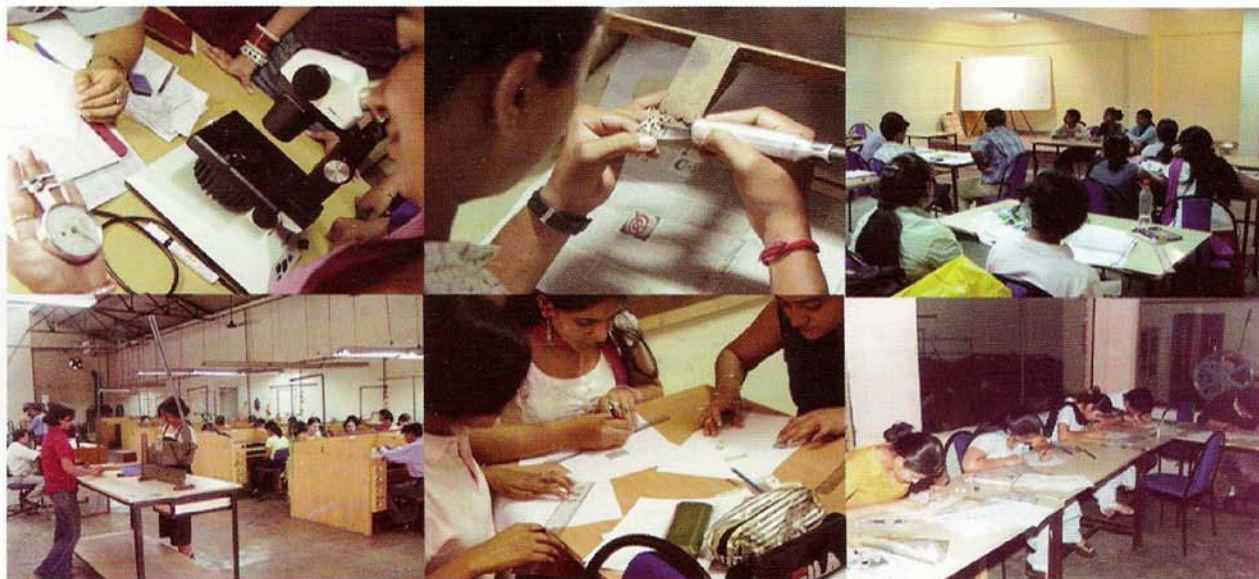




Jewellery Design & Technology Institute



Chairman's Message



I am proud to bring to you the first issue of JDTI Times. This newsletter will upgrade you with the various activities at JDTI.

JDTI aims to impart a high level of education and training to its students, thereby enhancing the product quality of Indian jewellery and expanding its reach in the domestic as well as the international markets.

We firmly believe that if you can't make jewellery, you can't design jewellery. All ideas require the appropriate means for their realization. With this underlying concept, JDTI promises to give its aspirants the right tools in theory and practice, to transform their ideas into reality.

The World Gold Council, an international non-profit organization involved in promotional activities to increase the consumption of gold, strongly supports the institute with its international network of knowledge and experience.

We welcome our latest project - "JDTI Students Gallery" - at Hauz Khas Village, New Delhi. This gallery provides a platform displaying students work with the aim of promoting its students.

I wish my students success in their future endeavours!

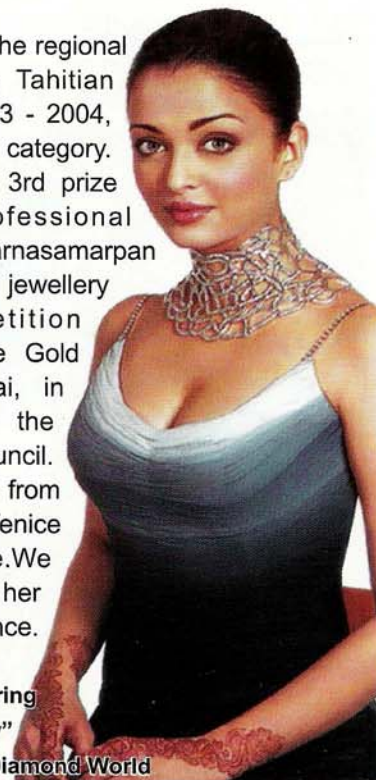
B. K. Narula

JDTI Alumni wins International Acclaim: A Journey from Coimbatore to Venice

"Diamonds: Nature's Miracle" an international design competition, sponsored by the Diamond Trading Company (DTC) had over 1,500 entries, and from the 119 short listed 39 winners were awarded at a ceremony held in Venice.

