

A photograph of a modern university building with a prominent yellow pillar and a group of students looking at a document.

**Come, join the Future**

**DESIGN  
ENGINEERING  
MANAGEMENT**

**PROSPECTUS 2022**





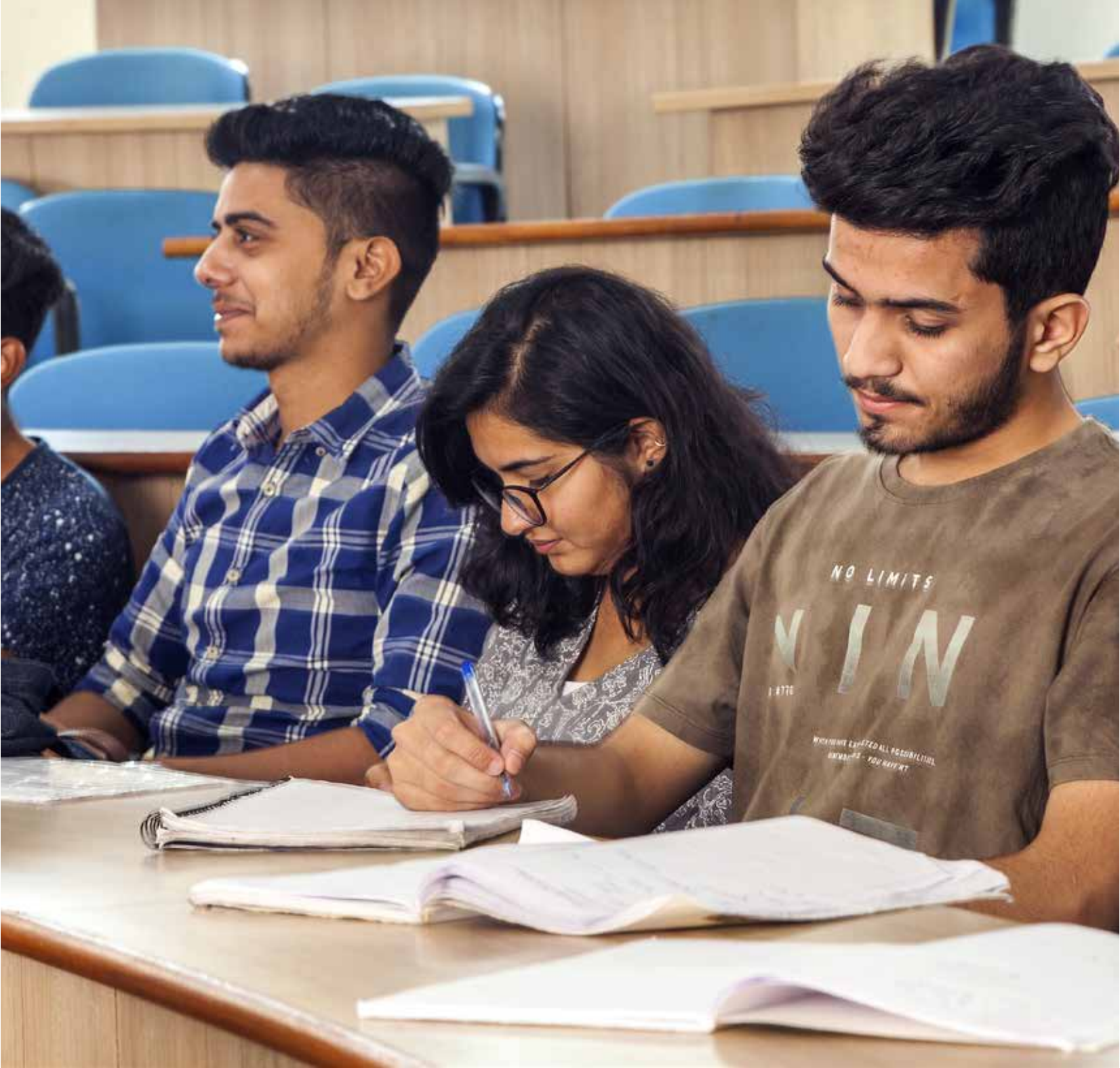
UNIVERSITY  
MANAGEMENT

CENTRE FOR COMMUNICATION  
& CRITICAL THINKING  
ESTABLISHED  
2010

**The world of work is  
changing rapidly.**

**So is the world of business,  
technology and jobs.  
Education must take bold  
strides to walk towards a  
new landscape.**

**At JKLU, we are excited about  
shaping this horizon and  
are committed to creating  
professionals of the future.**





**“We offer our students an education that is contemporary, relevant and combines the best of academic pedagogy along with application-led practical experience.”**



We as an Industrial Conglomerate are strongly committed to education and meritocracy in the country for more than 100 years.

Higher education is the foundation of a productive career and fulfilling life. Its purpose is to help students discover their strengths, build skills that enable them to achieve their goals, and foster relationships with peers and faculty that will continue to support them over the years.

At JK Lakshmipat University, we are passionate about building a high-quality institution that enables students to embark on a journey of transformation. Our rigorous pedagogy, committed faculty body and stellar academic advisory board ensure that our curriculum, teaching methods and learning outcomes are consistently being benchmarked against leading institutions.

Even as we are proud of our early achievements, we have ambitious plans for growth.

Much as we are excited about our student's growth, we as an institution as well, have an unyielding zeal for continuous improvement and progress.

It is a pledge we make to our students. Join us to live your change.

**Shri Bharat Hari Singhania**

Chancellor JKLU

President, JK Organisation



**“Opportunity To Pursue Cutting-Edge, Inter-Disciplinary B.Tech. Programmes; Emphasis On AI, ML, Design & Business”**

I have seen the transformation of JKLU to one of top emerging universities in india.

“Opportunity to pursue cutting-edge, inter-disciplinary B.Tech. programmes; emphasis on AI, ML design & business; doing a semester at leading US universities and IIT’s; benefit of project based learning from olin college of engineering, USA; learning the skills of critical thinking, communication & problem-solving are some unique aspects of JKLU. Liberal scholarships bring it within reach of any high-performing student. It is an excellent option for students who have not got their choice at iit’s.

