



AY 2020-21



**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 undergraduate and postgraduate 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 at filling this gap by providing high-quality design education and inspiring the youth to develop sustainable solutions. Anant National University firmly believes that designers can 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 focuses 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



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 should explore their interests and work with their strengths to find solutions to everyday problems that affect lives across borders.

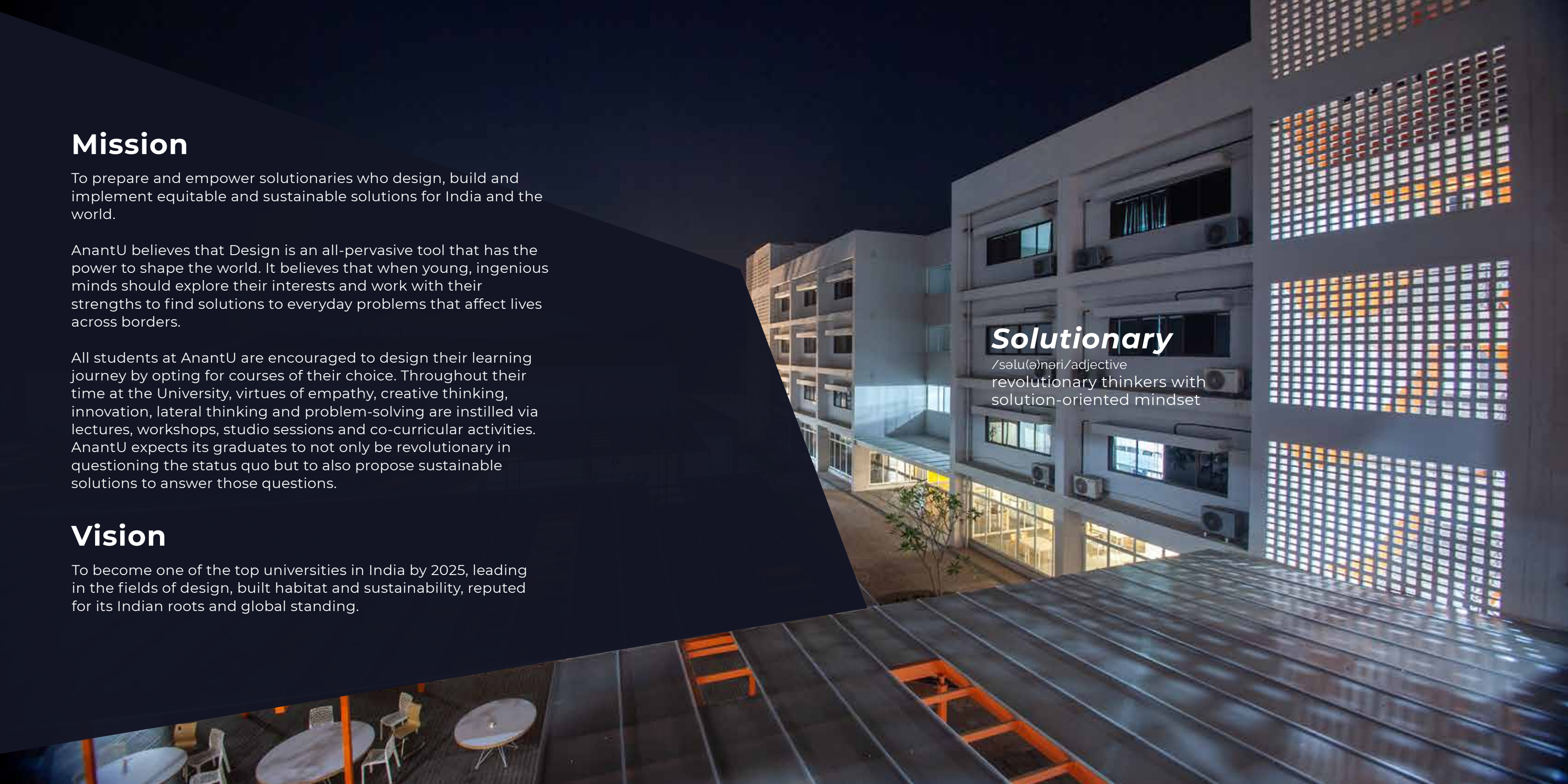
All students at AnantU are encouraged to design their learning journey by opting for courses of their choice. Throughout their time at the University, virtues of empathy, creative thinking, innovation, lateral thinking and problem-solving are instilled via lectures, workshops, studio sessions and co-curricular 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 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 the gym, volleyball court and cycling tracks 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 most eco-friendly 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 on 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' (2018)