One among the 39 finalists was Smitha Sarah Fenn, who pursued the 2 year Diploma Programme at JDTI. Her award winning piece "The Great Journey" is an elegant 342 gram choker.

Smitha was also the regional winner for the Tahitian Pearl Trophy 2003 - 2004, in the bracelet category. She bagged the 3rd prize under the professional category in Swarnasamarpan 2003, an annual jewellery design competition organised by the Gold Club of Chennai, in association with the World Gold Council. Smitha's journey from Coimbatore to Venice is commendable. We wish her luck in her pursuit for excellence.



Aishwarya Rai wearing "The Great Journey"

Picture Courtesy: Diamond World

African Beads with Kundan: A Royal Mix Across Cultures

In our quest for promoting and understanding ancient craft techniques in India and abroad, JDTI conducted a month long **Craft Based Project** with the students and Ms Adi Cloete a jewellery designer from South Africa. She was at JDTI on a jewellery project sponsored by Commonwealth Arts and Craft Award.

The craft techniques of Kundan from India and Bead work from Africa were studied in detail – the study entailed technical as well as cultural aspects of the crafts, from their evolution to their present day status. Kundan, meaning pure gold is applied in a unique setting commonly practised in ancient India.



To make it more viable in terms of value and appeal and suit the present day requirements it is combined with both precious and semi – precious gems to make jewellery.

Beads since ages have been used across the world to communicate information about power, religion, cultural experience and identity. Most beadwork in South Africa is worn by women, and is linked to important transitions in their lives.

The jewellery products designed and manufactured include pendants and bracelets.

FICCI Ladies Organisation & JDTI: A Workshop

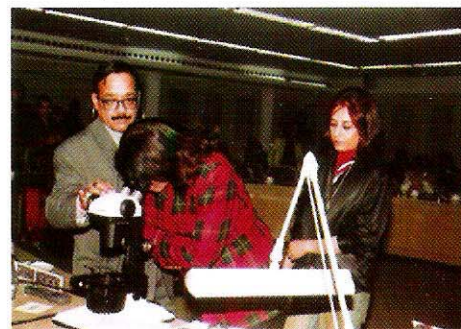
In January 2005, JDTI with Ficci Ladies Organisation conducted a three days workshop for the benefit of aspiring entrepreneurs.

The topics covered in Gemmology were Gemstone classification – Trade and Technical names & Basic concepts of Identification. 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. Vandana Sengupta, Senior Design Faculty at JDTI.

The workshop had an overwhelming response since it incorporated - gem stone samples, gem identification using gemmological instruments, audio visual presentations and interactive sessions.



INNOVA 2004 - Showcasing of the Graduating Batch





SSIL (Silver Smith India Ltd), parent company of JDTI (Jewellery Design & Technology Institute), is proud to announce the launch of **Design Development Centre – ddc**. This centre is the first of its kind in India, providing all design related solutions to the jewellery industry.

ddc is a unique design studio, with latest infrastructure – comprising of sophisticated equipments, expert craftsmen and renowned jewellery designers with remarkable talent, who have come together to provide the best of designs and products.

ddc offers the opportunity to jewellery companies to outsource their day to day design related requirements and works as their extended organization. The team is involved in constant research and analysis of trends and forecasts, in order to design the latest, at par with International Standards.

The **ddc** team in Delhi is led by Ms. Sangeeta Dewan and by Ms. Vandana Sengupta in Mumbai.

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JDTI Gallery situated in the picturesque environment of Hauz Khas Village, Delhi, was opened to the public in October 2004.

This Gallery is the first of its kind in India, showcasing creativity both in design and manufacturing providing a platform for its students.

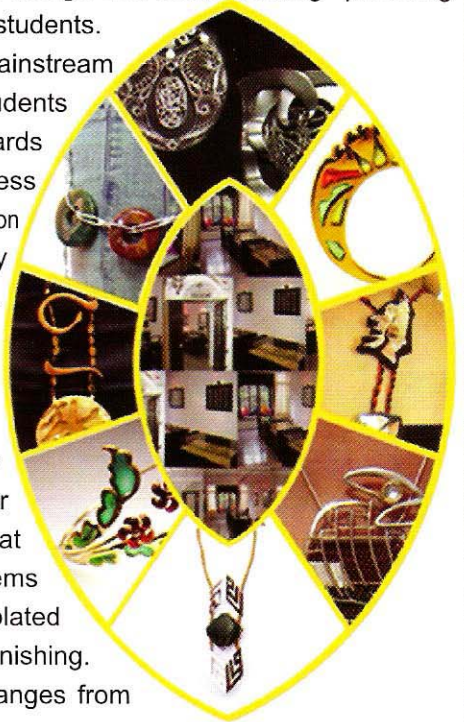
Contrasting to mainstream designing the students are guided towards artistic awareness and experimentation with the interplay of composition, texture and choice of form.

