



Bachelor in Science (B.Sc) Interior Designing

- Full-time regular course
- Multiple skill-based curriculum
- Semester-based pattern in teaching & learning
- State-of-the-art laboratories
- Placement assistance
- Internship opportunities and networking
- Field trips & excursions

J.D. BIRLA INSTITUTE

Unit of Vidya Mandir Society

AFFILIATED WITH JADAVPUR UNIVERSITY

Recognised by UGC (12B & 2f)

About J.D. BIRLA INSTITUTE



J.D. Birla Institute is a private unaided College affiliated with Jadavpur University, Kolkata since 1963. It is conveniently located in the heart of the city at 11 Lower Rawdon Street, Kolkata-700020 (near Minto Park).

The late Sushila Devi Birla, wife of eminent industrialist late L. N. Birla, established a college for girls in her mother-in-law's name in June 1962. The College was named Smt. Jawahari Devi Birla Institute of Home Science and it filled a much felt gap in the scientific education of young women from Calcutta's conservative families.

Over five decades, the Institute has grown with the needs and demands of the changing times. A Department of Commerce was added in 1997, and in tune with the shifting zeitgeist; another campus was started in 2002 to house the co-educational Department of Management. At this time, the name of the institution was simplified to J. D. Birla Institute. In the year 2009, four new professionally oriented B.Sc courses were introduced apart from two new M.Sc courses. M.Com was introduced in 2013. Currently, the college has about 1700 students.

58
years of
Educational
Excellence
&
Empowerment
of Women

Sponsoring TRUST

As a private unaided educational institute, the Vidya Mandir Society an educational trust managed by the S.K. Birla Group sponsors the college.



Mr. S. K. Birla
Chairman,
Vidya Mandir Society



Mrs. Sumangala Birla
President,
Governing Body, JDBI



Maj.-Gen. V. N. Chaturvedi, Retd.
Secretary General,
Vidya Mandir Society



Our LOGO

The Institute's logo represents a well-known shloka from the Brihadarnyaka Upanishad (Brihadarnyaka Upanishad – I.iii.28).

“Asato ma sadgamaya
tamaso ma jyotirgamaya
mrttyorma amrtam gamaya”

Lead us from all that is untrue and unreal to what is real and true.
Lead us from darkness to light, ignorance to knowledge.
Lead us from death to immortality.

Our Vision

To establish ourselves as a leading college providing education of a higher standard with integrity, consistency and due diligence.



Our Mission

To prepare the future generation for academic excellence and practical skill-set needed to face global challenges and lead the country into the world of the future.

J.D. Birla Institute is an Institute of educational distinction that combines excellence with innovation. The Institute with all its departments is affiliated to the highly acclaimed Jadavpur University, a world renowned Center of Excellence.

At JDBI we offer students with wide range of courses that gives students a solid academic foundation and at the same time enables them to realize their individual dreams in field of applied Sciences or Commerce or Business Administration.

Our commitment towards excellence in the field of education is easily achieved through our impressive infrastructure, student-focus initiatives and facilities that edge on overall and holistic growth of our pupils. Conducive teaching and learning environment is provided through a well secured, neat and clean campus, air-conditioned lecture rooms equipped with LCD projectors, state-of-the-art laboratories and required support systems. Earnest endeavor by well qualified and dedicated teaching faculty at the Institute prepares students to face the challenging global environment. Teaching is based on lectures, seminars and project work that provides practical hands-on experiences and prepares students to face the challenges of a rapidly-changing world. The library of the Institute is automated and has an impressive collection of learning resources including books, journals and reference materials for all the graduate and post-graduate courses. Every year several curricular and co-curricular events are organized to aptly broaden the learning experience of our students. Leadership skills in students are sharpened through various clubs that they lead.

All the undergraduate courses except BBA are honours programmes and are divided into six semesters. Choice for subjects is offered in the final year through the CBCS approach as mandated by the UGC. Balance between theoretical and real life situations is achieved through our integrated approach in teaching and learning that includes live case studies, experiential activities, classroom discussions, term paper and seminars. Students are also provided with industry exposure through various projects, industrial visit and interaction with members from the industry.