AnantU won the IDA Education award for 'Experiential Learning in Higher education' (2019)

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.

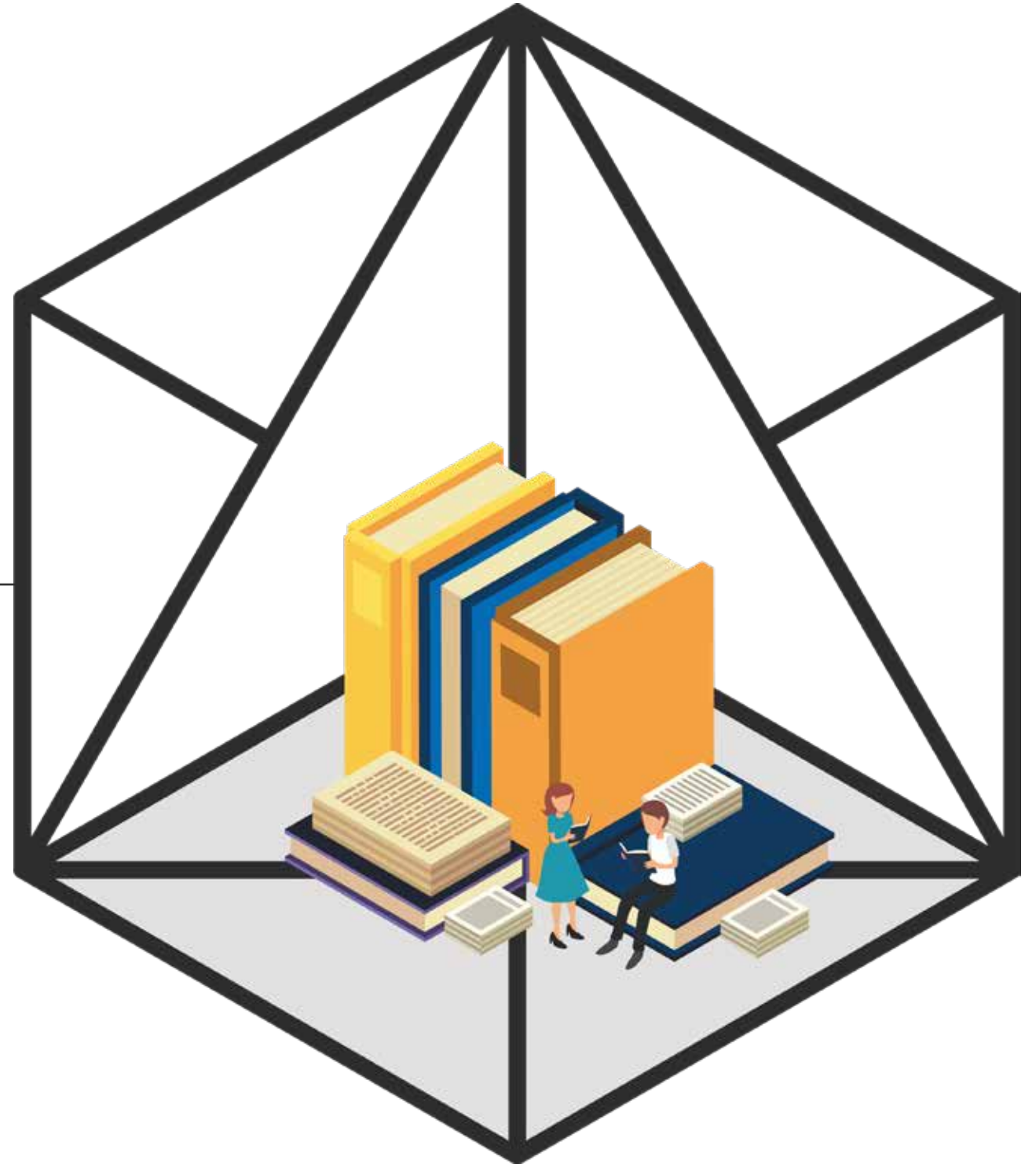
All students, regardless of specialisation, take a robust set of foundation courses in the first year and advanced specialisation courses in the later years, such as the following

