are and what your self-portrait represents.
3. Send via post or scan and e-mail to admissions@gsod.in

STEP 03

Interview & Situation Test

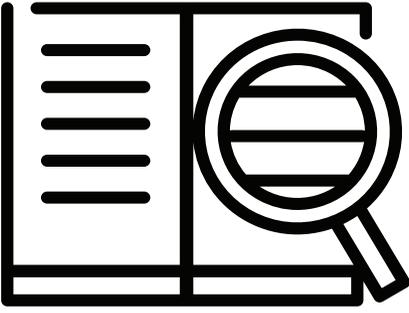
1. Personal interview and situation test to happen post clearance of entrance exam.
2. Candidates are encouraged to share their skills and artworks in any medium along with the copy of the home exam.

STEP 04

Results

1. Successful candidates will be intimated by e-mail.
2. Pay the requisite fee and begin your GSD journey.

* Self portrait should be personal, cannot be copied and should be e-mail friendly.



GSD ADMISSION GUIDELINES

Important Requirements

01

Students currently in 12th Grade (10+2) from any discipline are eligible to apply. Visit www.gurukulschoolofdesign.com

02

Fluency in English language is preferred for you to cope with the academic rigor & international exposure.

03

Applicants should be between 17-25 years of age, as of October 2020.

Fee Structure - First Year (B.Des)

Academic Session 2020-21 (Annual)	Semester 1 Fee		Semester 2 Fee	
	National	International	National	International
Tuition Fee*	2,70,000	3,37,500	2,70,000	3,37,500

Annual Fee Misc.		One Time Fee On Enrolment	
Annual University Fee	60,000	Registration & Admission Fee (Non-Refundable)	18,500
Annual Career Development Fee***	20,000	Security Deposit (Refundable)**	10,000
Annual Fee Misc.	80,000	One Time Fee On Enrolment	28,500

* GST is extra and applicable as per the law.

** Security Deposit is refundable after completion of Course, subject to account settlement if any.

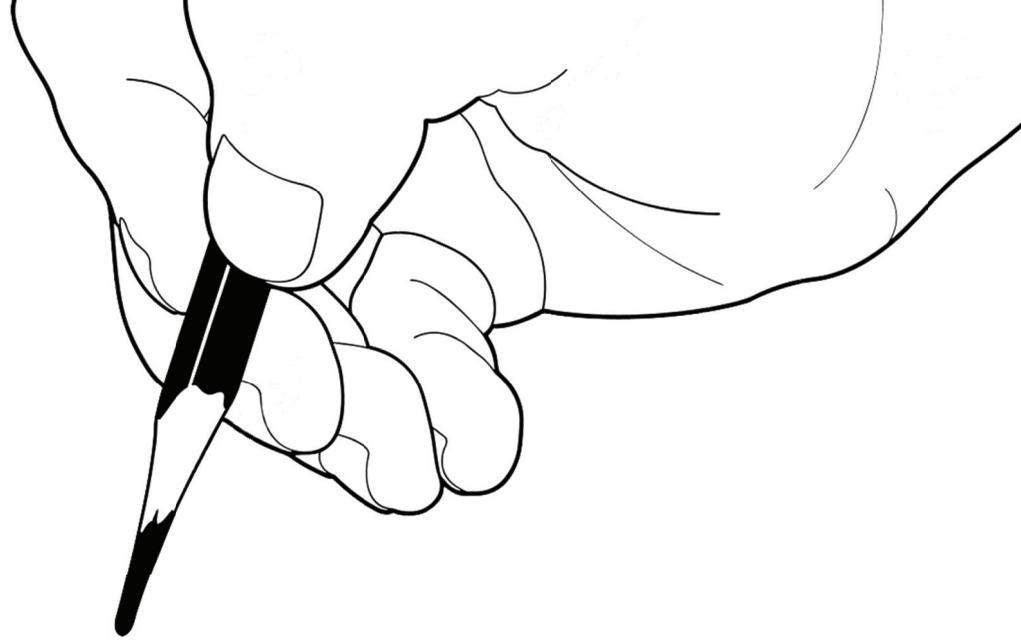
*** Charges for National & International Exposures/Excursions/Tours/Visits, etc. will be charged on actual basis.

1. Course fees shall be paid via Demand Draft/Cheque issued in Favor of "Harmony Systems Pvt. Ltd." payable in Gurgaon.
2. University fee is to be paid to JECRC University directly.
3. Security Deposit is to be paid at the time of admission. The refund will be made after the completion of the course, subject to clearance of all dues.
4. The above mentioned fee amounts are subject to increase periodically at the discretion of GSD management.

