

**ICFAI** Foundation  
for Higher Education  
(Deemed-to-be University under Section 3 of the UGC Act, 1956)  
Category I Autonomous Institution • Accredited by NAAC with 'A++' Grade

**ICFAI** School of  
**Architecture**

**B.Arch**  
2024-29



**ICFAI**<sup>®</sup>  
GROUP

● 11 Universities ● 9 B-Schools ● 9 Law Schools ● 7 Tech Schools ● 3 Decades in Flexible Learning

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# The ICFAI Group

Pioneering professional education for over 35 years

ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world class quality education. The Institute announced its arrival into the Indian education fora by launching a high end, innovative professional program in financial analysis in 1985. The Program was first-of-its-kind in India, aimed at equipping students and working professionals with latest trends with knowledge in contemporary areas of finance. Since its establishment, ICFAI Group has made a significant mark in the Indian educational arena with a Pan-Indian network and presence.

Innovation has been the mainstay of ICFAI Group with its prevalence in its programs and even its culture. Subsequently, there was a big leap when ICFAI Group started its chain of business schools (IBS) across India in 1995 to offer management program. Since its inception, ICFAI Business School (IBS) has been consistently ranked among the top ranked B-Schools of India providing excellent academic delivery and infrastructure to its students and transforming them into leaders for the future.

Another example that is a testimony to the culture of innovation is the introduction of Case Study methodology at IBS. The Case Research Center at IBS has become a center of excellence and has won several accolades across the world.

ICFAI Group has 2 Strategic Institutional Units, the ICFAI Universities and the ICFAI Business Schools. In all the programs offered across these units, the emphasis is on adherence to academic rigor and differentiated curriculum that bridges the industry-academia gap.

ICFAI Group focuses on learning rather than instruction. In addition, the institute is engaged in important areas of research covering environmental

sustainability, agricultural economics, health policy, financial economics, banking, intellectual property rights etc. There have been path-breaking research and good quality publications in these areas.

Flexible and tech enabled learning also plays an important role in ICFAI's teaching methodology. The delivery takes place with the use of hi-tech learning management system at campus programs and content delivery for distance learning through online medium.

ICFAI Group practices the value of academic integrity at all levels. As a policy, admissions are purely based on merit and there is nothing like capitation fee et al. The fee payable is published in the application material and that remains unchanged.

The ICFAI Group's culture of teaching and learning supports and fosters intellectual and personality development among its graduating students. They carry an attitude of ownership of their work. ICFAI Group strives to make the students - DOERS. The programs are designed such that the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing an 'entrepreneurial mindset' among its graduating students.

At ICFAI, students inculcate research and analytical orientation due to its institutional strength and support for the research and development activities. Holistically, the student undergoes a transformative change.

The alumni of ICFAI Group are working in renowned companies world-wide. Collectively, ICFAI Group alumni contribute significantly to the growth story of India.

## Awards won by The ICFAI Group



# The ICFAI Universities

ICFAI has established 11 Universities across India. The ICFAI Universities are located at Hyderabad [The ICFAI Foundation for Higher Education (IFHE), which is a Deemed-to-be University], Dehradun, Himachal Pradesh (Baddi), Jaipur, Jharkhand, Meghalaya, Mizoram, Nagaland, Raipur, Sikkim and Tripura.



The ICFAI University, Dehradun



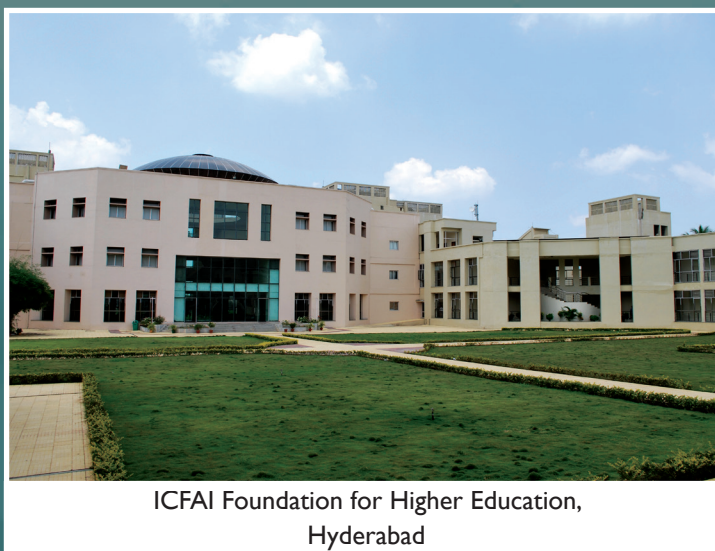
The ICFAI University, Jaipur



The ICFAI University, Raipur



The ICFAI University, Meghalaya



ICFAI Foundation for Higher Education,  
Hyderabad



The ICFAI University, Jharkhand



The ICFAI University, Nagaland



The ICFAI University, Tripura



The ICFAI University, Mizoram



The ICFAI University,  
Himachal Pradesh (Baddi)



The ICFAI University, Sikkim



**N J Yasaswy**  
(1950-2011)

## Founder's Profile

Sri. N. J. Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector had a brilliant academic career: B. Com (Andhra University 1969 – First Rank), CA Inter (May 1971 – First Rank), CA Final (May 1973 – First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the Best Student of the Year from both – The Institute of Cost and Works Accountants of India (in 1972) and The Institute of Chartered Accountants of India (in 1973).

During 1974-1980, Sri. Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Association (P) Limited. Hyderabad.

Sri. Yasaswy was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985-88), and Vice-Chairman, Public Enterprises Management Board (1986-88). He was a visiting faculty member at the Indian Institute of Management-Ahmedabad (1986-88) and was nominated as a Member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International Investment Analysts (ACIIA), Switzerland. He authored several books on finance and investments.

Sri. Yasaswy set up the ICFAI Group in 1985 without governmental sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and universities in the developing states of India, particularly in the North-East region. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was charismatic, a great teacher, an institution builder, a visionary and a genius who was years ahead of his time. His vision will continue to guide ICFAI forever.



# Message from the Vice Chancellor ICFAI Foundation for Higher Education



**L. S. Ganesh**  
Vice Chancellor,  
ICFAI Foundation for Higher Education.

We envision developing a new cadre of professionals who will not only command high level of domain proficiency but also have the ability to integrate activities for developing scientific and technological solutions and work standards.

Greetings !

It is with great pleasure that I welcome you to the ICFAI Foundation for Higher Education (IFHE) declared as a Deemed-to-be University established under section 3 of the UGC Act, 1956.

IFHE is a premier Educational Institution in Telangana State which is accredited by NAAC with 'A++' grade. It is dedicated to the cause of teaching and research of global standards. It offers BCA, B.Sc, B.Tech, B.Arch, M.Tech, M.Sc., BBA, BA (Economics), MA (Economics), BBA-LLB (Hons), BA-LLB (Hons), LLM, MBA and Ph.D. programs. The students are from all parts of India. In fact, there is a mini India on the campus. The University has student strength of about 6,100 and faculty strength of about 300.

The quality of the programs offered at the University is ensured by the following five factors:

- ▶ Designing a relevant curriculum including soft skills and Internship Program.
- ▶ Student-centric academic delivery.
- ▶ Continuous evaluation and feedback.
- ▶ Focus on research by the faculty.
- ▶ Industry and foreign collaborations.

The University maintains a balance between academic, co-curricular, extra-curricular and social activities so as to enable the students to become well rounded persons with concern from the society.



# Message from the Director IcfaiTech



**Dr. K L Narayana**  
Director, IcfaiTech

I extend an enthusiastic invitation to all prospective students to embark on a journey with IcfaiTech Programs and become the driving force of technological advancement.

Greetings!

Welcome to IcfaiTech (Faculty of Science and Technology), an integral part of the ICFAI Foundation for Higher Education (IFHE). Our mission at IcfaiTech is to foster a well-rounded educational growth of graduates and researchers who will evolve into not just critical thinkers, but also innovators for the society. From the outset of your first degree and continuing into higher degree levels, we empower you with the flexibility to shape your academic path by selecting courses from a diverse array of electives. Through dynamic teaching methods, advanced curriculum, immersive workshops, and real-world internships, we strive to expand your intellectual horizons and cultivate a global perspective.

A distinctive feature of education at IcfaiTech is our

Internship Program. By engaging in internships, you will develop a practical orientation and innovative mindset, enhancing your preparedness for the professional realm. Throughout the Internship Program, our dedicated faculty and industry experts closely guide your progress and evaluate your performance.

At IcfaiTech, we integrate essential courses such as Principles of Economics, Principles of Management, Dynamics of Social Change, and Introduction to Psychology into our curriculum. This integration is designed to foster your comprehensive personality development. Our proactive approach provides IcfaiTech with a competitive advantage, earning us respect from employers, educators, and esteemed professional institutions.



# Message from the Principal, ICFAI School of Architecture



**Prof. Ar. Munavar Pasha Mohammad**  
Principal - ICFAI School of Architecture

ICFAI School of Architecture is the ideal destination and the most preferred choice of students from across the nation for pursuing Architectural Education & Training of the highest standards.