- Written and Verbal Communication
- Sustainability
- World of Art
- Visualisation and Representation
- Technical Drawings
- Elements of Design
- World of Art and Design
- Materials: Properties and Processes
- Exploring Design Principles
- World and India
- Human-centric Design
- Design Studio
- Field Immersion
- 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 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 foundation courses at the beginning of the term. Based on their learnings, students can decide their electives and specialisation later.



Bachelor of Architecture

Approved by the Council of Architecture, Bachelor of Architecture (B.Arch.) at AnantU is a five-year, full-time 'studio' centric programme. The B.Arch. 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, live projects of varying complexity and duration, along with 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:

- Building Construction and Services
- Building Environment Technology
- History of Architecture
- Architectural Theory
- Urban Settlements
- Architectural Language
- Housing
- Skill Development
- Design Studio for Individuals/family/communities/world

Admission Process

Candidates will be admitted for B.Arch. programme through ACPC* for 50 seats and remaining 40 seats by AnantU on all India basis.

*Admission Committee for Professional Courses

Eligibility

Candidates should clear your examination in 10+2 scheme with Physics, Chemistry and Mathematics(PCM) as core subjects or pass in 10+3 Diploma with Mathematics. Or, the candidates who have qualified for the aptitude test i.e. NATA with pass percentage in 10+2 examination scheme with PCM or 10+3 Diploma with Mathematics shall be eligible for admission to B.Arch. course for the academic session 2020-2021

Total number of seats: 90

Fees

Tuition fees: Rs. 88,000/- per annum*
Hostel and mess fees: Rs. 1,45,000/- per annum

*The fees mentioned here is for the Academic Year (AY) 2019-20. Fees for AY 2020-21 is under revision.

Bachelor of Design

The Bachelor of Design (B.Des.) programme at Anant National University is a four-year, full-time degree programme. In addition to core and specialisation courses, students get to choose from a variety of electives.

B.Des. Specialisations

- Communications Design
- Interaction Design
- Fashion and Textile Design (Sustainable Innovation)
- Product Design
- Space 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 to enrol for the AnantU Entrance Test.

Eligibility

Minimum 50% marks in class XII - Must clear AnantU Design Entrance Test + Personal Interview. Or, clear UCEED cut-off score + Personal Interview

Total number of seats: 300

Fees

Tuition fees: Rs. 1,75,000/- per annum

Hostel and Mess fees: Rs. 1,45,000/- per annum

*The fees mentioned here is for the Academic Year (AY) 2019-20. Fees for AY 2020-21 is under revision.