I am convinced that our students find the courses that they undertake at the institute intellectually stimulating and as a stepping stone to the career of their choice. Many of our alumni are already well placed in several fields

It gives me great pleasure to welcome you to the myriad opportunities offered by J. D. Birla Institute.



Professor Deepali Singhee, Ph.D

Principal, J.D. Birla Institute
(Departments of Science, Commerce & Management)

AWARDS & RECOGNITION



(2020)



Emerging College
of this Century
(Commerce)

India Today
(2019)



Most Promising
College

Gurukul Awards
(Lions Club of Kolkata)
(2019)



India's Outstanding &
Innovative High Quality
Educational Institute

RULA
(World Research Council)
(2019)



Computer Lab



Cafeteria



Recreational Zone



Playground



Infirmary



Counselling



Diet Clinic

JDBI Advantage

- Courses ranked high on all India basis
- Semester wise curriculum with choice based credits
- Modern WiFi campus
- State of the art laboratories
- Qualified and fulltime faculty
- Special lectures by top ranking experts
- Host of co and extracurricular activities
- Opportunities for internship & networking
- Placement assistance
- Merit base scholarships & freeships
- Short term certificate course under MOU with IIT-Mumbai, National Stock Exchange, ICFAI and Academy of Pastry Arts



State-of-art LRC with an enviable collection of books, journals, periodicals magazines and newspapers covering all parameters in the field of applied sciences, commerce and management and books of general interest. The LRC has a good collection of audio-video resources too.

The LRC is fully automated through KOHA with OPAC facility. There are 8 computer terminals to enable students to search for the resources available at the internet-annexed room where they can also freely browse on the internet and prepare presentations. A separate Research Journal section provides an appropriate environment for literature survey and research review.

Well-trained and helpful library staff helps in efficient working of the LRC.

Photocopying facility is available to students and staff at the library.

The LRC is open to all students from 8:30 am to 5:00 pm Monday - Friday and 8:30 am to 1:00 pm on Saturdays.

LEARNING RESOURCE CENTRE (LRC)



Ms. Mayuri Das Biswas
Head Librarian



Ms. Tanima Majumdar
Library Assistant

LIBRARY RESOURCES

Seating Capacity	: 90
No of Books	: 18,085
Number of Journals, Periodicals & Magazines	: 66
No of Audio-visual Resources	: 994
Newspapers	: 07
E-resources at LRC (Books)	: 97,000 (through INFLIBNET)
E-resources at LRC (Journals)	: 6,120 (through INFLIBNET)
E-resources at LRC (Abstracts)	: 250,000 (through INFLIBNET)
E-resources at LRC (Interviews)	: 360 (through INFLIBNET)
E-resources at LRC (Case Studies)	: 1000 (through INFLIBNET)
Database	: J Gate & Indiatat
RIFD	: All resources are tagged

B.Sc (Hons.)

Overview

B.Sc course in ID is based on applied sciences and is geared to meet the emerging needs and challenges of contemporary society as they respond well to the evolving global standards. The present curricula and syllabi have been revised and updated in accordance with UGC (University Grant Commission) guidelines. Mandatory six week internship training in the final year of study is the USP of these courses. The course offers each student with ample opportunities to assess their abilities, aptitudes and interest and introduces them to a world of jobs and careers.

Course Highlights

The course shall include

- Space Planning & Designing
- Furniture Designing & Construction
- Accessories & Soft Furnishings
- Building Services
- Green & Energy Efficient Design
- Landscape Design
- Restoration & Renovation
- Estimation & Costing
- Codes & Standards
- Project Management
- Computer Aided Design (Auto CAD, Corel Draw, Photoshop, 3Ds MAX)
- Regular Field Visits
- Weekly Webinars by Experts
- The course shall be supplemented by **practical** and **on-job training** through visits to factories, industries and workshops
- Self learning and independent working through seminars, term papers and projects
- Exposure through educational excursions, exhibitions and competitions

The final degree will be awarded
by Jadavpur University

Career Options

- 👉 Interior Designer / Consultant
- 👉 Furniture Designer
- 👉 Product Designer
- 👉 Soft Furnishing Specialist
- 👉 Landscape Expert
- 👉 Teacher
- 👉 Entrepreneur
- 👉 Model Maker



Mrs. Smita Parekh
Head of the Department

Student will be evaluated on each subject / paper (theory/practical) under both:

- a) Continuous Internal Evaluation (CIE): 40% weightage
CIE includes written class tests, assignments, seminars, tutorials and/or laboratory assignments.
- b) End-semester Examination (ESE): 60% weightage
Six ESE will be held, one at the end of each semester.