Greetings !

ICFAI School of Architecture (ISArch) was established in 2018 as a School of Excellence by The ICFAI Foundation for Higher Education IFHE, A Deemed to be University under Section 3 of UGC Act 1956. with NAAC Accreditation of A+ Grade. ISArch offers a 5 Year Bachelor of Architecture Program, Approved by The Council of Architecture, New Delhi.

Enhanced by the State of the Art Infrastructural Facilities and Enriched by Excellent Academic Infrastructure of International Standards, ICFAI School of Architecture, ISArch is poised to become one of the Premier Institutions of Architectural Education in the Country.

It is located in the sprawling, lush green and beautifully planned Green Campus of IFHE with all the modern amenities, at Donthanpally, close to the prestigious financial district and IT corridor of Hyderabad, the most happening and dynamic city of India. According to Mercer's Quality of Living ranking, Hyderabad is ranked as the best city to live in India, for five years in a row.

At the core of ISArch is The highly qualified and experienced Team of Teaching Faculty consisting of National and International Experts with rich and diverse experience from the domains of Academia, Research and Industry. Students at ICFAI School of Architecture have the unique advantage of Interdisciplinary and Multidisciplinary Interaction

with the prestigious ICFAI Business School, ICFAI Law School, IcfaiTech located in the same campus.

ICFAI School of Architecture is one of the few select Schools of Architecture in India that have Collaborative Activities with reputed International and National Institutions. ISArch has signed a MOU with the prestigious 150 year old POLITECNICO DE MILANO University of ITALY.

ISArch signed a MoU with the prestigious Boston School of Architecture involve exchanging students and faculty, collaborating on research projects, or jointly organizing events and workshops.

The students of ISArch will be immensely benefited by The Rich International exposure in the form of Exchange Programs, Workshops, Conferences between the two Institutions.

ISArch has also entered into MOUs with GEM-ASSOCHEM and US Based Green Business Certificate Institute.

Driven by Innovation & Research based approach, which is the hallmark of IFHE, The Academic Environment at The ISArch inspires and enables the students to become highly accomplished Professional Architects equipped with World Class Technical Skills and Knowledge Base, that helps them evolve into Global Industry Leaders.



# Message from the Design Chair, ISArch



**Prof. Venkat R Peesapati**  
Design Chair and Professor

I am sure that the students studying at the ICAI School of Architecture will stand the very best in achieving the set goals and hope to see ISArch ranked among the best in India and the world.

Architectural education par excellence, the objective of the ICAI Foundation for Higher Education in establishing the ICAI School of Architecture (ISArch) at Hyderabad campus, is surely poised to be one of the best centers for excellence in this part of the world. A highly competent and experienced faculty comprising of reputed teaching and practicing professionals is an added advantage. I am sure the ICAI Group would be a pioneer in setting new educational standards for

yet another added discipline with the introduction of a 5-year Bachelors Program in Architecture, (B.Arch). With expertise in the form of advisory, industry and institutional collaborations from India and abroad, it is bringing advanced technology and knowledge through interactions, seminars and workshops, has become part of the regular academic schedules which is being commended all over.



# Message from the International Advisor, ISArch



**Dr. Ar. Massimo Vianello**  
Advisor and Professor

In ISArch studying Architecture, as a core discipline, opens the horizon to provide the intellectual tools to navigate all the branches of design, from the spoon to the city, emphasising the creative potential of each member of our educational community.

...by living we learn \*

The aim of The ICAI School of Architecture (ISArch) is to promote true education for new generations of architects able to challenge the complexity of future scenarios, to become leading actors in the improvement of cities, towns and villages shaped by ethical values. We recognise the role of Architecture as the expression of the cultural identity that day by day forms the urban environment and reciprocally becomes the counter-form of the society which shapes our character as citizens. With the awareness of this pivotal task we invite students to invest their intellectual energies and creative potential in the field of Architecture, Urban Design and Town Planning as among the most relevant contribution they can give today in India for the prosperity and resilience of the community at large and consequently for the growth of their personality in the years to come.

Through their physical and cultural persistence, architectural phenomena build the images of our immutable traditions. Meanwhile, we place many of the ambitions and expectations on our cities and new buildings to transmit our values to whom will come next. The Architect-Urbanist is the link between past and future. He has the role, through the interpretation of the present and knowledge of the past, to forecast the possible evolution of our environment. As an archaeologist projected into the future he has the social responsibility to investigate critically what

will be the consequences and the impact tomorrow of the choices we are taking today. In India the whirling intensity of growth implies the necessity to continuously check the results of development and it becomes vital to provide the new generations of architects with the capability and consciousness to face critically the effects of the tumultuous expansion of the human Habitat. Architects in fact have the dual role to be an instrument of change and the responsibility to preserve the identity of the places they are transforming.

This is the ethical background in which the ICAI School of Architecture is developing: building an educational structure that offers young talents a program and a research field rooted in cultural tradition and animated by imaginative thinking that is progressively opening through technological advancements. For student-architects it will become more and more essential to expand their creative skills to project new outlines for a sustainable development. In fact, advances in information technology already allow us to play with our future by simulating virtual worlds and accelerating communication processes, increasing exponentially the gap between making and thinking, between expectations and reality. The architect then finds himself as a tightrope walker suspended in the air to advance in the projection of fantastic futures and at





the same time resist as patron and defender of the real world of 'bricks and mortar'. Consecutively the syllabus has been planned to produce a blend of discipline and freedom, of technical knowledge led by the power of imagination, attaining a balance between the professional realm of construction and planning but keeping the door open to the personal development of each student following their hopes and aspirations. The opposing forces between abstraction and the concrete create the tension to proceed and indicate the way to rediscover the values of the elements of our existence: earth, air, water and sun through the perception of the senses from where we will start our perceptual description of the environment as a whole integrated habitat.

The figure of the architect we aim for will, therefore, have the ability to weave relationships between the disciplines which contribute to shaping the urban environment, for this reason, we believe we can offer, with the multifaceted support of ICFAI, the best conditions to develop professional capability. The organization of an educational path in architecture requires gradual definition of goals, from the simplest topics related to everyday life up to the challenges of high-performance buildings or the design of spaces of public domain. It will create a methodological structure based on a dual cultural attitude: An extensive approach towards vast extra-disciplinary territories to achieve a broad vision of settlement phenomena to keep together different knowledge, and at the same time an intensive approach, aimed at the specificity of building techniques, where every single detail requires fierce perseverance towards perfection. Each section of the route will be illustrated through its fundamental cultural and technical references. A particular emphasis will be applied to specific case-studies, selected for their exemplariness in which future ambitions will be projected in the values and meanings of the projects and constructive criticality, to face the double sense of progress. The effort in the teaching organization is to immediately create the sense of responsibility and the urgency of confronting a broad spectrum of issues, even for

simple case studies and theme design studio. The development of the ability to interpret design themes with a multiplicity of looks and to build an incisive and original message will be developed from the first steps of the curriculum through the involvement in design experiences related to specific challenging situations.

The curriculum will prioritise direct knowledge of sites through survey and excursion of topic places, ancient and modern, which signed a shift in the conception of urban spaces like Ajanta, Ellora, Hampi, Fatehpur Sikri and Chandigarh. We aim to extend the experience to other cities worldwide through the collaboration with renowned institutes in Athens, Venice, Berlin and Edinburgh, in a way to reinforce, through scholarship, the possibility of extending the knowledge of crucial places of human innovation. Since the beginning of human enterprise, the way of inhabiting and using the territory has represented the framework to understand the evolution of our ancestors and therefore Architecture holds within the genetic patrimony of being the link between innovation and tradition. A blend of theoretical fundamental and practical experimentation is the essential approach to offer consistent abilities to face the challenge of the possibilities opening to the new generations of architects. A balanced growth of the creative potential of the individual needs to be advanced together with the consciousness for the necessity of a speculative attitude towards divergent fields of knowledge. The involvement of production activities from the construction Industry will develop the ability to create factual links between technical aspects of the construction and production with the needs and deeds represented at large by the different components of Society.

We promote an educational methodology which wants to be open in giving the freedom to each student to shape their original character and at the same time focused on acquiring the disciplinary tools for the interpretation of reality with a point of view where the awareness of sustainable development dominates all our efforts.



# ICFAI Foundation for Higher Education

(Deemed-to-be University under Section 3 of the UGC Act, 1956)



The ICFAI Foundation for Higher Education is declared as a Deemed to be University, under Section 3 of UGC Act. 1956. It has evolved a comprehensive student-centric learning approach consisting of several stages, designed to add significant values to the learner's understanding in an integrated manner, covering relevant knowledge, practical skills and positive attitudes. The IFHE is a member of the Association of Indian Universities (AIU) and the member of the Association of Commonwealth Universities (ACU).