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:

- User-Centred Design
- Interface Design
- Digital Storytelling
- User Research Tools
- Web Technologies
- Interaction Design Methods
- User Testing Tools
- Digital Project Management
- Data Driven-UX
- Large Scale Systems
- Digital Entrepreneurship
- Graduation Project, 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, 3D 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 and Processes for Product Design
- Form Development
- Product Ergonomics
- Prototyping
- Computer Aided Industrial Design
- Collaborative Design
- Digital Rendering
- Business Model Generation
- Research in Design
- Graduation Project, 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
- Working Drawing
- Lighting Design
- Climate
- Systems


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:

- Visual Design
- Semiotics
- Communication Theory
- Photography
- Publication Design
- Print and Production Methods
- Visual Ergonomics
- Packaging Design
- Animation
- Graphic Design
- Film-making



Fashion and Textile Design (Sustainable Innovation)

The Fashion and Textile Design programme at AnantU combines the principles of fashion, textile and technology merging into sustainability, to impart comprehensive fashion education. By employing design thinking and creative problem-solving strategies, students will explore form, silhouette, material, and processes — including social and environmental imperatives — and will be able to create innovative, beautiful, sustainable and responsible fashion for the global market. The courses offered under this programme will be anchored on the concepts of sustainable fashion, conscious fashion, compassionate fashion, circular fashion and green strategy.



Transdisciplinary Design

In line with its philosophy of 'learn first, choose later', AnantU offers undergraduate students the opportunity to build their understanding of design thinking, and the design process across multiple disciplines, without having to specialise. A good designer can design anything, and 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.

M.Des. Specialisation

- Integrated Product Design
- Urban Design

Admission Process

Interested students should register online at www.anu.edu.in/application

For further process, visit www.anu.edu.in/admissions

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. 1,45,000/- per annum

*The fees mentioned here is for the Academic Year (AY) 2019-20. Fees for AY 2020-21 is under revision.

A close-up photograph of a person's hands sanding a piece of wood on a lathe. The wood is mounted on the lathe and is being rotated. The person is wearing a blue shirt and a black beaded bracelet. The background is slightly blurred, showing other parts of the workshop.

Integrated Product Design

Designed in collaboration with the University of Pennsylvania, the Master's in Integrated Product Design at Anant National University is a two-year, full-time postgraduate 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 M: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.coursework.

Courses prepare students in

- Human – Centered Design Process
- Advanced Product Design Techniques and Methods
- Entrepreneurship
- Design for Manufacturing

Urban Design

The Master of Urban Design at AnantU is a two-year full-time multidisciplinary programme. 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 postgraduate 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
- Live Action Project for hands-on learning
- Globally reputed faculty and inspirational mentors
- Full and partial scholarships
- 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

- 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 with a demonstrated commitment to improving the Built Environment and an understanding of issues pertaining to the area

Fees

Rs. 10,00,000/- per annum* (includes tuition hostel and mess)

****Need-based and Merit-based scholarships available***

*The fees mentioned here is for the Academic Year (AY) 2019-20. Fees for AY 2020-21 is under revision.

Anant Fellowship for Climate Action

A global programme based in India for climate change solutionaries

There is an unprecedented level of climate anxiety around us. While it is good that more people than ever before are aware of climate change, we would like to shift the focus on offering people ways to be part of the solution.

The Anant Fellowship for Climate Action is a unique one-year immersive programme, based on a mentor-mentee framework, which then feeds into an online education platform that engages hundreds of thousands more individuals to counter climate change. The mission of the Fellowship is to create a community – offline and online – of climate change trailblazers who work together and cross-pollinate each other's work with ideas and expertise across sectors, regions and generations.

Highlights of AFCA:

- 75% of the Fellowship classes will be held at locations where solutions for climate change are being implemented and at locations that are hard hit by climate change
- Faculty will include established academics and practitioners of global reputation
- All Fellows will also work closely with a mentor chosen from our illustrious board of mentors who are supporting the Fellowship

Admission Process

Applicants must submit their application along with a statement of purpose to sustainability@anu.edu.in

Eligibility

- The candidate must demonstrate a track record of implementing solutions for countering climate change or transferable skills
- No criteria for age
- No degree requirements

Fees

- Rs. 5 lakhs* for Fellows who are willing to commit to a one-year, fully residential fellowship.
- Rs. 7 lakhs* for Fellows who are advanced in their careers and will continue their work at the same time. The curriculum and mentorship experience will be made flexible and customised to their availability.

