

Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



Chairman's message



Our vision at JDTI is to develop world class professionals in the field of Jewellery design, manufacturing and retailing. Our annual Jewellery exhibition Pinnacle 2005 showcasing the works of the Vth graduating batch students was another moment of pride for us. Pinnacle 2005 symbolized the phenomenal growth of JDTI during the past years and highlighted the graduation of our Vth batch of students.

I advice the students to work in the industry with dedication, transparency and loyalty. I wish the students the very best for their future and hope that their work will bring acclaim to their Alma Mater and inspire their juniors to follow in their footsteps.

PINNACLE
2005



JDTI - Vth Graduating Batch along with faculty & compeering team members

JDTI's annual jewellery show 'PINNACLE 2005', held on the 12th & 13th of November at our Noida campus was a huge success this year. It symbolized the success of JDTI and its Vth graduating batch of 46 students who entered the professional jewellery world. The two days program culminated with a convocation in the evening on the second day.

In the two day's programme, JDTI showcased the final design projects and jewellery collections of the graduating students. The themes for their final design projects were 'Glamour' and 'Indian Festivals' for women's wear and 'Aeronautics' & 'Precious Accessories for a successful gentleman' for men's wear. The students carved out innovatively fresh ideas and pieces of jewellery, breaking the mundane barriers of commercialism and redefining jewellery as practical, wearable art, based on the eternal desire of mankind to adorn and attract.



From right to left Mr. Mahesh Prasad (Former Chairperson, ITPO) along with Mr. B. K. Narula

Among the dignitaries present were Ms. Shallu Jindal, President - Jindal Education & Welfare Society, Dr. Dietrich Kobschull, Director - Indo German Export Promotion Project (IGEP), Mr. Mahesh Prasad, Former Chairperson - ITPO and Dr. Volker Bauer, Head - Hanns Seidel Foundation of Germany.

Dr. Dietrich Kobschull was very impressed with the works of Art by students. He noted that the comprehensive broadbased training JDTI imparts to its students reflected in the innovative designs and impeccable quality of the products at display.



Dr. Shekhar Vashishtha (HOD - Gemmology Dept. JDTI) presenting a memento to Ms. Shallu Jindal



From left to right Ms. Archana M. Ranney (Sr. Faculty, Jewellery Design, JDTI) with Mrs. Shallu Jindal (chief

The graduating students with the help of the faculty displayed the jewellery pieces very artistically by creatively using the particular theme for the piece.

During the exhibition, beautiful works of art were admired by a number of people including experts from the fashion and jewellery industry and other special guests present to witness the event. Eminent personalities from all spheres of life were present to boost up the morale of the young designers.



From left to right Ms. Sangeeta Dewan (HOD, Design Dept. JDTI) along with special guests, Dr. Volker Bauer (Head - Hanns Seidel Foundation of Germany) and Dr. Dietrich Kobschull (Director - Indo-German Export Promotion Project)

Most of the students got selected for further professional job opportunities by leading jewellery houses during the event itself. The beautiful evening ended with a warm get together. The faculty remembered some nice moments spent with the students and wished them a great future.

Media, print as well as broadcast covered the entire show.

This year JDTI awarded medals for academic excellence in design & craftsmanship to its top three graduating students- Neha Talwar, Pooja Kapoor & Archana Singh, who scored 1st, 11nd & 111rd positions respectively.



Neha Talwar, 1st position holder with Mrs. Shallu Jindal (Chief Guest)



Puja Kapoor, 11nd position holder with Mrs. Shallu Jindal (Chief Guest)



Archana Singh, 111rd position holder with Mrs. Shallu Jindal (Chief Guest)

On November 13th, the students were given their graduating diploma certificates during a memorable convocation in the evening. The chief guest to this ceremony was Ms. Shallu Jindal, President – Jindal Education & Welfare Society. Speaking on the occasion she said "Institutes like JDTI are doing a great service to the Jewellery Industry by developing Designers and Craftspersons that are good not only in



Works of students displayed at the exhibition



From left to right Mrs. Rita Narula (Director, Silver Smith India Ltd.) along with Mrs. Shallu Jindal at the convocation



Works of students displayed at the exhibition



designing but also in the technical aspects of Jewellery manufacturing." She wished all the students a very bright future and hoped that they would shine as designers on National as well as International level.