**Prof. Dheeraj Sanghi**

Vice Chancellor, JKLU

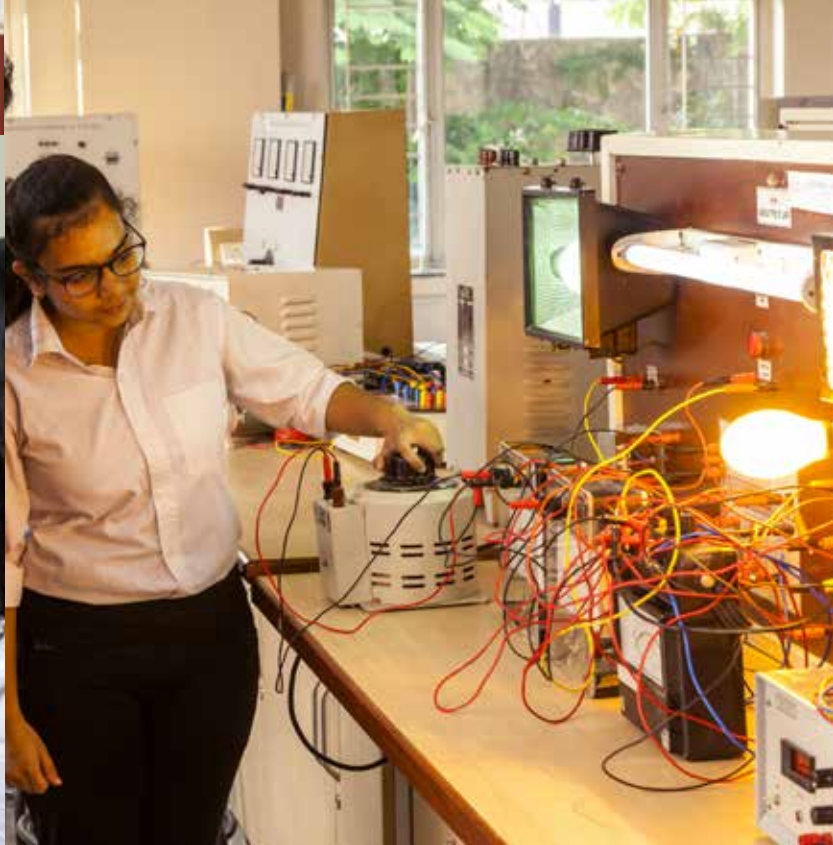
**WE ARE REIMAGINING EDUCATION**





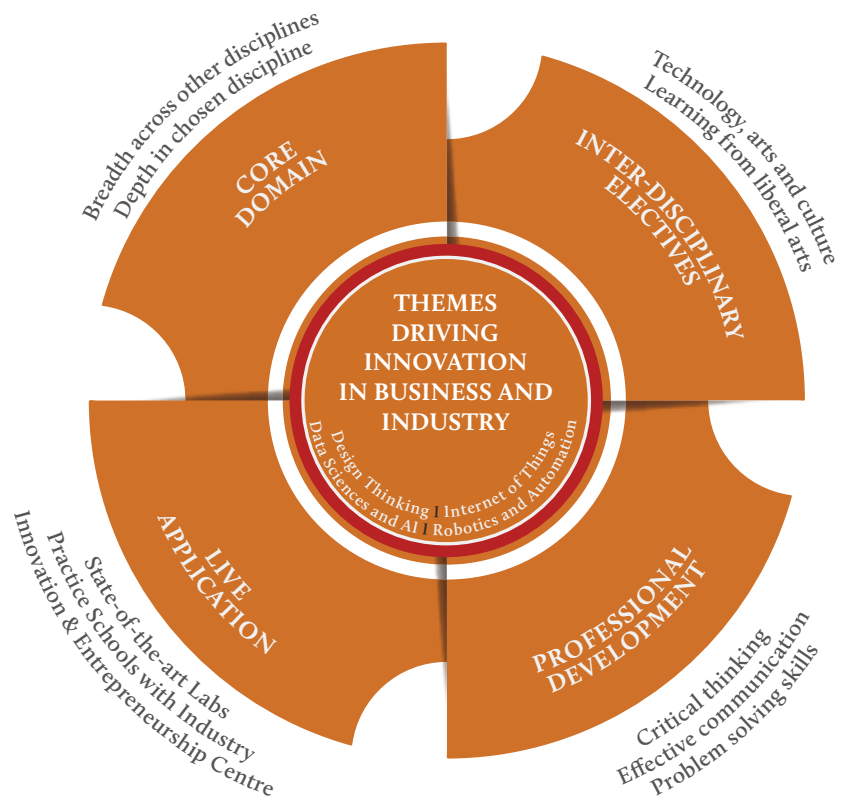
Embedding it with **entrepreneurial** and **dynamic** thinking. Seeding it with **curiosity** and **technology**. Introducing **new ways of learning**, as well as critical new skills to learn.

**Join us as we build the  
country's most innovative  
higher education institution.**



# Learning @ JKLU

A carefully designed holistic approach built around innovative themes and learning-by-doing, that provides depth in core domain along with breadth of perspective to develop students into successful professionals.





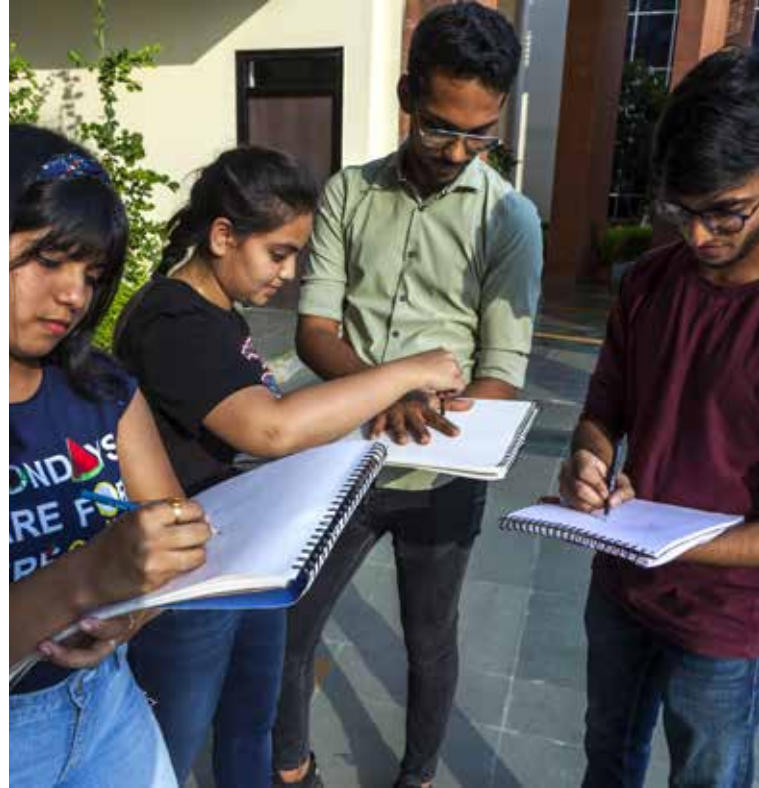
## ***A Future-Ready & Technology-led Education***

Learn how to learn.

Learn how to read, write and think.

Learn to communicate and introspect.

# **Be life ready, not just job ready.**



## **EXPERIENTIAL & STUDENT-CENTRIC LEARNING**



**Learn by doing, by experimenting, by applying classroom concepts to real-world challenges.**



## ***Collapse boundaries.***

Learn from the best professors and a world-class curriculum, assisted by high-quality facilitators, practitioners and teaching assistants on campus.

# **Explore a larger and more exciting universe of courses & pedagogy.**

## **MULTIDISCIPLINARY PERSPECTIVES**

Gain and build insights about the world around you.

Develop perspective and awareness with modules,

discussions and seminars on economics, politics, history, social science and development.

Delve into how politics, business and society are interlinked. Or, how philosophy influences technology.