## Programs

<b>IcfaiTech</b> (Faculty of Science & Technology)
<b>B.Tech</b>
<b>B.Sc</b> (Mathematics   Physics)
<b>M.Tech   Ph.D</b> (Full-time)
<b>ICFAI School of Architecture (ISArch)</b>
<b>B.Arch</b>
<b>ICFAI Business School (IBS)</b> (Faculty of Management)
<b>BBA   BA (Eco.)   MBA</b> <b>Exe. MBA</b> (Part-time) <b>Ph.D.</b> (Full-time & Part-time)
<b>ICFAI Law School</b> (Faculty of Law)
<b>BBA-LLB</b> (Hons.)   <b>BA-LLB</b> (Hons.)   <b>LLM</b> <b>Ph.D.</b> (Full-time & Part-time)





## ICFAI Group Awards

Awards	Source
The Extraordinaire Brand, 2020	Brand Vision
Prestigious Brands, 2021	Economic Times
India's Iconic Brand, 2021	The Brand Story
Leadership Legacy Award in Higher Education, 2021	Elets Technomedia

## QS Rankings 2019



India University Rankings	71 – 75
BRICS Rankings	301 - 350
Asian University Rankings	451 - 500

## Rankings | Ratings | Awards

### ICFAI Foundation for Higher Education



### ICFAI School of Architecture Ranks



# The ICFAI School of Architecture



The idea is to expose the student to various dimensions in Architecture, and to support them with the latest technology and infrastructure that enables them to express themselves.

The ICFAI School of Architecture (ISArch), a constituent of IFHE is established in the year 2018. ICFAI School of Architecture offers 5 years (10 semesters) full-time Bachelor of Architecture (B.Arch.) degree Program, approved by the Council of Architecture. ISArch was established with an aim to evolve a Center for Excellence in Architecture, through a wholesome approach in Architectural pedagogy. At ISArch, we strongly believe that teaching should focus on having the student achieve an awareness of ideas and values which needs to be focused and realized.





# State of the Art Infrastructure

## The Studios

The studios are equipped with the best of facilities to enhance the quality of teaching and learning process. Every studio, lecture hall, labs and library is networked and are equipped with audio visual tools to enhance the teaching-learning experience. The IT infrastructure and library provide the necessary support to the faculty and students to update their knowledge for learning, research and consultancy.

## Laboratories

### Climatology Laboratory

This laboratory is envisioned to equip ICFAI School of Architecture with research capabilities in the direction of sustainability and climatological studies within the built environment.

### Modeling & Prototyping Facility

Architecture as we believe draws its knowledge from both traditional and modern scientific worlds. The modelling and prototyping facility at ICFAI School of Architecture facilitates construction with traditional techniques as well with modern Computer Aided Manufacturing CAM.

### Carpentry workshop

A 650 sqm workshop facility with an outdoor spill out area. Equipped with state of the art multiple Wood Lathe machines, Drilling machines, Mechanised sawing (band Saw, circular saw, jig saw), Grinding wheel, Boring machines, Chisels, Levelers, filing and even a CAM section.

### Mechanical and Industrial Production Lab

A 900 sqm mechanical and production laboratory shared with IcfaiTech capable of various metal works that are capable of various activities like sheet cutting, welding, filing, moulding etc.

### Material Museum

Various types of Materials and Product samples from industries are maintained on campus for students to refer and understand practically the real world practices. This facility is constantly being upgraded with samples. The list of Samples include (but not limited to) dry wall construction systems, plumbing and water supply systems, UPVC window systems, Paints and finishes, construction blocks of varied materials, multiple tools etc.



### CAD CAM Lab

State of the Art computer aided design (CAD) lab equipped with latest computers and updated software like Revit that helps students to design and nurture their creations. Working in conjunction with CAD lab is CAM Lab equipped with A0 printer and Scanner, Multi material 3D Printers, etc. These labs are networked and equipped with

### Construction Yard

With help of various lab facilities in the campus the students along with faculty are encouraged to conduct experiments and build hands on with traditional and alternate construction systems in the Construction Yard.





# Progress of ICFAI School of Architecture from inception

After launching Bachelor of Architecture (B.Arch) Program in August 2018, till date four batches of students have been enrolled. ISArch has well-established classrooms, studios, workshops and laboratories. ISArch has excellent faculty who have immense practical exposure apart from the regular classroom teaching.





# Events @ ISArch

Thus much more activities and facilities are being planned to ensure world class education in Architecture at ISArch.

## Seminars

ISArch regularly organizes Seminars. Speakers include eminent Architects sharing their views and experiences in different areas of Architecture. Eminent Architects are also felicitated during these seminars.

## Workshops

Many student workshops were conducted such as Bamboo Workshop, Origami Workshop and Clay Modelling workshop to provide hands-on experience regarding construction methods and design philosophies to students.

## Construction

Students created a 'Geodesic Dome' out of waste material at campus which was among top 10 commendations at National Level Vowels Competition 2018.

## Internships

Students have undergone a one-month Internship Training program on wood in 2019 Summer at National Wood Research Institute, Bengaluru.

## Rural Study

Students have visited and studied Rural villages in 2019 to know the vernacular building construction techniques and are incorporating in their designs.

## Site Visits

Students visited NIRD (National Institute of Rural Development) to learn about various alternative building construction technologies and designing. Also they were taken to Live Building Construction sites in the city to study RCC, brickwork, services and technology aspects.



## International Expert Architect Visits

An International Expert Architect visits the ISArch Campus every three months and teaches students about the latest trends in the world about Architecture and the emerging philosophies across the globe.

## Expert Talks

Expert Talks from eminent professionals are being regularly organized by ISArch, from various areas like humanities, philosophy, law, photography, psychology etc., to help students gain exposure in various walks of life and become multi-faceted personalities.



## Board of Advisors



**Ar. Gayathri Shetty**

Renowned Architect Co-Founder  
and Partner - Gayathri and  
Namith Architects



**Ar. Shirish Beri**

Renowned Architect, Director,  
Shirish Beri & Associates.



**Prof. Dr. Massimo Vianello**

Architect, Urban designer and  
Academician in Italy and UK

## Board of Studies - External Members



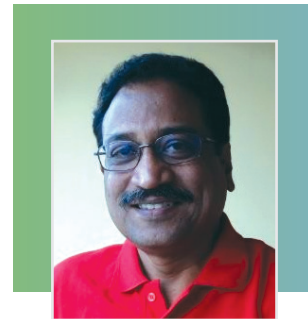
**Prof. Dr. Kavitha Daryani Rao**

Vice Chancellor,  
JNAFA University



**Ar. Yeshwant Ramamurthy**

Renowned Architect Professor &  
Academic Advisor,  
ICFAI School of Architecture



**Ar. Shankar Narayan**

Renowned Architect Founder  
and Principal Architect,  
Shankar Narayan Architects

## Board of Studies - Internal Members



**Dr. K L Narayana**

Director, IcfaiTech



**Prof. Ar. Munavar Pasha  
Mohammad**

Principal  
ICFAI School of Architecture



**Ar. Venkat Ramana P**

Professor & Design Chair  
ICFAI School of Architecture



## MoUs & Collaborations

**Visit of the President of Boston Architecture School (BAC) to ISARCH, IFHE, Hyderabad for the MoU signing ceremony on 13th April 2023**



MoU exchange ceremony



On the occasion of Dr. Mahesh Daas, President, BAC visit to ISArch



**BOSTON  
ARCHITECTURAL  
COLLEGE**  
SINCE 1889

**GBCI**



**POLITECNICO  
MILANO 1863**

- ▶ ICFAI School of Architecture is one of the few select Schools of Architecture in India that have Collaborative Activities with Reputed International and National Institutions. ISArch has signed a MOU with The Prestigious 150 year old POLITECNICO DE MILANO University of Italy.
- ▶ Recently ISArch has also entered into MoU with Prestigious Boston Architectural College, U.S.A..
- ▶ The students of ISArch will be immensely benefited by the rich International exposure in the form of Exchange Programs, Workshops, Conferences between the two Institutions.
- ▶ ISArch has also entered into MOUs with GEM-ASSOCHEM and US Based Green Business Certificate Institute.



# What makes ISArch Unique?



## **Green and Vibrant Campus**

ISArch curriculum is such that it merges the experience of campus life and academics into a blend so smooth that architecture seems like calm seas. IFHE is in a 92-acre lush green sylvan campus with a built-up area of over 16 lakh sq. feet. The campus is vibrant with over 6000 students coming together from various disciplines, socio-cultural and geographical backgrounds making the campus lively and truly diverse. While, along the line the academics show a unique syllabus which is constantly updated to keep the students up-to-date with the present and the future.

## **A Multifaceted Environment**

The University offers multiple programs as Graduate, Postgraduate and PhD across various departments. Students of ISArch are exposed to peer groups from multiple disciplines and varied academic interests. Students have the opportunity to pursue elective courses of their interest from multiple courses offered across the University.