Course Duration:

15-17 weeks per semester with
20-26 classes of 1 hr duration per week.

Course Timings:

9:30 am to 4:00 pm, six days a week
(1st and 3rd Saturdays are off days)

Class Size:

40-45 students

Course Curriculum (B.Sc)

Subject Code	Course Nomenclature	Subject	Marks	Credits
Semester-I				
ID 101	CC	Introduction to Architecture & Introduction to Interior Design	100	6
ID 102	CC	Basic Drawings	100	6
ID 103	GE	Design Fundamentals	100	6
ID 104	AECC	Communication Skills & Personality Development	100	2
TOTAL			400	20
Semester-II				
ID 201	CC	Building Materials & Building Construction	100	6
ID 202	CC	Colour & Lighting in Interior Design	100	6
ID 203	GE	Freehand & Measured Drawings	100	6
ID 204	AECC	Environmental Studies	100	2
TOTAL			400	20
Semester-III				
ID 301	CC	Advanced Building Construction & Working Drawings	100	6
ID 302	CC	Furniture Design & Construction	100	6
ID 303	CC	Residential Space Planning & Design	100	6
ID 304	GE	Computer Aided Drawings - I	100	6
ID 305	SEC	Term Paper & Seminar	100	2
TOTAL			500	26
Semester-IV				
ID 401	CC	Building Services	100	6
ID 402	CC	Accessories Used in Interior Design	100	6
ID 403	CC	Commercial Space Planning & Design	100	6
ID 404	GE	Computer Aided Drawings - 2	100	6
ID 405	SEC	Computer Fundamentals	100	2
TOTAL			500	26
Semester-V				
ID 501	CC	Interior Design Codes & Presentation Techniques	100	6
ID 502	CC	Design Studio -I	100	6
ID 503	DSE	Any one from Group-A	100	6
ID 504	DSE	Any one from Group-A	100	6
	DSE (A):1	Eco-friendly Products in Interiors & Adaptive Reuse & Recycle		
	DSE (A):2	Restoration & Renovation in Interiors		
	DSE (A):3	Landscape		
	DSE (A):4	Project Work - I		
TOTAL			400	24
Semester-VI				
ID 601	CC	Estimating, Costing & Specification and Professional Practices	100	6
ID 602	CC	Design Studio – 2	100	6
ID 603	DSE	Any one from Group-B	100	6
ID 604	DSE	Any one from Group-B	100	6
	DSE (B):1	Low Cost Interior Design		
	DSE (B):2	Traditional Concepts in Interior Design		
	DSE (B):3	Project Management & Real Estate Management		
	DSE (B):4	Project Work - 2		
TOTAL			400	24
GRAND TOTAL			2600	140

As a part of the course, an audit paper on Internship Training, covering 6 weeks (250 hrs), will be mandatory and students will have to complete it within the 6th semester to qualify for the final end-semester examination.

- CC: Core • DSE: Discipline Specific Elective • GE: Generic Elective • AECC: Ability Enhancement Compulsory Course
- SEC: Skill-Enhancement Elective Course



Eligibility

- Only female candidates having good knowledge of the English language are eligible for admission.
- The candidate must have passed, with at least 50% marks in the aggregate, the 10+2 examination from any recognized Board / Council recognized by Jadavpur University with four recognized subjects of which at least one must be English.
- Candidates may have to undertake mandatory bridge course/s.
- Foreign students may be admitted as per Jadavpur University norms.