## **Develop your perception.**

## **AUTONOMY AND FLEXIBILITY**

**Enjoy the freedom, and the responsibility, to change your mind, to follow your curiosity or pursue a new interest. Take charge of your learning. Choose seamlessly from courses, concentrations and specialisations.**



# **ACADEMIC INFRASTRUCTURE**

## ***Academic Laboratories***

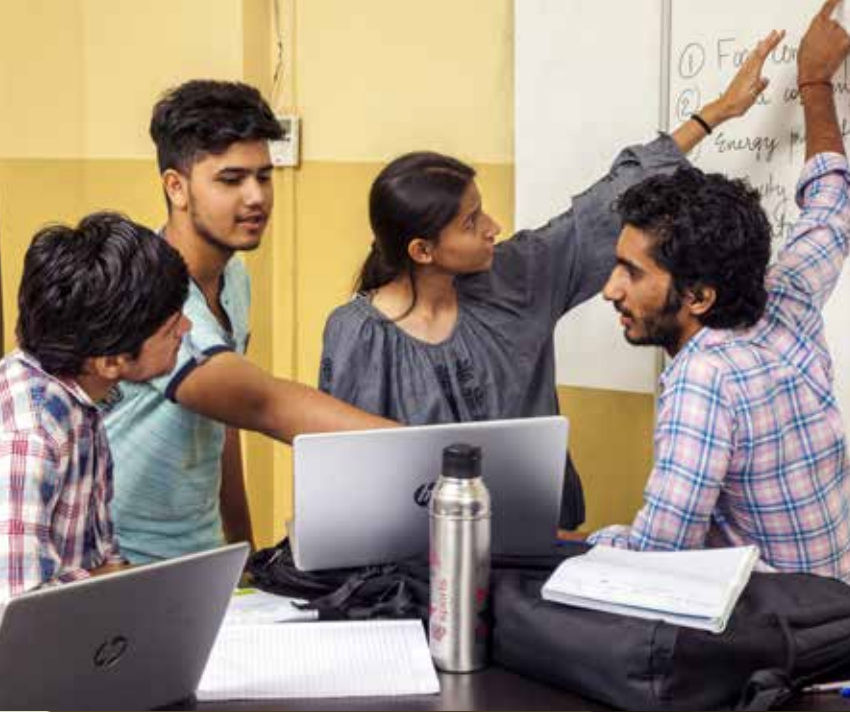
From basic workshops to specialized energy lab and innovation lab, JKLU has 54 state of the art labs to enable access to best tools for their projects and research.

## ***Makerspace***

Makerspace is a collaborative work space for making, learning, exploring and sharing. The purpose of makerspace at JKLU is to enable a user or individual to bring ideas to a tactile prototype stage so it can be tried and tested. Makerspace has a vast variety of industrial and high-tech tools to assist and enable users to create and manipulate a wide range of materials like wood, bamboo, plastics, acrylic, soft & hard metal in wire or sheet form.

## ***Classrooms and Studios***

From the iconic library building that is a source of pride for everybody at JKLU, the campus has well-appointed amphitheater-style seminar rooms, classroom studio outfitted with audio-visual equipment, video conferencing facilities and internet services. The academic infrastructure recognises that students today learn through a variety of media, and is well-prepared to foster these interactions.







COMPUTER  
CENTER

# INDUSTRY INTERACTIONS

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

## ***Industry collaborations***



### **IBM**

Concentrations in Big Data & Analytics, Information Security & Cloud Computing



### **ISRO**

Centre for IRNSS Navigation Receiver for Field Trial & Data Collection



### **Texas Instruments Innovation Centre**

Centre of Excellence for IoT and Instrument Innovation



### **Moody's Analytics**

Concentrations in Financial Modeling and Analytics



### **Robotic Process Automation**

Concentrations in Software Engineering and Robotic process animation



### **Microsoft IT Academy**

Access to Microsoft IT academy tools and softwares

# ***Industry Mentors***

( Partial list )

## **Debraj Tripathy**

Former Managing Director, Media-Com South Asia

## **Jay Dutta**

Sr Vice President-User Experience, MakeMyTrip Group;  
Founder/Curator- DesignUp Conference; Venture Advisor-Product Design, SAIF Partners

## **Jishnu Changkoti**

Stanford Seed Consultant,  
Ex VP, Sales & Marketing, Zydu

## **Margie Shastry**

Director, Bharatiya Bhasha Sanskriti Sansthan, Ahmedabad. Scriptwriter & editor- Chitra Katha, Tinkle & Stories of Courage etc

## **Rajiv Kapuria**

Global Business Leader & Board member Advisor, Deloitte USA

## **Raghava Rao**

Vice President & CFO  
Amazon India

## **Ravi Chandran**

Co-Founder & COO Ellora Health Technologies ;  
IIT Bombay,  
IIM Calcutta

## **Sanjay Srivastava**

Board Of Director, Origins by Mahindra World City; IIM Calcutta, Harvard Business School.

## **Saurabh Deb**

Chief User Experience Designer- Advanced User Experience Solutions, Samsung Design, NID Alumnus

## **Samarth Gupta**

Technical Solutions and Industrial Design Specialist, Autodesk; M.Des, IIT Delhi, B.Tech, IIT Dhanbad

## **Vijay Deshpande**

VP & Head of Human Resources, JK Tyre & Industries

## **Vikram Rao**

Former Asst. Director, Colgate Palmolive MBA, IIM Calcutta

## **Vishal Malik**

Director - Operations, McKinsey & Company

# ACADEMIC COLLABORATIONS



## **University of Florida, Gainesville, USA**

Ranked 8th among Public Universities in the US, 2019



## **University of Massachusetts, Amherst, USA**

Ranked 26th among Public Universities in the US, 2019



## **University of Birmingham, USA**

Ranked 44<sup>th</sup> among US Public Universities in the US, 2021



## **Edinburgh Napier University, UK**

Ranked 10th among modern Universities in the UK, 2020



## **St. Cloud State University, Minnesota, USA**

One of the largest Universities in Minnesota



# GLOBAL NETWORK OF ACADEMIC RELATIONSHIPS



- **University of Maryland, USA • Domus Academy, Milan, Italy • Ghent University, Belgium**
- **University of Capetown, South Africa • Cleveland University • The DO School, Berlin**
- **University of Antwerp, Belgium • University of South Carolina, USA**
- **Edinburgh Napier University, UK • University of East London, UK**
- **University of Oklahoma, USA • Amsterdam University of Applied Sciences, Netherlands**
- **Ball State University, USA • Bond University, Australia • Boston College, USA**
- **Cornell University, USA • Coventry University, UK • Culs University, The Czech Republic**
- **Federation University, Australia • Hanyang University, South Korea • Hong Kong University of Science and Technology, Hong Kong • Olin College of Engineering , USA**
- **Simon Bolivar University, Venezuela • St. Cloud State University, USA • St. Petersburg Polytechnic University, Russia • St. Petersburg State University, Russia • Syracuse University, USA • Széchenyi István University, Hungary • University College London, UK • University of Florida, USA • University of Houston, USA • University of Leeds, England • University of Massachusetts, USA • University of Birmingham, UK • University of Wales, UK**



## DISTINGUISHED VISITORS & AWARDEES



Regular Talks, Lectures and interactions with experts and leaders including **Manmohan Singh**, *Former Prime Minister of India*; **Pranab Mukherjee** *Former President of India*; **Kailash Satyarthi**, *2014 Nobel Peace Prize*; **Lord Meghnad Desai**, *Emeritus Professor London School of Economics*; **K. Kasturirangan**, *Padma Vibhushan*; & **Mrityunjay Athreya**, **Rajendra Singh Yadav**; Member of the Rajasthan Legislative Assembly, amongst many from different walks of life enrich our university community and give our students an opportunity to gain from & develop broad perspectives on issues that are important for the world.