*** Minimum 50% scholarship to all accepted candidates. Limited 100% scholarships are available.**

*The fees mentioned here is for the Academic Year (AY) 2019-20. Fees for AY 2020-21 is under revision.

Faculty

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

Eminent Faculty at Anant

Snehal Nagarsheth

Professor and Dean of Architecture, AnantU;
Master of Urban Design(MUD),CEPT University

Anubha Kakroo

Director, School Design, AnantU;
M.Arch., School of Planning and Architecture, Delhi

Jasmine Gohil

Professor and Associate Dean, Academic Affairs, AnantU;
MUP, BArch, D.C. Patel School of Architecture, VV Nagar

Ashima Banker

Professor and Programme Director- M:UD, AnantU;
Master's in Urban and Regional Planning, CEPT University

Rattan Gangadhar

Associate Professor and Programme Director, M:IPD, AnantU;
M.Des. (Product Design), IIT-B

Dr Amareswar Galla

Professor, Inclusive Cultural Leadership and Director, ICICL
PhD, Australian National University

Abhishek Kumar

Associate Professor, AnantU
PhD (Management), Pondicherry University

Sharmila Sagara

Associate Professor, AnantU
MFA (Sculpture), MSU Baroda

Chaitali Sheth

Faculty and Vice Principal, School of Design
M.Des., B.Des., CEPT University, Ahmedabad

Meghna Ajit

Associate Professor, AnantU
Alumna, NID, Ahmedabad

Subhalaxmi Mohapatra

Associate Professor, AnantU
PhD (Health Economics), Utkal University,
Orissa

Dr Ashima Sood

Associate Professor, AnantU
PhD (Economics), Cornell University

Dr Bindu Bhadana

Visiting Faculty, AnantU;
PhD (Transcultural Studies), University of
Heidelberg

Partners and Memberships

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.



Arizona State University

Arizona State University is a public metropolitan research university on five campuses across the Phoenix metropolitan area and four regional learning centres throughout Arizona. ASU is one of the largest public universities by enrolment in the U.S.

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

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

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.









AnantU Class of 2019

Note from the Leaders

Dr. Anunaya Chaubey

Provost, Anant National University
Former Deputy Dean, Young India fellowship



Dr Anunaya Chaubey is the Provost at Anant National University. A self-taught painter, his works explore the individual and communal worlds – mundane yet layered and subtly textured. Over the past ten years, he has taught different courses on art appreciation, which gives an evolutionary account of arts. He has wide administrative experience in the education space and has contributed to several institution-building exercises in both India and abroad. Dr Chaubey has been the principal of Art College at Patna University and the deputy dean of the postgraduate Young India Fellowship program at Ashoka University.

“We are dedicated to building a University with strong institutional collaborations and a robust research culture that attracts the most diverse and ingenious bunch of students. We will continuously strive to deliver on the objective of using education to solve problems for the world we live in.”

Ajay Piramal

President, Anant National University
Chairman, Piramal 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. 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 a co-chair on the UK-India CEO Forum. Till recently, he was the Chairman of the Board of Governors of IIT, Indore. Through Anant National University, Mr Piramal hopes to elevate 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

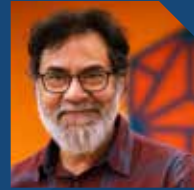


Dr. Akshai Aggarwal
Former Vice Chancellor,
Gujarat Technical University



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

Dr. Anunaya Chaubey
Provost, Anant National University
Former Deputy Dean, Young India Fellowship



Dr. Pramath Raj Sinha
Founding 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



Snehal Nagarsheth
Dean, School of Architecture,
Anant National University



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
Padma Shri Awardee
Managing Director, GMRC



Mr. Yunus Bilakhia
Co-Founder
Bilakhia Group



Dr. Sandeep Vasant
Registrar,
Anant National University





On the Cover

Reflections across civilization | Foundation year's clay studio

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