## **An All-Inclusive Approach**

The three-fold approach of Theory, Practice and fun is to create an all-inclusive experience of learning at ISArch comprising of Vocational Skill Training & Transferable Skills. ISArch focuses on training its students toward necessary transferable skills. Such as communication skills, necessary leadership abilities, and imposing

team work through its studio culture, and finally aims to create a comprehensive personality of each one of its students. ISArch facilitates extracurricular and co-curricular activities through outdoor and indoor sports and various students' clubs to transform students into well-groomed personalities.

## **Toward a Sustainable Cause**

The Program builds on a unique project-based approach and focuses on the role of the architect as the designer with specialised sustainable-context specific design knowledge and skills. The strong emphasis is targeted to successful integration of renewable and sustainable energy technologies into buildings, which requires an understanding of both design and technology and hence the close co-operation of architecture and engineering. ISArch has an MoU with USGBC (United States Green Building Council).

## **To Travel & Learn**

The department enjoys strong collaborative links with overseas institutions. The students shall have the opportunity to attend conferences, seminars and training courses both in India and abroad. ICFAI School of Architecture signed an MOU with Politecnico De Milano, A 150 year old Top Italian University, facilitating Several Exchange Programs for Students and Faculty Members.



### **Ready for Global Exposure**

The department has strong collaborative links with architectural practices and environmental design consultants in India and abroad; experts in the field are often invited to give you lectures, tutorials, and participate in design reviews. The students shall have the chance to meet and collaborate with experts in the field.

### **Reality in Studio**

ISArch enables and aims at creating in-studio experiments of real-time problems and possible futures to take up as challenges that we all face today are evolving in scale and complexity. There are urgent tasks at hand, and the emergence of new technologies in tandem with the growing possibilities for altering established structures of power are transforming the nature of architectural study and practice around the world.

### **Industrial Know-how**

The program offers cross-disciplinary interaction and debate with experts from the Industry, as the students get to listen to professionals from other industrial sectors as well and share experience, and can enhance their professional network of contacts and support. The material museum is constantly updated preceded by an expert talk to keep the students engaged and refreshed of the newer products and technologies of the field.

### **Internship Programs**

ISArch boosts the students' knowledge by letting them take up summer internships and the Practical Training to improve their field experience thereby making them professionally competent.

### **Emphasis on research skills development**

Curriculum at ISArch emphasises on imparting research aptitude to students in order to enable scientific inquiry in them. ISArch curriculum is planned to include Architectural research courses that span over four consecutive semesters, giving students an opportunity to realise their core areas of competence and a direction for the future.

### **Architecture Readiness**

The curriculum at ISArch emphasises on skill-development courses to broaden career horizon, development of critical thinking skills, development of interpersonal communication and professional presentation skills, cross disciplinary interaction and debate, working with professionals from other industrial sectors and sharing experience, as well as enhancing your professional network of contacts and support.

### **Placement Assistance**

IFHE has a full-fledged placement cell team for the campus placement with the top notch companies. ISArch also assists in enhancing the skill-set of students by providing soft skills, mock interviews, personality development and portfolio-making workshops. Faculty members from internationally acclaimed universities are invited to conduct workshops and interact with the students. We encourage students and guide them to be placed in renowned architectural firms in India and abroad for their practical training and internship programs.



# Ethos of the School



The ICFAI School of Architecture (ISArch), a constituent of The ICFAI Foundation for Higher Education is established in 2018. ISArch offers 5 year (10 semesters) full-time Bachelor of Architecture (B.Arch.) Program, approved by the Council of Architecture. ISArch is established with an objective to evolve a Centre of Excellence in Architecture, through a wholesome approach in Architectural pedagogy. At ISArch, we strongly believe that teaching should focus on having students achieve an awareness of ideas and values which needs to be focused and realized. The idea is to expose the students to various dimensions in Architecture, and to support them with the latest technology and infrastructure that enable them to express themselves.

ISArch is committed to seeking the balance between integrating and nurturing a Human being and the surrounding environment. Through both theory and practice the emphasis shall be on three aspects - (1) reasoning, (2) scientific enquiry, and (3) an eye upon the environment. It is about creating a balance between Human and the environment, to be consciously aware of every choice and step made towards the future.

It is also about the Individuality focussed on Humanness in architecture. The notion of being grounded, empathetic, and a thought leading to an action is what drives every individual at ISArch. ISArch is driven towards seeking curiosity of young minds, by making them question everything. The levels of tolerance and understanding another human being are of utmost importance, hence the ISArch works towards making it a priority.

ISArch believes in the constancy of change to which students shall be equipped. The design studio is leading all the other activities in an integrative manner, bringing in the capacities of all the subjects to their maximum benefit. Hence, a periodic change in the curriculum is desired.

ISArch practices a unique system of teaching. Its pedagogy is based on bringing in together all the courses of architecture to create an exemplary approach to Design. The curriculum is revised periodically as incorporating the contemporary developments, which helps students keep abreast with the latest tools and techniques of the current world.



# Goals and skills

## Professional Learning

Each student shall be equipped with the ability to grasp, transform and realise an idea into an architectural program.

## Social & Cultural Thinking

To design, understand and build for another human shall bring into the students sensitivity and a meaningful cultural contribution to a larger social and cultural context.

## Digital Technology

Students will be trained to the latest digital techniques by introducing them to fabrication and environmentally sensitive designs.

## Urbanism & Sustainable Practices

Students shall be exposed to scenarios and conditions to develop the ability to integrate sustainable practices, and material research to find sustainable and cultural design solutions.

## Critical Thinking

Students shall be equipped with creative, analytical, and intellectual thinking to apply to architectural and environmental issues.

## Professional Knowledge

ISArch focuses on training its students toward necessary transferable skills. Such as communication skills, necessary leadership abilities, and imposing team work through its studio culture, and finally aims to create a comprehensive personality of each one of its students.







Neither a particular curriculum, nor a certain pedagogy could be said to be an apotheosis, for changes in time, place, people, technology and practice exercise their dynamism, changeability and obsolescence upon the relevance and competency of any particular kind of education. ISArch strive to supplement the continually evolving pedagogy with the involvement of eminent practitioners, academicians and area-specific experts within our hierarchy who understand and assist in our need to adapt and evolve.

The crux of any Architectural Program is the Design Studio, where students apply their accumulated knowledge to their uninhibited imagination to produce works of space. At ISArch, we are working towards a far greater synthesis between various streams of thoughts, subjects and workshops with the design studio and treat the discourse within the individual modules as part of a single design problem. ISArch firmly believe that such efforts constitute an application-based learning, allowing for a better synchrony within the curriculum.

Stressing further upon our philosophy of creating an application based system of Architectural education, ISArch tailors its Studio discipline to the needs of the hour, to the changes in society and culture, to addressing an opportunity or responding to a crisis, and from educating the students to gain insights into the transformative nature of the world around them and formulate their subsequent conscious design response. It is important for us to look outward and address the need for a global perspective in Architectural education; however, we also believe in a grounding within the practices of Architecture which are indigenous, local and native, for this is without a doubt, the way forward to a sustainable future.

ISArch's endeavour towards harnessing the informed perspectives of the global leaders in Architecture, Construction, Digital technology and Sustainability reflects within the work done by us towards building associations with international institutions and organizations (like the USGBC etc., which would soon culminate in closer co-operation with the large Academic ecosphere and student exchange programs.

Equal focus on Research and Praxis is deemed essential within our educational philosophy, for two reasons. Firstly, it allows a student to reinforce their imagination with precedents, pragmatism and the ability to be provocative-that is to be able to ask difficult questions or develop informed opinions in order to address real world challenges in Architecture

Learning is a way of community-building, with a blend of discipline and freedom, where the students and teachers are partakers of ideas and techniques. At ISArch, the students first learn to learn, before advancing into the depth of what Architecture has to offer. Upon doing so, a world of close interactions with the industry and profession, evolving digital techniques of designing, perspectives, polemics and communication await the students at ISArch.

arising out of pluralism to the best of their abilities. Secondly, an exposure to these two streams of Architectural thought within the Undergraduate course allows the students, to work within the areas best suited to their natural talents.







# Bachelor of Architecture Program







The workshop-based hands on education will evolve students towards real-time projects. Each workshop exercise has an expert in theory and various practicing architects guiding the students to realize their ideas for practically implementing them.

The Bachelor of Architecture Program of the ICFAI School of Architecture (ISArch) prepares students for a bright career as a well-equipped architect in India. It is a five-year full time degree program with 10 semesters of continuous evaluation in coursework, design projects, research and practical training.

The uniqueness of the B.Arch. Program of ISArch lies in its approach towards bridging the gap between academia and industry. The curriculum made is to attain a synergy between design education and the role of an Architect in the society. Thus justification of the profession will be attained by providing better environments for contemporary societies.

The program is contemplated in modules for more variety and flexibility. The curriculum is based on the principle that a set of courses will make up the structure. Thus each course is self-contained but also acts as a bridge between what precedes and what follows.

#### Program Structure:

ISArch offers Bachelor of Architecture (B.Arch) Program under Choice Based Credit System (CBCS) specified by the University Grants Commission (UGC) of India enabling students to choose courses of interest while meeting the minimum required credits. Under the Choice Based Credit System, which is a student/ learner centric system, the courses of study in the Architecture Degree program are as under:

#### Professional Core (PC) Course:

A course, which should compulsorily be studied by a student as a core requirement is termed as a core course. The weightage in terms of **credits is 45%**.