**Alasdiar Roberts**

Director, School of  
Public Policy and  
Professor of Political  
Science, University of  
Massachusetts Amherst

**Anuradha Annaswamy**

Senior Research Scientist  
Department of  
Mechanical Engineering  
& Director - Active Adaptive  
Control, MIT

**M.H. Bala Subrahmanya**

Professor, Indian Institute of  
Science

**Santosh Mehrotra**

Professor of Economics, Jawaharlal  
Nehru University; Former Director  
General, Institute of Applied  
Manpower Research, Planning  
Commission, Govt. of India

**Vikas Satwalekar**

Professor, Mentor and  
Ex-Director of NID  
Ahmedabad, Vikas is one  
of the Design Gurus of India

**Virender Singh Chauhan**

Executive Chairman of  
National Assessment  
and Accreditation Council  
(NAAC)

**Anil D Sahasrabudhe**

Chairman, All India Council For  
Technical Education  
(AICTE)

**Shubhashis Gangopadhyay**

Founder & Research Director, India  
Development Foundation; Former  
Advisor to Finance Minister, Govt.  
of India

**Amit Sheth**

Founding Director -  
Artificial Intelligence Institute,  
University of South Carolina;  
Cofounder and Chief Advisor ezDI,  
LLC

**Ray La Raja**

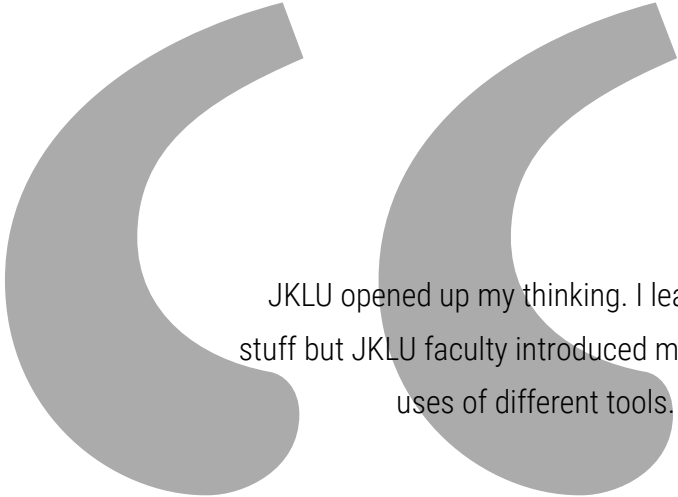
Professor, Political  
Science, University of  
Massachusetts Amherst

**M H Dalmia**

President,  
OCL India Ltd.

**Mandayam A Srinivasan**

Founding Director - Touch Lab,  
MIT USA; Director - UCL Touch Lab,  
London, UK; VAJRA Professor,  
IIT Madras, India.



JKLU opened up my thinking. I learnt to learn from making mistakes. I was never into digital stuff but JKLU faculty introduced me new aspects of design like digital drawing along with the uses of different tools. I am very happy to be a part of JKLU's Institute of Design."

**Khushi Garg | B.Des. Class of 2023**

Student

.....

The best part about JKLU that I like, is the way students are being provided with the quality education and equal opportunities to interact with the respective faculty which helps the students in learning and boosting their confidence to get the best placements. JKLU gave me a good education and didn't let me hide behind the shadows and I will be always thankful for it."

**Sanidhya Srivastva | B.Tech. Graduate, Class of 2019**

MU Sigma

.....

As a programmer, there's nothing more important than getting the basics right. For me, solidifying my foundational knowledge of Data Structure helped me gain confidence as a programmer-pushing me to successfully apply for an internship of my choice.

**Prakhar Saxena | B.Tech. CSE , Class of 2023**

Student



"I was impressed by the infrastructure, facilities and more importantly passion of the leadership to give quality education through a variety of innovative methods of learnings.

**Anil Sahsrabudhe | Chairman, All India Council for Technical Education (AICTE)**

.....

"Inspirational place, I am sure it is going to do great work in education.

**Vikas Satwalekar | Former Director of NID, Mentor, Graphic Designer**

.....

"A commendable attempt at redefining education. May this attempt come out with something truly impactful & worthwhile."

**Amrish Kumar | IAS; Commissioner & Special Secretary, DoIT&C, Govt of Rajasthan**



## **INSPIRING LEADERSHIP**

**Get inspired by a team of accomplished academics who are committed to bring to students the best that the world can offer**

# ACADEMIC LEADERSHIP

## **Dr. Dheeraj Sanghi**

Vice Chancellor



Dr. Sanghi has been a Professor of Computer Science & Engineering at IIT-Kanpur. During his association of more than 27 years with IIT K he has held various leadership positions such as Dean of Academic Affairs; Chairman Senate Under Graduation Committee; Coordinator Industry Affiliate Programs; Head of Prabhu Goel Research Centre for Computer & Internet Security to name a few.

## **Dr. Sanjay Goel**

Director, Institute of Engineering and Technology



An alumnus of IIT Delhi and BITS Pilani, Dr. Goel has over 32 years of inter-disciplinary work experience, including as faculty of Computer Science Engineering at NSIT Delhi, Head of CS&IT at JIIT, Director (Multimedia) at Indira Gandhi National Centre for the Arts (IGNCA) and National Informatics Centre, Delhi.

## **Prof. A. Balasubramaniam**

Director, Institute of Design



Prof Bala has more than 30 years of experience of design industry and inter-disciplinary teaching. He is known for his work in both the industrial sector and the crafts sector having done projects with Crafts Council, DC Handicrafts and the UNDP. He has also been part of various institutions such as January Design; Oxfam; Great Britain, India; and Pride.

## **Dr. Jyoti Prakash CR Naidu**

Dean, Research and Development



A Canadian Commonwealth Fellow, a Defence Technology Spin-off Awardee and an IIT Alumnus, Prof Naidu has more than 30 years of experience in industrial and academic Research and Development. He brings in a vast experience of working with leading organisations in UK, USA, Canada and India.



**Promit Basu**

M.Des, NID; Former Design Head,  
Reliance Brands Ltd.



