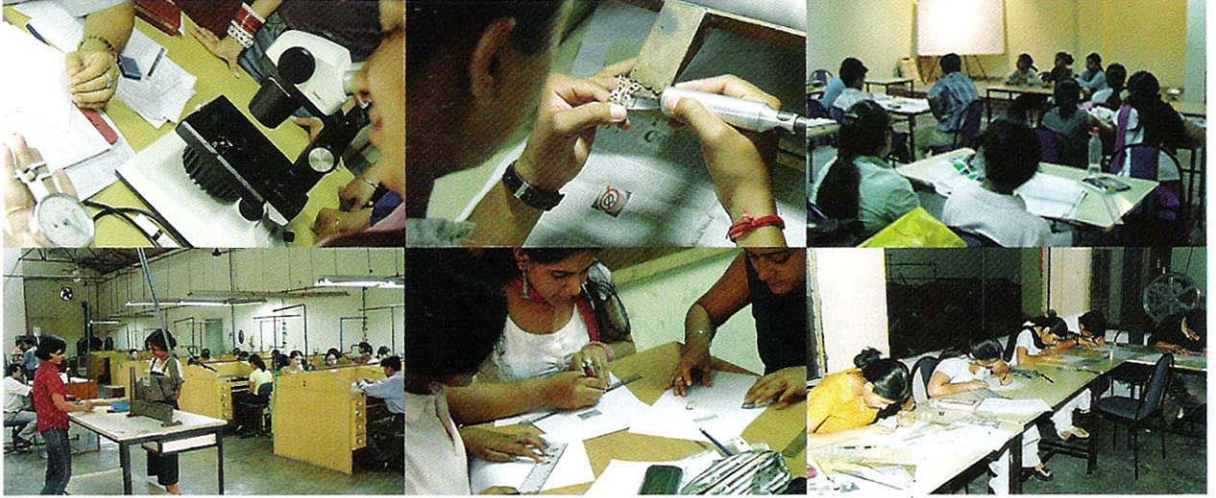


Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



YELLOW SAPPHIRE – GEMSTONE OF JUPITER

Dr. Shekhar Vashishtha
Head of the Department of Gemmology



Yellow Sapphire also known as Pukhraj, Pushparagam crystallise in transparent to opaque crystals often found as barrel shaped, prism with flat ends, doubly pointy, hexagonal pyramids, sometimes bipyramidal, tabloid shaped, massive, granular or in rolled

pebbles in hexagonal (trigonal) system. It belongs to the corundum group. Its light yellow to golden yellow color is due to the presence of small iron content in its chemical composition - Aluminum Oxide.

Gemmologically speaking, the refractive index of Yellow Sapphire is 1.762 – 1.770 +.009, -.005 with a birefringence of .008 to .010 confirming it is a double refractive gemstone and dichroic in nature. The dispersion of it is 0.018 and exhibits a vitreous luster. It has partings in four directions, excellent toughness and durability with a hardness of 9 on Mohs scale of hardness. The Specific Gravity is 4.00 + .10, -.05 which separates it from other yellow looking materials.

Under magnification – silk, needle like inclusions intersecting at 60° & 120° in the same plane, repeated twinning, long or narrow corundum crystals including rutile crystals, zircon, usually surrounded by a halo of black fracture, rounded garnet grains, tiny spinel octahedra, mica, hematite slab, two phase inclusions, three phase inclusions, finger print pattern, color zoning etc. may be observed in microscopic studies.

Oil, wax, yellow colored finger nail polish or silica compounds may be used to conceal cracks, fissures or other imperfections. Sometimes Yellow Sapphire

may be heat, irradiation or diffusion treated to improve its color.

The main geological deposits of sapphire are in Myanmar, Srilanka, India, USA, Madagascar, Brazil, Kenya, Malawi, Zimbabwe, Tanzania, Cambodia, Australia and Thailand.

