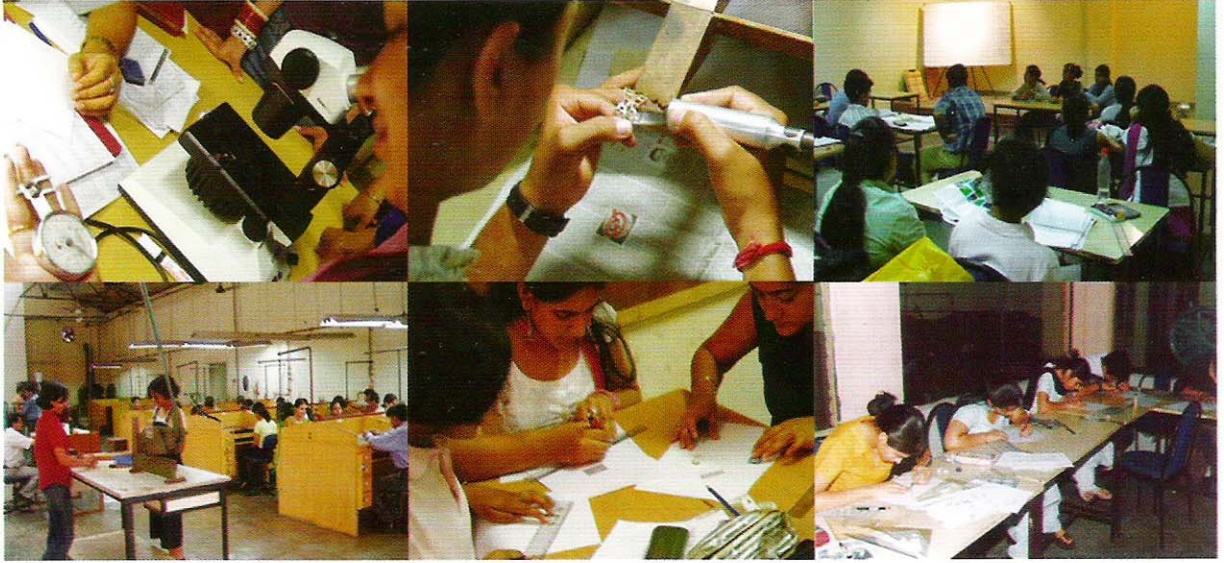


Jewellery Design & Technology Institute



SWAROVSKI Supports JDTI Craft Based Project

The Craft Based Project at **Jewellery Design & Technology Institute** was Supported by **Swarovski**, CCB, Swarovski India Pvt. Ltd.

Swarovski is the world leader in manufacturing cut crystal. The company was founded in 1895 in Austria by Daniel Swarovski. Since then the company has been innovating and developing crystalline products to extend its usage in different areas from home accessories to fashion and jewellery.



The group unites the brands- Tyrolit, Swareflex, Signity and Swarovski optik. The crystalline components developed for jewellery include round and fancy cut stones, beads, cupchains and findings, pendants and crystal pearls. All components are available in various sizes and an unmatched variety of colours to suite various requirements. A recent introduction is the XILLION chaton whose brilliance cannot be expressed in words.

Swarovski supported the Craft Based Project by providing the XILLION chaton, Crystal pearls and beads in a variety of colours for the students to experiment with.

The Craft Based Design Project is a unique process of understanding a traditional craft technique and implementing it in innovative ways to suite contemporary jewellery.

The Craft technique explored in this project was "Chip Inlay", which involves inlay of chips of opaque gems. Chip inlay is a craft practiced not only in India but also Tibet and America. The technique involves the usage of soft opaque stones which are crushed to make chips of varied sizes as per the requirement. Turquoise, malachite, lapis lazuli, coral and onyx are some of the commonly used stones. Once crushed the stones are mixed with transparent resin glue and inlaid in the jewellery piece in sufficient quantity. When dried the surface is filed to acquire an even level. The technique allows the designer to play with vibrant colours.

The theme for this project was oriental 'X'press- an expression of the oriental art and culture.

The students explored different inspiration such as monasteries, masks, calligraphy and fans. The products united the chip inlay with **Swarovski** components to add brilliance to the vibrant colours.



The collection includes pendants, chokers, bracelets, hand pieces and armlets.

Appreciating Art: Connoisseurs from Pakistan Visit JDTI

A Delegation of jewellery experts visited **Jewellery Design & Technology Institute, Noida** on May 20, 2005 along with Mr. Peter Micheal Raw, Consultant from World Gold Council.

Mr. Haji Shafi Choksi (Choksi Precious Services of Pakistan), Mr. Jamshed Waheed (USAID PISDAC Project), Ms. Amina Akram (Small & Medium Enterprise Development Authority), Mr. Arif Iqbal (Sarafa & Jewellers Association) were among the honourable delegates.