#### Building Sciences and Applied Engineering (BS & AE):

A course, which informs the professional core and should be compulsorily studied. The weightage in terms of **credits is 20%**.

#### Elective Course:

A course which can be chosen from a pool of courses and are of two types:

1. **Professional Elective (PE):** which may be very specific or specialised or advanced or supportive to the discipline/ subject of study or which provides an extended scope.  
**Credits: 10%.**
2. **Open Elective (OE):** Which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill.  
**Credits: 5%**

#### Employability Enhancement Courses (EEC):

##### Which may be of two kinds:

- i. Employability Enhancement Compulsory Courses (EECC)  
**Credits: 15%**
- ii. Skill Enhancement Courses (SEC)  
**Credits: 5%**



S.No.	Course	Code	Percentage of Credits	Credits Required	Credits Proposed
1	Professional Core Courses	PC	45%	135	135
2	Building Science & Applied Engineering	BS & AE	20%	60	60
3	Elective Courses	EC			
	i) Professional Electives	PE	10%	30	37
	ii) Open Electives	OE	5%	15	8
4	Employability Enhancement Courses	EEC			
	i) Employability Enhancement Compulsory Courses	EECC	15%	45	45
	ii) Skill Enhancement Courses	SEC	5%	15	15
			<b>Total Credits</b>	<b>300</b>	<b>300</b>

### Duration of the Program:

Bachelor of Architecture (B.Arch) is a 5 year program with 10 semesters inclusive of 6 months practical training in the 8th Semester. The duration of each semester is either 90 working days or 15-18 working weeks.

### Award of Degree:

A candidate shall be awarded Bachelor of Architecture degree by the ICFAI Foundation for Higher Education, Hyderabad (a Deemed-to-be University) on successful completion of all the courses of studies and subject to University regulations.





# Program Structure

	SEMESTER I			SEMESTER II		
	Course Code	Course Title	Credits	Course Code	Course Title	Credits
Year 1	AR1.1PC	Basic Design & Visual Arts	9	AR2.1PC	Architectural Design Studio II	9
	AR1.2PC	Model-Making Workshop I	1	AR2.2PC	Model Making Workshop II	1
	AR1.3PC	Architectural Drawing & Graphics I	3	AR2.3PC	Architectural Drawing & Graphics II	3
	AR1.4BS	Building Materials & Construction I	6	AR2.4PC	History & Theory of Human settlements	3
	AR1.5BS	Surveying & Levelling of Landforms	3	AR2.5BS	Building Materials & Construction II	6
	AR1.6BS	Basics of Structural Design & Analysis	3	AR2.6BS	Structural Mechanics	3
	AR1.7BS	Environmental Sciences	3	AR2.7BS	Climatology	3
	AR1.8SE	English Language skills	2	AR2.8SE	Professional Communication	2
Year 2	SEMESTER III			SEMESTER IV		
	AR3.1PC	Architectural Design Studio III	9	AR4.1PC	Architectural Design Studio IV	9
	AR3.2PC	History of Architecture I	3	AR4.2PC	History of Architecture II	3
	AR3.3BS	Building Materials & Construction III	6	AR4.3BS	Building Materials & Construction IV	4
	AR3.4BS	Structural Analysis	2	AR4.4BS	RCC Structures	3
	AR3.5BS	Landscape Design & Site Planning	2	AR4.5BS	Water Supply & Building Sanitation	2
	AR3.6PE	Professional Elective I	3	AR4.6PE	Professional Elective II	3
	AR3.7OE	Open Elective I	3	AR4.7OE	Open Elective II	3
AR3.8SE	Computer Applications I	2	AR4.8SE	Computer Applications II	3	
Year 3	SEMESTER V			SEMESTER VI		
	AR5.1PC	Architectural Design Studio V	9	AR6.1PC	Architectural Design Studio VI	12
	AR5.2PC	History of Architecture III	3	AR6.2PC	History of Architecture IV	3
	AR5.3BS	Building Materials & Construction V	3	AR6.3BS	Steel Structures	3
	AR5.4BS	Electrification, Lighting & Acoustics	3	AR6.4BS	Ventilation, Air Conditioning, Fire Safety & Building Automation	3
	AR5.5PE	Professional Elective III	3	AR6.5PE	Professional Elective V	3
	AR5.6PE	Professional Elective IV	3	AR6.6PE	Professional Elective VI	3
	AR5.7OE	Open Elective III	3	AR6.7OE	Open Elective IV	3
AR5.8SE	Building Information Modelling	3				
Year 4	SEMESTER VII			SEMESTER VIII		
	AR7.1PC	Architectural Design Studio VII	12	AR8.1EE	Practical Training	30
	AR7.2PC	Estimation, Costing & Specifications	3			
	AR7.3PC	Urban Design	3			
	AR7.4PE	Professional Elective VII	3			
	AR7.5OE	Open Elective V	3			
	AR7.6EE	Research Methodology in Architecture	3			
AR7.7EE	Portfolio Making Workshop	3				
Year 5	SEMESTER IX			SEMESTER X		
	AR9.1PC	Architectural Design Studio IX	16	AR10.1PC	Architectural Design Thesis	21
	AR9.2PC	Green Building Architecture	3	AR10.2PE	Professional Elective IX	3
	AR9.3PE	Professional Elective VIII	3	AR10.3PE	Professional Elective X	3
	AR9.4EE	Pre-Thesis Seminar	5	AR10.4EE	Professional Practice	3
AR9.5SE	Foreign Language	3				

The program structure is tentative, subject to change.





# Admission Modalities



## Admission Process:

Admission into the B.Arch. Program is a multi-stage process based on their:

- Performance in the qualifying examination,
- Personal Interaction with the program faculty and/ or written test.
- Scores of NATA-2024

Candidates who are shortlisted will be called for Personal Interview.



## Eligibility:

- ▶ Pass in 10+2 scheme of examination with 50% marks in Physics, Chemistry and Mathematics and also 50% marks in aggregate.

OR

- ▶ Pass in 10+3 Diploma with Mathematics as compulsory subject with minimum 50% aggregate marks.
- ▶ In addition to the above, Pass in National Aptitude Test in Architecture-2024 (NATA-2024) conducted by Council of Architecture (COA).



## Application Form:

Eligible candidates may download the Application Form from the website [www.ifheindia.org/isa](http://www.ifheindia.org/isa) and send it to:

*The Principal, ICFAI School of Architecture (ISArch), IFHE Campus, Dontanapally, Shankarpalli Road, Hyderabad - 501 203, Telangana State. by Registered/ Speed Post.*

OR

A scanned copy of filled in Application Form may be e-mailed to [barchinfo@ifheindia.org](mailto:barchinfo@ifheindia.org)

Following is the checklist for the certificates to be attached while applying for admission:

- 10<sup>th</sup> Class Mark sheet
- 10+2 or 10+3 Mark sheets and qualifying certificate (in case the candidate is applying before the announcement of results of the qualifying examination, he / she may submit a bonafide certificate of his / her current school/ college)
- NATA-2024
- Duly Filled in Application Form

For further details, contact:  
Admissions Incharge, ISArch  
Ph: +91 9490491813, +91 9874244063  
e-mail: [barchinfo@ifheindia.org](mailto:barchinfo@ifheindia.org)  
website: <https://www.ifheindia.org/isa>

# Life in the Campus



## Academic Infrastructure

**Learning Resource Centre (LRC):** ISArch has a well stocked library containing reference materials, magazines, journals and books of national and international publications. ISArch has a digital library consisting of various databases, namely, J-Gate, EBSCO, Springer, IEEE etc., MPTEL & SWAYAM. These databases facilitate research activities of students and faculty members.

**Student Information System (SIS):** The academic delivery and everyday management of student data including marks, attendance and dissemination of information is managed through the SIS. The SIS is also used for conducting online quizzes and for sharing resources like lecture materials, solutions of exams and quizzes etc., besides grading after examinations.

**Computing Resource Centre(CRC):** ISArch is equipped with the latest state-of-the art technology of a computer network with a high speed backbone (180 MBPS Internet speed) and security through CISCO high end routers. The campus has exclusive subscription of Microsoft products like Windows XP, Windows 10, Office 2010, Microsoft exchange, SQL server, Adobe products (InDesign, PageMaker, Acrobat, Photoshop), antivirus (e-scan) which are being used in day-to- day operations.





# Life in the Campus

## Physical Infrastructure

**Class Room:** All classrooms are air-conditioned, Wi-Fi enabled and are equipped with projector. They are also provided with modern visual aids like LG Digital Signage, which help to conduct uninterrupted classes both offline and online.

**Hostels:** Separate hostel facilities are available for both boys and girls. Each hostel is well furnished, well-maintained and is provided with an indoor games facility and gymnasium.