Selection Process

Eligible candidates will be short-listed based on the following criteria:

Sl. No	Criteria	Weightage (%)
1.	Academic Performance (Marks obtained in the Class-XII examination)	80
	Subjects like EVS, Fashion Studies, Multimedia, Music, Dance, Art, Physical Education and others vernacular subjects will not be considered	
	Marks will be awarded proportionally to the percentage of marks obtained	
2.	Science subjects in Class-XII with pass marks	5
3.	Mathematics in Class-XII with pass marks	5
4.	Formal training in performing or visual arts and /or sports and /or participation in the same at regional/state/national/international levels only	10
TOTAL		100

Admission Procedure

- Application for admission has to be made on the prescribed form available online against a payment of Rs. 1,500/- only through NET Banking.
- Short-listed candidates must pay fees within the time specified in the merit list otherwise admission is liable to be cancelled.
- Admission will be confirmed only after physical verification of all necessary documents by the college.



Fee

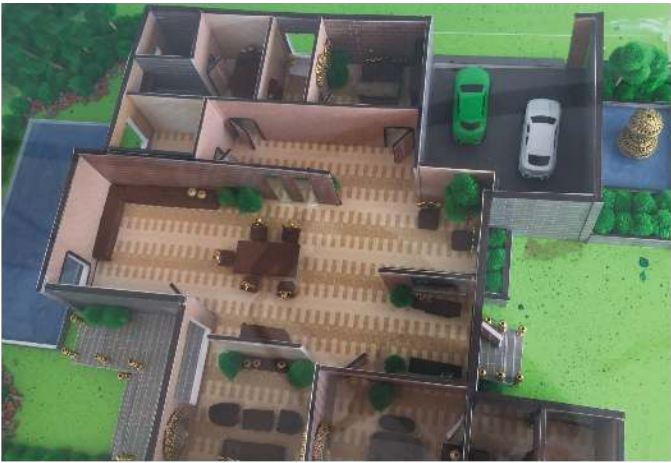
Fee Break-up

1.	Admission Fee	30,000	Only at the time of admission
2.	Tuition Fee	6,700	per month
3.	Laboratory Fee	3,150	per month
4.	Examination Fee	3,300	per semester
5.	Social Charges	2,550	per semester
6.	Library Fee	1,250	per month
7.	JU Registration	50	only at the time of admission
8.	College Identity & Library Card	200	only at the time of admission
9.	Educational Excursion	25,000	Along with the 4 th semester fee
10.	Alumni Membership Fee	5,000	Along with the 6 th semester fee

Fee payable at the time of admission Rs. 1,02,700 (includes admission fee, but not fee for bridge courses)

for fee payment details, refer to the last page

MODELS DESIGNED BY STUDENTS



INTERNSHIP

6 week internship training in the final year is one of the most significant aspects of every course. Students undergo training at various organizations within and outside the city of Kolkata to gain practical experience and apply their classroom learning to real life situation.

Some organizations where our students undergo Internship



PLACEMENTS

The Placement cell headed by a full-time Placement officer provides assistance to students for placement opportunities and counseling. Such is the repute of student's excellence that various companies approach the Institute from time to time for employment and students are also recruited while interning at several organizations.

Our Recruiters:



INDUSTRY CONNECT

1. **Mr. Nandu Belani**, President, CREDAI Bengal & Managing Director, Belani Group
2. **Mr. Sundeep Chadha**, President ABID & Director, Chadha Designs Pvt. Ltd
3. **Mr. Vivek Rathore**, Principal Architect and Founder of Salient Design Studio, Kolkata
4. **Mr. Manish Kasat**, Managing Director, Marudhara Marbles & Granite
5. **Mr. Debashish Nayak**, Founder and Former Director, Centre for Heritage Management, Ahmedabad
6. **Mr. Sandip Bose**, Asst. Regional Manager, Nitco Tile Ltd.
7. **Mr. Joyjayanta Bhattacharya**, (Regional Head, East)
8. **Mr. Somak Bala**, (Sr. Manager, Product Management Group) from Century Ply Boards Ltd.
9. **Dr. Swapan Kumar Ghosh**, Director, NOVA Surface-Care Centre Pvt. Ltd., Mumbai
10. **Mr. Shashank Sambyal**, Zonal Head, Godrej Security Solution, Kolkata
11. **Ms. Chitralekha Biswas**, Director, Cee Bee Design Studio.
12. **Ms. Ritu Duggal**, Director, Decorage and Associates
13. **Mr. Bichitresh Saha**, Director, Saha & Associates
14. **Mr. Pulaha Dasgupta**, Industrial Design & Technical Consultant.
15. **Ms. Sudeshna Mukherjee**, Chief Designer, Svarochi
16. **Mrs. Shinjini Guha Biswas**, Architect, Godrej Interio
17. **Ms. Shinjini Guha Biswas**, Interior Division, Godrej & Boyce Manufacturing Co. Ltd. (East Zone)
18. **Mr. Suvadeep Dutta**, Zonal Product Trainer, Jaquar Group
19. **Ms. Vrinda Khemka**, Interior Designer and Proprietor of Swayam City New Age Nirman, Kolkata