Additional Expenses Not Included In the Fee Structure:

1. The Student is also required to carry a Laptop (with given specifications for their course of study) and a digital camera.
2. The cost of student housing and food is not included in this published fee schedule.
3. The student will have to pay a fee towards co-curricular/ sports/ transport/ software/ Consumable Deposit/ other activities which are required as part of Non Academic Course (NAC) requirements. This amount is not included in the published fee schedule and will be intimated at the time of the activity.
4. GSD does not offer Health & Accident Insurance.
5. As per the GSD refund policy, all applicable refunds will be processed within one month of receipt of a written request.

ENTRANCE EXAM



An Exercise for Self Expression

Gurukul's home exam is a simple format to understand your self interpretation skills and assess your potential. It is not a test meant to score marks.

We believe each individual has a unique sensibility. We want to see your thought process and ability to express the same with clarity and a creative twist.

The exercises which form part of the GSD entrance exam have been formulated to help you discover yourself, and that is exactly the side we want to see.

By allowing you to share your skills, we open yet another window for you to display your creative ability, which possibly could be far and varied from your self portrait and creative essay. At GSD we firmly believe that a creative mind has no bounds and everyone must be given an equal opportunity.

SELF PORTRAIT

A self portrait done in the most creative way. Think of all the unlimited talent that you have and share this artwork with us. This is part 1 of the home exam and needs to be emailed to admissions@gsod.in

CREATIVE ESSAY

600 words essay about yourself. Tell us about who you are and what your self portrait represents. This is part 2 of the home exam and needs to be emailed to admissions@gsod.in

SITUATION EXAM

Use materials that we will provide you with to creatively represent your innovative ideas. This will be done before the interview. This is part 3 of the entrance exam which will be conducted on site.

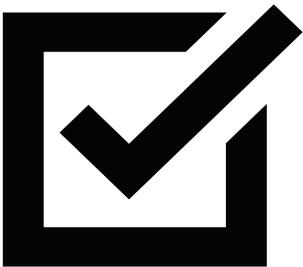
PERSONAL INTERVIEW

A personal interview will be scheduled for the finalists. No preparation is required for the interview. This is part 4 of the entrance exam which will be conducted on site.

SHARE SKILLS

Shortlisted candidates are encouraged to bring any artwork in any medium (e.g. art, writing, styling, photography, film, sculpture etc.) that highlights any skill you have. This is simply to understand your ability to use tools and further help your candidature.

SCHOLARSHIP & AID



SPECIAL FINANCIAL AID PACKAGES IN COLLABORATION WITH BANKS ARE AVAILABLE TO SELECT STUDENTS.

Easing out the finances

GSD has limited scholarships available for students of extraordinary calibre and brilliance. Special arrangements and provisions will be made to provide financial aid to promising and meritorious students from our dedicated scholarship fund.

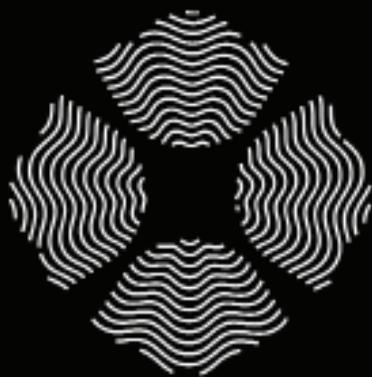


**“AN INVESTMENT IN KNOWLEDGE
PAYS THE BEST INTEREST.”**

Benjamin Franklin

**TALENTED CANDIDATES
WILL BE CONSIDERED FOR
SPECIAL CONCESSIONARY
FEE STRUCTURES.**





Amrapali

JAIPUR

Jewellers since 1978

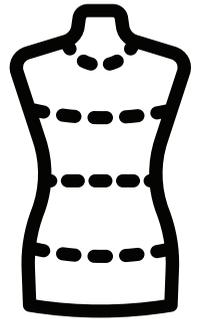
GENESIS OF GURUKUL

25
YEARS OF
EXPERIENCE



“FROM BEING A STUDENT OF DESIGN, TO SETTING UP MY OWN BUSINESS, MY BRAND-BUILDING JOURNEY IS ONE THAT I WOULD LIKE TO SHARE WITH ASPIRING STUDENTS TO TAKE THEM ON A PATH OF ENTREPRENEURIAL LEARNING”

Raghavendra Rathore



From the Industry and back to the classroom, encouraging others to begin their design career

The Gurukul School of Design is an initiative undertaken by Mr. Raghavendra Rathore and intends to be a hallmark of a new method of teaching design. Exclusive and focused in changing the way design is taught in India, this new approach will be driven by the concepts created by Mr. Raghavendra Rathore. Taking this vision to the next level, Mr. Rajiv Arora of Amrapali (Jaipur), the global jewellery house comes on board as a strategic partner. Both Rathore and Arora find common ground in their association of Indian Heritage, a perfect partnership to Raghavendra Rathore's initial vision, and taking the same globally through their respective field of design.

