

ANANT  
NATIONAL  
UNIVERSITY

प्रज्वालितो ज्ञानमयः प्रदीपः ॥

INDIA'S FIRST DESIGN UNIVERSITY





## ***About AnantU***

Anant National University (AnantU), India's first Design University, is located in an expansive, lush green campus in the World Heritage City of Ahmedabad. It was established as a private university in 2016 by an Act of Legislature of the State of Gujarat. AnantU aims to bridge the gap between contemporary socio-economic challenges and sustainable solutions through design thinking. Its widely acclaimed, international and national faculty facilitate a holistic design education with a liberal arts perspective. The academic experience at the university focuses on developing the self, while simultaneously building domain expertise and providing industry exposure. AnantU offers full-time programmes at Bachelor's and Master's levels. Need based scholarships are available for all programmes.



## Why Design?

It is estimated that India will require about 62,000 designers by 2020\* to solve the various socio-economic and ergonomic problems it faces today. However, as of 2016, there were only 7,000 qualified designers and 5,000 design students in the country.

AnantU aims to fill this gap by providing high quality design education, and inspiring the youth to develop sustainable solutions. Anant National University firmly believes that designers have the ability to work across sectors, and find creative solutions to some of the most critical problems of today. Hence, in addition to the academic discourse and hands on experience, AnantU focusses on building foundational competencies of empathy, communication, collaboration, critical thinking and personal leadership among its students to prepare them to solve global challenges.

\*source : [https://www.britishcouncil.in/sites/default/files/the\\_future\\_of\\_design\\_education\\_in\\_india.pdf](https://www.britishcouncil.in/sites/default/files/the_future_of_design_education_in_india.pdf)





## *Why Ahmedabad?*

The world is changing, and the markets and regions of innovation are shifting from the developed nations to the developing ones where design thinking is strongly rooted in the cultures present.

This is where India offers a tremendous opportunity. With its population of 1.3 billion, India makes up for 17% of the world's total. What makes it an emerging market with great potential is the scope it offers to cater to an audience with interests, beliefs and lifestyles ranging across a wide spectrum. The opportunities that open up as a result of it ensure immense growth to budding designers.

Ahmedabad, a metropolitan city in Gujarat, is at the forefront of design education in the country with its early interaction with the world's greatest architects and designers. A strong culture of art and architecture in Ahmedabad has facilitated the rise of several renowned architectural practices, like that of Prof. B.V. Doshi, first Indian to win the Pritzker Architecture Prize.

In July 2017, this medley of architecture, design gestures and institutions, culminated in the walled city of Ahmedabad, was recognised as a UNESCO World Heritage City, making it the first Indian city to earn that tag.





## Mission

*To prepare and empower solutionaries who design, build and implement equitable and sustainable solutions for India and the world.*

AnantU believes that Design is an all-pervasive tool that has the power to shape the world. It believes that when young, ingenious minds are allowed to explore their interests and work with their strengths, they are able to find solutions to everyday problems that affect lives across borders.

All students at AnantU are encouraged to design their own learning journey by opting for courses of their choice. Throughout their time at the university, virtues of empathy, creative thinking, innovation, lateral thinking, and problem solving are instilled via lectures, workshops, studio sessions, and co-curricular activities.

AnantU expects its graduates to not only be revolutionary in questioning the status quo, but to also propose sustainable solutions to answer those questions.

## Vision

*To become one of the top universities in India by 2025, leading in the fields of design, built habitat and sustainability, reputed for its Indian roots and global standing.*

## Solutionary

/səlu(ə)nəri/ adjective  
revolutionary thinkers with  
solution-oriented mindset



## ***Infrastructure***

Anant National University currently encompasses a state-of-the-art campus with collaborative classrooms, studio spaces and well-equipped workshops for climatology, carpentry, metal working and ceramics. Its vibrant courtyard, picturesque lake, spacious amphitheatre, and lush green landscape surrounding the main building add to the charm of this grand, beautiful campus.