Since Government of Pakistan has declared Gems industry as the thrust area, the visit was intended to observe the Indian jewellery industry.

The objective of the visit was to promote interaction between the jewellery experts from both the countries and to encourage design education in Pakistan.

The dialogue with Mr. Haji Shafi Choksi (Strategy Working Group, Gems & Jewellery Section Pakistan) are already in process for assistance, advice and guidance for setting up design & high- tech jewellery manufacturing training institute in Pakistan.

The delegates visited JDTI's fully equipped ultra modern workshops, updated gem lab, computer drome and gave informative speeches on jewellery industry in Pakistan.

Mr. Peter Raw, WGC London Addressed Upcoming Designers

Mr. Peter Micheal Raw (Consultant from World Gold Council, London) addressed JDTI students during his visit to the institute with the Pakistan Delegation on May 20th, 2005. He talked about several intricacies of jewellery design in the west.



He covered various issues related to jewellery design and latest market trends in his lecture. He also stressed on the aspect of Hallmarking

and the use of advanced techniques in manufacturing.



The students inquired about jewellery trends in western market, international standards, sophisticated techniques used there and scope of trade in west during the interactive session.

Pakistani Delegation at JDTI



IGEP Promoting JDTI

The Indo German Export Promotion Project, a joint trade programme of the Ministry of Commerce in India and the Ministry of Economic Co-operation and Development in Germany (BMZ) is now promoting JDTI.



For more than a decade, the Indo-German Export Promotion Project has been helping reinforce and encourage bilateral commercial and economic partnership between India and Germany.

The Director, Dr. Dietrich Kepschull is now on the JDTI's advisory board and his vital experience will certainly be a huge help to our goal to become one amongst the best quality education providers around the Globe.

JDTI is planning to participate in an international event 'MIDORA Leipzig' - Watches & Jewellery Trade Fair at Germany promoted by IGEP. The event will add to our efforts to enhance the product quality of Indian jewellery and expand its reach in international market.

JDTI Gallery-sparkling with gold gleam

JDTI's Designer jewellery gallery is the first endeavour of its kind for promoting students work of art. It has proved to be a success as people pay a visit, procure and appreciate the creative expressions, contrasting to conventional design.

A new range of gold jewellery, designed and manufactured by JDTI students, has been recently added to the designer collection. The collection sponsored by the parent company Silver Smith India Limited includes hoops, nosepins, pendants etc. The students industriously worked at carving out innovatively fresh pieces of gold 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.



The Gallery is at Haveli # 13, Hauz Khas Village New Delhi

It is open Monday to Saturday
10:00 am. to 6:00 pm.

5 Jewellery Care Mantras

- Store your jewellery in a dry, clean place. It should be kept in a fabric lined jewellery box, each piece separately.
- Wipe your jewellery with soft cloth after each wear to remove oil and dirt.
- Wear your jewellery only after few minutes of applying cosmetics, hair sprays and lotions as these products may contain chemicals that damage your piece.
- Have your Jewellery checked for loose prongs and worn mountings at least once in six months.
- Clean your jewellery every three months to keep it bright and sparkling.

Latest Diamond Simulant: Synthetic Moissanite

Dr. Shekhar Vashishtha
Head, Gemological Department, JDTI

A sparkling stone - Synthetic Moissanite is comparable to a diamond in its brilliance. Hence it is an affordable option for the people who desire the diamond studded look in jewellery.

Moissanite is a natural Silicon Carbide found in Earth in tiny amounts in meteorites. It was discovered in 1893 by a Noble Prize



Winner French Scientist Dr. Henry Moissan. The natural Silicon Carbide was named Moissanite in his honour in 1905. In fall 1997, Jeff Hunter announced the birth of a new Diamond simulant, laboratory created Moissanite. Synthetic Moissanite can be readily separated from Diamond on the basis of its anisotropic optical character, which produces a doubling in the appearance of facet junctions.

Resistance to heat

Due to its ability to withstand heat, it does not have to be removed from a piece of jewellery while repairing. It may turn a cherry red colour while using the torch but returns to its original colour when cooled.

Courses Commencement Schedule

- **JDTI Jewellery Design & Technology**
(1 & 2 year) Commencing 11th & 12th July 2005
- **JDTI Gemmology Course**
(3 months) Commencing 6th & 23rd July 2005
- **JDTI Diamond Grading**
(45 days) Commencing 6th & 23rd July 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**
(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. Dietrich Keschull, Director - Indo German Export Promotion Project
- 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 Gems
- Ms. Divya Gurwara, CEO, Bridal Asia
- Mr. B. K. Narula, CMD, Silver Smith India Ltd.

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