Amrapali's understanding of the requirements for designers of the future, forms an integral part of the GSD backbone, where the intent will be to empower young minds to grow and be successful in the world of design, and to resonate the value of our heritage and culture through a platform of education.

APPLICATION FORM



*First Name

*Last Name

*Gender

*Nationality

*E-mail

*Date Of Birth

*Phone

*Mailing Address

*City

*State

*Postal Code

*Country

Father's Name

Father's Occupation

Mother's Name

Mother's Occupation

*School/Location/Board

.....
*Applicants Signature

Kindly transfer the Application Fee of Rs.3,500/- to the following account given below. Please note your application will only be accepted once the application fees has been received. Upon successful submission you will receive an application number. Kindly use this for any communication with GSD.

HARMONY SYSTEMS PVT LTD
ICICI BANK
AC NO - 114505000090
RTGS/NEFT/IFSC - ICIC0001145
SWIFT CODE-ICICINBBCTS
BANK NAME - ICICI BANBK LTD, UDYOG VIHAR, GURGAON.
HARYANA
PAN CARD- AABCH0946C

Please read the guidelines mentions on the GSD website before filing the form. Incomplete form wont be considered for the selection process.Please send the complete form to the below mentioned address along with you Home Exam in a CD.

PLOT NO- IS-2019, INSTITUTIONAL AREA,
RAMCHANDRA PURA (SITAPURA EXTENSION),
JAIPUR,
RAJASTHAN – 303905.
INDIA.

*Mandotary Fields

ADMISSION PROCESS

- Applications to GSD are to be made online at www.gurukulschoolofdesign.com or by obtaining the application form from registered centres and send via post or via email to admissions@gsod.in.
- All the fields in the application form must be filled with current information of the applicant.
- Last Date of Application will be published in the Calendar and Information Section on the GSD website. Applicants are expected to update themselves with the dates on timely basis.
- The GSD Home Exam (Self Portrait and Creative Essay) should be submitted online with the application form or sent via post if the application form is also sent via post.
- Please note that applicants who are called for the Personal Interview and Situational Exam are required to carry a hard copy of their Home Exam (Self Portrait and Creative Essay).
- GSD conducts its own entrance exam which consists of two parts.
 - Home Exam (Self-Portrait and Creative Essay to be submitted online).
 - Personal Interview and Situation Exam (Conducted at Exam Centre).
- Only the Applicants who have successfully cleared the Home Exam will be considered for the Personal Interview and Situation Exam.
- The Personal Interview and Situation Exam will be held at dedicated centres which will be published on the Calendar and Information Section on the GSD website. Applicants are expected to update themselves with the location of their centre on timely basis. Applicants will also be informed via email of their interview date and location.
- It is mandatory for all applicants to clear both the parts of the GSD Entrance Exam to be eligible for admission.
- Results for both parts of the GSD Entrance Exam will be sent to applicants at the email address provided in the application form.
- Plagiarism or cheating in any submitted assignment for the GSD Entrance Exam will not be tolerated, applicants found guilty will be disqualified immediately and will not be eligible to apply in the subsequent year.
- Applicants appearing for the Personal Interview and Situation Exam are required to carry a valid ID proof, and copy of the interview call/e-mail.
- To secure admission the entire fee amount as per demand letter shall be deposited within the due date. If payments are not made before the due date the seat will be offered to the next wait-listed candidate.
- It is mandatory for applicants to submit a hard-copy of their passport and/or a valid ID proof, medical certificate & declaration, school/college certificate and 12th Grade mark-sheet at the GSD admissions office in Jaipur at the time of admission (Documents required from all students are Emergency Contact Form, Aadhar Card, Passport Copy, Father's PAN Card Copy, Mother's PAN Card Copy, Medical Form, Transfer / Leaving Certificate, Higher Secondary Certificate, Secondary Certificate, GSD Admissions Form, JECRC Admissions Form, Passport Size Photo of Student, Passport Size Photo of Father, Passport Size Photo of Mother)
- The validity of these documents and responsibility of correct/accurate information lies solely with the applicant.
- Only applicants who have paid the Registration & admission fee in full and have submitted all the above mentioned documents, will be given admission.
- GSD reserves the right to cancel any admission at any stage of the process, if the information provided by the applicant is found to be incorrect or inaccurate. In such a case it is understood that no fees will be reimbursed or refunded.
- Cost of travelling/boarding/lodging for applicants or guardians shall be borne by the student.



The Gurukul School Of Design
Plot No. IS-2019 Institutional Area Ramchandrapura
Sitapura extn. Jaipur, Rajasthan



+91 8826852555



www.gurukulschoolofdesign.com
info@gsod.in