AnantU's infrastructure has been designed in line with its vision of becoming one of the top universities in India and the world. Students have access to flexible learning spaces for hands-on activities, makerspace and workshops, exhibition spaces and rejuvenation centres. Sports facilities, including but not limited to gym, volleyball court and cycling track can be availed by the students at any time. The campus is being designed to be a net zero campus, and plans to become one of the greenest campuses in the world.







## ***Head***

Clusters of courses characterised by a common theme, discipline or learning objective based on nuances of professional development.

## ***Heart***

Activities for personal development, with a goal to build the AnantU community and oneself, through unlearning, international semester, and community work.

## ***Hand***


Consists of elaborate experiential projects like internships and placements where everything is based in reality.

## ***Pedagogy***

To support students on their journey of proactive learning, AnantU offers three streams of interrelated activities categorised under Head, Hand and Heart to signify their holistic development.

**AnantU won the ET Now - *Making Of Developed India* Award for its innovative curriculum and pedagogy**





## Undergraduate Programmes

The undergraduate programmes at AnantU offer a diverse set of design curricula, strongly rooted within the social and corporate reality. These courses have been developed with an international, interdisciplinary, industry-relevant approach.

*All students, regardless of specialisation, take a robust set of foundation courses in the first year and advanced specialisation courses in the later years, such as the following*

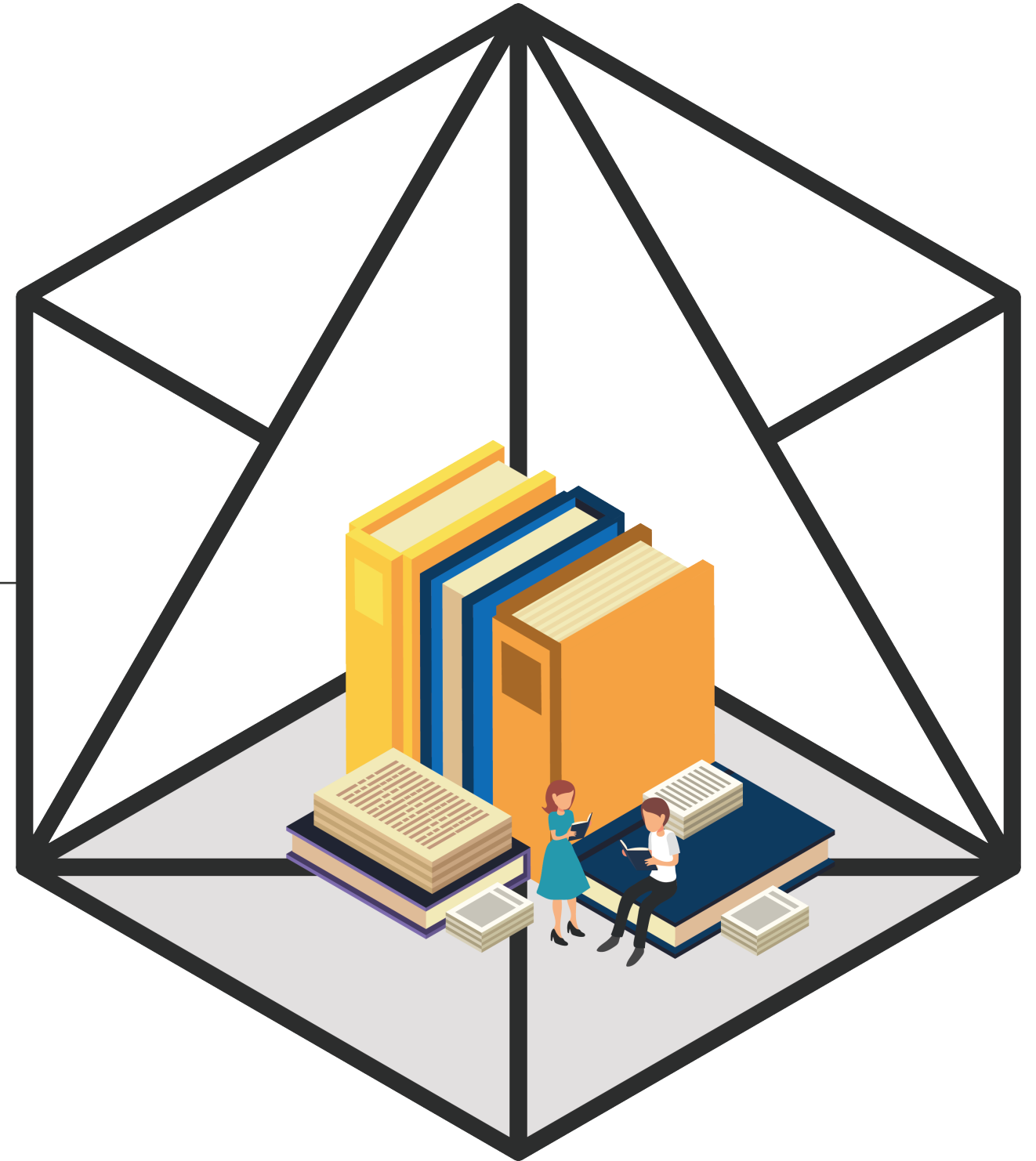
- Unlearning and Orientation
- Introduction to Design Process Workshop
- Settlement Documentation
- Elements of Design
- Design Theory and Methods
- Exploring Design Disciplines
- Visualisation & Representation
- Written & Verbal Communication
- Framing a Design Problem Studio
- Ethnography
- World and Design
- World and India
- Conflicting Concerns
- Context Mapping
- Human-centric Design
- Inspirations
- Giving Back
- Group Travel and Solo Explorations
- Conceptualising/Developing Solutions Studio
- Complex Design Problems Studio
- Design Detail & Execution Studio
- Internship
- Research Thesis