Mr. B.K. Narula, Chairman - JDTI thanked the Chief Guest and other dignitaries who graced the occasion. He also congratulated all the graduating batch students and wished them all the very best for their future. 46 students graduated this year and received their diplomas from the chief guest. Chitwan and Nazuk from the present batch were the compeers for the convocation

Some glimpses of Pinnacle 2005



Visit by member of the Trade Mission from Wales, UK

Ms. Adila Khan, Managing Director – Educational Excellence, UK and member of the Trade Mission from Wales, UK visited JDIT campus at Noida on the 1st of December. She was very impressed with the comprehensive curriculum and the state of the art infrastructure of our institute.

Ms. Adila Khan exchanged thoughts and views on mutual assistance and co-operation in the field of jewellery design & technological expertise.



Ms. Adila Khan (centre) at the JDIT workshop

JDTI faculty honored by PGA, Thailand



DR. SHEKHAR VASHISHTHA, Head of the Department – Gemmology at JDTI and Secretary General, Mineral Club of India, has been awarded the "Planetary Gemologists" Diploma (Honoris Causa) by the Planetary Gemologist Association, Thailand in consideration of his expertise in both the fields of Jyotish and Gemmology. He also became an Honorary Patron of the PGA, and the 10th Member of the PGA's Ruling Committee. Dr Vashishtha is now one of the eight PGA certified Planetary Gemologists worldwide.

TURQUOISE : Gemstone of Venus, Neptune and Saturn Dr. Shekhar Vashishtha (HOD, Gemmology)

Turquoise known as Callis and Fhiroja is of ancient derivation and means Turkish Stone because it was originally brought to Europe from Eastern Mediterranean via Turkey by Levantine traders (Turks).

Turquoise is semi-translucent to opaque blue, greenish blue, bluish green, yellowish green and green. The desired quality is an intense blue between light and medium tone. The finest quality bright cerulean blue turquoise comes from Iran (Persia) called as Persian Turquoise in trade. It is regarded as National Gem of Iran.

Turquoise is also national gem of Tibet but Green is the most prized color. Blue tones in Turquoise are due to presence of copper and green tones are because of iron in its chemical composition hydrated phosphate of copper and aluminium. Crystals are rare, often occurs as microcrystalline, concretionary, botryoidal or reniform, nodules or grape like mass, stalactitic, massive, dense form, filling in fissures and in seam or veinlets with a thickness of veins upto 20mm crystallizing in Triclinic Crystal System.

Gemmologically, the refractive index of turquoise is 1.610 – 1.650 with a birefringence of 0.040 confirming it is a double refractive gemstone. The microcrystalline material has a spot R.I. of 1.61. The rough turquoise exhibits dull to waxy luster, when polished it shows vitreous luster. The specific gravity of it is 2.76 +.14 - .36 with Mohs hardness 5-6. The color of streak is white. The fracture is conchoidal to granular. Pyrite, quartz, limonite and dark colored inclusions may be encountered in turquoise under magnification. 420nm and 432nm absorption bands may be observed in spectroscope. Under ultraviolet light, it exhibits inert to weak greenish yellow to blue in long wave, inert in short wave and X-rays. Turquoise may be confused with synthetic turquoise, reconstructed turquoise, agglomerates of artificial powders, ceramic material, glass, dyed howlite, odontolite, fossil bones, variscite, faustite, prosopite, chrysocolla and silica, plastic, paraffin or wax treated turquoise.



The main geological deposits of turquoise are in Iran, Afghanistan, Argentina, Australia, Brazil, Chile, China, Egypt, France, India, Israel, Mexico, Tanzania, Tibet, Turkistan, Russia, U.K. and U.S.A.