All metals are of high purity i.e. Sterling Silver (925) or 18 Karat Gold. Silver items are Rhodium plated to ensure non tarnishing.

The collection ranges from pendants, bracelets, rings, earrings, backpieces, cleavage pieces, anklets, toerings to men's accessories and lots more.

Each meticulously handcrafted piece is finished to perfection under the guidance of the JDTI faculty ensuring wearability, functionality and a professional finish.

The Gallery is at Haveli # 13, Hauz Khas Village, New Delhi. It is open Monday to Saturday - 10:00 a.m. to 6:00 p.m.



5 JEWELLERY DESIGN MANTRAS

- 1. Design Understanding** – Detailed understanding of how a design is conceptualized, developed and realized from a basic idea.
- 2. Art of Illustration** – The ability to express one's ideas on paper in the form of sketches, renderings & technical drawings.
- 3. Know How of Materials** – Indepth knowledge of materials used in the jewellery industry both precious & nonprecious.
- 4. Manufacturing Skills & Techniques** – Understanding the technicalities involved and basic skills required in the execution of a design.
- 5. Knowledge of Gemstones** – Complete study of identification, grading and setting of gemstones as used in jewellery today.

Toppers 2004

Presently working with Art Karat International, New Delhi **Tanu Agarwal** feels "JDTI is not just an institute, for me it is the place where my parents and my dreams came true. I always wanted to design exquisite jewellery & only JDTI was the institute focussed fully on jewellery designing & manufacturing. The 2 year course I joined, taught me all the ins & outs of this creative field. The knowledge & love I received from JDTI is difficult to be put in words."

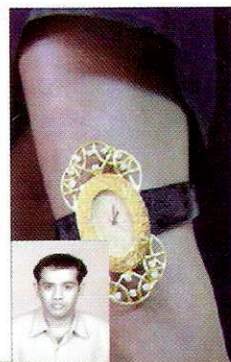


Working as a freelance Designer, **Sugandha Gupta** Comments "I would like to thank JDTI, as it has not only given me knowledge but, has also helped to pursue my career in jewellery. I am designing jewellery and also putting up jewellery exhibitions in Faridabad by the name of S.G. Jewels".



Currently working with Vaibhav Gems Limited, Jaipur.

Sharad Bhatia says "This institute has left such strong imprints on me; that I surprised myself when and how I discovered a hidden talent that I never thought I possessed. It was here in JDTI with so many desirous raw materials and semi-precious stones that my imagination was fired."



Course Commencement Schedule

- **JDTI Jewellery Design & Technology** (1 & 2 year) Commencing 11th April 2005
- **JDTI Gemmology Course** (3 months) Commencing 8th April 2005
- **JDTI Diamond Grading** (45 days) Commencing 8th April 2005
- **JDTI Comprehensive Jewellery Designing** (6 months) Commencing 11th July 2005
- **JDTI Basic Jewellery Designing** (3 months) Commencing 11th July 2005
- **JDTI Custom Made Jewellery Manufacturing Course** (6 months) Commences 1st of every month
- **JDTI Jewellery Designing Distance Learning** (6 months) Commences 1st of every month
- **JDTI Jewel CAD** (1 month) Commences 1st & 16th of every month

Specialised Short Term Courses (2 weeks each)
Commences 1st of every month

- **JDTI Casting Course**
- **JDTI Stone Setting Course**
- **JDTI Engraving & Enamelling Course**
- **JDTI Finishing Polishing & Electroplating Course**

We also conduct **Integrated Certificate Courses** along with **Individual Customised Programmes**

ADVISORY BOARD MEMBERS

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Ritu Beri, Fashion Designer
- Mrs. Aruna Oswal, Social Worker
- Dr. Guglielmo Gali, Italian Trade Commissioner
- Mr. Mahesh Prasad, IAS (Retd.), Former CMD (I.T.P.O.)
- Mr. Joginder Singh, IPS (Retd.), Former Director General, CBI
- Mr. Krishna B. Goyal, Managing Director - Dwarka's
- Ms. Naheeda Abdulla, President, National Art & Technology Institute (UAE)
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.

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