## ***Learn First Choose Later***

One of the primary principles AnantU's pedagogy is based on is the freedom to carve one's own learning journey. AnantU believes that all young minds should be exposed to various tracks in their chosen discipline before they're asked to pick their specialisation. A strong foundation based on exploration and experimentation can help them form better, more informed decisions about their academic and career paths.

All programmes at AnantU offer foundational courses at the beginning of the term. Based on their personal learnings, students can decide their electives and specialisation later.





# Bachelor of Architecture

Approved by the Council of Architecture, Bachelor of Architecture (BArch) at AnantU is a five-year, full-time 'studio' centric programme. The BArch programme imparts a holistic perspective about architecture theory, design and technology. It cultivates and nurtures individual creativity within a framework of values that are humanistic, and socially and environmentally responsible. Field trips, hands on model making, studios and live projects of varying complexity and duration, along with a six-month industry internship ensure a seamless blend of practical approach and creativity.

## Courses

***During their time at AnantU, students of Architecture will take core courses such as:***

- How to Build
- Material and Manufacturing
- Light and Space
- Climate
- Services
- Urban Design Studio
- Infrastructure Design Studio
- Interior Architecture Design Studio
- Reading Architecture
- Architecture Capstone Project, and Thesis

## Admission Process

Candidates will be admitted for BArch programme through ACPC\* for 50% seats and remaining 50% by AnantU on all India basis.

\*Admission Committee for Professional Courses

### Eligibility

- Minimum 50% aggregate marks in class XII with a minimum of 50% marks in Physics, Chemistry and Mathematics.
- Must clear the National Aptitude Test in Architecture (NATA) or JEE Mains (Paper 2)
- Students who have completed a diploma programme recognised by boards of Technical Education of different states/ universities can also apply

***Total number of seats: 80***

### Fees

Tuition fees: Rs. 88,000/- per annum

Hostel and mess fees: Rs. 1,15,000/- per annum



# Bachelor of Design

The Bachelor of Design (BDes) programme at Anant National University is a four-year, full-time degree programme with specialisations in Product Design, Space Design, Environmental Design, Interaction Design, Communication Design and Transdisciplinary Design. In addition to core and specialisation courses, students get to choose from a variety of electives.