**Gustavo Sanchez**

PhD, SBU Venezuela; Visiting Faculty at  
Univ. of Maryland, USA



**Devika Kataria**

PhD (Microelectronics), IIT Kanpur



**Sudhir Raniwala**

PhD (Physics), University of Rajasthan



**Rajlakshmi Nayak**

PhD (Mechanical Engineering), IIT Madras



**Devanuj Kanta Balakrishnan**

Ph. D., IIT Bombay; M. Des.; IIT Delhi  
B. Arch, IIT Roorkee



**Apoorv Bamba**

University of Cape Town; Founder, Coach &  
Catalyst for Entrepreneurship



**Alasdair Roberts**

Director, School of Public Policy,  
UMASS Amherst



**Pushpendra Singh**

PhD (Electrical Engineering), MNIT, Jaipur



**Dhruv Saxena**

B.Des, IICD, Jaipur,  
M.Des, Domus Academy, Milan



**Umesh Gupta**

PhD, M.Phil, University of Rajasthan



**Dr. Jitendra Kumar Singh**

PhD (Chemical Engineering), MNIT, Jaipur



**Amit Kumar**

MSc, Cleveland State University, USA;  
Former Executive, The World Bank



**Sonal Jain**  
PhD (Computer Science), Banasthali  
Vidyapeeth



**Mohd Zubair**  
PhD (Mechanical Engineering), IIT Delhi



**Dr. Mohd. Shahnawaz Khan**  
PhD (Synthetic Organic & Medicinal Chemistry), St. Johns College Agra (U.P)



**Ankur Kulshrestha**  
Chartered Accountant, EMP, IIM Calcutta;  
Former Manager, E&Y



**Kedar Sharma**  
PhD (Civil Engineering), IIT Kanpur



**Devendra Bhavsar**  
M.Tech, IIT Bombay



**Upasana Singh**  
MBA, PhD, IIT Kharagpur



**Alok Kumar**  
Researcher, Ghent University, Belgium  
PhD (Network Science), IIIT Allahabad

## INSPIRING FACULTY

Faculty Body is a combination of full-time academics committed to helping students flourish in a highly-qualified academic campus environment, and a wide network of visiting experts and professionals from leading universities, centres and organizations from India and across the world

***Over 71% PhDs from Leading institutions***

***Over 36% alumnus of IITs, IIMs, NID & leading foreign institutions***

## ACADEMIC ADVISORY BOARD

***To strengthen the academic environment at JKLU, we have an Academic Advisory Board of eminent academics who help ensure that the University's programmes and curricula are contemporary and future-ready.***



**Dr. Dheeraj Sanghi**

Vice Chancellor, JKLU;  
Former Professor of Computer Science, IIT Kanpur  
Former Director of LMNIIT, Jaipur  
Former Director, Punjab Engineering College, Chandigarh



**Dr. Prabhu Aggarwal**

Former Vice Chancellor of OP Jindal University  
Former Professor of Management and Asst. Dean at  
William & Mary University, USA President & Founder, Eduserve-global LLC



**Dr. Vijay Kumar**

Dean Penn Engineering and Professor  
at University of Pennsylvania, USA

### **Dr. Rohit Verma**

Founding Provost/ Chief academic Officer, VinUniversity; Professor, School of Hotel Admin, Cornell SC Johnson College of Business, Cornell University



### **Prof Sunand Bhattacharya**

Associate Vice Provost, Design and Innovation Strategies, Boston College, USA;  
Former Adjunct Professor, Olin College, USA

### **Dr. Sartaj Sahni**

Distinguished Professor of Computer Science, University of Florida, USA;  
Member of the European Academy of Sciences; Fellow of IEEE, ACM, AAAS  
and Minnesota Supercomputer Institute, IIT Kanpur



### **Dr. Amit Sheth**

Founding Director - Artificial Intelligence Institute, University of South Carolina;  
Cofounder and Chief Advisor ezDI, LLC





**Learning & Innovation  
at the intersection of**

**DESIGN  
ENGINEERING  
MANAGEMENT**

# INSTITUTE OF ENGINEERING & TECHNOLOGY

Pioneer of project-based cutting edge engineering education in the country.

## *Learn future-ready technologies*

### **ROBOTICS & AUTOMATION**

R

An extension of Robotics, Automation is termed as the next phase of the Industrial Revolution. It will create fresh avenues for businesses and individuals, and offers unprecedented opportunities to create and build intelligent systems that are smarter and more efficient.

### **ARTIFICIAL INTELLIGENCE & MACHINE LEARNING**

AI

Together with Machine Learning, an important subset, Artificial Intelligence is at the forefront of technology today. Several industries, from medicine, banking and retail, are likely to be disrupted and transformed by the future of computing.

### **INTERNET OF THINGS**

IoT

The rapid advancement of the internet, and the new reality it has shaped by bringing together a wide range of contexts, people, processes, data and technology is an exciting frontier of change today. It touches every aspect of our lives, and understanding this new world leads to greater innovation, progress and business.

### **DESIGN THINKING**

DT

A human-centred approach to innovation, design thinking focuses on integrating the needs of society, technology and business. It encourages project-based pedagogy and effective frameworks for creative problem solving in all aspects of learning.

## ***Options for multi-disciplinary majors, minors and concentrations in high-demand cutting edge areas***

### **COMPUTER SCIENCE AND ENGINEERING**

Students can do concentration in Data Science, Embedded Systems & IoT, Artificial Intelligence, Software Engineering & Robotic Process Automation (RPA) , Cloud Computing, Information Security and receive professional certifications from, Cisco, UI Path and other global organisations.

### **MECHANICAL ENGINEERING**

The department boasts of the finest Automobile labs in the country with dynamic models and engine testing setups equipped with variable compression ratio testbeds. Robotics and Automation and Automobile Design & Engineering are other key areas of focus.

### **ELECTRONICS AND COMMUNICATION ENGINEERING**

Students are offered a range of electives across Digital Systems & Communication and Signal Processing. The University has established facilities for smart grid testing and has collaborations with CEERI, Pilani and Texas Instruments.

# PROJECT BASED LEARNING WITH



At the core of student-centric programmes at JKLU is the PROJECT BASED LEARNING methodology designed with the support of Olin College of Engineering, Boston, US. Olin is ranked among the top 3 undergraduate engineering programmes in the US in 2019.



Some of the Project based learning courses

## ***Design & Prototyping***

This course is a combination of different courses like Design Thinking, Engineering Graphics, Workshop Practices and AutoCAD where students are expected to empathize, define, ideate, prototyping and perform test and are trained to analyze an unknown situation through critical thinking and formulate it into a known problem so that solutions can be found.

## ***Calculus for Engineers***

This course introduces the basic elements of calculus and Applied Mechanics through two major engineering projects and a number of in class and out class activities to help the students in formulating and solving basic engineering problem.

# OPPORTUNITY TO STUDY AT IIT

JKLU is providing an unique opportunity to study one semester at IIT. So Far, 14 students have benefited from this opportunity.



“JKLU helped me to get enrolled for IIT Gandhinagar Student Exchange Programme. The learning at JKLU gave me the essential knowledge, confidence to communicate better and showcase criteria. The gap between IITians and Non- IITians got fulfilled because of the learnings I got at JKLU in past 4 years.”

