

# Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



## Designing designers for a glittering career option

Jewellery designing, as a career, may have been once limited to the traditional kaarigars as the craft was faithfully passed down from generation to generation. But with the global upsurge, which brought in its wake changing perceptions of what jewellery should mean to a woman; came the demand for professionally trained and qualified jewellery designers, at par with international standards. Where the trained designer scores over the kaarigar is that the former is aware of trends, and the specifics of jewellery designing. The aim is to develop designers strong in designing as well as manufacturing skills, because **"if you can't make jewellery you can't design it"**.

Jewellery designing, has truly emerged as a successful career option. Fuelled by the increasing demand and greater exposure to the international market, the opportunities in this field are endless and constantly growing. Today, every jewellery company worth its name has professional designers on its payroll. Indian jewellery designers are held in high esteem worldwide and they have been earning international acclaim through their award-winning designs.

The best part of gemmology / jewellery field is that there are so many career options to choose from. Choosing a training path is a matter of listing one's goals in life, of deciding how one wishes to live, what responsibilities, pressure & degree of self-direction & independence one has. Whether one chooses to become a jewellery store- owner, artist jeweller, studio designer, gemologist, diamond grader, or a faculty in Design School, is just a matter of temperament.

Some of the array of options in the field of Jewellery Designing are:

**Working in a jewellery house:** One can opt

for working under a big brand name to gain valuable experience. One should have the ability to innovate new designs and cater to the changing tastes and trends of the market.

**Working in an export house:** In an export house you can work as a designer in the Product Developed Centre or manage a client's account for a particular country. An aesthetic sense and ability to create and innovate new designs is a part of the job. An Export House can help you reach global market through your designs.

**Setting up your own design studio:** Those who aspire to start up on their own can carve an individual niche by launching their own jewellery collection. There is complete freedom of imagination and innovation to create designs.

**Gemmologists** are experts in assessing the quality, value and use of gems for jewellery. They are experts in grading & sorting rough and cut gems. It is usually an employed position in big Jewellery Companies.

**Free-lancing:** If you are good at designing, creative and self motivated, you can work on freelance basis for Design Houses, Jewellers, Big jewellery brands etc. As a freelance designer you draw a design according to the specifications given by the client.

**Setting up a Manufacturing Unit:** Students can set up their own manufacturing facility using one or many techniques and take specific work orders from the Industry.

**Working as a Faculty:** If you have a flair for teaching, then after gaining some industry experience, you can opt for teaching at one of the Design Institutes as a full time, Part time or visiting faculty.

**B. K. Narula, Chairman**

## Shining Glory - JDTI Alumni on the road to success.....



### International Acclaim for Smitha Sarah Fenn (Two Year Diploma - 2003 Batch)

Accolades and Achievements are not new to Smitha who has to her credit various awards won both at National and international level. She was one amongst the 39 winners of "Diamonds: Nature's Miracle" an international design competition (1500 entries from 15 countries) sponsored by DTC who were awarded at Venice. She was also the regional winner for the "Tahitian Pearl Trophy 2003-2004 in the bracelet category. She bagged 3rd prize under the professional category in Swarnasamarpan 2003, organised by Gold Club of Chennai in association with World Gold Council.

### Shubha Bansal - one of the 4 finalists from India at the HRD Awards 2005

Shubha Bansal, JDTI 2003 batch is one of the four young designers from India who are among the 48 finalists for the HRD Awards 2005, which saw as many as 850 entries submitted by 490 designers from all over the world. Her award winning creation - a bracelet called "Festoon" is a celebration of forms representing the joy in her life. Shubha's creation will be exhibited in the Antwerp Diamond Museum and at international diamond events



### Radhakrishn Jaju (Two Year Diploma - 2005 Batch)

is a budding young entrepreneur and has set up a manufacturing unit in Casting and hand made Silver Jewellery under the name of **Mahamaya Castings**. According to Jaju, "JDTI is a futuristic Institute and the excellent training at JDTI has given me the necessary technical know how along with the latest techniques that has helped increase profitability"

### Pooja Kanodia (Six Months Custom Made Jewellery Manufacturing Course - 2006)

She has launched a jewellery line in designer diamond jewellery under the name "**Adaa**". She plans to open an exclusive outlet in New Delhi later this year. "Though I had a background in designing, the course at JDTI was a very good enhancement as it is a very practical course".