## BDes Specialisations

- Interaction Design
- Product Design
- Space Design
- Environmental Design
- Communications Design
- Transdisciplinary Design

## Admission Process

Candidates are chosen on the basis of a written entrance examination, a situation test and an interview conducted by AnantU. Students are encouraged to carry their design portfolios at the time of the written examination. Interested students register online at [www.anu.edu.in/application](http://www.anu.edu.in/application) to enrol for the AnantU Entrance Test.

### Eligibility

- Minimum 50% marks in class XII (45% for reserved category)
- Must clear AnantU Design Entrance Test + Personal Interview  
Or clear UCEED cut-off score + Personal Interview

**Total number of seats: 200**

### Fees

Tuition fees: Rs. 1,45,000/- per annum

Hostel and Mess fees: Rs. 1,15,000/- per annum



# Interaction Design

Interaction design focuses on understanding the users, their interaction with products and how this experience can be enhanced. The Interaction Design specialisation at AnantU exposes and trains students to design and develop interactive digital products, environments, systems and services required to solve contemporary challenges and create new experiences. Students will be equipped with design and visualisation tools that will help them envision and detail their imagination.

## Courses

*During their time at AnantU, students of Interaction Design will take core courses such as:*

- Material and Manufacturing
- UX (Empathy Maps/Experience Maps)
- Creative Coding (Openframeworks/Processing)
- Physical Computing (Arduino/IoT/Microcontrollers)
- Experimental Animation
- Game Design
- Interface Design and Devices
- Digital Fabrication
- Basic Colour Theory
- Interaction Capstone Course, Submission and Thesis



# Product Design

The Product Design programme at AnantU trains students to design products that meet the real time needs of people. It emphasises on aesthetic appeal along with technical functionality to enable students to create products that sell well and also satisfy user needs. The coursework of Product Design thus focuses on developing commercial awareness, ability to innovate, understanding consumer behaviour and studying technological trends, by exposing students to a range of technologies including computer-aided design, 3-D printing, and electronics at our studios and workshops.

## Courses

*During their time at AnantU, students of Product Design will take core courses such as:*

- Material Study
- Manufacturing Processes
- Form Studies
- User Experience Design
- Product Ergonomics
- Mock-up Studies (prototyping)
- Digital Fabrication
- Basic Colour Theory
- Product Capstone Course, Submission and Thesis





# Space Design

The Space Design programme combines design concepts with practical application to produce high calibre Interior designers. Students explore both traditional and international design approaches, and critically evaluate their applicability in the contemporary context. In the process, they gain an in-depth understanding of design analysis, space planning, aesthetics, new materials, and applications, required for designing state-of-the-art spaces that serve as an interface between the physical environment and its occupants.

## Courses

*During their time at AnantU, students of Space Design will take core courses such as:*

- Visualising Space
- Construction Materials
- Anthropometrics
- Technical Representation Drawing
- Introduction to Software
- Furniture Design
- Lighting Design
- Environment Perceptions
- Services
- Basic Colour Theory



# Environmental Design

Environmental design is the process of addressing surrounding environmental parameters when devising plans, programmes, policies, buildings, or products. Bachelor of Design – Environmental Design at AnantU is an interdisciplinary programme that brings together philosophies of architecture, interior design, human interaction, urban planning, environmental science, geography, climatology, eco-movement, and sustainability. Students develop an understanding of how design impacts society and the environment, how the making of space can affect cultural change, and how socially and ecologically sustainable alternative constructs can be envisioned. The courses offered will be strongly rooted in the principles of design thinking, innovation, sustainability and built environment.

## Courses

*During their time at AnantU, students of Environmental Design will take core courses such as:*

- Design Context
- Spatial Environment Design
- Modelling for Spatial Projects
- Design Systems and Planning
- System and Documentation
- Emerging Design Technologies
- Social Enterprise
- Design, Media and Representation
- Material Systems
- Technology and Technique
- Environment and Urban Form



# Communication Design

Communication Design at AnantU is a four-year full-time undergraduate programme that incorporates the principles of visual communication and dynamic interactions. It prepares students to work across a range of domains and industries, including graphic design, advertising, branding and illustration consultancies, as well as design and communication units within corporate, government and non-government organisations.