Yellow Sapphire represents the positive powers of Jupiter in Astrology. Jupiter, also called Guru or Brihaspati bestows good fortune, power of speech, divine grace and guidance, public acclaim and offspring of individual. Yellow Sapphire enhances intellect, study, knowledge and memory. It is lucky gemstone for the persons working in the field of educational, philosophical, religious, financial, artistic and endowment areas. Obstruction in educational field, marriage, property matters may be avoided by wearing a Yellow Sapphire. It makes one religiously inclined. It increases one's respect towards elders and ensures name and fame.

Yellow Sapphire also solves the problems of egotism, unhappiness, negative outlook and legal problems. It improves marital relations, facilitates pregnancy and childbirth, and enhances spiritual understanding apart from curing disease of glands and fat system. It is also birth stone for the month of November born persons.

Yellow Sapphire should be set in gold and worn in the index finger (next to thumb) on Thursday in the constellation of Pushya or on any Shukla Paksha in the hora of Jupiter or any other auspicious time under the guidance of a learned astrologer.

Yellow Sapphire is safe to clean in an ultrasonic cleaner or ionic cleaner. Warm soapy water and a soft brush can be used to clean Yellow Sapphire jewellery.

New Ways of Thinking

Multipurpose Jewels

The idea behind this project was to think of jewellery not only as an aesthetic accessory but also as an innovative multifunctional product that offers its connoisseur different looks and usage.

The concepts of functionality came from objects and mechanisms used in daily life, like Door Hinges, Springs, Mobile Phones, Match Boxes etc. The final semester students working on this project came up with very interesting products some of which are shown below:-



This multipurpose ring converts itself to a pendant with cascades of long chains, hanging from it. It uses turquoise enamel work along with a unique combination of grey and white pearls, to give an elegant look

Designed & manufactured by: Sonali Ved



Inspired from the concept of the hanger this is a pendant on which pair of earrings hang to complete the form. The earrings can be detached and worn separately. Technique of cutwork is used to enhance the beauty of the piece.

Designed & manufactured by: Chhavi Bajaj

This butterfly inspired design can be worn in three ways - as a ring, a pair of earrings and also as a neckpiece. It uses the screw and the hinge mechanism in sterling silver which is enhanced with vibrant enamelling and the brilliance of cubic zirconia

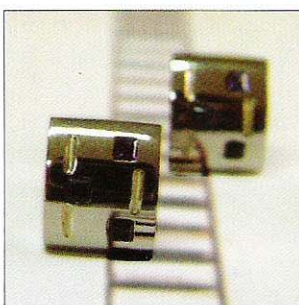


Designed & manufactured by: Priyanka Gupta

This broad bracelet can also be worn as a choker. The length enlarges with the help of hinges and the piece locks with the help of a screw mechanism



Designed & manufactured by: Sunil Kr. Jaiswal



These earrings are designed to be used as unisex jewellery. They can be converted to a pair of cufflinks as and when desired.

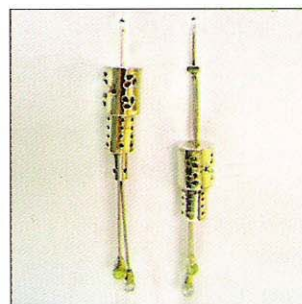
Designed & manufactured by: Vanika Mangla



The theme of this piece was "flora" and it can be worn as a ring as well as a pendant. Tube mechanism is used for functionality along with help of hinges. Stones are also used in order to enhance the beauty of the piece.

Designed & manufactured by: Alok Jain

This pair of earrings elongates to give a new look to its wearer. It surprises its patron with its expandable mechanism which acts as a fun element in the jewellery piece.



Designed & manufactured by: Ruchi Gupta

The theme of this product was the "touch me not" flower. The form has been inspired from flower petals and can be worn as earrings as well as a scarf accessory. Stones have been used in the petals along with silver chains to give the piece a stylized look.



Designed & manufactured by: Anjana Sharma

SILVER SMITH INDIA LTD.

l a u n c h e s



Above :
A Sterling Silver pendant set studded with Swarovski components.

niche – a designer jewellery boutique conceptualized by Rita Narula and Ridhi Narula started in July 2005 by Silver Smith India Ltd. (SSIL) in response to the constantly growing demand for designer jewellery.