**Videsha Bansal | B.Tech. ( Batch 2016-20)**

Student

## **INSTITUTE OF MANAGEMENT**

***The Institute believes in bringing industry into the classroom with extensive participation of senior practitioners in teaching and mentoring students, a blend of case studies, studios and projects. Students take advantage of courses in technology, design, liberal arts and critical thinking to develop the skills and entrepreneurial mindset required to succeed in their chosen career.***



## JKLU's BBA PROGRAMME

**A progressive  
21st-century  
programme that  
aims to create  
future global  
leaders for  
business  
and society**

Emphasis on developing professionals  
with industry-ready skills



Senior industry practitioners to guide  
and counsel the students



Exposing students to present-day business  
scenarios with contextual curriculum



Courses Taught by Expert faculty  
and senior practitioners



Multidisciplinary curriculum including  
new-age theme



# **GLOBAL MASTERS PROGRAMMES WITH UPTO 50% SCHOLARSHIP**

Making high quality global education accessible to motivated students

## ***M.S. in Data Analytics and Computational Social Science***

The Data Analytics program will help develop skills relating to data-driven decision-making, manipulating and analyzing large datasets, ethical data management, evaluative data interpretation, and clear communication of data results. Possible career trajectories include analyst and consulting positions in public policy, market research, public relations, corporate communications, population studies, and survey research.

## ***M.S. in Resource Economics***

The Resource Economics program provides training in empirical microeconomics and applied econometrics. It allows concentration in fields like Environmental and Natural Resource Economics, Empirical Industrial Organization, and Experimental and Behavioural Economics. Graduates will have the ability to analyse how consumers and firms make choices, how markets behave, and what data are needed to inform decisions.

## ***Master's in Public Policy***

The M.A. in Public Policy program brings together political science, economics, statistics, management, and other social science disciplines to shape policies and programs around the globe. Students gain the knowledge, skills, and practical experience to become leaders in the non-profit, public, or private sector while creating meaningful social change. Graduates of our program are prepared for careers as policy, research, program or budget analysts in federal, state or local government or non-profit or private organizations.

Each student got scholarship worth Rs. 20 lakhs last year from UMASS & Lakshmipat Singhania Education Foundation (LSEF).

For details visit : [www.lse.foundation](http://www.lse.foundation)



University of  
Massachusetts  
Amherst



**JK LAKSHMIPAT UNIVERSITY**  
Recognized by Government of Rajasthan and covered under  
International Conference  
Innovations in Technology & Management for Achieving Sustainable  
February 1-3, 2019

**SUSTAINABLE DEVELOPMENT GOALS**

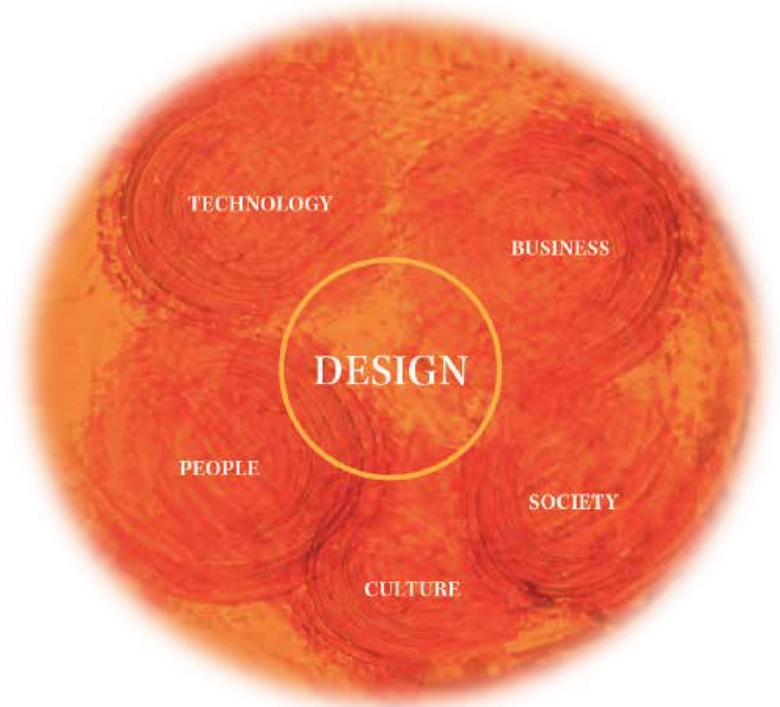
Innovations in Technology & Management for Achieving Sustainable Development Goals (SDGs)

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20

BSE Amsterdam University of Applied Sciences

## **INSTITUTE OF DESIGN**

***Sitting at the intersection of Technology, Business, Society, Culture and People, the curriculum at JKLU draws from how students learn at world's leading design schools.***



## ***Academic Collaboration***



**Edinburgh Napier University, UK**

Ranked 10th among modern Universities in the UK, 2020

# ***Innovative 4-year undergraduate programmes in areas with high demand for talent***

## **PRODUCT DESIGN**

The Product Design program at JKLU uniquely combines both strategic and tactical competencies, from idea generation to commercialization, used to create a product design. Students will learn and practice systematic approaches to conceptualize and evaluate ideas, turning them into tangible inventions and products. They will experience combining art, science, and technology to create new products that people can use.

## **INTERACTION DESIGN**

In this program, students will deepen their understanding of the core design discipline with a focus on interaction of users with products, services, devices and with each other. Computers, home appliances, mobile devices, apps, all have a focus on maximizing usability and the user experience. The goal of interaction design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals. This is one of the most sought after skills in today's technology driven businesses around the world.

## **INTERDISCIPLINARY DESIGN**

The Interdisciplinary design program is a unique opportunity for students who want to understand the breadth of design and explore its various facets. It gives students a lot of flexibility to choose their courses and they can later opt to go deeper in areas that interest them or be highly valuable generalists who can work across a range of problems and situations.

## **INTEGRATED COMMUNICATION DESIGN**

Integrated Communication design is the practice of planning and shaping a message in content, form and delivery. Communication designers craft effective and expressive ways to share ideas with others, using an approach focusing on both problem-solving and persuasion.



## **MP RANJAN-JKLU DESIGN RESOURCE CENTRE**

The MP Ranjan - JKLU Design Resource Centre, situated at the heart of JK Lakshmipat University aims to make available the personal collection of books of prof. MP Ranjan, erstwhile principal designer at the National Institute of Design, Ahmedabad.

The centre has been built with the gorgeous collection from Ranjan's family. With over 1200 books on wide subject range, the MP Ranjan - JKLU Design Resource Centre aims to cater to the design community and everybody else interested in design.

## **THOUGHTSPOT**

Thoughtspot is a stage that welcomes people from diverse disciplines and culture to share their unique stories, experiences and journeys. Being a global platform, Thoughtspot enables speakers, personalities and eminent professionals around the world, to connect for sharing ideas and stories to inspire others in turn. This initiative by JK Lakshmipat University has been taken to create more engagement with students, professionals, culturists, curators and academicians on a larger scale and providing them a platform for curating knowledge to increase visibility among global shapers and thinkers, establishing University's core values that mainly revolves around innovation and collaboration.



