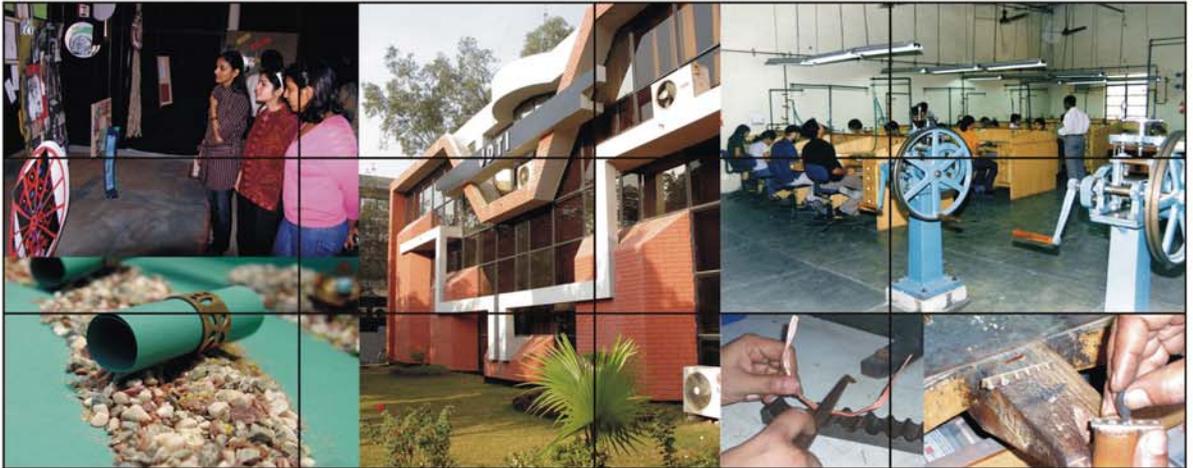


# Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



**JDTI**  
Industry Partner

*in association  
with*



*is proud to present*

Indian  
Jewellery Design   
Awards '07

28th - 29th April. Aamby Valley City, Lonavala

The 360 Degrees 'Indian Jewellery Design Awards' (IJD Awards) is an independent benchmark adjudged by a jury comprising of experts and jewelry connoisseurs, on Pan India basis. The big idea is to stimulate all designers to create and develop their own vision, reflection and philosophy in the art of jewellery.

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JDTI - TIMES

# Indian Jewellery Design Awards '07



## **Eligibility Criteria**

### **Sub Category: -**

Established, Emerging & Aspiring

- Established Brands/Designers
- Emerging Brands/Designers
- Aspiring Designers

International Designers/ Brands are also eligible to apply.

## **Targeted Jewellery Categories**

The targeted jewellery categories would include Diamonds, Platinum, Gems and Stones - Precious and semi-precious, Pearls, Gold, Silver, Indian Ethnic Jewellery, Men's Jewellery & accessories

All designs should not only reflect magnificence & opulence, but, also must correspond to & add to the value of the metal, jewel or stone.

## **The Event**

The Indian Jewellery Design Awards' 2007 would be held from & between 28th – 29th April' 2007. The possible venue to be considered for the event would be Aamby Valley, Lonavala.

The event would witness maximum glamour, power and showbiz with some of the Bollywood biggie's, page 3 celebrities, socialites, top business men & bureaucrats, politicians and the media fraternity present.

The programme list includes fashion shows, celebrity performances, dance troupes, Live band & D.J performing.

## **The Winner**

There shall be One Winner in each of the 9 categories. Each winner shall get a trophy and certificate of recognition from the IJD Awards Committee. This would also include extensive media coverage, huge recognition in the Industry & the opportunity to showcase design on the final event.

The Aspiring designer in the silver category will also be awarded scholarships worth Rs. 2 lakhs [1st Prize] by JDTI which can only be redeemed in any course offered by JDTI.

Overall Best Design Award

The 'Overall Best Design' of IJD Awards 2007, would be awarded to the person who's design pictures would be put on the website and win the maximum votes online by people. Note:-Prizes (in whole or in part) may not be redeemed for cash.

## **Publicity & Promotion**

- There will be an embargo on the publicity of the actual final pieces until the formal Awards presentation in April 2007.
- Photographs of the final pieces and articles about Indian Jewellery design Awards will be released to the consumer and trade press.
- IJD Awards 2007 short listed finalists will be invited to attend the Awards function.
- Short listed Finalists may be required to assist in the promotion of the IJD Awards 2007 by making themselves available for media interviews/ events for the duration of the auction.

For any information or query on the IJD Awards' 07, please call our committee at 91-11-41360360 & also visit our website [www.ijda.co.in](http://www.ijda.co.in)

# Indian Jewellery Design Awards '07

360

- Short listed Finalists must ensure that their sponsors (if any) agree that the pieces will be made available to the IJD Awards Committee for publicity and promotion, as and when required.
- IJD Awards Committee shall retain control of all the elements of the competition including publicity and promotion.