In April 1999 SSIL set up Jewellery Design & Technology Institute (JDTI) in Noida to bridge the gap between the demand & availability of skilled professionals in the Indian jewellery industry. The institute now has a branch at one of the prime locations in South Delhi and intends to spread its wings all over India. Since its inception, JDTI has constantly been developing professionals for every segment of the jewellery industry. During the learning process, students are encouraged to explore unconventional materials and use different surface finishes to create new design ideas guided by highly experienced faculty. These experiments lead to many unique jewellery products which need to be introduced to the new generation of consumers who are willing to experiment and desire exquisite products. Hence SSIL launched *niche* as a channel to provide unique jewellery products to the Indian consumers to satisfy their desire for designer jewellery.

niche offers exclusive products that are a contemporary blend of technology & design. The designs cater not just to women but also to men. For women the collection is chic-ranging from dazzling chandeliers, cleavage clips, chokers, bracelets & bangles to traditional anklets, jhumkis and necklace sets; just to name a few. The collection for men includes elegant kundan kalgis, kurta buttons, cufflinks and many more.

The design team at *niche* is constantly involved in analysis of trends in fashion to provide the latest in terms of design. The team is also working at contemporizing traditional manufacturing techniques and products. Innovations in material usage is evident in the final products where gold and silver have been blended in interesting ways and Swarovski components have been studded into sterling silver.



Above: A pair of Sterling Silver Bangles studded with Swarovski components.
Left: Sterling Silver Anklets inspired by Peacock, decorated with pearls & ghungroos

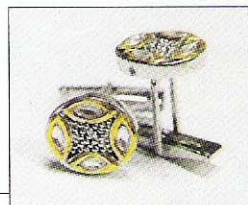


niche is supported by well equipped infrastructure, managed by experts and highly skilled workforce committed to quality, punctuality and efficiency, resulting in precision and perfection. Each product that leaves the workshop goes through a thorough quality check.



Above & below:
Two Sterling Silver Kalgis in Kundan

Above right:
A pair of Sterling Silver Cufflinks with Kundan in 22K gold



niche believes that jewellery is an individual experience that can't be achieved by picking up something off the shelf. Hence *niche* is also providing customized solutions which allow the clients to have jewellery designed specifically to suit their choice, style and personality.

niche aims to alter the way people look at jewellery in the Indian market. Jewellery is much more than mere ornaments that act as accents to clothes. Jewellery is a personal style statement. The goal of *niche* is to provide consumers with jewellery that is precious not because of the materials that are being used to create it, but precious because of its pristine quality, unconventional use of materials and elegant design.

For further information contact : E-13, 1st Floor, South Extn.-I, New Delhi - 110049
Tel : 011-24654503 E-mail : info@niche.in

Tahitian Pearl Trophy 2005 – 2006

The Tahitian Pearl Trophy is an international competition which runs in more than 30 countries. It is also a means to reach the international market through participation at professional fairs all over the world in cities like New York, Paris, Hongkong, Vicenza etc.

This year the theme of the competition has been "fire under the ice". The designs have been invited in 10 different categories in order to express the designers creativity.

JDTI is very proud to state that three of its eminent faculty members – Ms. Sangeeta Dewan, Ms. Archana M. Ranney and Ms. Smita Singh have been short listed as the National Finalists for the year 2005–2006.

Since the contest is still going on, we wish them the very best of luck for the final round of this contest



Course Commencement Schedule

- **JDTI Jewellery Design & Technology**
(1 & 2 year) Commencing 12th April / 10th & 11th July 2006
- **JDTI Gemmology Course**
(3 months) Commencing 10th & 22nd Oct 2005
- **JDTI Diamond Grading**
(45 days) Commencing 10th & 22nd Oct 2005
- **JDTI Comprehensive Jewellery Designing**
(6 months) Commencing 9th Jan 2006
- **JDTI Basic Jewellery Designing**
(3 months) Commencing 9th Jan 2006
- **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.

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 / silversm@vsnl.com

Website: <http://www.jdtiindia.com>