LECTURES from Experts



Lecture on **Air Conditioning: An Overview**



Lecture on **Beautiful Home Techniques**



Lecture on **Unconventional Building Materials**



Lecture on **Feng Shui**



Lecture on **Lighting**



Lecture on **Product Analysis**

Testimonials from Guest



Ms. Rupande Shah, Proprietor,
Rupande Shah & Associates



Ms. Ritu Duggal, Director & Proprietor,
Decorage & Associates



Mr. Santayan Sengupta, Director,
Thought Foundation, Industrial Designer &
Technical Consultant

Alumni Connect

Testimonials from Alumni



Nikita Jain, Proprietor,
Allure Design, Delhi
(Batch 2009-2012)



Jhelum Parekh, Interior Designer,
Salient Design Studio, Kolkata
(Batch: 2009-2013)



Megha Lohia, Interior Designer,
Sanjay Puri Architects Mumbai
(Batch: 2013-2016)



Mayanka Bajoria, Design Consultant,
Nolte, India
(Batch: 2016-2019)

WORKSHOP ON SELF DEFENSE



EDUCATIONAL EXCURSION

Educational Excursions in each field of study are organized. All final year students have to mandatory undertake this and as a follow-up, students have to prepare reports and / or presentations on the information gathered during such outings.



Channapatna



Majeed Fine Arts



The Energy & Resources Institute



Mayuri International Furniture Manufacturer



Lalitha Mahal Hotel



Lalbagh Glass house



Tipu Sultan's Summer Palace

FIELD VISITS

Field visits to factories and industries are conducted to provide practical exposure and enable students to relate classroom teaching with real life situations



Duroplast Furnitur Systems Pvt. Ltd.



Green Ply Industries Ltd.



Eco Park



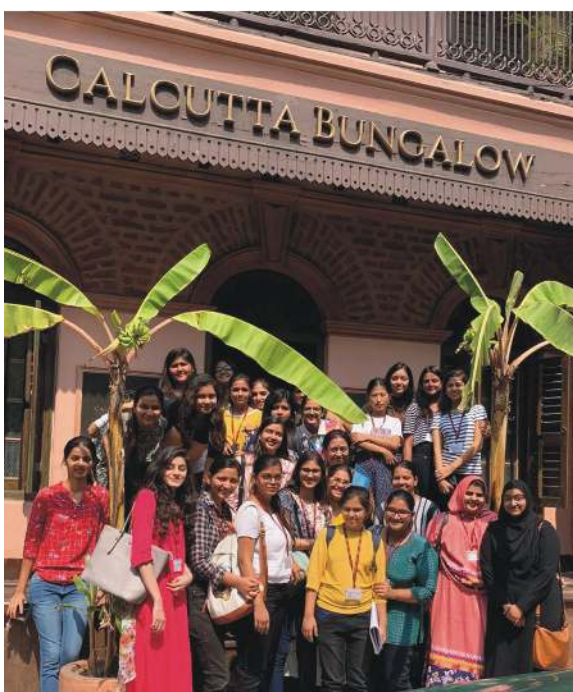
Godrej Interio



Jaquar Orientation Centre



Philips Light Lounge



Calcutta Bungalow



Vijay Manzil, Burdwan Rajbari



On Ongoing Site by Shristi Interiors located Bangur Avenue

Glimpses of Additional Exposures at JDBI (Cultural & Sports)



Convocation



Annual Day



Independence Day Celebration



Basant Panchami Celebration



Annual Sports



Indoor Sports



Fresher's Welcome



Farewell Party



Annual Picnic



Verve (an Inter-college fest)



Social Activity (through NSS)



Social Activity (through NSS)

Faculty Team

J.D. Birla Institute has professionally qualified, experienced and dedicated faculty drawn from various educational fields, who contribute to the Institute's academic excellence.