### Kabir Chawla (Two Year Diploma - 2005 Batch)

He has started manufacture and export of Designer Sterling Silver Jewellery and says "At JDTI, emphasis is put on learning by doing and that has helped me immensely in my venture. I would say

### Neha Talwar (Two Year Diploma - 2005 Batch)

She is working as designer cum merchandiser at **Tegh International** ( a costume jewellery export house). She owes her success to JDTI and mentions that JDTI gives not only a good designing base but also sound technical training and exposure to practical presentation skills that helps her a lot in



### Arcot V. Amith (Two Year Diploma - 2005 Batch)

He got interested in the manufacturing field while doing 2 year diploma course and is working in the production department at **Ganjam, Bangalore**. He says "The skills and manufacturing techniques taught at JDTI are excellent and I can confidently implement the same at my workplace".

### Anubha Mehrotra (Two Year Diploma - 2005 Batch)

She is working as designer at **Divya Creations**, an export house. According to her JDTI passouts are well recognized by the industry as good professionals in the field of jewellery designing.



### Ravi Arora (Two Year Diploma- 2004 Batch)

He is presently working as a designer at **Elegant Collection, Mumbai**. He mentions that JDTI is a very good platform for aspirants in the field of Jewellery Designing.

### Jigyasa Singh (Two Year Diploma - 2005 Batch)

She is working as a designer for **Divya creations** and adds that "the strong foundation in manufacturing at JDTI gives her an edge in designing and also helps her in explaining the concepts to



### Prapti Gupta (Two Year Diploma - 2004 Batch)

She has built her own diamond jewellery business under the name of "**Jewelkraft**". She says "Even without any background in jewellery, I felt confident to set up my own business thanks to the extremely good foundation in designing, gemmology and production imparted at JDTI. Today I supply diamond jewellery to retail outlets".

## **HPHT Treated Diamond - Dr. Shekhar Vashishtha, HOD - Gemmology**

The High Pressure High Temperature (HPHT) treatment has been a controversial topic of discussion in the gem world and will remain in future. The HPHT treatment is a process developed by General Electric Company (GE) used for diamond color modification that uses to grow synthetic diamonds. This treatment eliminates the brown color by reducing or removing the structural distortions or irregularities in some Ila diamonds. The HPHT treatment may dramatically improve the color and value of brownish diamonds. Brown diamonds of N to O color on Gemological Institute of America (GIA) color classification system and even fancy light brown diamond may be converted into colorless or near colorless diamonds - D to H grades by an annealing process involving HPHT technique. Type Ia diamonds color have yielded fancy Greenish Yellow and Yellowish Green. Pink and Blue color diamonds have been produced by the same process. GE is producing colorless diamonds called **Bellataire** from type Ila diamonds that are nitrogen free.



The HPHT treatment in diamonds is permanent. Most HPHT treated diamonds are over 0.50 carat. The color enhanced diamonds with HPHT treatment are reaching in trade undetected and are being sold for a much higher price. The HPHT treated diamonds should cost less than similar natural diamonds.

The various gemological tests including high magnification, Conductometer, Geiger Counter, X – Radiography, X – Ray fluorescence, Ultraviolet fluorescence, X – Ray diffraction, Infrared absorption spectroscopy, Photoluminescence techniques etc. may be used to identify a treated or irradiated diamonds.

The Federal Trade Commission states that HPHT treatment must be disclosed. GE uses a registration number and the letters "GE POL" to inscribe their diamonds. The diamonds that are laser inscribed with words – "HPHT PROCESSED", "IRRADIATED" or a specific registered name are graded in gem testing laboratories. On detecting HPHT treated diamond, GIA certifies the same as "HPHT Annealed" or "Artificially Irradiated" in their grading reports.

Astrologically speaking, only diamonds of natural origin should be used in Astrology because treated diamonds do not serve any purpose for astrological effects and gains

## **FICCI Ladies Organization & JDTI: A Workshop**

In February 2006, JDTI with FICCI Ladies Organisation conducted a three days gems & jewellery workshop (on 1st, 2nd & 3rd) for the benefit of aspiring entrepreneurs.

The topics covered in Gemmology were Gemstone classification – Trade and technical names & basic concepts of identification, synthesis, enhancement, recognition, assorting and evaluation of gemstones.



The workshop was conducted by Dr. Shekhar Vashishtha, Head of Gemmology at JDTI.

The basic concepts in Jewellery Designing and Making was covered by Ms. Archana M. Ranney, Senior Faculty, Design Department, JDTI. The workshop had an overwhelming response since it incorporated gemstone samples, gem identification using gemological instruments, audio-visual presentation and interactive sessions.

## **VICENZAORO 2**

### **JDTI Students to attend the Vicenzaoro 2 Fair to be held in Italy in May, 2006**

In its endeavor to provide national as well as international industry exposure to its students, JDTI is taking a delegation of JDTI students to visit the Vicenzaoro 2 Fair in Italy to be held from the 20th to the 24th of May, 2006.