## Auction

All short listed finalists after Phase I will be eligible to participate in the Auction with their manufactured pieces, held a day after the event. It will depend on the will of the entrant and his sponsor (if any) whether to participate in the Auction or not.

## How to Enter

In order to enter the Indian Jewellery Design Awards 2007, Register online at the website [www.ijda.co.in](http://www.ijda.co.in). Note down your automated registration number for your entries in various categories.

Download the form from the website

Submit the following:-  
Phase I

- The entry forms should be submitted along with the registration number, all the required technical details, inspiration, manufacturing specifications.
- Company employed jewellery designers must mention the name of their company in the entry form.

- The design renderings (neatly laid out self-explanatory design sketches) must be enclosed with the entry form for the preliminary judging.
- The drawn sketches must of actual size in colour & submitted on only an A3 size paper. No wordings or names should appear on the design rendering.

The IJD Awards Committee reserves the right to disqualify entries not conforming to all of the above specifications.

Phase II

- All short listed entrants to fax their sponsor agreements to the IJD Awards Committee within 2 days as per the deadline.
- Submission of final fabricated pieces within the deadline set by IJD Awards Committee.

## IJD Awards Time Plan & Deadlines

Time Plan & Deadlines	Date
Call for Entries	1st - 23rd March
Jury Short listing Phase I	24th March
Notification to Short Listed	25th March
Finalist	
Sponsor Agreements	26th - 28th March
Manufacturing and	28th March -
Submission of Final Pieces	21st April
Jury Short listing Phase II	22nd April
Awards	28th April
Auction	29th April

For any information or query on the IJD Awards' 07, please call our committee at 91-11-41360360 & also visit our website [www.ijda.co.in](http://www.ijda.co.in)



## Conceptualize , Communicate , Create

Design Development Centre [DDC] was conceptualized in 2005. It was then considered a bold, progressive yet radical step.

Was India ready for this professionally managed Product Development Centre?

Were they willing to emerge from the traditional shadow of a closely held trade where only family members are allowed to participate?

Many questions, many doubts and many raised eyebrows!

Today after completion of another calendar year, I can safely vouch that DDC has slowly but surely managed to make its mark in the industry.

DDC now caters to some of the well known and established companies both for the domestic as well as for the international market.

Our expertise in the jewellery industry has led us to discover innovative solutions to all the design and design related problems. Contrary to popular belief DDC is not only about jewellery designing but also offers various other services like:

- Market Research
- Trend Analysis and Forecasting
- Range Development
- Technical Specification
- Computer Aided Design
- Product Development and Model Making
- Client Presentation
- Graphic Designing
- Packaging
- Visual Merchandising
- Jewellery- Related events
- Customized designing for trousseau
- Consultancy

We at DDC constantly upgrade our services to meet the demands of the industry and to help jewellery companies to outsource and fulfill their design. I look forward to the new challenges and projects this forthcoming year and would like to take this opportunity to wish you all A very Happy and Prosperous New Year!

The writer, Ritu Malik is currently Faculty and GM for DDC. She is a graduate from SNTD, Mumbai, Carbon Designer of the year finalist, and has over 7 years of industrial experience.

Do mail in your comments/feedback at  
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 2540571-72-73 [M] 9873118892  
 [code from Delhi 95120 Outside Delhi 0120

## 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

- **Diploma in Jewellery Design & Technology** (2 year)  
Commencing 16th April & 16th July 2007
  - **Comprehensive Jewellery Designing** (6 months)  
Commencing 9th April 2007
  - **Basic Jewellery Designing** (3 months)  
Commencing 9th April 2007
  - **Gemmology Course** (3 months)  
Commencing 3rd April & 16th May 2007
  - **Diamond Grading** (45 days)  
Commencing 3rd April & 16th May 2007
  - **Custom Made Jewellery Manufacturing** (6 months)  
Commences 1st of every month
  - **Jewellers Bench Programme** (3 months)  
Commences 1st of every month
  - **Basic Costume Jewellery** (3 months)  
Commences 1st of every month
  - **Jewel CAD** (1 month)  
Commences 1st & 16th of every month
  - **Jewellery Designing - Distance Learning Course**  
(6 months) Commences 1st of every month
  - **Certificate Programme in Jewellery Retailing** (45 days)  
Commences 1st of every month
- Short term Specialised Courses**  
Commences 1st of every month
- a) **Advance Casting Techniques** (3 weeks)
  - b) **Investment Casting** (2 weeks)
  - c) **Stone Setting** (2 weeks)
  - d) **Engraving & Enamelling** (2 weeks)
  - e) **Finishing, Polishing & Electroplating** (2 weeks)
  - f) **Quality Control** (2 weeks)
  - g) **Photography** (1 week)

We also conduct Integrated Certificate Courses along with Individually Customised Programmes.

### How to apply:

Prospectus and application form can be obtained from Noida 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.

## ADVISORY BOARD MEMBERS

- Ms. Nafisa Ali, Social Worker and Film Personality
- Ms. Ritu Beri, Fashion Designer
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- Dr. Dietrich Keschull, Director - Indo German Export Promotion Project
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- 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:

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