Turquoise represents the positive powers of Venus, Neptune and Saturn in Astrology. Native Americans from New Mexico and Arizona used carved turquoise in the shape of birds and animals as a protective amulet. It is a wonderful gem for healing, protection, self definition and cures illness of a sick mind. It is regarded as a health barometer. Turquoise is likely to fade or darken if some disease is harboring in the system or being cheated. It helps to start a new project, bring happiness and good fortune. Buddhists believe that Lord Buddha used turquoise to destroy a monster. It is tied to a gun or a bow to ensure a swift and accurate kill. It also protects from injury against all fallings especially from horse. Turquoise may protect the wearer from poison, bites of reptiles and disease of the eye. Hindu mystics have faith in turquoise as it brings wealth, if you look at it on the first day after the new moon.

Turquoise is the birth stone of December born people. The person born on 6, 15, and 24 may wear turquoise for quick marriage, harmony at home, material prosperity and to get good education. Turquoise also fosters positive thinking, sensitivity, empathy, honest communication, strength, energy, serenity, mediation and friendship. It is known for enhancing love and keeps a couple intact. It is a lucky gem for the person born between 5 AM to 5. 59 AM on any day especially on Saturday and also for Libra and Taurus people.

Turquoise may be set in silver or gold and worn in the middle finger or next to the little finger on any auspicious time under the guidance of a learned astrologer.



Gemmology and Diamond Grading Courses

JDTI provides a 3 months course on Gemmology (the scientific study of gemstones) covering Diamond grading (a 45 days course) and identification of Coloured Gemstones. Students can opt for either the Diamond Grading course or the Gemmology Course.

Diamond Grading (part of Gemmology course) deals with the quality assessment of polished diamonds - the famous 4 C's - Cut, Color, Clarity & Carat), the method of detection, identification and grading of diamond and its simulations through Crystallography, Physical, Chemical, Optical properties, Distinctive features, Inclusion and Characteristics. The course covers its origin, Mining, Occurrence, deposits, treatment, flow of rough diamonds from Mines to Sites, Diamond trade, use of Gemmolite and other Gemmological instruments in Identification & Grading, Synthesis & Detection methods, Diamond and its simulants including synthetic Cubic Zirconia and synthetic Moissanite.



The **Gemmology course** also covers use of Gemmolite and other Gemmological instruments in Identification, treatment, enhancement of gemstones, sources and identification of Organic gemstones, Synthetic gemstones and instruments for weight estimation. The large updated collection of stones at the institute aids in the practical experience. Additional classes provided at the culmination of the 3 month course include visit to a Museum / Mine, class for theory in Stone Setting, class for demonstration of jewellery manufacturing techniques, class of audio-visual presentation on History of Jewellery.

Jewellery Design Courses at JDTI

Basic Jewellery Designing

A 3-month certificate programme and a precursor to Comprehensive jewellery designing, focuses primarily on drawing and presentation skills required for jewellery designing. It introduces the students to various topics related to jewellery both in theory and in practice. The students are taught from the scratch, the basics of course being learning to draw freehand & straight lines, going on to object drawing and a clear understanding of basic 3-dimensional forms, from which further forms are derived. Design Methodology and Design Process & prototyping are in essence the highlights of the course. Design Methodology is the ability to derive forms out of a chosen inspiration and conceptualizing them towards a wearable jewellery design range. Creating models of the same for a clearer understanding is undertaken in a one week material exploration workshop. A basic knowledge of rendering and technical drawing allows the students to present their work professionally in the industry. An introduction to metallurgy, basic jewellery manufacturing techniques & gemology and an audio-visual presentation on Traditional Indian Jewellery present the students with an overview of the industry. The programme culminates with a 3 week final design project that prepares the students for the domestic market.



Comprehensive Jewellery Designing

A 6-month certificate programme, reinforces the skills learned in Basic jewellery designing by basing them in their application. A comprehensive research on International jewellery markets is supported by a design project wherein students develop an entire range of jewellery designs specific to their chosen markets. A study of the various Art movements and their influence on the jewellery of those times, Advanced classes in rendering of faceted and phenomena stones and orthography, computer-aided designing and window



display hone in their designing and presentation skills. The students are also taught wax carving at a professional level. A one week demonstration of basic and specialized manufacturing techniques like stone setting, casting, engraving, enameling, etc along with a 3-day visit to Jaipur opens up a plethora of opportunities that exist within the industry, to the students.