**Transport:** Transport facility for day scholars is provided from city to campus on payment basis.

**Health Centre:** The institute has a clinic in the University campus with doctors, ambulances and paramedical support staff. In case of medical emergencies, there are leading corporate hospitals, reachable by University ambulances.

**Sports Facilities:** The University has sports facilities for playing badminton, squash, table tennis, football, basketball, cricket, tennis and swimming.

**Canteens & Food Courts:** There are canteens & food courts serving hygienic food in the campus. The students have a choice of place for all their meal times round the clock.

## Student Activities

Student activities help students to develop as leaders and their overall personality development. Despite a hectic academic schedule, students, very actively participate in co-curricular and extra-curricular activities. Highly self-motivated and capable students run several student bodies – thirteen Clubs and Committees. All technical, management, sports, socio-cultural events are organized by these bodies throughout the year. Students also organize and participate in the activities mentored by professional bodies. At the campus, there is a designated Student Activities Coordinator, and over twenty faculty members serving as mentors who actively work with students in organizing a variety of programs throughout the year. Students also participate in inter-university competitions.

## Student Clubs

Astitva - Music Club

Yantrikee - Technical Club

DANSATION - Dance Club

Let's Talk - Oratory Club

INNOZANT CLUB - Entrepreneur's Club

Paritantra - Environmental Club

Gambol - Sports Club

INVICTUS - Literature Club

ZEPHYR - Event Management & NGO activity

TEATRO - Theater & Drama Club

ABC - alpha beta coders - Coders Club

I2 - The ICAI Tech Innovation Club

Photography Club

## Placement Cell

ICFAI Foundation for Higher Education has a centralized placement cell committed to help graduating students to get best career opportunities through campus placement. A committed team of placement officers work round the year in organizing campus placement drives. Utmost importance is given in enhancing the competence of the students and preparing them for placement. Regular training programs for soft skills, technical skills and expert talks are organized to improve the employability of students. Industry-Placement meets and personality development workshops are organized. All the students are provided guidance so that they become empowered to take informed decisions regarding placements.





# Faculty Profiles



**Prof.Ar.Munavar Pasha Mohammad**

*Principal of ICFAI School of Architecture*

He did his graduation in Architecture from College of Fine Arts & Architecture, JNTU in 1985 and subsequently completed Masters in Architecture with Environmental Design specialization from SPA, Jawaharlal Nehru Architecture & Fine Arts University JNAFAU, Hyderabad. He has a rich and diverse experience as a Professional Architect in various capacities both in private and government sectors.

He established Architectural Consultancy Firm ENVIRONS Architects & Designers in the year 1993. Since its inception he has provided design consultancy for various large scale multi-disciplinary projects, ranging from Urban Design Projects, Housing Projects, Religious, Cultural & Sports Complexes, Hospitals, Recreational & Tourism Projects that include Stadiums, Water Parks & Theme Parks, Planetariums etc., Institutional Buildings, Slum up gradation & Affordable Housing Projects etc.

Some of the notable Projects designed by him are Jalavihar Water Park in Hyderabad, International Cricket Stadium at Visakhapatnam, Institutional Buildings in Telangana University and Andhra University. He was also involved in designing various projects in USA and UAE that include Theme Parks Residential and Commercial Buildings.

During the course of his long Professional Career he has held many important positions such as Hon Secretary of Indian Institute of Architects Visakhapatnam Center, Member of National Committee of Indian Institute of Architects (PR & Govt. Interface), Executive Council Member of JNA&FA University, He also served as Member Board of Studies, Member Admissions Committee JNAFAU, Member of Inspection Committees and as NATA Observer for Council of Architecture, Member of Selection Committee at GITAM (Deemed to be University) Hyderabad.

He taught as a Visiting Professor and was an External Juror at various Schools of Architecture including SPA Vijayawada, SPA JNAFAU, SVCA, CSIIT, VSAP etc., He was also an Expert Speaker at National Edutainment Workshops for Students of Architecture, conducted by Ramoji Film City, Hyderabad.

His awards and recognitions include Biographical note in Volume-2 of Asia's Men & Women of Achievement in 1992. Biographical note in volume-1 of Indo-American "Who's - Who, Nomination for Indira Gandhi Sadbhavana Award, by Global Economic Council in 1997, Letter of Appreciation from United Nations Center for Human Settlements UNCHS, Felicitation as Best Teacher by LIONS CLUB, R.R. Dist, Hyderabad.



# Faculty Profiles



**Prof. Dr. Massimo Vianello**

*Advisor*

Prof. Dr. Massimo Vianello is Advisor to ISArch. He has a background of specialisation in theatre design (Studio Rinaldo Olivieri, Verona, 1995-97) and healthcare buildings (Arteco, Verona, 1997-2000).

From 2007 to 2009 he was project director for the Italian-Indian partnership in Hyderabad between Murty and Manyam and IESCO-Pooleng (Treviso).

Since 2009 he has been the lead architect / advisor at Murty & Manyam (Hyderabad), principally in the institutional sector of higher education and recently for health care and social housing. He has been instrumental in developing a variety of large scale proposals for real estate developers in the residential and commercial sector.

Academic: An independent researcher, he has been a lecturer at the Institute of Architecture IUAV, Venice teaching for Design Courses and Workshops at the faculty of Architecture for Sustainability and working at Research Programs at the Department of Architectural Design. His research field is focused on exploring the boundary between architecture and town planning with particular attention to the Post World War II period and its ethical potential for refocusing on a new approach to environmental emergencies.

His architectural practice and academic research has the common objective of exploring the interrelationship between the architectural object and its appropriate physical, social and historical context.

Education: Ph.D. in Architectural Composition, 2003-06, Department of Architectural Design, Institute of Architecture IUAV, Venice, Italy; Master of Arts in Executive Architectural Planning, 1995-96, [diploma (QER 126), OIKOS Foundation, Bologna, Italy; Laurea Degree in Architecture (Bachelor + Master), 110 marks out of 110 cum laude, 1992, Institute of Architecture IUAV, Venice, Italy.

From 2000 to 2007 he worked as a consultant and lead project architect for commercial, industrial, residential and infrastructural projects in partnership with Veneto Progetti Srl (Treviso), Sistemi Territoriali Srl (Venezia) and Roberto D'Agostino-Progetto Srl (Venezia).

Professional Qualification  
Licensed & Registered Architect, Italy.  
Ordine Architetti di Venezia n. 1927

# Faculty Profiles



**Ar. P Venkat Ramana**  
*Professor & Design Chair*

Prof. P Venkat Ramana is a Professor and Design Chair, ISAarch. He has been the Principal Architect since 1994 with M/s Murty & Manyam, a 52-year-old Architectural firm based at Hyderabad, Telangana.

Lectures: On Sustainability in Institutional Buildings with no Incremental Cost in Green Building Congress 2014 in Hyderabad on the Interface between Architecture and Services organized by Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE) in 2012 at Hotel Ramada Manohar, Hyderabad on emerging technologies and role of Architectural students organized by Saint Gobain at Taj Banjara in 2011.

Felicitations: By The Former Union Finance Minister Late Sri. Arun Jaitley during the inauguration of Symbiosis International University, Hyderabad Campus By Shri V.K.Aatre, Scientific Advisor to Raksha Mantri upon successful completion of 'SF Complex' at Jagdalpur, Chhattisgarh, a Research and Development project of national importance and also a dream project of late Dr.A.P.J. Abdul Kalam by The School of Planning and Architecture, Jawaharlal Nehru Architecture and Fine Arts University (JNAFAU), Hyderabad Campus, (first non-alumni to get this). Created the first Research and Development Project on Snow and Avalanche Control structure at Rohtang, Manali, Himachal Pradesh (selected in a National Competition).





# Faculty Profiles



**Dr. Aruna Sri Reddi**  
*Professor*

Dr. Aruna Sri Reddi is a distinguished Professor at the ICFAI School of Architecture, with a deep commitment to urban planning and transportation research. Her interests encompass the interplay between land use and transportation (TOD), non-motorized transportation, choice behavior, community development, and impact studies, particularly in infrastructure and socio-demographics.

Her academic journey is marked by her 2016 PhD from IIT Kharagpur, coupled with post-graduate qualifications - a Master of Regional Planning (MRP) from the University at Albany, NY, in 2002, and a Master of Urban and Regional Planning (MURP) from JNTU in 1998. She initiated her academic career with a 1992 graduation from the Indian Institute of Architects, Bombay. Her extensive professional experience spans back to 1998. She has achieved recognition in her field, securing a registration fee waiver for the World Symposium on Transport and Land Use Research (WSTLUR) in 2014, and winning the First Prize for Poster Presentation at the National Geospatial Conference 'Geomatrix 2011.' She has contributed to books such as "E-Democracy for Smart Cities" (2017) and has made her mark through interviews and book reviews, showcasing her commitment to the urban planning discourse. Additionally, she has contributed editorials to publications like Tekton, Volume 6, Issue 1, March 2019.