## Courses

*During their time at AnantU, students of Communication Design will take core courses such as:*

- Design Context
- Design Studio
- Thinking Visually
- Introduction to Typography
- Data Visualisation
- Type Generations
- Typographic Systems
- Message, Meaning, Media
- Packaging and Branding





# *Integrated/ Transdisciplinary Design*

In line with its philosophy of “learn first, choose later”, AnantU offers under graduate students the opportunity to build their understanding of design thinking, and the design process across multiple disciplines, without having to specialize in any one. A good designer can design anything, and the transdisciplinary knowledge gives students the ability to do so.



# Master of Design

The full-time postgraduate programmes at AnantU offer a diverse set of design curricula and opportunities to study and work with peers belonging to distinct backgrounds. The courses further encourage the exploration and acceptance of different cultures within an applied, interdisciplinary context. Students are presented with the right balance of theory, practice and industry engagement throughout their term; experiential and peer learning is emphasized, and classes are structured around presentations and case-study discussions.

## MDes Specialisations

- Integrated Product Design
- Urban Design

## Admission Process

Interested students should register online at [www.anu.edu.in/application](http://www.anu.edu.in/application) for the AnantU Entrance Test. Shortlisted students will be invited for an interview where they would be required to carry the following:

- Portfolio
- Statement of Purpose
- Resume
- Two letters of recommendation (at least one should be academic)

### Eligibility

- The candidate must be a graduate (10+2+3/4) or equivalent from a recognised institute/university

**Total number of seats: 20**

### Fees

Tuition fees: Rs. 2,50,000/- per annum

Hostel and Mess fees: Rs. 1,15,000/- per annum



# ***Integrated Product Design***

Offered in collaboration with the University of Pennsylvania, the Masters in Integrated Product Design at Anant National University is a two-year full-time post graduate degree programme. It combines the disciplines of engineering, management and design to develop the student's ability to analyse any challenge from multiple perspectives and find solutions for it in a holistic fashion.

Students learn the fundamentals of conceptualising, designing, and creating original products, while also building skills in business planning and professional development, required to help prepare them for future roles as entrepreneurs, designers, design researchers, product engineers, and leaders of front-end innovation teams.

It is open to all individuals who have a keen interest in solving problems through design. Those with backgrounds in engineering, design, or entrepreneurship, along with an interest in product design are especially encouraged to apply.

## ***An Innovative Curriculum***

The MDes-IPD programme is built around a learning-by-doing model offering traditional and modular courses that draw from design, engineering, and business disciplines. It emphasises independent, as well as, collaborative work, and students produce multiple outputs throughout the coursework.

### ***Courses prepare students in***

- Human – Centered Design process
- Advanced product design techniques and methods
- Entrepreneurship and Startups
- Design for Manufacturing



# Urban Design

The Master of Urban Design at AnantU is a two-year full-time multidisciplinary programme offered to graduates from design, architecture, planning, civil engineering, environmental engineering and social sciences backgrounds. It aims to endow students with the analytical, design and communication skills to work within a more substantial framework of social, cultural, political and economic systems and the built environment as a response to rapid urbanisation. Students are trained to think, act, and intervene from the intersection of rigorous theoretical knowledge, critical technical understanding, passionate community engagement, and the ability to effectively and powerfully communicate design ideas. The programme is multi-scalar in scope encompassing the study of urban-regional fabrics, infrastructure, networks and flows.





# Anant Fellowship

Anant Fellowship, AnantU's flagship programme, is a one year full-time residential post-graduate programme designed as a multi-disciplinary immersion to introduce young practitioners and students to new ideas, knowledge and skills to question, evaluate, invent and redefine the Built Environment. Anant Fellowship is an attempt to move away from the conventional practice of preparing domain specialists especially at the Master's level. AnantU believes that the complex problems of today will have to be solved by generalists who can work with domain specialists from diverse areas. To enable this, in addition to bringing world class faculty on board, Anant Fellowship has partnered with Gandhi Fellowship.