Students get ample opportunities to interact with faculty members who engage with them intellectually, both within and outside the classroom. Our pedagogy encourages constant interface between students and faculty via seminars, discussion, term-papers, one-on-one mentoring, field trips, industry visits, excursions and other co-curricular and extra-curricular activities.

Student's opinion on faculty is valuable to the Institute's quest for all-round excellence and a formal Students' Feedback process is a part of the faculty appraisal audit conducted at the end of each semester by an external agency to ensure objective results.



Mrs. Amita Dutta
MA Fine (Painting) & UGC-NET



Mrs. Smita Parekh
M.Sc (Composite Home Science)



Mrs. Ishita Biswas
M.Sc. (Community Resource Management & Extension),
Diploma in Interior Design & UGC-NET



Mrs. Roshmi Banerjee
M.Arch & GATE



Mrs. Payal Pal
M.Arch (Urban Design) & GATE



Mr. Avigyan Mitra
M.Arch (Urban Design) & GATE



Madhuja Ghosh
B.Sc (Interior Design) & Certificate Course in
Design Visualization from MAAC



Ms. Mahua Pal
MCA, B.Ed, Certificate in CIC
and PGDCA & UGC-NET



Dr. Rishiparna Guha
Ph.D (Environmental Science),
M.Sc (Environmental Science)



Dr. Madhumita Saha
Ph.D, M.Phil, & MA (English)

College Infrastructure

JDBI has an impressive campus with all support facilities that cater to the academic and physical requirements of its students including:

- Spacious, sound-proofed and air-conditioned classrooms equipped with LCD projectors.
- State-of-the-art computer laboratories and CAD studio with LAN connectivity and 24 hour internet access.
- WiFi campus
- 250-seater auditorium for college seminars and special lectures
- A common students' recreational area for recreation and relaxation.
- A playground (badminton) and indoor games facility (carom & chess).
- Canteen providing affordable and hygienic vegetarian food.
- In-house health center for first aid equipped with necessary medicare equipments and manned by a full-time trained nurse.
- Complete fire-equipment and electronic fire alarm system.
- " Security controlled gates and CCTV surveillance to ensure the safety of students and staff.



Design Studio



Drawing Studio



CAD Studio



Computer Laboratory

Bank details for online application and payments

- Beneficiary Name : **J.D. BIRLA INSTITUTE**
 - Beneficiary Account Number : **001794600001443**
 - Beneficiary Account Type : **Savings Bank**
 - Beneficiary Address : **11, Lower Rawdon Street,
Kolkata-700 020**
 - Beneficiary Bank Name & Branch : **YES Bank Ltd.,
Russel Street Branch**
 - Bank Address : **Kanak Towers, Ground Floor,
7A Russel Street,
Kolkata-700 071, West- Bengal**
 - Beneficiary Bank IFSC Code : **YESB0000017**
 - Beneficiary Bank MICR Code : **700532002**
-



PERSONAL LAPTOPS

It is mandatory for students to have laptops of the following configuration:

- Intel Core I3 3rd Gen or higher
- 2 or 4 GB RAM
- 500 GB or higher HDD
- 14 or 15" Screen Monitor
- Wifi Support and card reader
- Original Windows 7 or Windows 8 Software

COLLEGE HOURS

9:30 am to 4:30 pm

OFFICE HOURS

9:00 am to 4:00 pm

LIBRARY HOURS

8:30 am to 5:30 pm

J.D. BIRLA INSTITUTE

Unit of Vidya Mandir Society

(Affiliated with Jadavpur University)

Recognised by UGC (12B & 2f)

Department of Interior Designing

Main Campus & Office : I I Lower Rawdon Street, Kolkata- 700020

Phone: 24755070, 24767340, Telefax No.: 24543243

Email: jdbiadmin@jdbikolkata.in • www.jdbikolkata.in