**Ar. Potluri Sushma**  
*Associate Professor*

Ar. Sushma pursued B.Arch from JNTU, Hyderabad; M.Arch in Construction Management from JNAFAU, Hyderabad; and pursuing her Ph.D. in JNAFAU, Hyderabad. With a professional experience of over 16 years in architectural practice and academics, she had the privilege of being associated with notable veteran Architects. Her strengths are her effective teaching skills whilst focusing on individual needs of students and her innate ability to stay on task. She believes that one should be a continuous learner in order to be an effective teacher.

International conference conducted by Aurora college in Hyderabad on Sustainability in Built Environment and National Workshop on Design Pedagogy Explorations – From Basic Design to Design Thesis by Council of Architecture, hosted by CSIIT, Hyderabad. Her research interests include Construction waste minimization, Cost effective housing with a penchant for sustainability.

She participated in various national and international workshops that include International Workshop on Discovering through Experience, Architecture walks & Workshop at Politecnico, Milan, Italy

# Faculty Profiles



**Ar. Syed Ateeq Mirza**  
*Associate Professor*

Ar. Syed Ateeq Mirza is an Assistant Professor and has pursued Masters of Architecture in Environmental Design (M.Arch – E.D) from School of Planning & Architecture, JNAFAU, Hyderabad. He has over 10 years of experience as practicing architect and 8 years of teaching.

He found his passions to be in teaching, research and academia. Since then he took the position of Assistant Professor in architecture, SPA, JNAFAU, Hyderabad for two years before joining as an Assistant Professor at ICFAI School of Architecture (ISArch), Hyderabad. His varied interest lies in the fields of sustainable urbanism, architectural tourism and Architectural presentations. While pursuing his Masters of Architecture in Environmental Design (M.Arch – E.D) he undertook the role of an assistant professor in SPA, JNAFAU, in the year 2011 for 4 years. In 2015 he joined Saudi Bin Laden group of companies in Jeddah, Saudi Arabia as an Architect.



**Ar. Sankha Subra Nath**  
*Associate Professor*

Ar. Sankha Subra Nath is a proactive teamplayer with leadership skills who thrives under pressure and has a penchant for achieving organisational goals with smiling face. He has accomplished career demonstrating consistent success as a researcher, educator and professional with projects in architecture and planning. He has successfully managed as head of the department for 4 years and offers 8 years of experience in architectural teaching and practice in private and public sectors in India. He also actively participates in social services in rural areas of India. Recent graduate in Master's in environmental governance in the Delta region of Bengal from IHS, Rotterdam. He is well versed in mixed method research, academic writings and GIS. His current goal is to enter academia and industry and apply newfound knowledge on sustainable planning and land governance. He has ability to lead and develop research projects, public policy projects, land governance projects, large scale masterplans, understanding socio-economic issues and ecosystem interactions related to flooding and water management.



**Ar. T.V.R. Prasad**  
*Assistant Professor*

Ar. T.V.R. Prasad has over 35 years of rich professional history serving government and private sectors. The key milestones includes, continued consultations to Endowments for the development of temple town master plans in Telangana & Andhra Pradesh states and was an advisor to Govt. of AP for central level programs related to Environmental Sanitation, Integrated Low-Cost Sanitation (ILCS -I,II,III) and National River Conservation Program 2002. Currently, he has been focusing on teaching from the past 10 years as a key member of academic systems.

As an academician, He was a member of the Academic Committee for the 'National Academy of Construction (NAC)' from 1997 to 2001.





# Faculty Profiles



**Ar. Rama Kiran M**  
*Assistant Professor*

Ar. Rama Kiran Mareedu is an Assistant Professor at the ISAarch. He graduated from School of Planning & Architecture (SPA) Delhi, in the year 2014.

From which he found his passion in academics and research ergo, found himself a place in Vaishnavi School of Architecture & Planning, Vijayawada. Here, he taught and built upon his core strengths of Urban Design, Architectural Designing through context and so on.

He is working on finding a semiotic connection of architecture & identity one finds through it, incidentally that was his Architectural thesis study.

He followed a career path of an Architect for 2 years (2014-16) at Samsung Heavy Industries India Pvt. Ltd, where his role was of a design developer for the living quarters on off-shore platforms of oil & gas ships.



**Ar. K Anil Kumar**  
*Assistant Professor*

Ar. Anil Kumar K is an Assistant Professor and graduated from School of Planning & Architecture (SPA) Delhi, with a Masters from IIT Roorkee and is currently pursuing Ph.D. from IIT Roorkee. He was a visiting scholar at Technische Universität Dresden, Germany and holds a Diploma in Painting from Pracheena Kala Kendra.

Anil has seven years of experience in academia, research and practice. He has 5 publications to his credit till date and presented multiple papers at National and International conferences. He is a reviewer for a Scopus indexed Springer journal and heads a sponsored research project in the field of kinetic architecture.

He is an Accredited Professional with Indian Green Building Council (IGBC AP). His research interests are in Parametric and Computational Design, with an inclination towards Sustainability and Green Architecture.



**Ar. Aniruddha Phadke**  
*Assistant Professor*

Ar. Aniruddha Phadke studied Architecture at the Maharaja Sayajirao University of Baroda, Gujarat (2005-10) and after a professional experience of 7 years in Hyderabad, completed Master in Architecture from DIA, Hochschule Anhalt in Dessau, Germany (2019). Presently, he is working on the application of a phenomenological course for early architectural education, building upon the work undertaken within his Master Thesis.

Architectural and Environmental Psychology, Architectural Pedagogy and understanding Visual Thinking in students of Design are the key areas of his research focus.

# Faculty Profiles



**Ar. Shraddha Bahirat**  
*Assistant Professor*

Ar. Shraddha Bahirat is an Assistant Professor. She graduated from VNIT Nagpur (2012) and completed her Masters in Architecture (Urban Design) from SPA Bhopal (2014). Currently she is pursuing her doctoral research at IIT Kharagpur. She has seven years of research experience. She has presented her work in National and International conferences. Her areas of research interest are urban design, neighbourhood design with an inclination to inspect connections between human behaviour and built environment.

She is a recipient of Prof. S.D. Adane Gold Medal and Institute Medal for her academic performance in B.Arch. She was also awarded a Proficiency Gold Medal for best Academic Performance in M.Arch (Urban Design).



**Ar. Asha Devadas**  
*Assistant Professor*

Ar. Asha Devadas is an Assistant Professor at the ISArch. She pursued a Masters in Planning (Urban Planning) from the National Institute of Technology Calicut. After completing B. Arch from D.Y.Patil College of Architecture (Mumbai University), Navi Mumbai, she worked on several residential projects in Mumbai and other parts of Maharashtra.

She has over 4 years of experience teaching undergraduate students of architecture. During this period, she has worked on consultancy projects in Kerala as well. Sustainable development of cities, tourism, and smart cities are some of her areas of interest.

Currently, she is pursuing her interest in instructional design to develop an effective means of teaching and learning online/in blended mode.



**Ar. Nikita Manvi**  
*Assistant Professor*

Ar. Nikita Manvi has pursued her M.Arch - Theory and Design from the prestigious Faculty of Architecture, CEPT University at Ahmedabad. Having her inclination towards academics, the areas of architectural history, conservation and sustainable approaches has always enthused her. She has done extensive research on Early Western Chalukyas and was part the team for documentation of temple structures across Malaprabha River valley for UNESCO World Heritage Documentation. She has presented and published two international papers - i) 7th International Conference on Language, Literature, Culture and Education (ICLLCE) in Hanoi, Vietnam and published in International Journal of Language, Literature, Culture and Education - ISSN 2462-1846; Title of the paper - Continuum of Hindu Worship Culture - Through living temple of Mahakuteshwara; ii) International Conference on Emerging Trends in Engineering, Technology and Architecture (iCETETA-2017) in Kolhapur, India, published in International Journal of Engineering Research and Technology (IJERT) ISSN 0974-3154. Title of paper - Impact of Industrialisation on the Building.

She is recipient of Gate Scholarship from August, 2012 to April, 2014 and is recipient of Silver Medal for overall performance in Bachelors of Architecture at B.V.B.C.E.T., Hubli. In 2006, phrases of her self-composed essay were selected in APJ Abdul Kalaam's book - The Right, The Wrong and the Dividing Line.





# Faculty Profiles



**Ar. Maneesha Keerthi Kavuri**  
*Assistant Professor*

Maneesha Keerthi Kavuri is an Assistant professor who pursued Masters in Landscape Architecture from School of Planning and Architecture, New-Delhi and her Bachelors in Architecture from School of Planning and Architecture, Vijayawada. Working as a Landscape Architect at APUGBC, she made a remarkable performance as a designer shaping up a variety of landscape projects in the new state of Andhra Pradesh like Neighbourhood and City level Parks, Institutional Landscapes, Housing landscapes like TIDCO projects, Crematoriums, Ecological parks, River and other waterfronts. Implementation of her ideologies in teaching methodologies at Vaishnavi School of Planning and Architecture, Vijayawada had helped the group of students to develop interest in subjects like Landscape Architecture, Urban Design, Urban Landscapes, History and Conservational Architectural Subjects. She guides the students with an urge to not only to inculcate knowledge but also works towards their career progression in every step they take.