## Highlights of Anant Fellowship:

- Holistic learning encompassing technical, environmental, socio-cultural and economic perspectives
- Year-long Live Action Project for hands-on learning
- Globally reputed faculty and inspirational mentors
- Full and partial scholarships for 2019-20
- Eclectic cohort of creative problem solvers

## Admission Process

Applicants are required to email the documents listed below in PDF format to [fellowship@anu.edu.in](mailto:fellowship@anu.edu.in)

- Resume
- Statement of Purpose
- Work sample

Shortlisted candidates will be invited for an interview.

### Eligibility

- The candidate must be a graduate (10+2+3/4) or equivalent from a recognised institute/university

**Total number of seats: 30**

### Fees

Tuition fees: Rs. 10,00,000/- per annum\*

**\*Upto 100% scholarships available**





# Faculty

AnantU attracts leading global academicians and practitioners to provide its students an interdisciplinary and interactive learning experience.

## Eminent Faculty at Anant

### **Neha Bhatt**

Associate Dean, Academics  
LOEB Fellow, Harvard University Graduate School of Design  
Master of Community Planning, University of Maryland

### **Amit Sheth**

Faculty  
Founder and Managing Director, Minds Eye Design Private Limited  
PhD (ongoing), IIT Bombay  
MDes (Industrial Design), NID  
Electrical and Electronics Engineering, BITS Pilani

### **Sonal Beri**

Faculty  
MS (Architecture and Urban Design), Columbia University, NY, USA  
MArch, University of California, Berkley

### **Jasmine Gohil**

Vice Principal, School of Architecture  
MUP, BArch, D.C. Patel School of Architecture, VV Nagar

### **Sharmila Sagara**

Faculty  
MFA (Sculpture), MSU Baroda

### **Ashima Banker**

Vice Principal  
MUP, CEPT University  
BArch, TVBSHS, Delhi

### **Chaitali Sheth**

Vice Principal, School of Design  
MDes, BDes, CEPT University, Ahmedabad

### **Rattan Gangadhar**

Associate Professor  
MDes, Product Design IIT Bombay

### **Rodolphe el-Khoury**

Visiting Faculty  
PhD, Princeton University

### **JG Sevak**

Visiting Faculty  
MDEs, NID, Ahmedabad  
BDes, CEPT University

### **Steffen Lehmann**

Visiting Faculty  
Professor, University of Portsmouth  
PhD, TU-Berlin



# Partners

AnantU has strong partnerships with leading institutes and universities around the world. These top institutions work with AnantU to provide meaningful faculty and student exchange opportunities, and to partner in research undertakings, knowledge creation, and curriculum innovation.



## University of Pennsylvania

The University of Pennsylvania (UPenn) is one of the top private Ivy League research universities in the United States of America. AnantU, in collaboration with their School of Design and School of Engineering, is looking to offer a holistic approach to design, which aligns with UPenn's philosophy of translating knowledge into social-minded action.



## University of Miami

The University of Miami, a private research university established in 1925, is a vibrant and diverse academic community focused on teaching and learning, and the discovery of new knowledge. AnantU is collaborating with the School of Architecture (U-SoA) to offer new age courses from leading international faculty at its campus.



Bezalel  
Academy of  
Arts and Design  
Jerusalem

## Bezalel Academy of Arts and Design

The Bezalel Academy of Arts and Design is Israel's national school of art. Established in 1906 by Jewish painter and sculptor Boris Schatz, Bezalel is Israel's oldest institution of higher education.

**Sustain labs Paris LLP**

## Sustain Labs Paris

Sustain Labs Paris, world's first sustainability incubator, has set up the Research Centre for Sustainability at AnantU to help students investigate various indigenous forms of sustainable designs and built habitat.



# Careers

Throughout their study period at AnantU, the career services office works with UG and PG students to understand their dreams, talents and capabilities to help them make informed career choices. Whether it is pursuing their dream job or continuing the learning path, a dedicated career services office scouts for optimal opportunities for each student and facilitates conversations with recruiters.

## Our Recruiters







# Campus Life

Life at AnantU transcends beyond academic excellence. The campus is not just a space for attaining knowledge, but also for interacting with members of the AnantU family; it's a stomping ground for sports, culture and rejuvenation, and a venue for unforgettable events.