**“Grow strong in your field,  
Remember to hold your head  
High and always look for the sun”**



**Dr. Pankaj Sharma**

Director - Admissions & Placements at

JK LakshmiPat University, Jaipur

Former Director - Admissions; SRM University, NIIT University, and BML Munjal University

# PLACEMENTS





# JKLU In 2021-22

- **1 Recruiting company for every 2 students**
- **30% Students placed within two weeks**
- **4 Lakhs minimum Salary**
- **Average salary of 7 Lakhs**

## SOME OF OUR RECRUITERS



# ATAL INCUBATION CENTRE - JKLU

Atal Incubation Centre-JK Lakshmi Pat University is established with support of AIM, NITI Aayog and JK Lakshmi Pat University in 2019. In last 3 years AIC-JKLU has supported 43 startups in various sectors including Fintech, Ed-tech, EVs, Agritech and more. It has been consistently rated as one of the top performing Incubation Centres in the AIM network. The AIC, due to its association with JKLU, is uniquely able to provide start-ups access to interdisciplinary resources such as high-end computing facilities, design facilities and engineering labs(33+ labs) coupled with expert resources in the areas of business, technology and design(43+ mentors & 33+ partners). In coming years, AIC-JKLU aims to build an eco-system to focus specifically on Longevity Economy & Energy.



Associated Investing funds & organisations :



Students have special and preferred access to AIC-JKLU resources

## ***Mentor Associated***

### **Apoorv Bamba**

Co-Founder & CEO  
of Ingenious Faces

### **Madhup Bansal**

CEO, True Wholesale

### **Nitish Rao**

Co-Founder & Director,  
Celerix Technologies

### **Arun Singhal**

Founder & CEO  
at IR4Tech

### **Tushar Vadera**

Co-Founder, Set My Cart

### **Vivek Khandelwal**

Founder, Work Readiness Hub

### **Priyank Narayan**

Founding Director - Centre for  
Entrepreneurship at Ashoka University

### **Simran Grover**

Founder and CEO at  
Bask Research Foundation

### **Mahavir Pratap Sharma**

Chair, TiE India Angels and RAIN

### **Saurabh Trivedi**

Co-Founder & Director  
at Boudhik Ventures Pvt. Ltd.

## **CENTRES OF EXCELLENCE**

***Creating opportunities for students to develop cutting edge capabilities, working with Industry and expanding horizons through research***



# CENTRE FOR COMMUNICATION AND CRITICAL THINKING

The CCCT at JKLU is a space that helps in creating a cadre of professionals who are gearing up to be problem solvers of tomorrow. It is one of the many innovations in technical and management education at the University and plays an important part in the learning journey of our students.

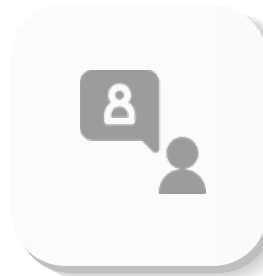
## CCCT Partners with Students to help them:



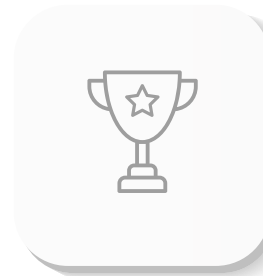
Communicate effectively & with structure, both written & verbal



Identify, construct, evaluate & articulate arguments persuasively



Understand the connection, relevance and importance of ideas; appreciate different perspectives.



Reflect on the justification of one's own beliefs & values.

The Centre uses the constructs of liberal arts, scientific temper, written expression and interpersonal communication to inculcate and develop the ability for critical thought. It works with students alongside their programme through credit courses, workshops, one-on-one sessions and consultations to specific needs.

## **CENTRE FOR DESIGN RESEARCH**

***The Institute of Design has set up the Centre for Design Research to take on professional research and consulting projects in all areas of Design.***

The Centre brings professional projects to the classroom and bring an academic rigour to professional assignments. It is in the cusp of a research lab, a professional studio and the classroom. The Centre works on assignments from industries and businesses that require an academic and research rigour. It conducts awareness workshops to all stake-holders to perpetuate the cause of design. It leads research activities in design for the public good. The centre Involves interested students in professional design assignments and documentation. The knowledge gained from the field is ploughed back into the curriculum.



## **CENTRE FOR DATA SCIENCES**

The Centre for Data Sciences reflects JKLU's focus on emerging areas that are impacting business and work across sectors. The centre has competencies in developing Analytics Solutions and data sciences approaches in areas such as fraud analytics, sensor analytics, business intelligence, marketing analytics, predictive analytics, data visualization, IoT streaming analysis etc.



## **CENTRE FOR OPERATIONS EXCELLENCE**

The Centre for Operations Excellence is a multi-disciplinary centre with capabilities in supply chain, manufacturing and service operations.

The Centre works closely with industry in solving real problems, pursuing opportunities for the faculty and students to engage in consulting and help bring practical knowledge and experience to classrooms and research.



Life @JKLU

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Located along the six-lane Jaipur - Ajmer expressway, within city limits of Jaipur The 30 acre campus in a modern, environmentally conscious and inviting space designed to help students live, work and play in a setting that is safe, productive and student centric. The Campus offers separate living facilities for male female students. The residential Management Development Centre is equipped to host industry practitioners, Visiting faculty and other guests.





# MAJOR STUDENT CLUBS



**Anunac**  
(Music Club)



**Steppers Squad**  
(Dance Club)



**Technosmart**  
(Coding Club)



**Inquisitors**  
(Quiz Club)



**The Shade**  
(Photography Club)



**The Muse Ink Literary**  
(Debate Club)



**ABC**  
(Robotics Club)



**Bongmanch**  
(Drama Club)



**Finanza**  
(Finance Club)



**Sportivo**  
(Sports Club)



**(Media Club)**



**Community**  
Development Club



**Competitive Programming Club**



**Design Club**



**We, at JKLU, care about the mental health and wellbeing of our students, in addition to ensuring a good student life and academic life at the campus for them.**

For this, we provide our students assistance for emotional wellbeing. We give students 24X7 access to **qualified counsellors**, free of cost, with complete confidentiality and anonymity. It helps students resolve their stress, create healthy relationships, develop a more focused approach towards achieving their goal, build confidence, and develop the ability to deal with the pressure of all kinds.



# ADMISSIONS

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## ***B.Tech.***

### ***Computer Science and Engineering***

Concentrations:

Data Science | Big Data & Analytics | Cloud Computing | Information Security | Software Engineering & Robotic Process Automation | Artificial Intelligence | Embedded Systems & IoT

### ***Electronics and Communication Engineering***

Concentrations:

Communication & Signal processing | Digital Systems

### ***Mechanical Engineering***

Concentrations:

Automation & Robotics | Automobile Design & Engineering

## ***BCA***

Concentrations:

Robotic Process Automation | Data Analytics | Cloud Computing & Cyber Security

## ***B.Des.***

Concentrations:

Product Design | Interaction Design | Interdisciplinary Design | Integrated Communication Design

## ***BBA***

Concentrations:

Entrepreneurship | Banking and Fintech

## ***M.Tech.***

Data Science | Automation & Robotics | Health, Safety and Environment | Embedded Systems and IOT

## ***M.Des.***

Concentrations:

Product Design | Interaction Design

## ***PG Diploma***

Analysis & Research

## ***PhD***

Engineering | Management | Applied Sciences | Design



## **SCHOLARSHIPS AND FINANCIAL AID**

JKLU offers upto 100% Scholarships & Financial aid to students based on performance and need.