Vicenzaoro2, the second act in the Vicenza Fair's gold trilogy organised by Fiera di Vicenza is an International exhibition of gold jewellery, silverware and watches. It is not only the first event on the international gold calendar, but also the most important date in the world for the whole jewellery sector with about 1600 exhibitors and 13300 operators from over 30 countries.

Vicenzaoro2 is also Oromacchine: the biggest, most complete, most important exhibition in the world dedicated solely to machinery and equipment for gold and silverware manufacture.

Strategically timed in mid-year, Vicenzaoro2 allows those in the trade to verify fashion, market trends, needs and expectations of the industry.

The students look forward to this fair which is famous all world over for the latest fashion and market trends. The fair shall surely provide insights and valuable experience to the students.



## Design Development Centre at Silver Smith India Limited



Design has become the crucial differentiating factor in the world of gems and jewellery today. A good design can enhance the overall tangible and intangible value of jewellery.

Keeping this in mind, ddc (Design Development Centre) was conceptualized by Silver Smith India Limited which is a multi - dimensional jewellery solutions company, actively involved in the jewellery design & product development since its inception.

ddc (Design Development Centre) provides complete design solutions to the gems & jewellery industry. It offers the opportunity to jewellery companies to outsource their day-to-day design & design related requirements. Its team of renowned designers continuously devotes resources to research and to analyze the latest trends in jewellery, in order to design new creative styles for the jewellery industry.

ddc, works hand in hand with its clients to develop innovative concepts to suit their specific requirements while maintaining complete confidentiality in the projects. ddc follows an efficient design methodology that results in unique designs that are easily manufactured and are technically sound.

Some of the areas that ddc excels in are - Initial Ideas and Concepts, Sketching and 3 - D Illustrations, Realistic Renderings, Orthographic Views, Technical Specifications, Prototyping (precise silver masters and rubber molds) etc.

For further information write to [ddc@silversmithindia.com](mailto:ddc@silversmithindia.com)

## ADMISSIONS OPEN

### JDTI Jewellery Design & Technology Institute

Division of SILVER SMITH INDIA LTD.

A multi-dimensional jewellery solutions company

PROMOTED BY

SUPPORTED BY



&



World Gold Council

## COURSES OFFERED

- **JDTI Jewellery Design & Technology - Diploma**  
(2 year) Commencing 12th April / 10th & 11th July 2006
- **JDTI Jewellery Design & Technology - Certificate**  
(1 year) Commencing 12th April / 10th & 11th July 2006
- **JDTI Gemmology Course**  
(3 months) Commencing 27th & 28th April 2006
- **JDTI Diamond Grading**  
(45 days) Commencing 27th & 28th April 2006
- **JDTI Comprehensive Jewellery Designing**  
(6 months) Commencing 17th July 2006
- **JDTI Basic Jewellery Designing**  
(3 months) Commencing 17th July 2006
- **JDTI Custom Made Jewellery Manufacturing**  
(6 months) Commences 1st of every month
- **JDTI Jewel CAD**  
(1 month) Commences 1st & 16th of every month
- **JDTI Jewellery Designing - Distance Learning**  
(6 months) Commences 1st of every month
- **JDTI Short term Specialised Courses (2 weeks each)**
  - a) Casting
  - b) Stone Setting
  - c) Engraving & Enamelling
  - d) Finishing, Polishing & Electroplating

Commences 1st of every month
- **JDTI Jewellery Retailing Course**  
(45 days) Commencing 3rd April 2006

### How to apply:

Prospectus and application form can be obtained from either Noida or Delhi campus on payment of Rs.500/- or by sending a draft of Rs.500/- in favour of Jewellery Design & Technology Institute, payable at New Delhi to either of the campuses.

## ADVISORY BOARD MEMBERS

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Ritu Beri, Fashion Designer
- Mrs. Aruna Oswal, Social Worker
- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
- Dr. Guglielmo Gali, Italian Trade Commissioner
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- Mr. Joginder Singh, IPS (Retd.), Former Director General, CBI
- Mr. Krishna B. Goyal, Managing Director - Dwarka Gems
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.

### Noida Centre:

A-89, Sector-2, Noida (UP) 201301, India  
Tel.: 0120-2540571/72/73  
Fax: 0120-2540578

### Delhi Centre:

F-11, South Extn.-I, New Delhi - 110049, India  
Tel.: 011-24654504, (M) 9811100251  
Telefax: 011-51646893

Email: [enquiry@jdtiindia.com](mailto:enquiry@jdtiindia.com) / [silversm@vsnl.com](mailto:silversm@vsnl.com)  
Website: <http://www.jdtiindia.com>