# Note from the Leaders

## **Dr. Pramath Raj Sinha**

Provost, Anant National University  
Founding Dean, Indian School of Business (ISB)  
Founder and Trustee, Ashoka University



Dr. Pramath Raj Sinha is the Provost of the Anant National University. He was the founding dean of the Indian School of Business (ISB), and is co-founder of Ashoka University, Sonapat, Haryana. He also started the Vedica Scholars Programme for Women in Delhi, an alternative Master of Business Administration (MBA) programme. With his strong background in education, Dr. Sinha felt the urge to venture into the realm of design given the impact it can have on society.

*"At AnantU we believe that design and design thinking is not just a tool to create new products but has widespread applications in solving problems we are facing across industries, sectors and society. Our intent is to train the brightest minds to engage with some of the toughest problems we face as a country, and by using design thinking in converting challenges to opportunities. At AnantU we are preparing Solutionaries for the world."*

## **Ajay Piramal**

President, Anant National University  
Chairman, Piramal Group & Shriram Group



Mr. Ajay Piramal is the Chairman of the Governing Body and President of Anant National University. One of India's leading industrialists, philanthropists and social entrepreneurs, he is the Chairman of the Piramal Group and Shriram Group in India. Mr. Piramal holds several key positions on boards of various prestigious regulatory, professional and academic institutions. He serves on the Harvard Business School's Board of Dean's Advisors. He is a Non-Executive Director of Tata Sons Ltd and the Chairman of Pratham Education Foundation. He is a member of the Alternative Investment Policy Advisory Committee (AIPAC) constituted by SEBI, as well as the National Council of Confederation of the Indian Industry (CII). Mr. Piramal is co-chair on the UK-India CEO Forum. Till recently, he was the Chairman of the Board of Governors of IIT, Indore. Anant National University is Mr. Piramal's hope for elevating the status of design in India.

*"I personally believe that for youth who love to solve complex issues there is no field today which is as exciting as enhancing our Built Environment. At AnantU, we are preparing solutionaries who can propose new ways for addressing the issues of the society that take into account the local needs, global advancements and a long term perspective of the situation. AnantU aims to inspire each student to become a leader and driver of real change equipped with essential skills of the future - empathy, collaboration and creative problem solving."*



# Governing Body



**Mr. Ajay Piramal**  
President, Anant National University  
Chairman, Piramal Group



**Mr. Abhishek Lodha**  
Managing Director, Lodha Group



**Dr. Akshai Aggarwal**  
Former Vice Chancellor,  
Gujarat Technical University



**Ms. Anju Sharma**  
Principal Secretary Higher & Technical  
Education, Govt. Of Gujarat

**Dr. Pramath Raj Sinha**  
Provost, Anant National University  
Founding Dean, Indian School of Business (ISB)  
Founder and Trustee, Ashoka University



**Mr. Adil Zainulbhai**  
Chairman, Network 18  
Quality Council of India  
Former Chairman, McKinsey & Co., India



**Dr. Indira Parikh**  
Founder & President,  
FLAME University



**Mr. Nathu R. Puri**  
Founder,  
Purico Group



**MR. S. Gurumurthy**  
Editor  
Thughlak



**Mr. Yunus Bilakhia**  
Co-Founder  
Bilakhia Group

**Mr. Michel Danino**  
Padma Shri Awardee  
Faculty, IIT Gandhinagar



**Mr. Pankaj Patel**  
Chairman  
Cadila Healthcare Ltd



**Dr. Sudhir K. Jain**  
Director  
IIT Gandhinagar



**Mr. S.S. Rathore**  
Chairman & Managing Director  
Sardar Sarovar Narmada Nigam Ltd







## ***On the cover***

Reflections across civilizations | Foundation year's clay studio

Anant National University  
Bopal-Ghuma-Sanand Road  
Ahmedabad - 382115, Gujarat, India  
+ 91 9909047443, + 91 8140213399, +91 - 9099704032  
[www.anu.edu.in](http://www.anu.edu.in)  
[info@anu.edu.in](mailto:info@anu.edu.in)