This programme culminates with 2 final design projects: One that caters to the commercial domestic market and the other that allows the students to design a range of jewellery products keeping in mind the unique styles they have developed during the course.

The design projects are judged by a panel of jurors from the industry.

What's new



niche

Division of Silver Smith India Ltd.
A multi-dimensional jewellery solutions company

Niche participates in the winter fair:

Recently Niche (a designer jewellery brand) participated in the Winter Fairs organized at the Austrian embassy and the Indo-German Chamber of Commerce. The Sound Of Music Fair at the Austrian Embassy was held on the 19th of November, 2005 and the German Christmas Market at the Indo German Chamber of Commerce was held on the 10th & 11th of



Niche stall at the Sound of Music Fair, Austrian Embassy

With the festive spirit in the air, people were on a shopping spree. Niche received a very good response and the innovative products on display were highly appreciated. The unique idea of precious jewellery studded with Swarovski components was liked by everyone. The products on display included elegant chandelier earrings, ethnic jhumkis, anklets, necklace sets, bangles, bracelets etc for women and classy cufflinks, kurta buttons, exclusive kalghis, tie studs etc. for men.



Niche stall at the German Christmas Market, Indo-German Chamber of Commerce

Upcoming events:

Craft Bazar 2006 - 17th Feb 2006
at the British High Commissioner's residence
Address: 2, Rajaji Marg, New Delhi - 110002

Tahitian Pearl Trophy 2005 - 2006

The Tahitian Pearl Trophy is an international competition which runs in more than 30 countries. JDTI is very proud to state that Ms. Sangeeta Dewan (HOD of Jewellery Design) and Ms. Archana M. Ranney (senior faculty- jewellery design) have been awarded the national Tahiti pearl trophy 2005 in the brooch and the men's jewellery category respectively. These award winning pieces from India will participate in the International round of Tahitian Pearl Trophy.

The cleavage brooch designed by Ms. Sangeeta Dewan has been manufactured in white gold with diamonds and Tahiti pearls. It has been inspired from the most beautiful motif used in the Indian jewellery- the peacock. Being a



symbol of power and energy, this motif when combined with the cool calmness of the Tahiti pearls brings forth the essence of the theme- fire under the ice.



The ring designed by Ms. Archana M. Ranney, titled the Taj Mahal, symbolizes the fire of love frozen in time in this wonder of the world called Taj Mahal. The ring is made in sterling silver with one 12 mm Tahitian pearl.

ADMISSIONS OPEN

JDTI

Jewellery Design & Technology Institute

Division of SILVER SMITH INDIA LTD.

A multi-dimensional jewellery solutions company

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World Gold Council

DELHI

JDTI Comprehensive Jewellery Designing

(6 months) Commencing 9th Jan 2006

JDTI Basic Jewellery Designing

(3 months) Commencing 9th Jan 2006

JDTI Gemmology Course

(3 months) Commencing 24th Jan 2006

JDTI Diamond Grading

(45 days) Commencing 24th Jan 2006

JDTI Jewel CAD

(1 month) Commences 1st & 16th of every month

JDTI Jewellery Designing (Distance Learning)

(6 months) Commences 1st of every month

NOIDA

JDTI Jewellery Design & Technology (1 & 2 year)

Commencing 12th April / 10th & 11th July 2006

JDTI Custom Made Jewellery Manufacturing

(6 months) Commences 1st of every month

JDTI Gemmology

(3 months) Commencing 13th Jan 2006

JDTI Diamond Grading

(45 days) Commencing 13th Jan 2006

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

We also conduct Integrated Certificate Courses along with Individually Customised Programmes

ADVISORY BOARD MEMBERS

- Ms. Nafisa Ali, Social Worker and Film Personality
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- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
- Dr. Guglielmo Gali, Italian Trade Commissioner
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- Ms. Divya Gurwara, CEO, Bridal Asia
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.

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