### ***Merit Scholarships***

Scholarships from 25% to 100% of tuition fees are offered to meritorious students based on their Class XII examination scores, in the first year of undergraduate study.

The scholarship offered by JKLU is applicable for the duration of the programme, subject to maintaining the required CGPA.

### ***Merit cum means scholarships***

A limited number of merit-cum-means scholarships, equivalent to 25% of the tuition fees are awarded to students whose parental income is below Rs. 3 lakhs per annum and who obtain a CGPA of 7.0 and above.

### ***On campus opportunities***

The university also offers opportunities for on-campus assistantships and part-time jobs to exceptional students.

# FEE STRUCTURE

## INSTITUTE OF ENGINEERING & TECHNOLOGY

### ***B. Tech.***

Eligibility	:	Minimum 70% aggregate in both class 10 <sup>th</sup> and 12 <sup>th</sup> for B.Tech (CSE) and Minimum 65% aggregate in both class 10 <sup>th</sup> and 12 <sup>th</sup> for B.Tech (ME) & (ECE)
Qualifying exam	:	Through JEE/JKLU-EET
Course fees	:	Rs 1,99,000 per year (CSE) and Rs 1,92,500 per year (Others)

### ***M. Tech.***

Eligibility	:	Undergraduate Engineering degree Minimum 50% marks
Qualifying exam	:	GATE score preferred
Course fees	:	Rs 1,49,600 per year

### ***BCA***

Eligibility	:	Minimum 60% aggregate in both class 10 <sup>th</sup> and 12 <sup>th</sup> (English, Maths, Social Studies, Science Compulsary) For Class 12th compulsory subjects are English, Maths/Physics/Economics/Accountancy/ Computer Science/Informative Practices and two subjects of applicant's choice)
Course fees	:	Rs 97,000 per year

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## INSTITUTE OF MANAGEMENT

### ***BBA***

Eligibility	:	Minimum 60% aggregate in both class 10 <sup>th</sup> and 12 <sup>th</sup> (English Compulsary)
Course fees	:	Rs 1,25,000 per year [Additional fees of Rs. 10,000 per semester will apply for specialization]

### ***PG Diploma***

Eligibility	:	Candidates must have an undergraduate (bachelor's) degree in any discipline from an accredited institution or University.
Course fees	:	Rs 5,00,000 per year

# INSTITUTE OF DESIGN

## ***B.DES.***

Eligibility	:	10 + 2 (any stream) Minimum 50% marks
Course fees	:	Rs 2,24,000 per year

## ***M.DES.***

Eligibility	:	Minimum 50% marks or equivalent CGPA bachelor's degree equivalent in any discipline from a recognized university.
Course fees	:	Rs 2,72,500 per year

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## HOSTEL\*

Non AC room**	:	Rs. 29,250 per semester
AC room**	:	Rs. 32,500 per semester
Mess advance	:	Rs. 26,000 (To be adjusted as per actuals) per semester

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## TRANSPORT FACILITY

: Rs. 15,000 per semester

Applicable if the student wishes to avail the JKLU transport facility from Jaipur city to JKLU campus on specified routes

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- \* Hostel rooms are on twin sharing basis. Hostel Charges are subject to yearly revision.
  - \*\* Utility charges of Rs. 1,250/- for regular room and Rs. 10,000/- for AC room extra.

**Note: Refundable Caution Money of Rs. 10,000 and Hostel Security Deposit of Rs. 5,000 would be payable along with first year's fees, It is refundable at the time of leaving the Hostel.**

## OUR LEGACY

Our optimism for the future is guided by, and built on, the strong foundations of the past. The JK Organisation is one of India's most respected nation builders and has a proud history of being committed to India's potential for growth and progress for nearly 125 years. It has successful businesses across a range of industries, including JK Tyre, JK Paper, JK Lakshmi Cement, JK Agri Genetics and JK Fenner India. JKLU is a proud member of this heritage, as a philanthropic initiative of the Lakshmi Pat Singhania Education





Led by its key architect, the Late Lala LakshmiPat Singhania (1910-1976), who was inspired and driven to create India's intellectual capital, JK Organisation has been at the forefront of philanthropic initiatives in education and healthcare. Late Harishankar Singhania (1933-2013) ably carried forward the legacy of inspiration and commitment to education, as President (Chairman) of the JK Organisation, as well as the Chancellor of JKLU.

The vision and mission of the founders continues to be the bedrock of the university's ethos and its promise to play a significant role as a nation builder.



**“At JKLU, we want to bring together best-practices from academia around the world and many innovations that I have seen to be successful in my experience of creating world-class institutions in India.”**

**Dr. Pramath Raj Sinha**

Member, Board of Management, JKLU

Founding Dean, ISB Hyderabad; Founding Trustee, Ashoka University

**“We are building a university where students are at the centre of everything we do. Our faculty and administration are continuously innovating and our academic facilities, curriculum, residences are rapidly evolving to help our students become successful in life.”**

**Asheesh Gupta**

Pro Vice-Chancellor

Former Consultant at McKinsey & Company and Director of McKinsey's Knowledge and Research Centres in India



# BOARD OF MANAGEMENT

( External Members )

## **Shri Bharat Hari Singhania**

President, JK Organisation  
Chancellor, JK Lakshmi Pat University

## **Dr. R.P. Singhania**

Chairman & Managing Director  
JK Tyre & Industries Ltd.  
Pro Chancellor, JK Lakshmi Pat University

## **Prof. M.S. Ananth**

Former Director IIT Madras  
Chairman, IIITDM, Kancheepuram

## **Shri H.P. Singhania**

Vice Chairman & Managing Director  
JK Paper Ltd.

## **Shri Pratip Chaudhuri**

Former Chairman  
State Bank of India

## **Shri S.K. Roongta**

Former CMD, Steel Authority of India

## **Shri Surendra Malhotra**

Former MD, Orissa Synthetics Limited

## **Smt. Vinita Singhania**

Vice Chairman & Managing Director  
JK Lakshmi Cement Ltd.

## **Shri S.A. Bidkar**

Chief Financial Officer  
JK Lakshmi Cement Ltd.

## **Dr. Pramath Raj Sinha**

Founding Dean, ISB Hyderabad  
Founding Trustee, Ashoka University  
Founder & MD, 9.9 Group

## **Shri Sanjay Jain**

Former Managing Director  
Global Capability Network, Accenture

## **Shri Ajay Shankar**

IAS  
Former Secretary (Industry) to Government of India

## **Mrs. Suchi Tyagi**

IAS  
Commissioner College Education,  
Government of Rajasthan



## CONTACT INFO

### Campus

Near Mahindra SEZ, Ajmer Road,  
Jaipur - 302026, Rajasthan, India

### Admission Office

Helpline No. : +91 830 222 3344  
Phone : +91 141 7107 530/31  
Email : [admissions@jklu.edu.in](mailto:admissions@jklu.edu.in)

### Administrative office

Phone : +91 830 2223 344







Contact No. -+91 - 8302 223 344

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A Philanthropic initiative of the 125-year old JK Organisation