Her research interests are Cultural Landscapes, Urban Landscapes, Conservation Architecture, History of Architecture, Environmental and ecological sciences.

She has 4 years of teaching experience at Vaishnavi School of Architecture, Vijayawada and 1 year of working experience as Landscape Architect at Andhra Pradesh Greening and Beautification Corporation, Amaravati.



**Ar. Sonu Kumar,**  
*Assistant Professor, ISArch*

Ar. Sonu Kumar holds a multifaceted teaching portfolio that encompasses Landscape Architecture, Digital Architecture, RCC (Reinforced Concrete Cement), Building Construction, GIS (Geographic Information Systems), Professional Practice, Site Planning, and Engineering Drawing, He brings a wealth of knowledge and practical experience to the classroom.

His academic journey includes a Master's degree in Landscape Architecture from SPA, Delhi in 2016 and Bachelor's degree from NIT Patna in 2013, further solidifying his knowledge and commitment to the discipline. With substantial professional experience, he is not only a dedicated educator but also a practitioner.



# Allied Faculty Profiles



**Mr. Ivaturi Veereswara Sarma**

Prof. Sarma is an Assistant Professor, IcfaiTech. He has done his Masters in Rock Mechanics in IIT Delhi and pursuing Ph.D. from IIIT, Hyderabad. His research interests are rock slope stability and design of underground structures. He also worked in the construction industry.



**Prof. Sarit Chanda**

Prof. Sarit Chanda is an Assistant Professor, IcfaiTech and pursued Masters in Earthquake Engineering from NIT Agartala. He is currently pursuing a Ph.D. from IIT Hyderabad. His research interests are earthquake-resistant building design, hazard analysis, vibration reduction of structures, etc.



**Prof. Priya S Natesh**

Prof. Priya Natesh is an Assistant Professor, IcfaiTech and pursued Masters in Structural Engineering from NIT Tiruchirappalli. She is currently pursuing Ph.D. from IIT Hyderabad. Her research interests are steel structures under dynamic loading, composite structures, and composite structural members under extreme thermal conditions.



**Dr. Loreina Pagag**

Dr. Pagag is an Assistant Professor, IcfaiTech and pursued Ph.D. from English & Foreign Languages University, Hyderabad, 2017. She is a UGC-NET qualified scholar. She teaches Linguistics, Phonetics and Phonology, Language Skills, Personality Development subjects. Her research interests include Linguistics, Phonetics and Phonology, Language acquisition, Cognitive Science, Language Pedagogy.



**Dr. Bonala Kondal**

Dr. Bonala Kondal is an Assistant Professor with expertise in English and communication skills. He specializes in teaching English, English Language Communication Skills, and Professional Communication. His research interests encompass Second Language Writing, Academic Writing, Second Language Learning and Acquisition, and Computer-Assisted Language Learning (CALL) and Mobile-Assisted Language Learning (MALL). Dr. Kondal holds a PhD in English Language Education from The English and Foreign Languages University, Hyderabad (2019) and is APSET-qualified in English. His educational journey includes a PGDTE from the same university (2010) and an M.A. in English from the Maulana Azad National Urdu University, Hyderabad (2007).



# Visiting Faculty



**Ar. Yeshwant Ramamurthy**

Ar. Yeshwant Ramamurthy is a Professor and Academic Advisor. He has over 38 years of experience as Principal Architect of Studio One. He has designed buildings across various typologies ranging from high end private residences to humble affordable housing using sustainable technology.

- ▶ He is a member, Board of Studies in Architecture, JNAFAU, Hyderabad.
- ▶ Guest Faculty, Manipal University; School of Planning & Architecture, Vijayawada.
- ▶ Convener, Publications Committee, Council of Architecture (NIASA).
- ▶ Thesis evaluator, Thesis guide at several institutions.
- ▶ Founder President, The Hyderabad Design Forum.

The firm's core competence is in hospitality design, having executed over 80 projects in this design vertical. He also works in the areas of heritage conservation, craft revival and design history documentation.



**Ar. M Samhitha**

Ar. M. Samhitha architect from Anna University. She has completed her Post Graduate Programme in Management from Great Lakes Institute of Management, Chennai. After working with Ashok Leyland Properties, Samhitha joined the CII Green Business Centre, Hyderabad where she was associated with all the prestigious projects of CII ranging from developing of rating systems and formulating a framework for certification of Green Buildings.

Her vast experience over 10 years in planning Green Building Solutions eventually prompted her to start Ela and offer professional consulting services.

Her core competence lies in green architectural design and steering the green building rating programs from inception through the process of final certification for various building types.



**Ar. Bharat Kumar Shah**

Ar. Bharat Kumar Shah completed his master's program in architecture from Iowa State University, Ames, Iowa, USA in the year 1981, after completing the graduate course from College of Fine Arts & Architecture, JNTU, Hyderabad, in the year 1979. He has undertaken design and execution of office interior works for Bank of India, Zonal Office at Hyderabad, Creative Group of Industries, Secunderabad, Shaw Wallace Group at Hyderabad and Sita World Travels, Secunderabad. The firm had successfully designed and completed interesting projects ranging from residences, commercial complexes, apartments, office interiors, and showrooms of well established names. He also worked as an Architect with Konzept Ambience Group (April 2008-March 2009) He also has special interest in teaching architectural design. Since 2007 has taken teaching assignments as a visiting faculty at various prestigious institutions. Other interests include photography, music, traveling and reading. He has traveled extensively in India and around the world including North America, South America, UK, Europe, Australia, Japan and South East Asia.

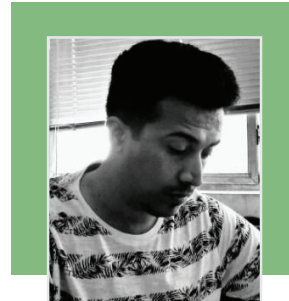


# Visiting Faculty



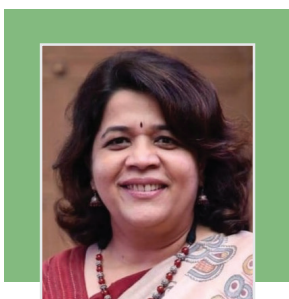
**Prof. Lakshmi Samavedam**

Lakshmi Samavedam is a freelance artist and educator, based in Hyderabad, India. She has always been interested in arts from an early age. After several years working in the corporate world, she turned towards converting her passion in arts as a full-time activity. To bring her creative passion to fruition, she pursued Bachelor of Fine Arts at Lalit Kalakshetra, Coimbatore. She has spent time over the last 10 years in learning and improving her skills at various art forms while simultaneously imparting art education to students and enthusiasts. Her art reflects her interest in nature and culture. Conveying the feelings, emotions, thoughts and struggles as a human being has always inspired her. Her paintings are nestled between reality and dreams. Nature has been a constant source of inspiration for her. She has been a part of various prestigious art exhibitions. Her paintings have been exhibited in various prestigious art galleries in Telangana, Karnataka, Tamil Nadu, Maharashtra. She has won awards at various art exhibitions/competitions. Her art is found in many private collections in the US, UK and several corporates in India.



**Ar. Aditya Vipparti**

Ar. Aditya Vipparti is a dedicated and passionate Architect with a strong foundation in Urban Design. With over a decade of professional experience spanning various facets of the architectural and urban planning landscape, he has left his mark on projects in diverse locations, including Delhi, Hyderabad, Hong Kong, Mumbai, Amaravati, and even Paris. His versatile skill set covers the full spectrum of a project's life cycle, from inception to concept design, design development, and execution. Aditya currently serves as the Lead Architect & Urban Designer at Avaud Plus, where he brings his wealth of knowledge and experience to the forefront. He did his Bachelor of Architecture from the School of Planning and Architecture, and a Diploma in International Workshop of Urban Design from Université de Cergy-Pontoise, and a Master of Architecture in Urban Design from CEPT University, Ahmedabad. Notably, he also pursued a DSA in Architecture et Projet Urbain from the Ecole d'Architecture de Paris-Belleville.



**Ar. Aparna Bidarkar**

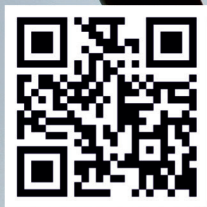
With a focus on integrating architecture, master planning and sustainable strategies, Aparna Bidarkar approaches each project as an opportunity to explore ideas of physical and social context, spatial experience and tectonic expression.

She is working as Principal Architect for Hue Designs and currently serving as IIID National Executive Committee Member (2019-2021). She also served as Hon. Secretary Hyderabad Design Forum (HDF).

Ar. Aparna holds Master of Architecture (Interior Design) from School of Planning and Architecture- Jawaharlal Nehru Technological University, Hyderabad. (Year 2003); P.G. Diploma in Construction Project Management NICMAR (2018) and P.G. Diploma in Journalism, Bharatiya Vidya Bhavan, Hyderabad. (Year 2002)







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